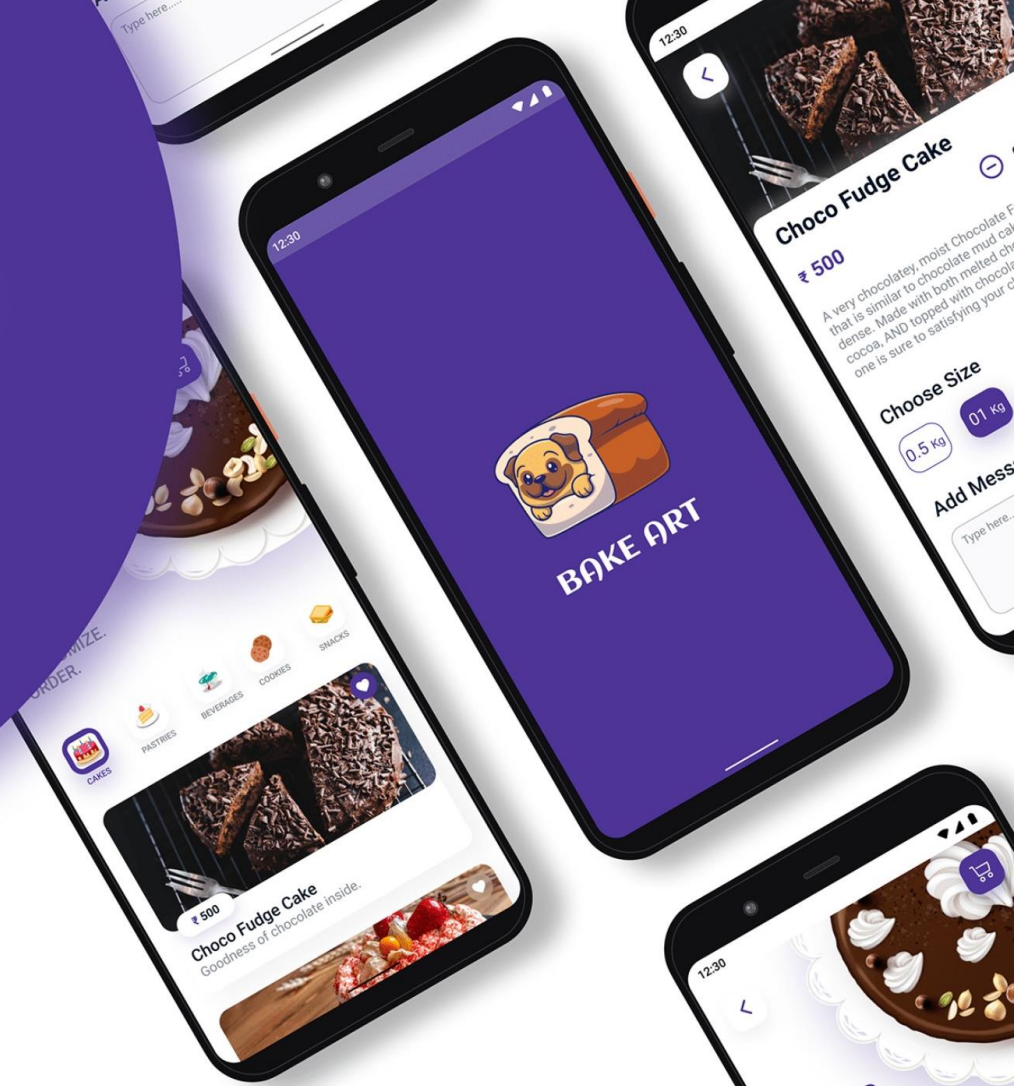


UI/UX Case Study

BAKE ART

An app for conveniently and quickly ordering products from your local bakery shop.



Project Overview

Bake Art is a local family-owned bakery located in the suburbs of New Delhi. Bake Art strives to deliver delicious, beautiful and high quality taste and presentation. Bake Art provides a wide variety of products from cakes, beverages to snacks.



The Problem

Busy workers and commuters lack the time or ability to bake or to stand in line to place an order after working a full day.



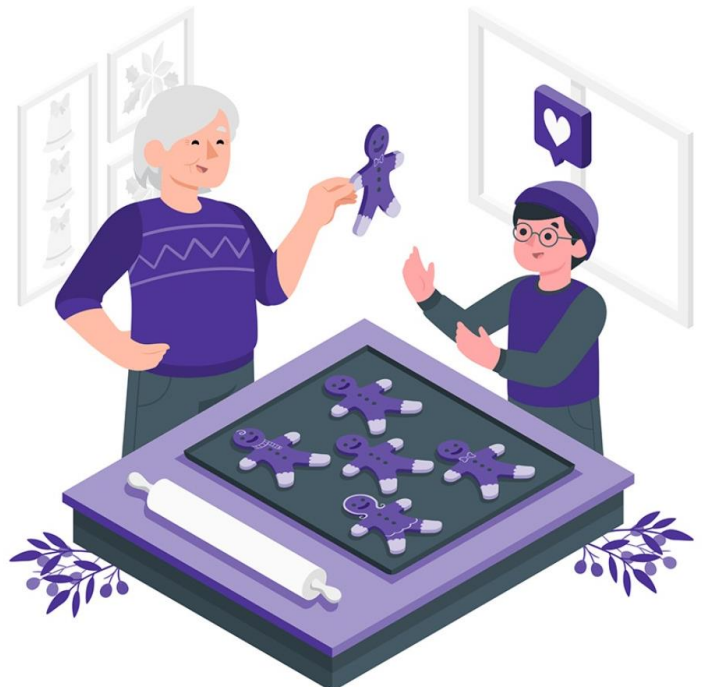
The Goal

Design an app for a local bakery that allows users to easily order or pick-up cakes, pastries and other bakery products.



Responsibilities

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.





User Research

In order to understand the users and needs I am designing for I conducted interviews and created empathy maps. A primary user group identified through research was working adults who don't have time to go in-person to the bakery to place their orders or bake cakes, pastries etc. at home.

This user group confirmed initial assumptions about Bake Art's customers, but research also revealed that time was not the only factor limiting users from baking at home. Other user problems included obligations, interests, or challenges that make it difficult to get ingredients for baking or go to bakeries in-person.

User Research Pain Points



Time

Working adults are too busy to spend time waiting in line in-store and ordering.



Customization

Customizing an item(eg:cakes) is an option that is a rare but needed option.



Accessibility

Platforms for ordering food are not equipped with assistive technologies



IA

Text-heavy menus in apps are often difficult to read and order from.

User Research User Persona

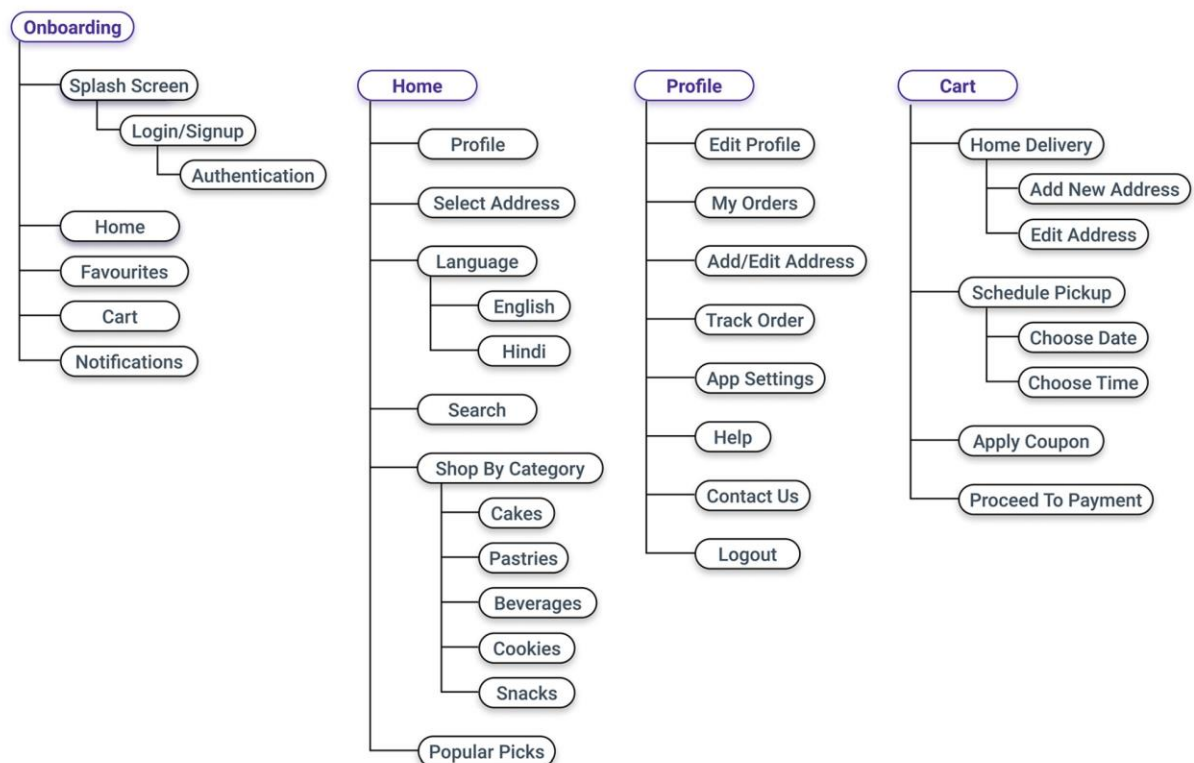
User Journey Map

ACTION	Deciding Order	Go to bakery	Place order	Wait for order completion	Pick Up Order
TASK LIST	Tasks A. Decide what to eat. B. Try to remember menu C . Decide when to go at bakery.	Tasks A. Go to bakery B. Wait in line	Tasks A. Ask if desired items are available B. Place order C. Pay for the order	Tasks A. Wait for completion of items B. Gather utensils, napkins etc.	Tasks A. Pick up order B. Check if order is correct C. Go home.
FEELING ADJECTIVE	Excited to eat cake. Annoyed can't remember different flavours.	Frustrated about not getting home in time.	Angry about items out of stock.	Anxious about time wasted.	Relieved to go home.
IMPROVEMENT OPPORTUNITIES	Offer a way to see bakery menu.	Create a way to order in advance.	Offer a way to see which items are available in advance.	Provide estimated time of order.	Provide bill with order to check ordered items.

Starting the Design

Starting The Design

IA (Information Architecture)



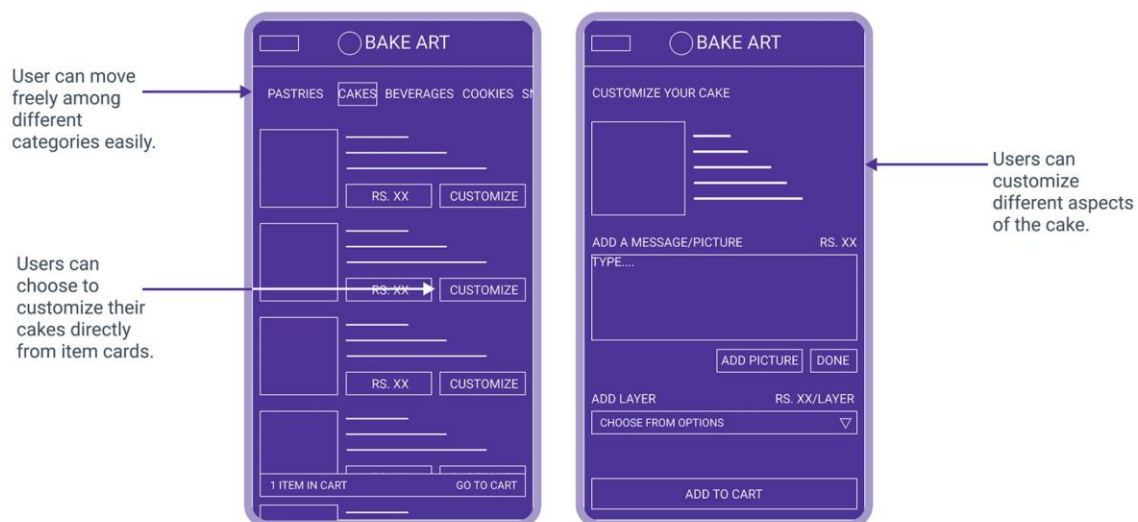
Starting The Design

Digital Wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



Easy navigation along with the option to customize and personalize the cake was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.



Starting The Design

Usability Studies

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 Findings

Users want a quick ordering process.

Users want an option to schedule pick-up along with the home delivery option.

Users not very fluent in English wanted an option for Hindi language for the app.

Round 2 Findings

Users found options to choose type of delivery confusing on checkout screen.

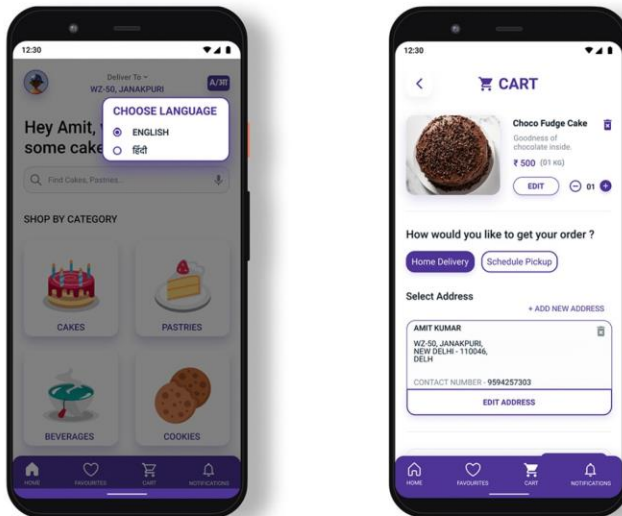
Users wanted to know the price of products that came in different sizes before going to checkout screen.



Refining The Design

Mockups

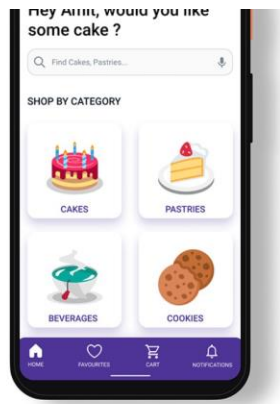
Early designs allowed for some customization, but after the usability studies, I added additional options to change language in the app. I also revised the design so users can easily choose the mode of delivery easily without confusion.



Refining the Design

Further I also added the option to select and change address directly from the home screen and added the notifications button to the bottom navigation bar so that users could easily keep track of the alerts and notifications directly from home screen.





Refining The Design

Accessibility Considerations



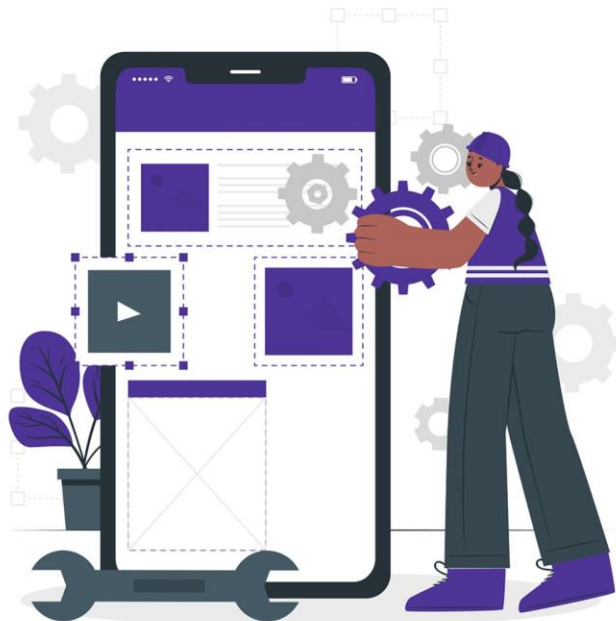
Icons labeled with text for easy navigation and interaction



Option for changing language of the app for users who find English hard to read.



Color palette is under acceptable contrast ratio based on WCAG 2.0.



Refining The Design

Style Guide

Typography

Roboto

Regular

Medium

Semi Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

Color



Primary



Secondary



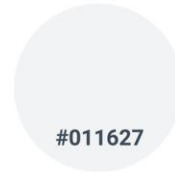
Tertiary



Tertiary

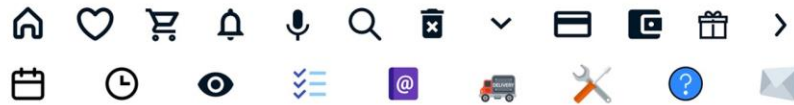


Tertiary



Tertiary

Iconography



UI Components

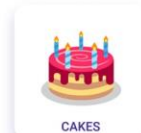
Cards



Choco Fudge Cake
Goodness of chocolate inside.



Choco Fudge Cake
Goodness of chocolate inside.



Buttons

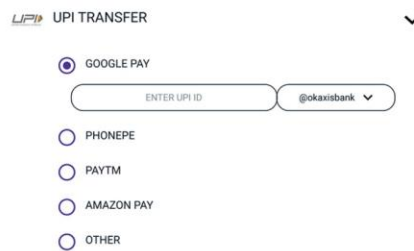
Active



Inactive



Dropdown



Counter

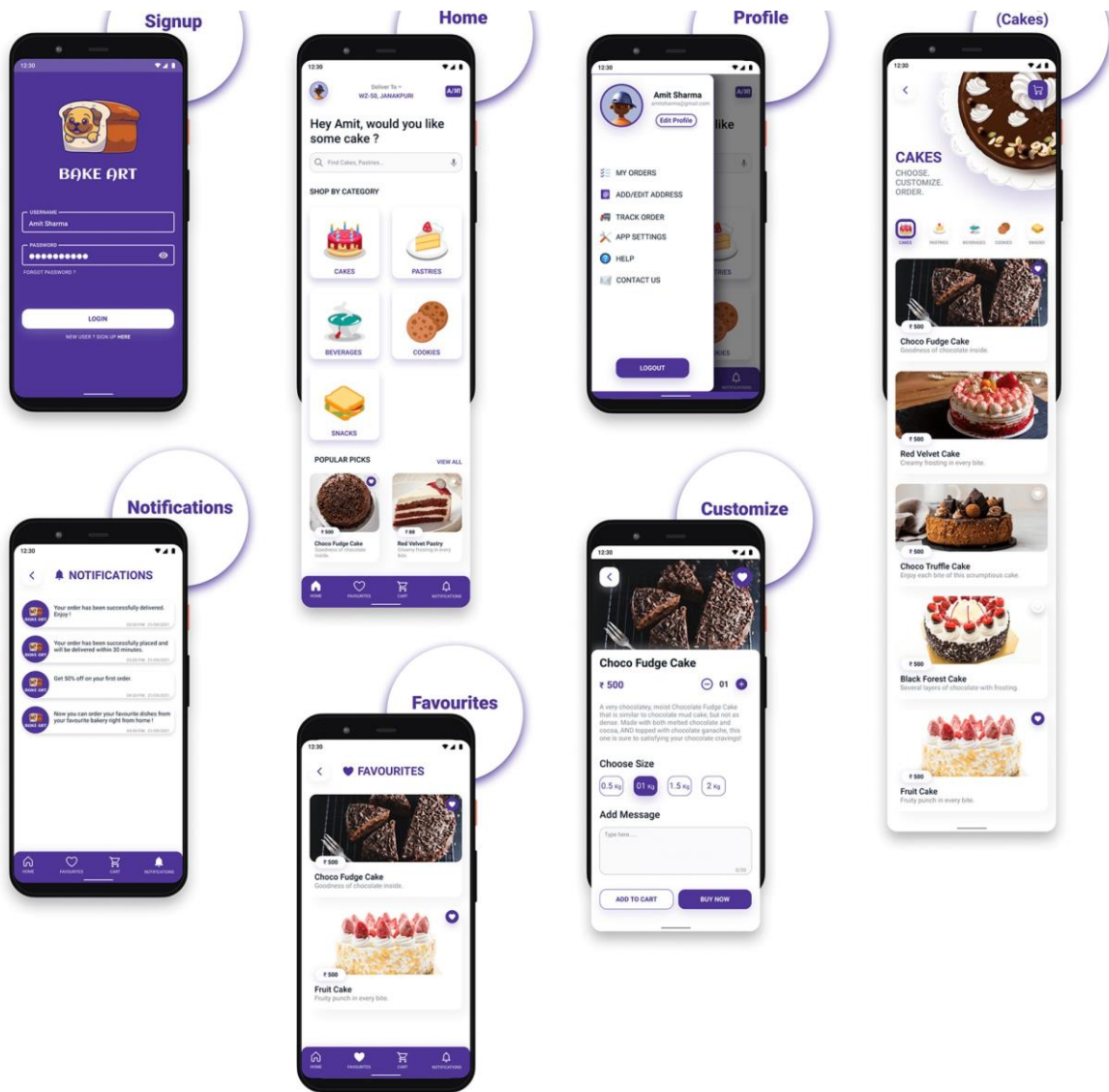


Refining The Design

Final Output

Login/

Categories



Refining The Design Hi-Fi Prototype

The final high fidelity prototype presented cleaner user flow while meeting users' needs. It also met the users' need for option of selecting mode of delivery and the option to change language in the app.



Going Forward



Quotes from user feedback

"I like how visually appealing the app is, plus the option to customize my cake before ordering is very cool."

"The option to change the language of the app is my favourite option, it makes it very easy for me to use the app."

"This app is a lifesaver, standing in queue after a long day's work just to get a pastry is very tiring and exhausting."



What I learned

While designing the Bake Art app I learned that the user and peer feedback is just as, if not much more important than the ideas I came up with myself. And reiterating the designs over and over may be tedious but the process leads to better designs and with each iteration a new problem faced by the users can be discovered, which helps in making the app better.

Going Forward Next Steps

Accessibility

Learn ways to make the app much more accessible to a much wider range of people.

User Research

Conduct more user research to learn about wider user base.

Usability Studies

Conduct another round of usability studies to determine whether the pain points experienced by users are addressed effectively.



Thank You !