Web app UX Case Study

Project Duration
Two weeks

Birbal Ki Bakery

OVER VIEW

My Role
Sole UX designer

Tools Used
Figma, Canva

Problem Statement

In today's competitive bakery market, customers seek not just tasty treats but also a smooth, delightful online experience. Many small bakeries lack a user-friendly platform to browse menus, order custom desserts, book reservations, and feel the brand's charm digitally.

Target Audience

- Young adults & tourists in Istanbul
- Dessert lovers drawn to artisanal, floral-themed treats
- Shoppers seeking customizable gift options
- People looking to reserve seats in advance

Goals

Design a visually engaging, responsive interface
Reflect the brand's soft, flowery personality
Provide clear flows for:

- Ordering desserts
- Booking a table
- Placing custom orders

DESIGN PROCESS

Empathize
Assumed needs of users through secondary research.

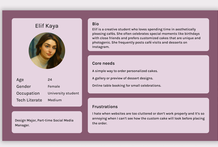
Define
User personas
Empathy map

Ideate
Journey map

Design
Wireframes
Prototype

Test
Self-tested flow for usability and clarity.

USER PERSONAS



Elif Kaya

Age	24
Gender	Female
Occupation	University student
Tech Literate	Medium

Design Major, Part-time Social Media Manager.

Bio
Elif is a creative student who loves spending time in aesthetically pleasing cafés. She often celebrates special moments like birthdays and exams with friends and family and is passionate about cakes and desserts. She frequently pairs soft-serve ice cream with desserts on Instagram.

Core needs
A simple way to order personalized cakes.
A gallery or preview of dessert designs.
Online cafés looking for small celebrations.

Frustrations
I love what someone else has ordered or don't work properly and it's so annoying when I can't see how the custom cake will look before placing the order.

Murad Ali

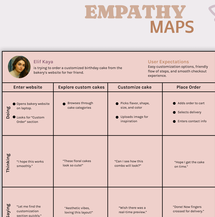
Age	32
Gender	Male
Occupation	Traveler Blogger and Food Reviewer
Tech Literate	Medium

Bio
Murad is a well-known travel and food blogger visiting Istanbul. He hunts for hidden gems and authentically pinpoint spots to feature on his Instagram and blog. He values fast information, quick access to high-quality visuals, and options to pre-book to avoid queues.

Core needs
Quick overview of ambiance, menu, and signature items
Easy sales booking
High-quality visuals to decide what to feature

Frustrations
It's frustrating when I can't find reliable information online for a specific place I want to review and I hate dealing with customer service bots that can't understand my questions and just keep redirecting me.

EMPATHY MAPS



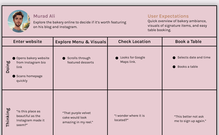
Elif Kaya
Elif is a student who prefers a customized birthday cake from the bakery's website for her friend.

User Expectations
Quick customization options, friendly flow of steps, and smooth checkout expectations.

	Enter website	Explore custom cakes	Customize cake	Place Order
Doing	Opens bakery website on her laptop Looks for "Custom Cake" section	Browses through cake categories	Picks flavor, shape, and size options Uploads image for inspiration	Adds order to cart Selects delivery Enters contact info
Thinking	"I hope this works smoothly"	"These floral cakes look so cute!"	"Can I see how this combo will look?"	"Hope I get the cake on time."
Saying	"Let me find the customization section quickly"	"Aesthetic vibes, loving this layout"	"What there was a real-time preview."	"Some New Fingers, crossed for delivery"
Feeling	Curious & hopeful	Excited	Slightly confused	Satisfied but unsure

Opportunities
Add homepage shortcut to "Custom Cakes"
Add a live preview feature for customization
Add a visual preview of customization

To Do
Highlight customization CTA
Add live preview feature
Confirm order summary clearly before placing



Murad Ali
Explore the bakery online to decide if it's worth featuring on his blog and Instagram.

User Expectations
Quick overview of bakery ambiance, menu, and signature items, and easy table booking.

	Enter website	Explore Menu & Visuals	Check Location	Book a Table
Doing	Opens bakery website from Instagram bio Scans homepage quickly	Scrolls through featured desserts	Looks for Google Maps link.	Views dates and time Books a table
Thinking	"Is this place as beautiful as the Instagram made it look?"	"That purple velvet cake could look amazing in my feed."	"I wonder where it is located?"	"This better not ask me to sign up again."
Saying	"Let's see what kind of vibe this place can offer here."	"Wow, love the cake photography"	"Hmm, they should location option at the header?"	"Dare booking. Hope it's not too crowded."
Feeling	Curious	Inspired	Neutral	Satisfied

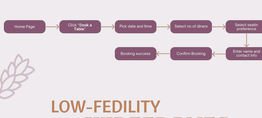
Opportunities
Add a homepage picture of ambiance
Highlight signature desserts with crisp photos
Let users book without signing in

To Do
Use owner feed photography for hero items
Send confirmation email

JOURNEY MAPS

Order a Custom Cake (Web-app flow):

Book a Table (Web-app flow):



LOW-FEDILITY WIREFRAMES

HIFI PROTOTYPES

TESTING STAGE

To evaluate the usability of the web app, I conducted self-testing on the interactive prototype. I walked through all primary user flows—booking a table, ordering a signature item, and placing a custom cake order.

CONCLUSION

Designing Birbal ki Bakery was a fulfilling and creative journey that helped me apply the design thinking process from start to finish. From understanding user frustrations to building empathy maps, wireframes, prototypes and table booking, I learned how empathy, ideation, and iteration come together in UX design.

Working on the prototype allowed me to sharpen my skills in Figma, improve visual hierarchy, and maintain consistency across pages while experimenting with color psychology through a lavender and light brown palette.

I'm excited to continue building real-world projects and exploring more advanced testing techniques in future case studies.

Connect

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