

Diabetic-Safe Dessert Website

Designing an inclusive and anxiety-free e-commerce experience.

Project Overview

After observing how a Type 2 diabetes diagnosis affected bakery shopping behavior, I designed an e-commerce bakery website where every product is diabetic-safe. The goal was to remove uncertainty, stress, and nutritional guesswork from the ordering process.

The Problem

Traditional bakeries often create anxiety and exclusion for people with diabetes. Limited options, unclear ingredient information, and uncomfortable interactions cause many users to avoid bakeries altogether.

User & Needs

The primary user is a Type 2 diabetic who wants to enjoy desserts without embarrassment, stress, or constant nutritional calculations.

Goals

- Reduce anxiety during the ordering process
- Build trust through transparency
- Create a simple and inclusive shopping experience

Design Solution

I designed a bakery website where all products are diabetic-safe by default. Users can confidently select any item without filtering, disclaimers, or second-guessing.

Key Features

- Clear nutritional breakdown on every product
- Reviews from other diabetic customers to build trust
- Simple, distraction-free checkout flow

Outcome & Learnings

This project highlighted the importance of designing for emotional comfort as well as usability. By removing friction and uncertainty, the experience allows users to shop with confidence.

Key Learnings:

- Emotional safety is a core part of UX
- Trust can be built through clarity and simplicity
- Inclusive design benefits underserved users