

# Bellerose Bake Shop

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Rachael

# Project overview



## **The product:**

An ordering app for the Bellerose Bakeshop, to allow ordering for those on a time crunch and those who might not be able to speak the the front the ease of ordering.



## **Project duration:**

April 2021 - May 2021

# Project overview



## The problem:

People don't have time to wait around while waiting for orders to be prepared so would like to order in advance. They also might have trouble speaking to someone regarding their order.



## The goal:

1. Allow people to save time in the shop by allowing them to order ahead of time for a scheduled pick up.
2. Allow people to order from an app without having to speak to anyone in person

# Project overview



## **My role:**

UX Designer



## **Responsibilities:**

User research

Wireframes

Prototyping

Design

# Understanding the user

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- User research
- Personas
- Problem statements
- User journey maps

# User research: summary



I found that a lot of the people I interviewed want an app to order food so they don't have to deal with talking to anyone face-to-face, whether that be because of speaking difficulties or social anxiety. I also found that many people want to be able to schedule their orders ahead of time, because they are very busy, and want to be able to pick up their orders at a specific time rather than waiting around and wasting time. Also, there are a lot of dietary restrictions that make ordering difficult from a lot of apps, so having them listed in an easy way would make the experience better for the users.

# User research: pain points

1

## Time

Users have very little time to be able to waste waiting around for food. I will make an app that allows scheduling for food.

2

## Diet

Users have dietary restrictions that may impact their ability to order items, so making them easily accessible will be a priority.

3

## Communication

Users have difficulty communicating with customer service and would like a way to order without having to worry about talking to anyone.

4

## Notifications

It's difficult to know when to show up if you don't schedule an order, so to make sure an order is ready when the user gets there, I will have a notification feature to notify the user when the order is ready.

# Persona: Nadine

## Problem statement:

Nadine is a hardworking marine biologist who needs an app to order pastries because of language difficulties.



**Nadine Orion**

**Age:** 37

**Education:** Masters Degree

**Hometown:** Boston, Mass

**Family:** Husband & son

**Occupation:** Marine biologist

*“With hard work anyone is capable of great things!”*

## Goals

- Make her family happy and proud
- Excel in her work
- Make the world a better place

## Frustrations

- Sign language is not a readily known so she has trouble ordering in person
- Husband with dietary restrictions make options limited, and difficult to find

Nadine is a hardworking woman. She is mute, and can only speak in sign language, which makes ordering on the phone and in person difficult. She also has a husband who is vegan, which only adds to the difficulty. She doesn't have much time to make things for her family, as she works long hours as a marine biologist, but she wants to treat them on occasion.

# Persona: Noah

## Problem statement:

Noah is a blacksmith etsy seller who needs an app to order pastries because of time constraints.



**Noah Wilde**

**Age:** 24

**Education:** Highschool Diploma

**Hometown:** Tulsa, OK

**Family:** Boyfriend & dog

**Occupation:** Blacksmith Etsy Store

*"The best gifts are ones from the heart!"*

## Goals

- Wants to settle down and start a family
- To retire early
- To not be so busy with work

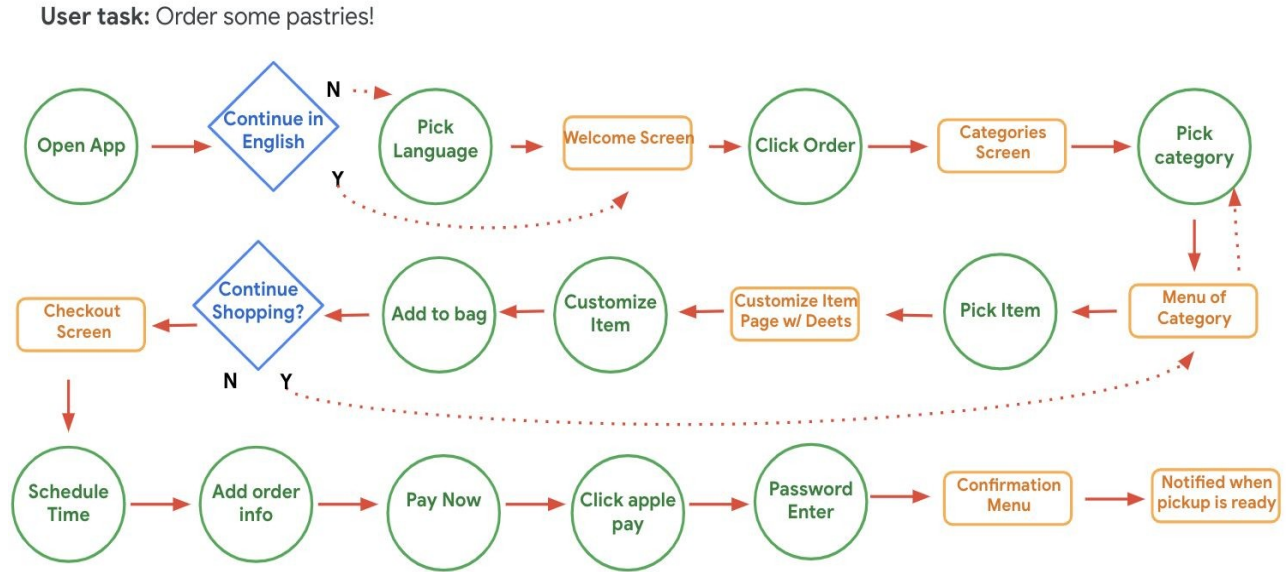
## Frustrations

- Needs notifications or his life would turn upside down
- Timeliness is important as he has a special-needs dog who has a strict schedule

Noah works full-time as a modern day etsy blacksmith. He has a boyfriend who works nights and an over-excited special needs dog named Spot who needs a lot of attention and many walks during the day so that he doesn't bother his boyfriend with his over-excitement. He is always on the go, and uses his phone for everything. Needs notifications for things so they don't waste time / can more easily schedule options.

# User journey map

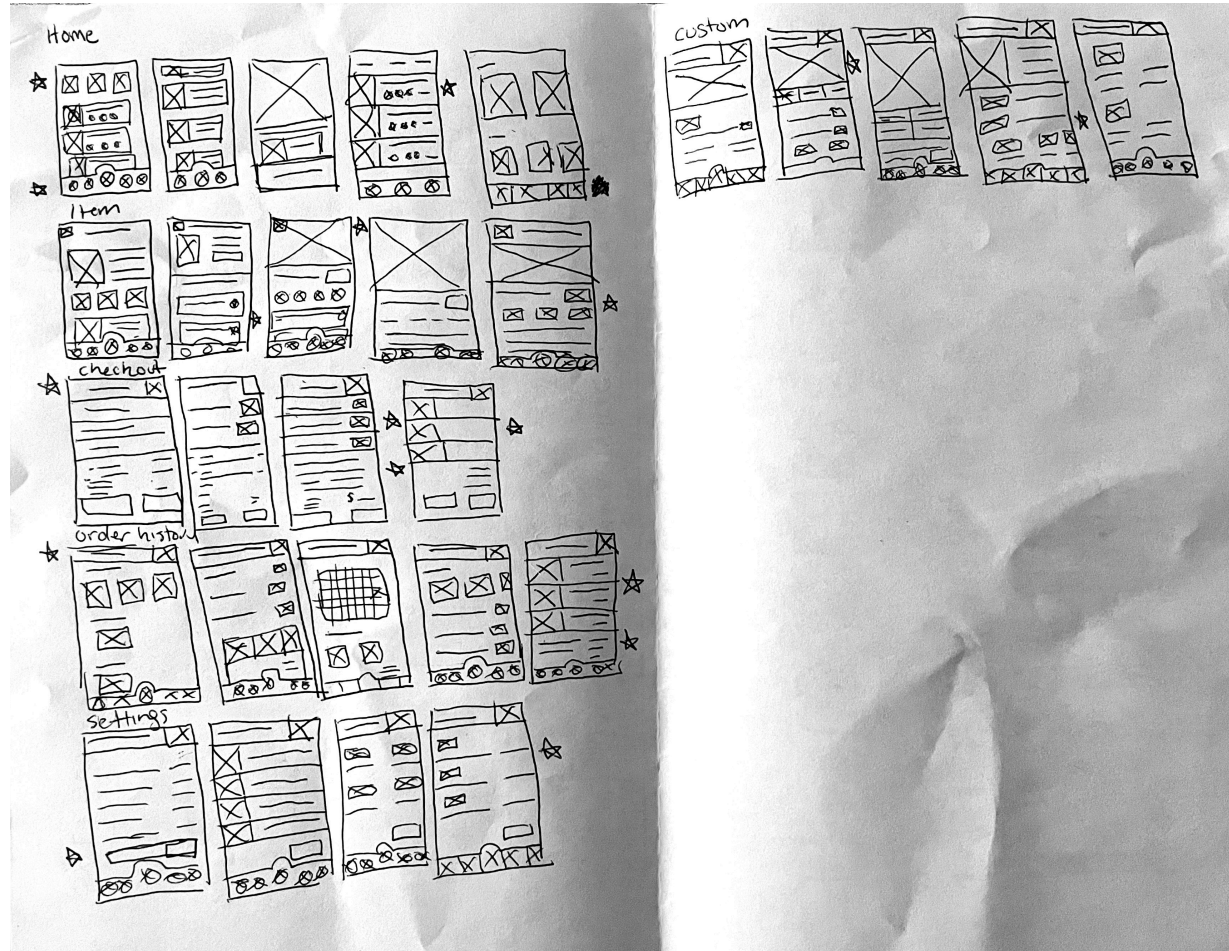
I wanted to make the app as simple to use as possible and make the ability to skip steps in the process easily and accessible so that they didn't need to take that much time to find and order their food.





# Paper wireframes

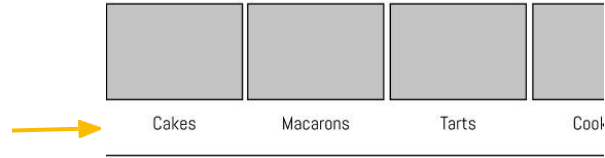
I wanted to make navigation as easily and effortless as I could, and to design it as such that people could not get lost in the app. I also wanted to make big splash images so that the app could be used without too much in the way of language barriers.



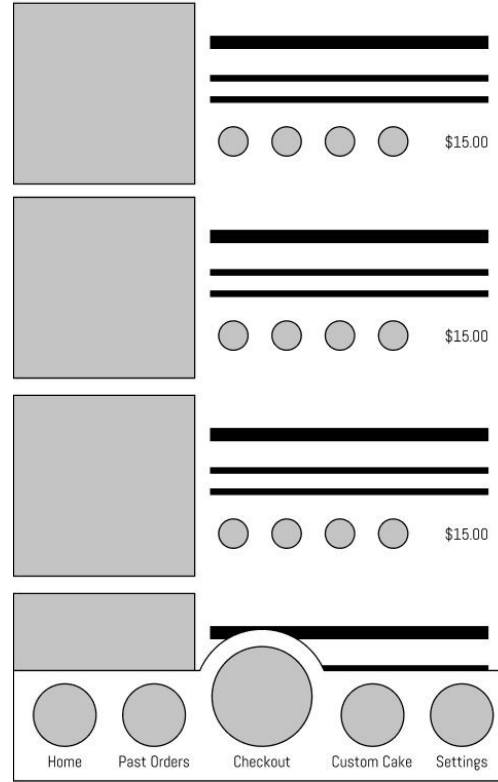
# Digital wireframes

I wanted to make it as easy and straightforward as it could be to order from this app. That is why the home screen is upfront as a menu and able to be looked through as effortlessly as possible with categories and allergens upfront in the items.

Category navigation for quicker ordering



Best Sellers



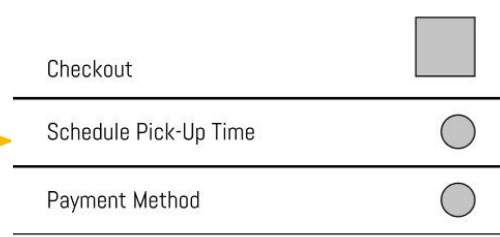
Icons for allergens in the item



# Digital wireframes

Making the checkout process as easy as possible allows users to be quick and efficient with their ordering.

Schedule pick-up allows for users to schedule the order to pick up in their own time.

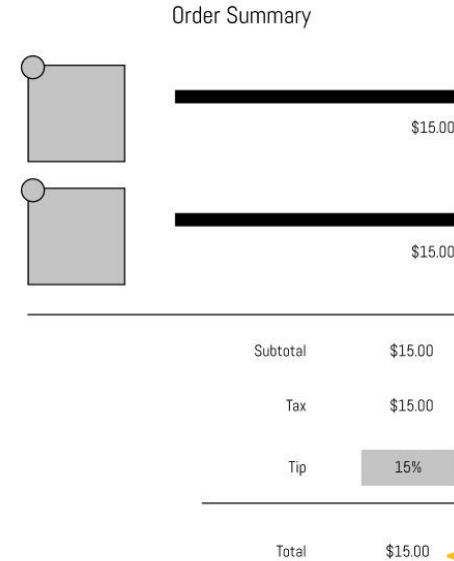


Checkout

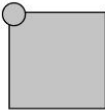

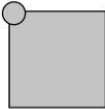

Schedule Pick-Up Time

Payment Method

The checkout form consists of three sections: 'Checkout' with a square icon, 'Schedule Pick-Up Time' with a circular icon, and 'Payment Method' with a circular icon. A yellow arrow points from the text above to the 'Schedule Pick-Up Time' section.



Order Summary

		\$15.00
		\$15.00
Subtotal		\$15.00
Tax		\$15.00
Tip		15%
Total		\$15.00

The order summary shows two items, each priced at \$15.00. Below the items, a table lists Subtotal (\$15.00), Tax (\$15.00), Tip (15%), and Total (\$15.00). A yellow arrow points to the Total amount.

Everything is there on the order summary to view in one fell swoop, so it is easier to see everything



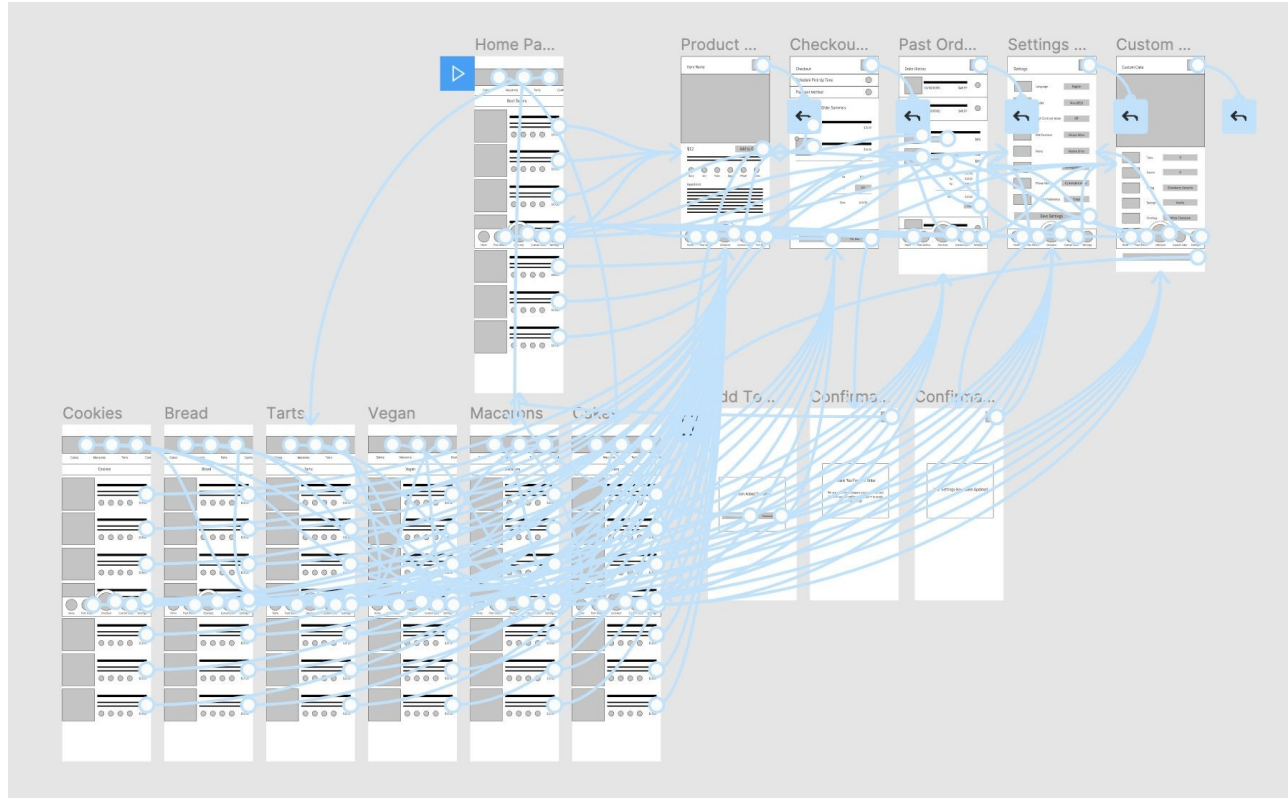
Continue Shopping

Pay Now

Two buttons are located at the bottom of the checkout process: 'Continue Shopping' and 'Pay Now'.

# Low-fidelity prototype

[figma.com/proto/vL4g1K3SIJXtfEYAhxnnHX/Untitled](https://figma.com/proto/vL4g1K3SIJXtfEYAhxnnHX/Untitled)



# Usability study: parameters



## Study type:

Moderated



## Location:

Remote



## Participants:

5 Participants. 2 Men. 2 Women. 1 NB. All ordered food at least once a week.



## Length:

20 minutes

# Usability study: findings

These were the main findings by the user research:

1

## Schedule

People want the ability to schedule their order ahead

2

## No Social

People want little human interaction with customer service

3

## Convenience

People want to be notified when their order is ready

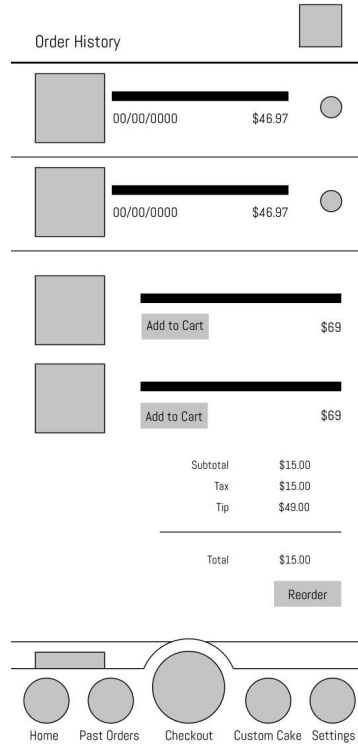
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

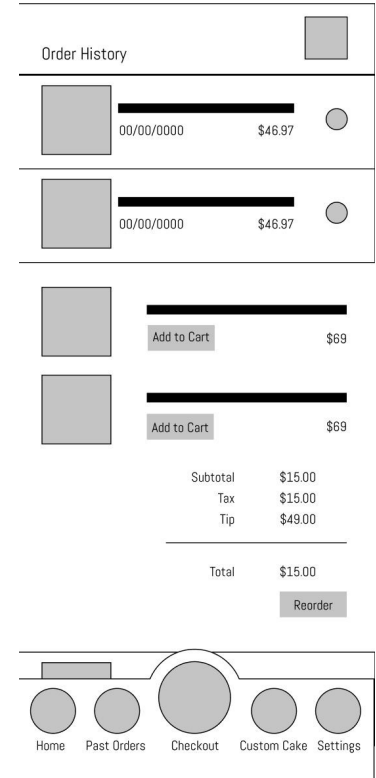
# Mockups

I made the text bigger to be more readable for people.

## Before usability study



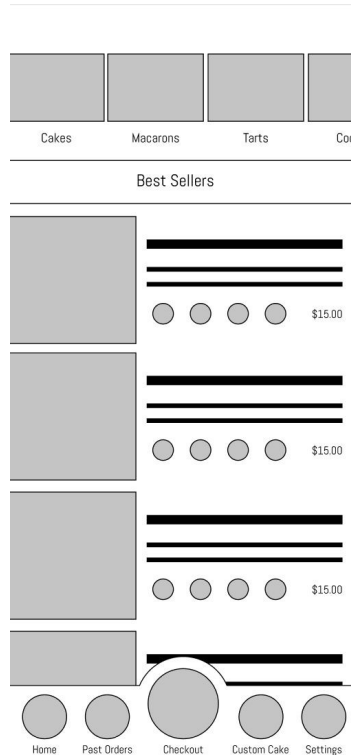
## After usability study



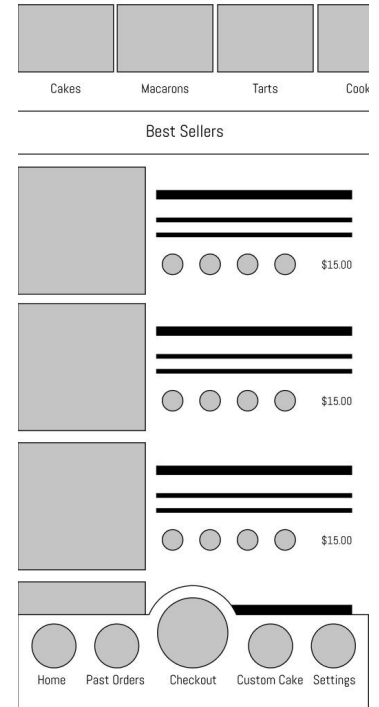
# Mockups

I made the buttons larger, to be better seen, and added some space to make them more easily clickable.

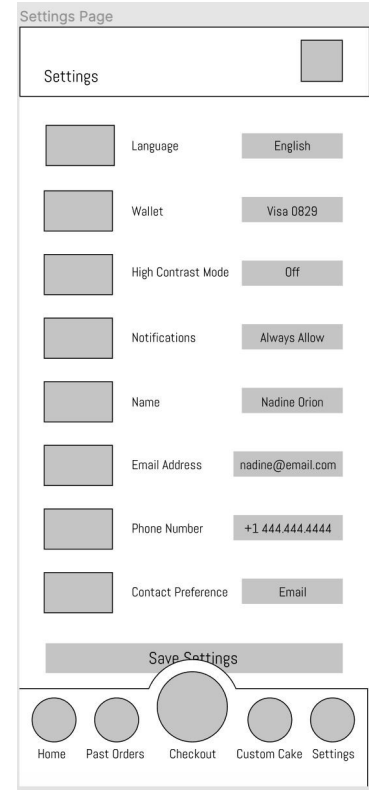
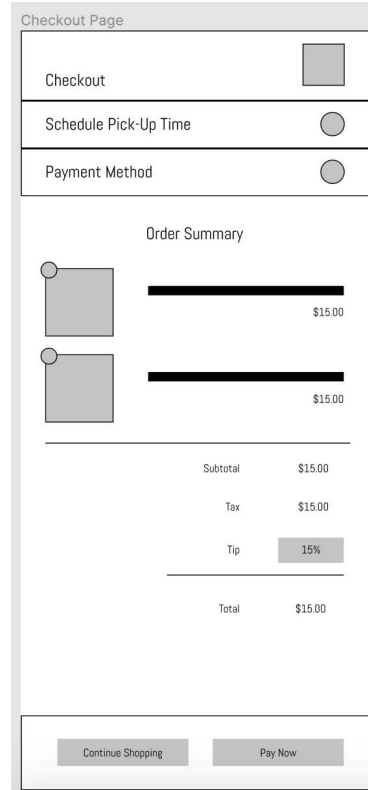
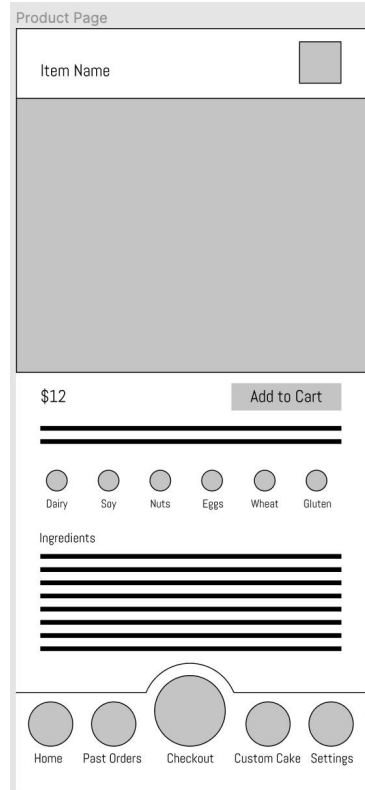
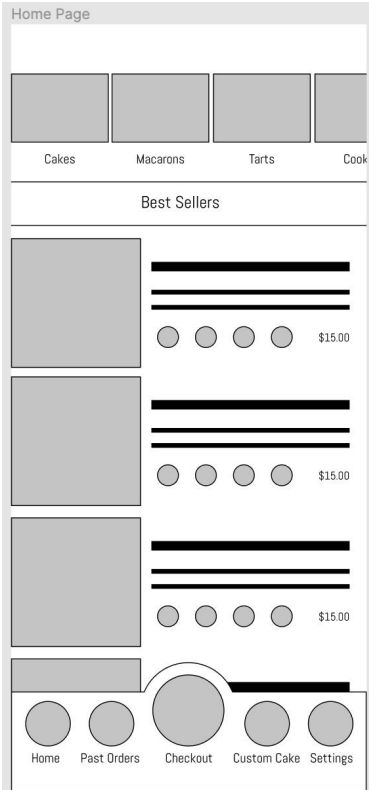
Before usability study



After usability study



# Mockups



# Additional Research Recommendations



I would like to dive more into usability research in a more moderated study. It was difficult doing this research study during a global pandemic when I could not be in the vicinity of my users or get a screen capture, and I would definitely recommend more research done when the pandemic is over and more in depth interviews can be done in person.

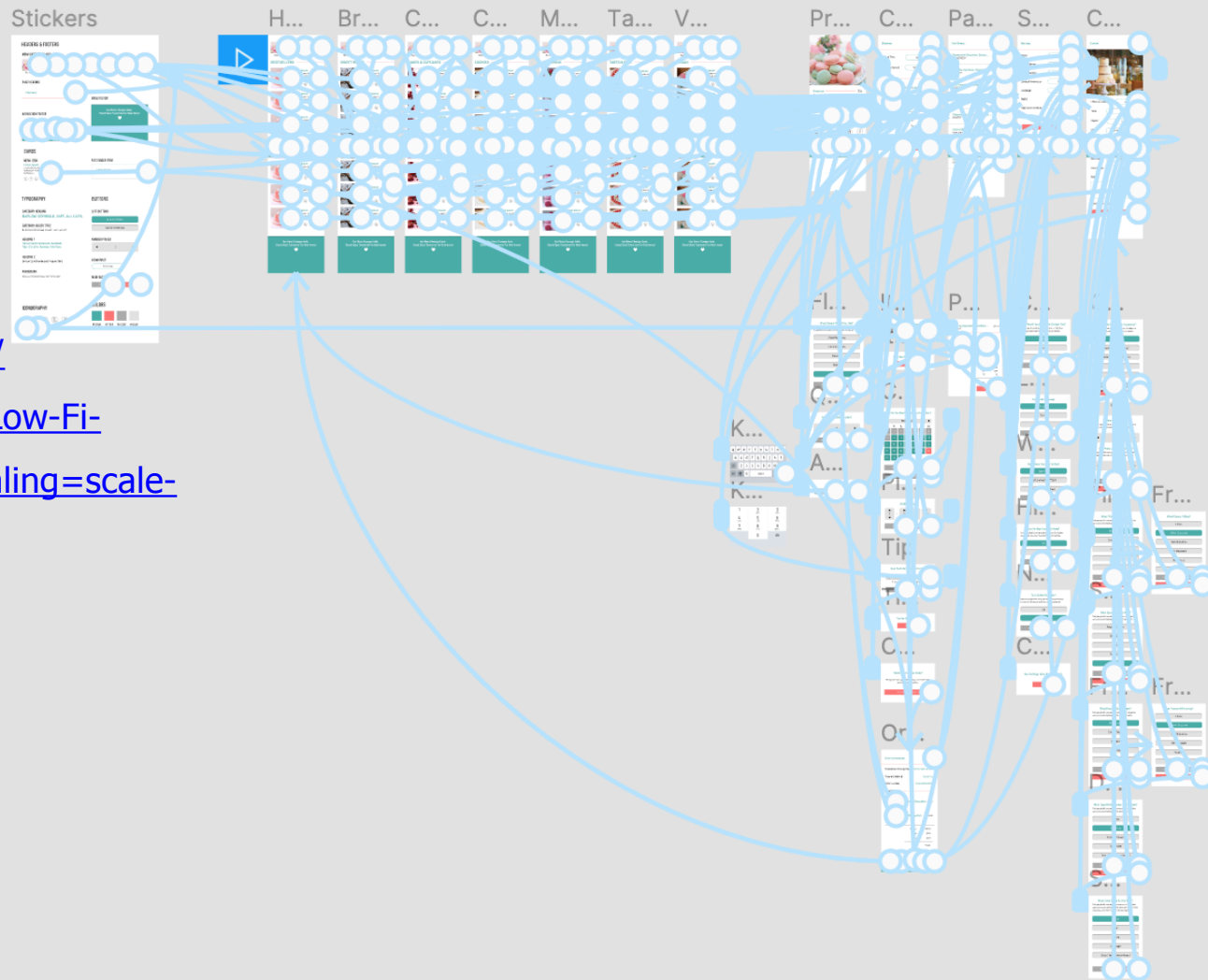
# Next Step



I will continue to develop this app and go on to a high fidelity prototype with everything put into place as I have taken the feedback from my users and updated the low fidelity prototype to suit their needs.

# High-fidelity prototype

<https://www.figma.com/proto/jWccWrvC8mBW8bAgUSzpiR/Low-Fi-High-Fi?node-id=25%3A3&scaling=scale-down&page-id=0%3A1>



# Accessibility considerations

1

I made sure to create labels for each icon so that people would be able to read the icons if they couldn't understand them.

The icons (as well as photos) are also there for those who have difficulty with reading or language barriers.

2

I made sure that everyone could use the app and get forward and backward in the checkout process with the least amount of effort.

3

I've made sure that every button follows standards, so that clicking on them can be easily done.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## **Impact:**

I think the biggest impact my app has is that people actually want to use it. Every person who I have given the app to to test for accessibility has talked about how easy it is to use, and that's a great feeling.



## **What I learned:**

I learned a lot about UX design in this project, as well as how to use Figma. I think it's really rad how Figma can be used to prototype things even before you get into putting the project out into the world.

# Next steps

1

Conduct additional usability studies, in person this time, to watch people directly interact with the app and find any additional pain points.

2

Dive into more user research to see if there is anything additional I can add to the app to relieve any additional pain points that may not be brought up in the current app.

Thank you!