

Case study

Design a menu and payment for a bakery Shop

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Project overview



The product:

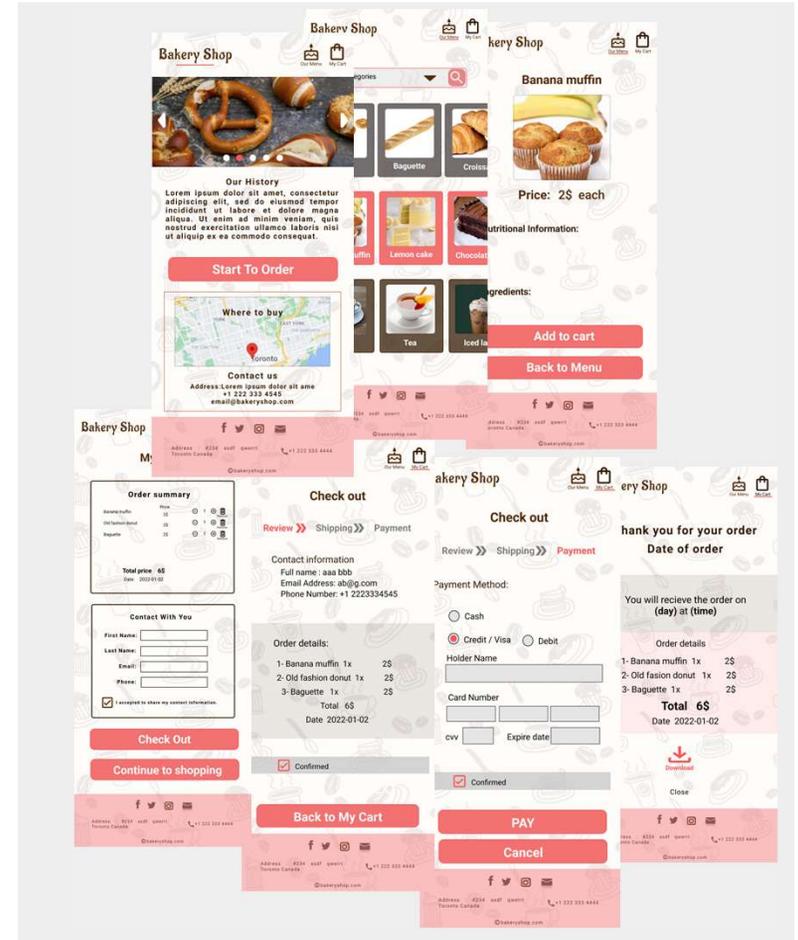
Design a menu and payment app for bakery shop



Project duration:

Dec 2021

Jan & Feb 2022



Project overview



The problem:

The app has a convenience check out and payment process and also has a categorized menu for local customer.



The goal:

Designing a simple and easy to use app for bakery shop that customers have a good experience in online order.

Project overview



My role:

UX researcher and UX designer



Responsibilities:

- User research and Personas
- Design wireframes
- Low-fidelity and High-fidelity prototype
- Usability studies
- Case study

Understanding the user

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

User research: summary



for user research first I identified and selected the people who I wanted to interview with them and collected information about their personalize and their expectation about a local shop's app. After that I make personas from them. In the second step I completed the competitive audit between some existing apps. Then I identified the problem and goal for creating an app base on researches.

User research: pain points

1

Time

Most young person which have a busy life style like to use a simple app that has short step checkout process.

2

Usable

Users like an easy use app.

3

Menu

Users like the see a categorized list of product in a menu

Persona: Sonia

Problem statement:

Sonia Dars is a mother of two kids who needs to use an app to order fresh product easily because she has a busy life style .



Sonia Dars

Age: 34-year-old
Education: Bachelor's in accounting
Hometown: Toronto, ON
Family: Married and 2 kids
Occupation: Housewife

"It is nice if I can schedule some me time and take rest but it is impossible with a toddler boy and a 7-year-old girl."

Goals

- To manage the time
- Having financial independence
- Order and purchase more on-line instead to go to in-person shopping

Frustrations

- "It is frustration and time consuming for me to go to in-person shopping if some stores don't have on-line sell on app or website."
- "It is important to me to know the policy of sell and shipping method before adding items to cart."

Sonia emigrated to Canada nine years ago and she has 2 kids. She is a busy mother because her partner is working in another city and she has a lots of responsibility at home. Sonia got B.S in accounting and she likes to work in his field and has financial dependence. She is a energetic person and active in social media and eager to use some apps.

User journey map

Persona: Sonia

Goal: To find the best way to order the produced from bakery store on app

Studying Bakery Shop app's user journey shows us how helpful it would be for users to have an easy to use app.

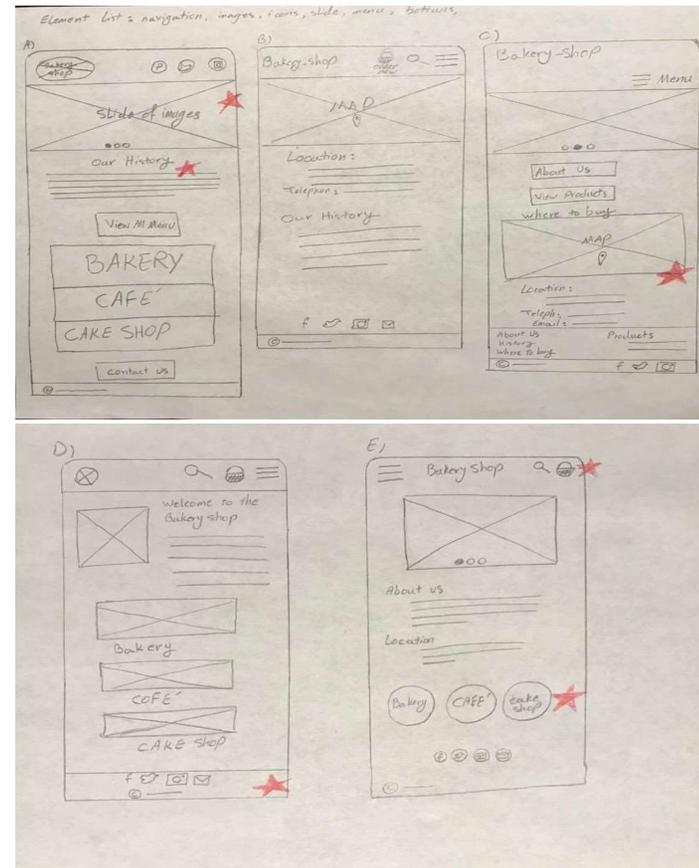
ACTION	Checking the menu	Adding the items to the cart	Checking	Payment	Receiving the order
TASK LIST	Tasks A. Open the menu B. Look the categories C. Read the ingredient if the item have it	Tasks A. Choose the item B. Check item if available C. Add to cart	Tasks A. Control the correct selected items B. Control prizes	Tasks A. Select the method of payment B. Select pickup or shipping C. Input the contact information and input the address for shipping D. Final review E. submit	Tasks A. Receive the items on expected time B. Control orders if it is not stale
FEELING ADJECTIVE	Indecisive confused	exciting confident	stressed	stressed confused exciting	Exciting Confident At ease Satisfied
IMPROVEMENT OPPORTUNITIES	Menu categorized	Be available	The content of the purchase page should be correct	Having a successful purchase	Shipping the fresh baking produces on time

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Sketched some idea for home page and selected some elements which can help users have the good experience with the app. I used the choosing elements for creating a digital wireframes.

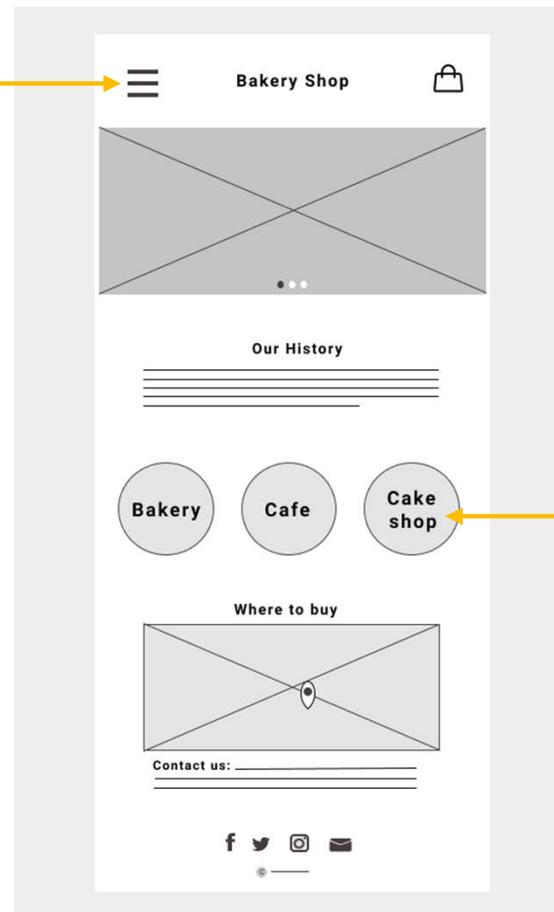


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes

Digital wireframes

Digital wireframe has been shown better the ideas which users expected from an app.

Menu icon included the list of the pages.

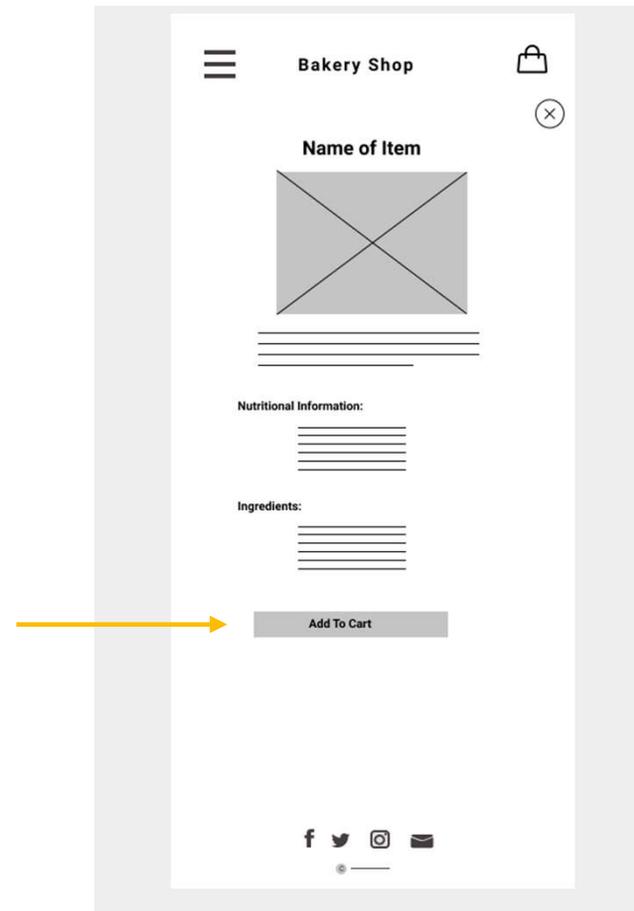


These buttons are linked to menu pages

Digital wireframes

It was confinenced for users that could see the information about product before add it to cart.

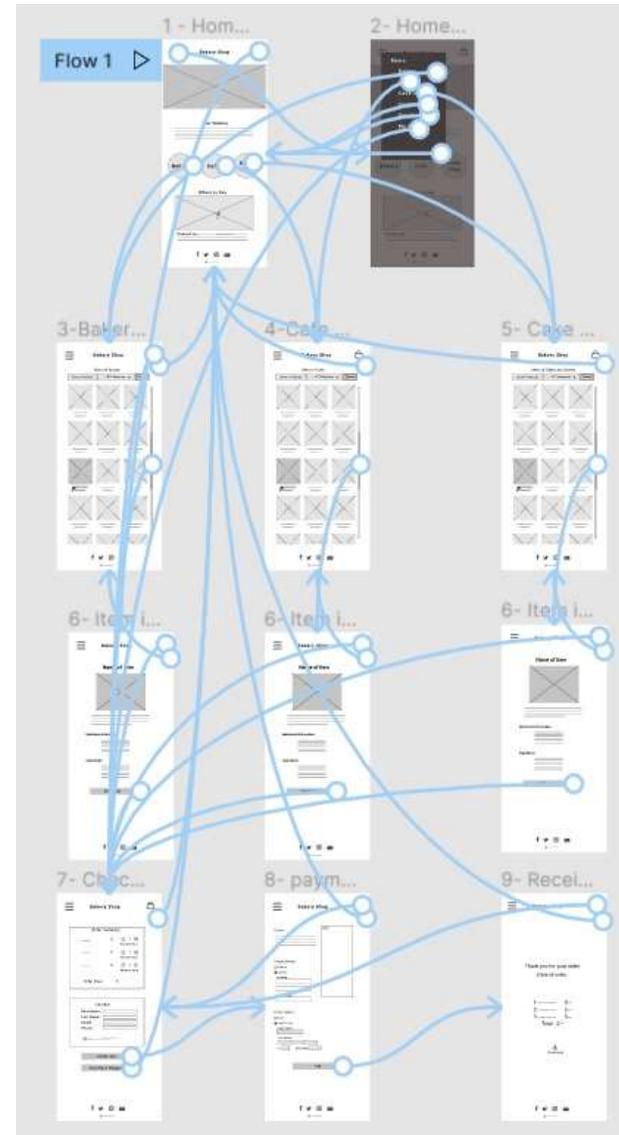
This button is for add the tem to cart



Low-fidelity prototype

The Low-fidelity prototype presented user flows for a bakery menu and checkout process.

[Low-fidelity prototype](#)



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Add more details in checkout process
- 2 Remove the Hamburger menu icon
- 3 Clickable the Logo for getting back to home page

Round 2 findings

- 1 No scroll the page to find the buttons
- 2 Sort the items and create the 3 categories to show them on the screen in menu page
- 3 Change the structure of checkout process

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

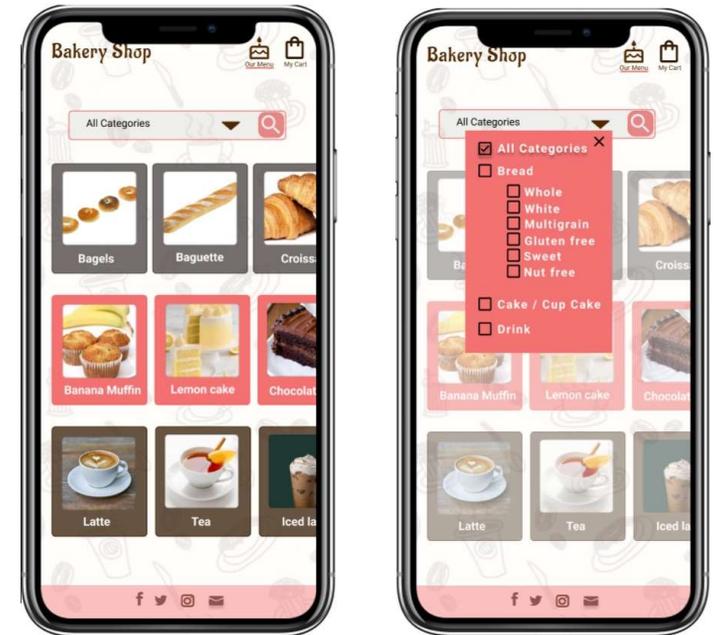
Mockups

In first design of menu page, user clicked on button to see the details and needed to scroll the screen. After usability study I change the search box and put the items on three categories on the screen.

Before usability study



After usability study



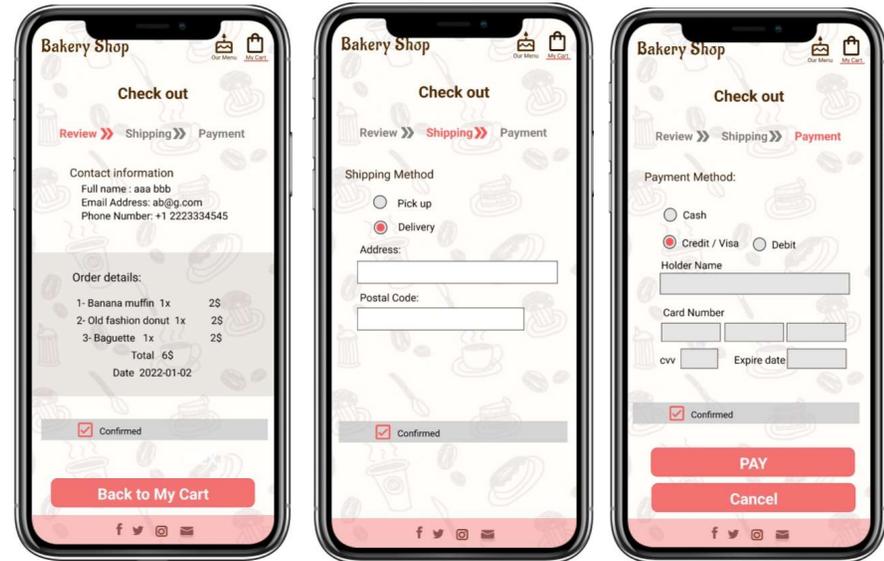
Mockups

The all process for checkout was in one page and users needed to scroll the page, After usability study I change it to one page with three tabs and users can follow the steps of checkout process clearly on the screen.

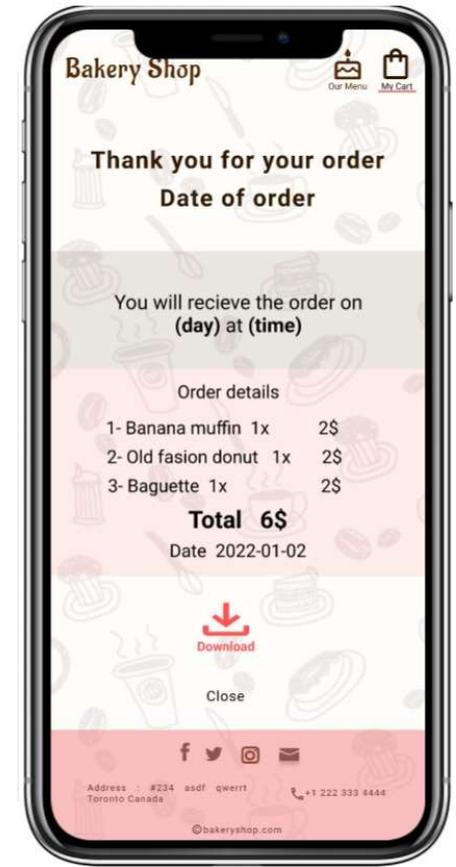
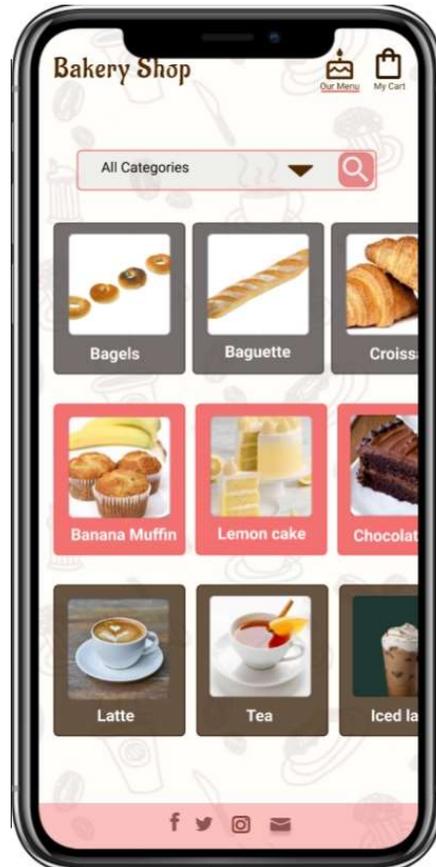
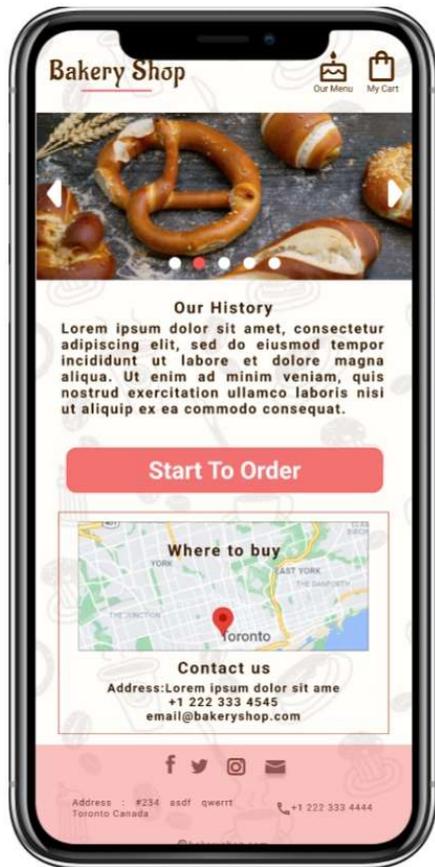
Before usability study



After usability study



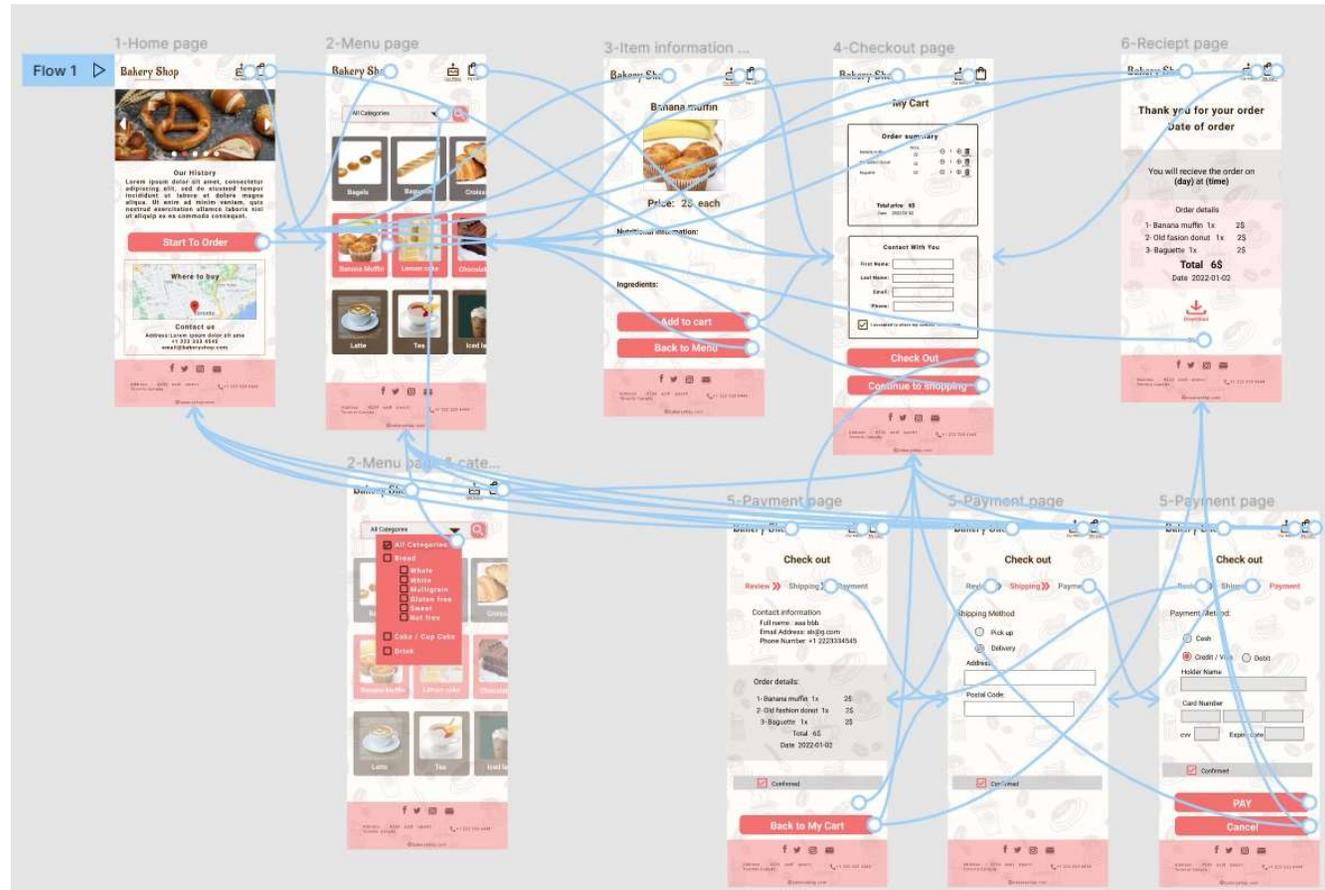
Mockups



High-fidelity prototype

The final high-fidelity prototype presented user flows for a bakery menu and checkout process.

View the bakery Shop app [High-fidelity prototype](#)



Accessibility considerations

1

Used icons with text to make the navigation understandable for users

2

Put and designed the contents on the screen simple and easy to use

3

Used images for product make a pleasant experience for users

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I received some positive quotes from study participants .

"The Bakery Shop app is well designed, and invites me to order more items from the Bakery!"



What I learned:

I learned how user's experiences are important and effective on my designing. I need more learning about user research planing and working on usability study.

Next steps

1

Conduct more user research to find more new ideas for improving the app

2

Conduct more usability study to identify pain points

3

Strat to develop and convert this design to an app base on UX research

Let's connect!



Please visit my portfolio or LinkedIn for contacting me and/or reviewing more of my work.

Thank you!