

CALLIE'S

CAKES & COOKIES

an online cake-ordering flow for a bakery website

Sarah Robinson

PROJECT OVERVIEW



The product:

This is a website flow for ordering cakes from a bakery online.



Project duration:

May 2022 - September 2022



PROJECT OVERVIEW



The problem:

Ordering a specific (or customized) cake can often require going into the bakery – something that not everyone has time to do. Additionally, for those with food allergies or intolerances, knowing what ingredients are used is incredibly important, but that information isn't always clearly listed or easy to find.



The goal:

The goal of the project was to design a cake-ordering flow for a bakery's website, one that could be used for ordering pre-made cakes or custom ones.

PROJECT OVERVIEW



My Role & Responsibilities:

My role in this project was UX designer/researcher. My responsibilities in this project were total, from creating sketches and wireframes to mockups and functional prototypes, and conducting a usability study on those prototypes.

UNDERSTANDING THE USER

- User Research
- Personas
- Problem Statements
- User Journey Maps

USER RESEARCH: SUMMARY



These days, more than ever, the internet is a gateway to the world, locally or globally. My big question going into this project was, “How do we make this (ordering cakes from a bakery) easier?”

To start, I had some ideas about likely pain points about the ordering process: having to go to a physical location to place an order and dealing with interface issues when ordering online.

I started off with a small user survey about participant feelings and tendencies when it came to ordering cakes (or other similar goods) from a bakery. Did they prefer to order online or in-store? And, regardless of the ordering method, what kind of issues had they faced ordering a cake from a bakery?

USER RESEARCH: SUMMARY



Most of the participants had ordered in-person. While the majority felt satisfied with their purchase in the end, when asked about challenges faced when ordering, the two most prominent concerns were the cake they wanted not being in stock, and not being able to describe what they wanted.

I followed the user survey with a competitive audit of bakery websites (large and small) to get an idea of general structure and to see what those sites did well and what they might be lacking where the user experience was concerned. During the competitive audit, I also confirmed a thought I had previously had regarding a potential pain point that didn't come up with the small sample of users surveyed.

USER RESEARCH: PAIN POINTS

1

Convenience

Not everyone has the time (or ability) to stop and physically go to a bakery to place an order. Some people may struggle to find the time, and ordering online or over the phone may not be as easy if the order needs to be custom.

2

Lack of Information

For some, knowing what ingredients have been used to make their food isn't just a matter of convenience, but a matter of health and safety. Of the five websites reviewed in the competitive audit, only one listed the ingredients used to make their cakes.

3

Customization Options

When ordering online, most of the websites did not offer a means of customizing the cake ordered up front, and those that did often limited their customization options to the addition of messages if desired.

PERSONA: AYA

Problem statement:

Aya is a busy professional who needs to be able to easily order custom cakes online, because she doesn't always have the time or opportunity to go to the bakery and place her order in person.



"Piñatas I can do, but I'd rather leave the cakes to the professionals."

Age: 32

Education: College

Occupation: Office worker

Hometown: Round Rock, TX

Family Status: Married

Aya

Aya is the designated event planner in her family — birthdays, holidays, special occasions. She loves to cook and host parties at her home, and often has custom-made cakes for special occasions, but with her work becoming more and more hectic, she's found it harder to get to the bakery to place her order. While the stores around her home offer online shopping, the selection of cakes are limited, and Aya often finds herself wishing it was easier to place orders online for custom cakes.

Goals:

To have an easy way to order cakes and baked goods without having to go to the bakery and order in-person.

Wants to be able to order cakes for special occasions or events well in advance of when they're needed.

Frustrations:

"It's not always easy to find time to stop by the bakery and place my order in person."

"I know what kind of cake I want, but I don't always know if that type of cake will be available the day that I need it."

USER RESEARCH MAP

Creating a user map for “Aya” made it easier to see how much more convenient it would probably be to be able to place custom orders online instead of having to call or go to the bakery in person – particularly for those with busy schedules and long commutes.

Persona: Aya

Goal: To order a cake for an event

ACTION	Planning	Drive to Bakery	Order Cake	Complete Purchase	Go Home
TASK LIST	Tasks A. Find time to go to the bakery B. Leave work C. Stop by on way home	Tasks A. Fight traffic B. Worry about getting there before the bakery closes C. Arrive at the bakery	Tasks A. Go inside B. Stand in line C. Place order at counter	Tasks A. Verify the details are correct B. Pay for the cake C. Leave	Tasks A. Get in car B. Fight traffic C. Arrive home
FEELING ADJECTIVE	Tired from work Hurried	Frustrated by traffic Nervous about arriving on time	Tired from standing in line Nervous about not being able to get the cake she wants	Relief Happiness	Tired Ready to get home

Persona: Aya

Goal: To order a cake for an event

ACTION	Planning	Drive to Bakery	Order Cake	Complete Purchase	Go Home
TASK LIST	Tasks A. Find time to go to the bakery B. Leave work C. Stop by on way home	Tasks A. Fight traffic B. Worry about getting there before the bakery closes C. Arrive at the bakery	Tasks A. Go inside B. Stand in line C. Place order at counter	Tasks A. Verify the details are correct B. Pay for the cake C. Leave	Tasks A. Get in car B. Fight traffic C. Arrive home
FEELING ADJECTIVE	Tired from work Hurried	Frustrated by traffic Nervous about arriving on time	Tired from standing in line Nervous about not being able to get the cake she wants	Relief Happiness	Tired Ready to get home

Persona: Aya

Goal: To order a cake for an event

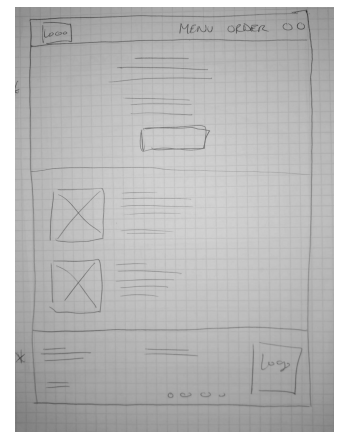
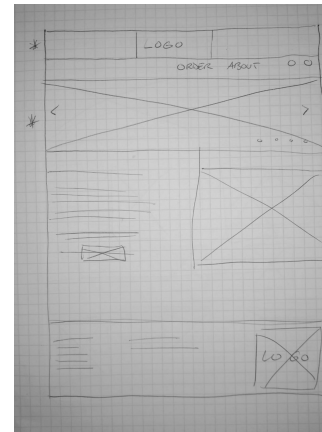
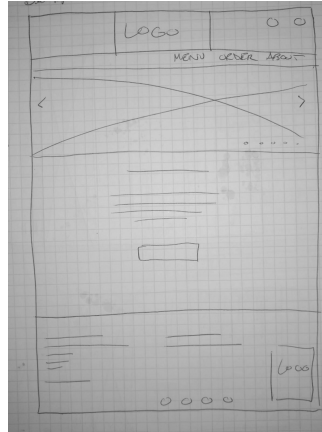
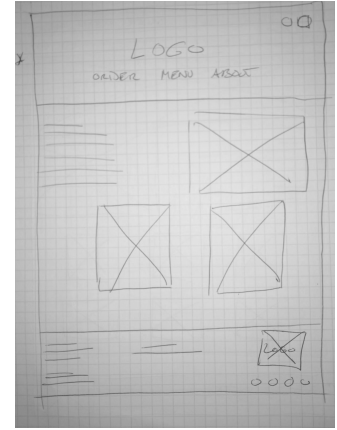
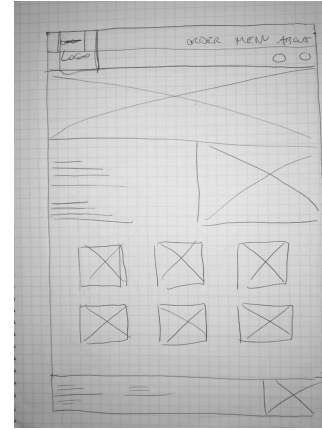
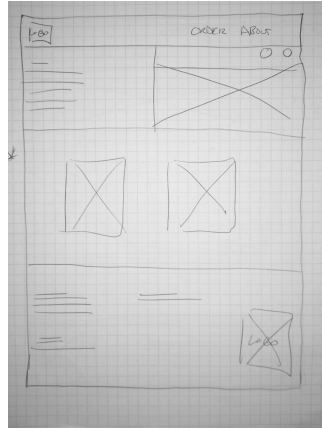
ACTION	Planning	Drive to Bakery	Order Cake	Complete Purchase	Go Home
IMPROVEMENT OPPORTUNITIES	If users could order online, this would remove the problem of having to physically go to the bakery and order in person.	Online ordering would save time and reduce frustrations/worry regarding availability, as well as provide a place for those with allergy/intolerance concerns to check the ingredients used.	Ordering online would avoid having to stand in line, and would make it easier for those who want a custom cake and need to provide references (via attachments)	N/A	Being able to place custom orders remotely would make ordering much more convenient.

STARTING THE DESIGN

- User Research
- Personas
- Problem Statements
- User Journey Maps

PAPER WIREFRAMES

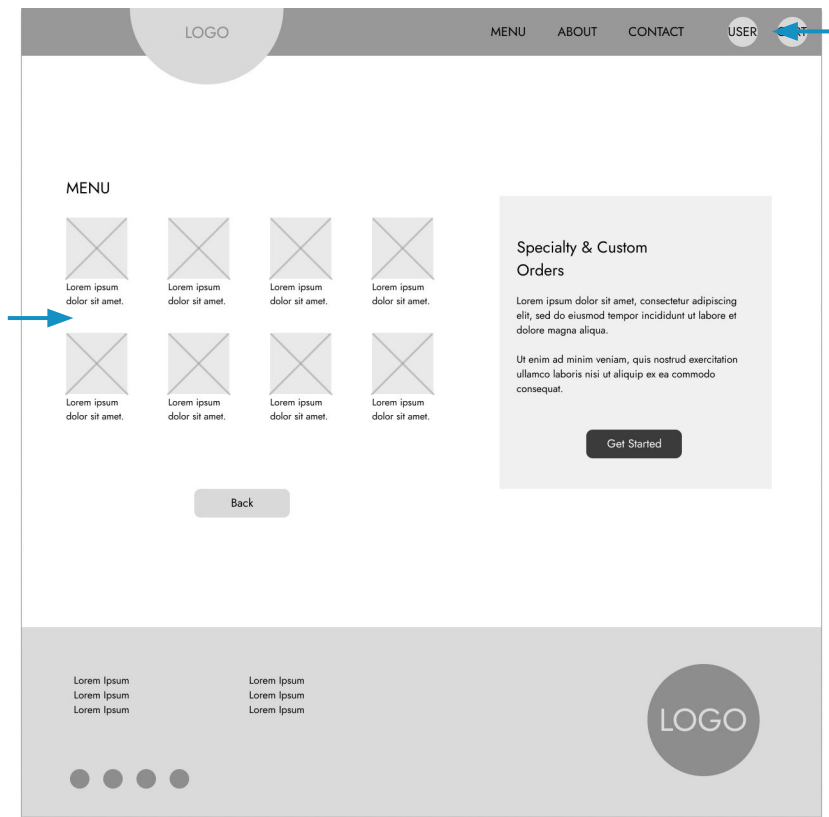
My goal was to design a website that was simple but effective: organized, clean and functional. Something professional, but casual and welcoming, befitting a small, local bakery.



DIGITAL WIREFRAMES

With the basic structure in mind, I started making the digital wireframes in Figma, aiming for casual yet professional, uncluttered and organized look.

Items are displayed with images and text titles

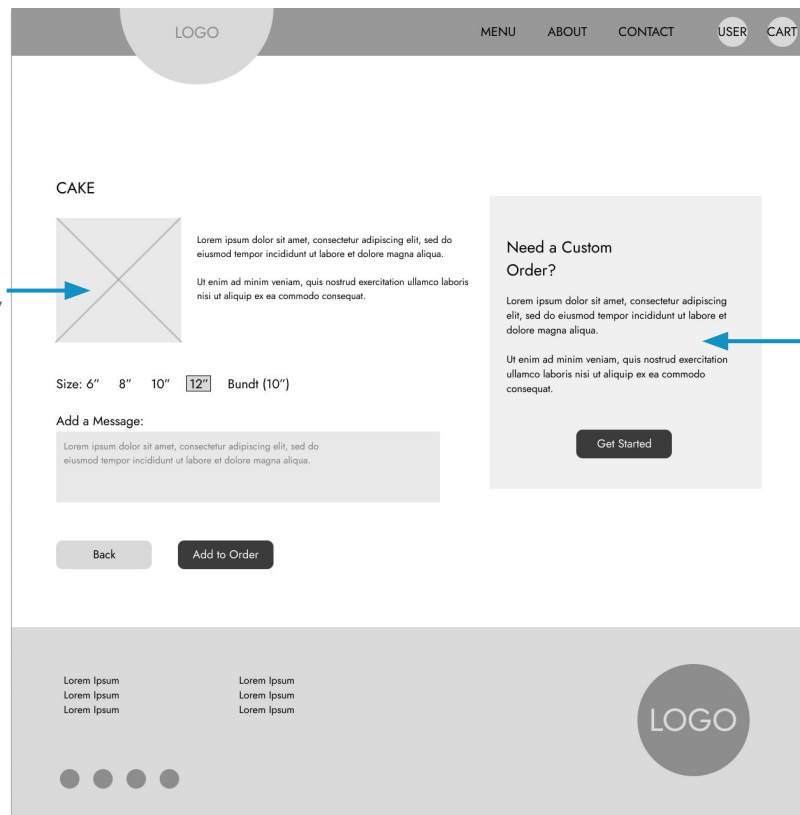


Sticky navigation bar to allow users easy access to other areas of the site without having to scroll.

DIGITAL WIREFRAMES

My intention was to provide content, not clutter — information and images to showcase the bakery's offerings and make it as easy as possible for users to get what they want.

An information panel informing users about the cake — a picture, description, and a list of ingredients that may be problematic for those with food allergies/intolerances.

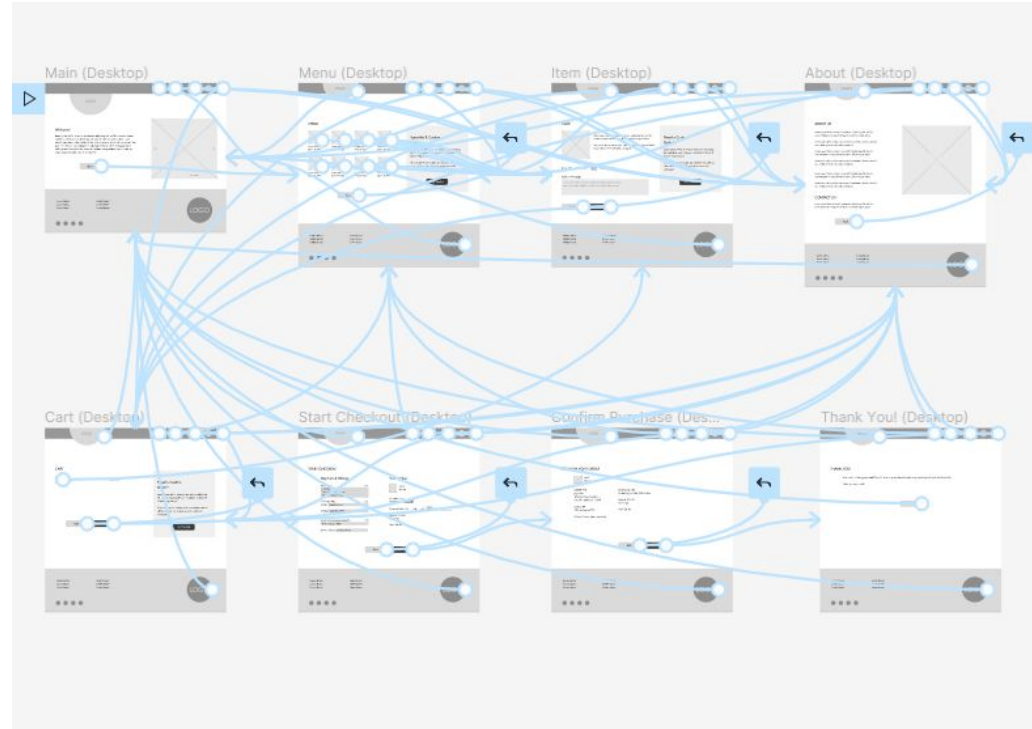


Callout box providing information on where and how to order a custom cake from the site.

LOW-FIDELITY PROTOTYPE

I tried to create a flow that was could be easily accessed and traversed from various points.

Lo-Fi Prototype: ["Callie's Cakes & Cookies"](#)
(Figma)



USABILITY STUDY: FINDINGS

With the lo-fi prototype put together, I conducted a moderated usability study with the help of five participants. Each participant was given a series of tasks to complete in order to test the flow of the site, followed by a system usability survey (SUS) taken afterwards on their own time.

Round 1 Findings

- 1 With the exception of two small suggested changes to improve navigation efficiency, there were no major recommendations for changes to the structure of the design. Additionally, all five participants were able to walk through the flow without trouble.

- 2 Four out of five users began the flow by using the “Menu” button on the home screen, which lead me to conclude that the button was easily located and identified as a starting point.

- 3 In the follow-up SUS, all participants expressed that they felt comfortable using the design and that they felt it was easy to navigate.

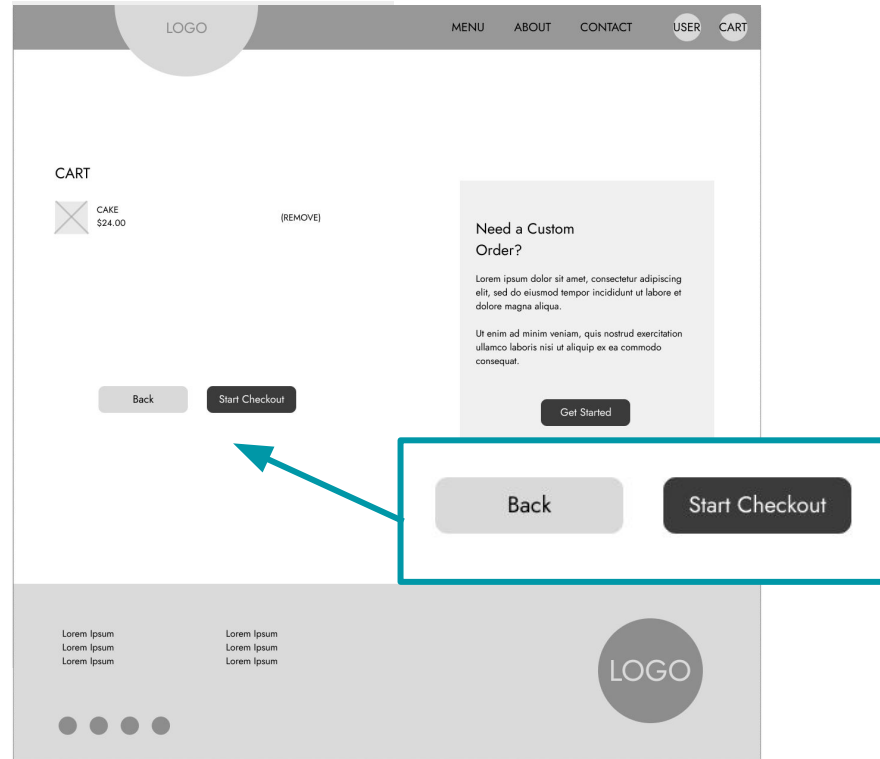
REFINING THE DESIGN

- Mockups
- High-Fidelity Prototype
- Accessibility

MOCKUPS

The only recommended change suggested during the usability study was an adjustment to button labeling on the “Cart” page, amending “Back” to “Keep Shopping.”

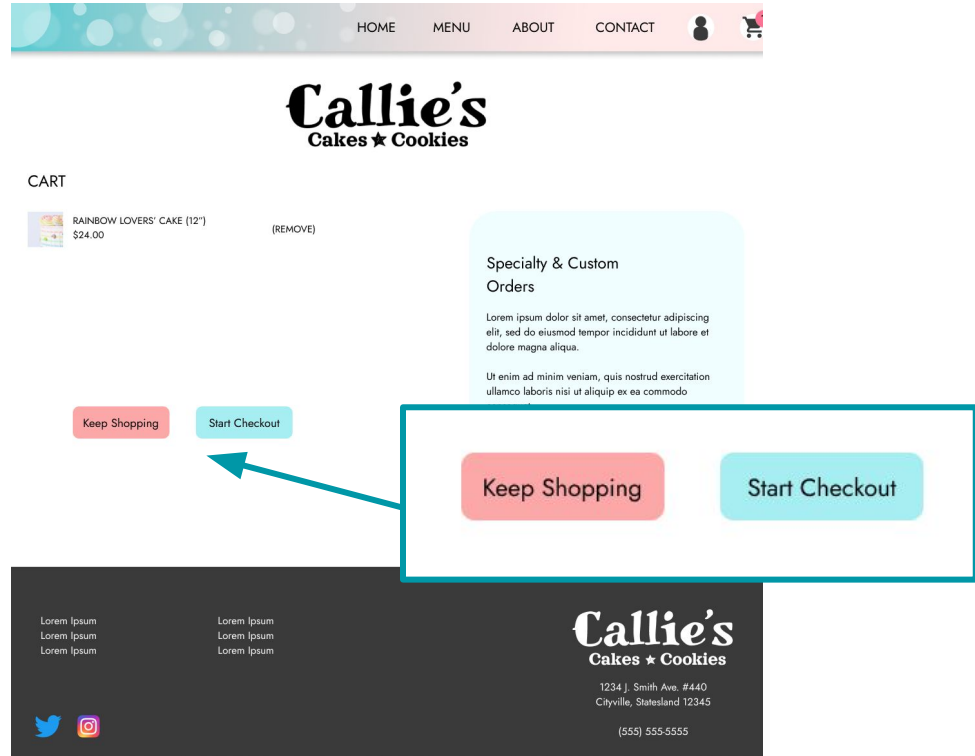
Before usability study



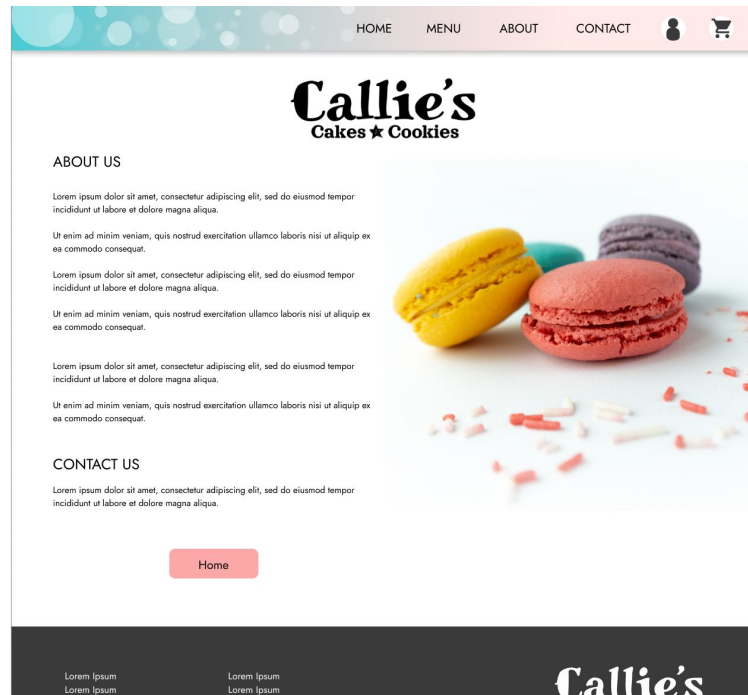
MOCKUPS

Post-study, the labeling of the “Back” button was changed to “Keep Shopping” to make it clearer that users could return to the menu to continue shopping, if desired.

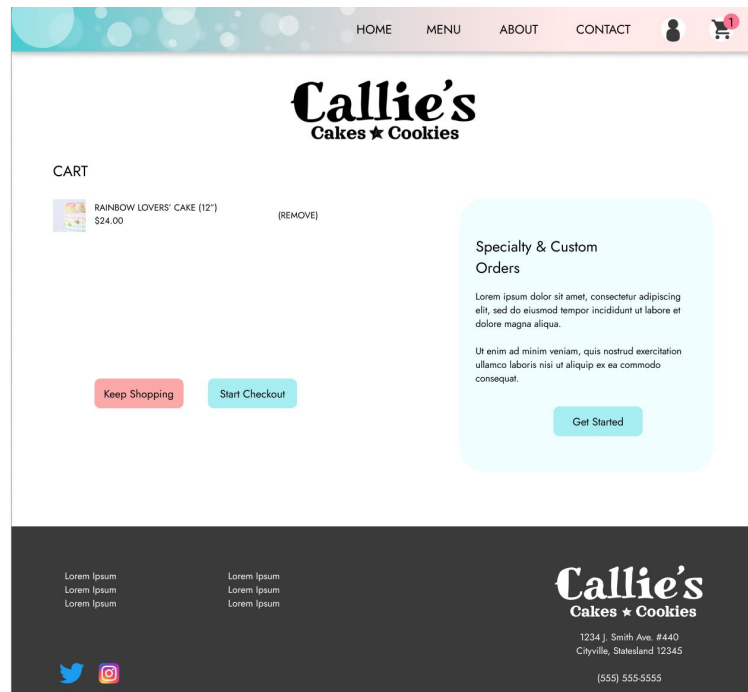
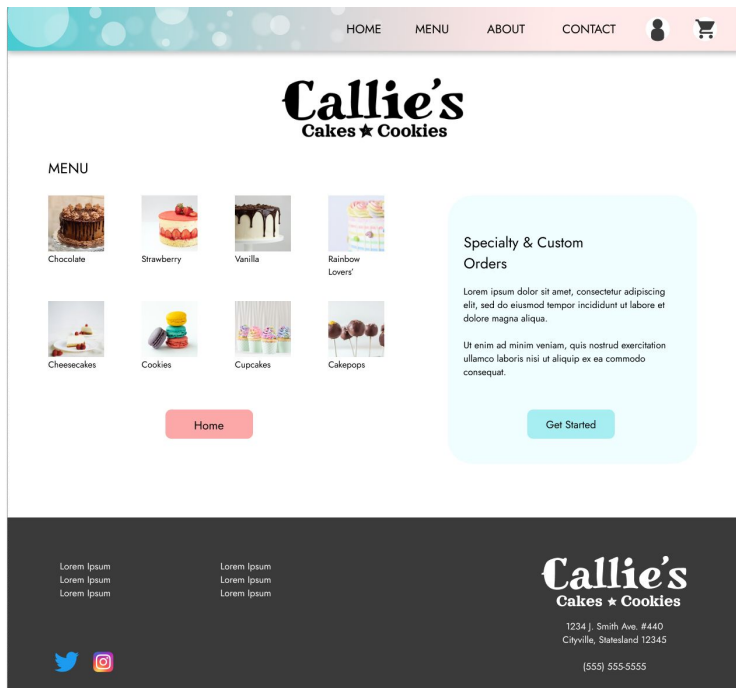
After usability study



MOCKUPS



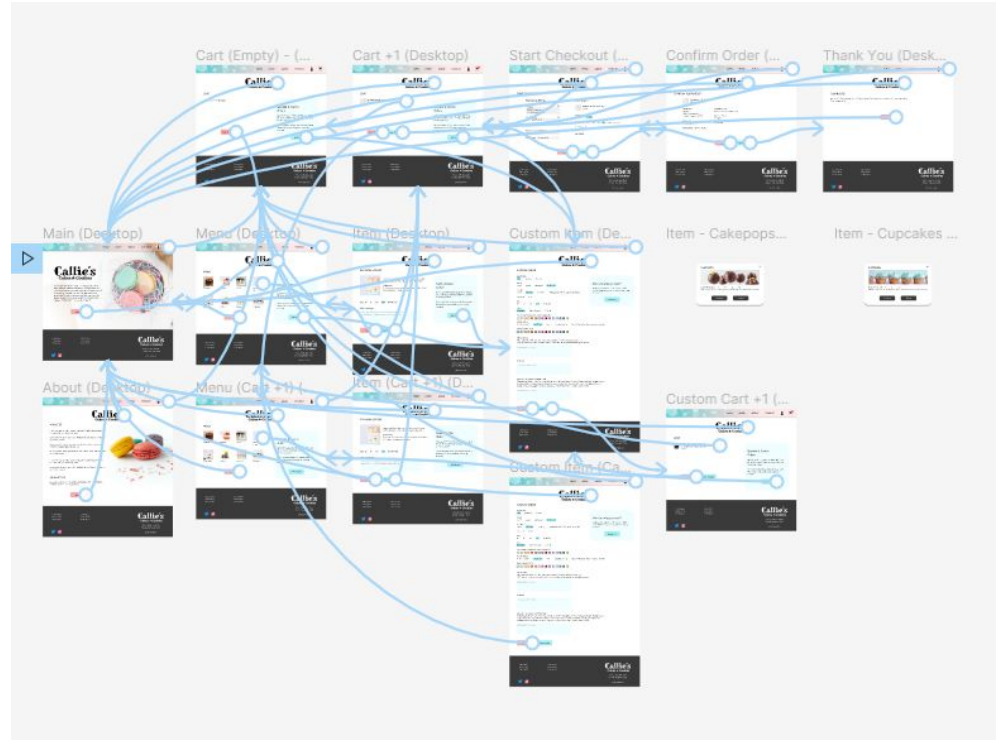
MOCKUPS



HIGH-FIDELITY PROTOTYPE

I never really know how well the structure of a lo-fi prototype will translate to high fidelity once colors and images are introduced, but in this case, the lo-fi translated pretty well to hi-fi.

Hi-Fi Prototype: ["Callie's Cakes & Cookies"](#) (Figma)



ACCESSIBILITY CONSIDERATIONS

1

To help make readability easier for those with color blindness and low vision, the design was developed with WCAG standards in mind in regards to color selection and contrast. Color contrasts for buttons and text were measured using [Coolers.co](https://coolers.co)'s color contrast checker to ensure they met at least a 4-out-of-5 rating.

2

The design also utilizes landmarks and hierarchical headings to make navigation easier for screen readers.

GOING FORWARD

- Takeaways
- Next Steps

TAKEAWAYS

Impact:

In a real world scenario, this is where I'd include data, but as this was a course project, the impact of this design can only really be summed up with the feedback received from my peers and usability study participants. Fortunately, virtually all of that feedback was positive.

"Looks good, I love the colors." - Radwa Ezz

"Great job." - Arturo Villegas

TAKEAWAYS

What I Learned:

When I began this assignment, I had the option to either create a website for my previous project (Nyxie) or start fresh with a new prompt. I decided to start a new prompt, because I wanted to diversify a bit and do something different.

This was another big learning experience for me as a fledgling UX designer. While not my first web design project, it was my first actual web design project for someone else: an imaginary client. This itself was a challenge, because, in reality, I'd be building with the client's ideas and desires in mind. There would be meetings and discussions, and (hopefully) lots of feedback to work with. As the "client" didn't really exist, I had no guidance on design outside of my own imagination. In my head, I pictured my imaginary client as a small, local bakery, hoping for a fun, clean, functional design and tried to design a site accordingly.

TAKEAWAYS

In all honesty, there were places where my graphic design influences bled through into the design more than they probably should for a project designed with (an imaginary) someone else in mind, but I think that was just the end result of designing something for a client that didn't really exist, with no real outside feedback on the design. In a real life situation, I know that I'd be very, very conscious of client desires vs. my own design aesthetic.

Throughout the project, I thought a lot about I would approach things on a real design job, and I also realized how, even with something as simple as a means of ordering a cake online, good design makes a difference. There's the convenience factor, of course, but also access to important information like ingredients. I was actually surprised how few of the websites I reviewed for my competitive audit gave information about ingredients, and it made me think about just how frustrating it must be for those who have food allergies/intolerances, who depend on that information to make safe choices.

Overall, it was a fun, mildly stressful, but rewarding project, and one I'm glad to have done just for the experience.

NEXT STEPS

1

Ideally, to expand on the design a bit by adding pages and features not currently present, such as dark mode compatibility and a user profile page with saved orders so customers can reorder a cake they particularly enjoyed.

2

Continuing research to ensure that the design meets the goal that was set when the project was started – providing a means of ordering online that makes the process of ordering a cake easier and more convenient for those without the time to make a physical visit to the bakery.

2

Ensuring the design is annotated and ready to be handed off to engineers.

LET'S CONNECT!



Thank you for your interest in my work!
If you'd like to contact me (or take a look at more things I've done), please don't hesitate to reach out!

— Sarah Robinson —
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