

Design a mobile ordering app for a bakery

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Project overview



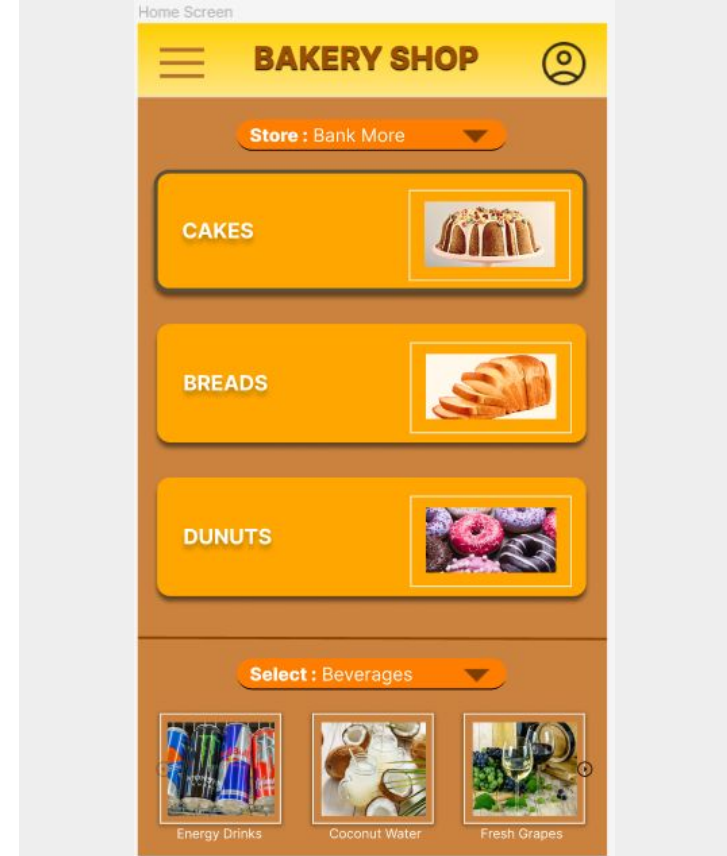
The product:

Online ordering Process for a Bakery Shop. In this app you can order your Birthday online and many more bakery products.



Project duration:

May 2023 to June 2023



Project overview



The problem:

The main problem we try to solve in this app that users have to choose a fresh item every day. And all bakery product can order by online. Users we mainly focus for those who don't have options to cook breakfast at morning. And the users who very frequently usages Bakery items



The goal:

Users can use this app to order bakery products.

- Daily fresh dairy products.
- Breakfast option.
- All occasional types of cakes with different age group

Project overview



My role:

Completely individual project as UX design, Research and testing and upto hi fi mockup to high fidelity prototype .



Responsibilities:

user research, wireframing, prototyping, All design aspect screen to create.

Understanding the user

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

User research: summary



Through my interviews and empathy map is to understand the users i'm designing for and their needs. A primary user groups identify through research was working with office bachelor and PG students who donot have opportunity to have breakfast their own.

The Primary Research is for working office professional who donot have chance to have their breakfast at home. But many of this feel early morning the freshness of the bakery product will be in doubt. And during evening time People love to visit bakery.

User research: pain points

1

Freshness

Product Freshness have doubt in all users groups.

2

Packaging

Loose packaging customer doubt on product freshness.

3

Complete breakfast

Option and variety to choose should me more to find a complete healthy breakfast.

4

Easy access

Many Personas feel should be a proper system and hygienic look and feel they want.

Persona: Jill

Problem statement:

Jill is a Independent Business owner. And she preferred bakery food always. because she donot have breakfast option at home. And she want to travel in early start morning.



Jill

Age: 30

Education: Graduate

Hometown: Los angle

Family: Father and Mother

Occupation: Business Owner

“Exploring new idea, new business to open and to like always remote work”

Goals

- Always order evening snacks from Bakery.
- A quick breakfast order from bakery is save my daily cooking hrs.

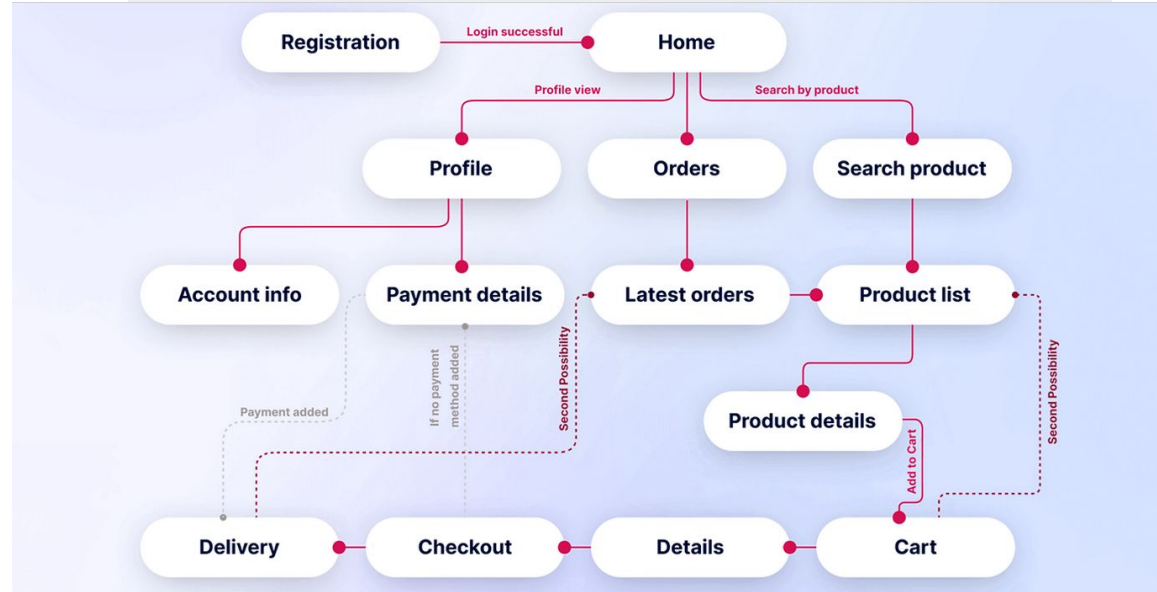
Frustrations

- When items shows out of stocks.
- Delay in accepting orders
- Donot like cheap packaging

Jill is a small business owner who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays at the same hotel. She is frustrated when bakery breads says out of stock. She expects her bakery bread items solutions to be as organized as she is.

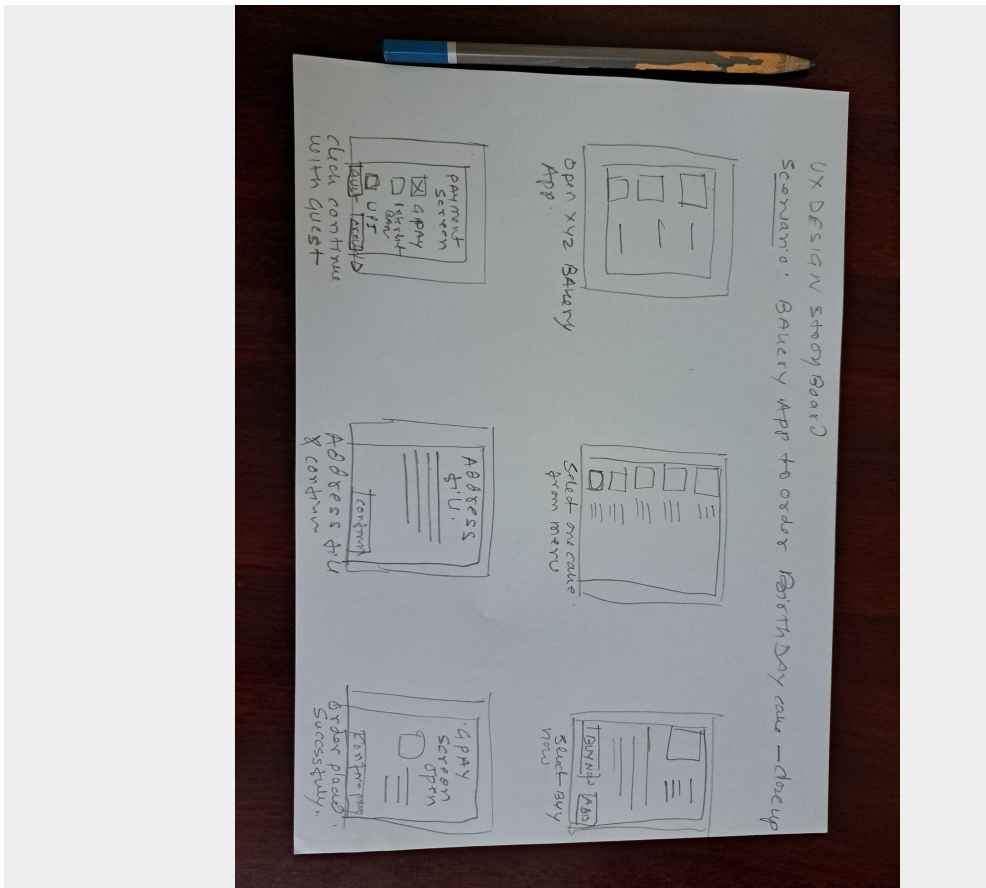
I A - Information architecture

To flow how the app features will be work.



Paper wireframes

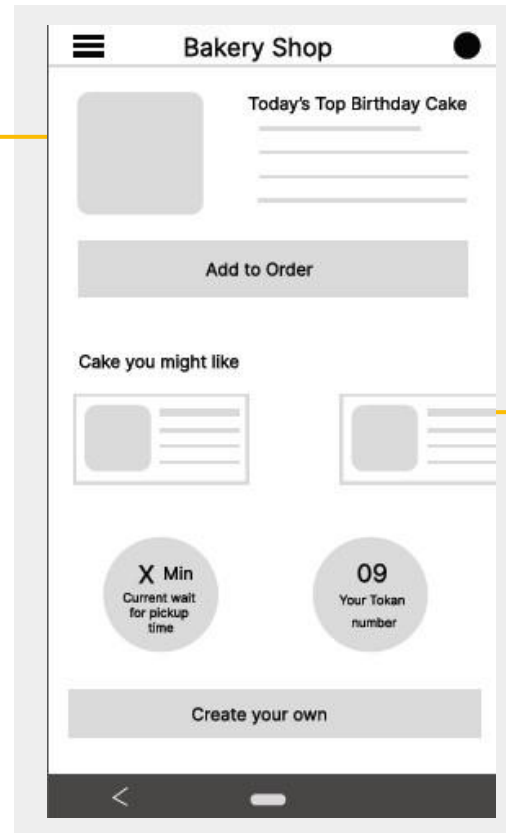
A Bakery online shop to order Bakery items, Like Birthday cake, biscuit, cookies, and many more.



Digital wireframes

A Bakery online shop to order Bakery items, Like Birthday cake, biscuit , cookies, and many more.

Cake image display

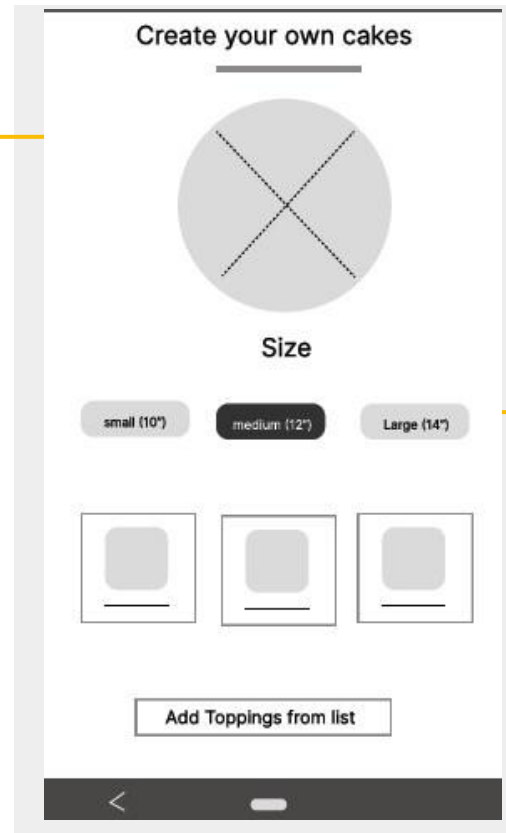


Variety of flavour cakes in rows

Digital wireframes

A Bakery online shop to order Bakery items, Like Birthday cake, biscuit , cookies, and many more

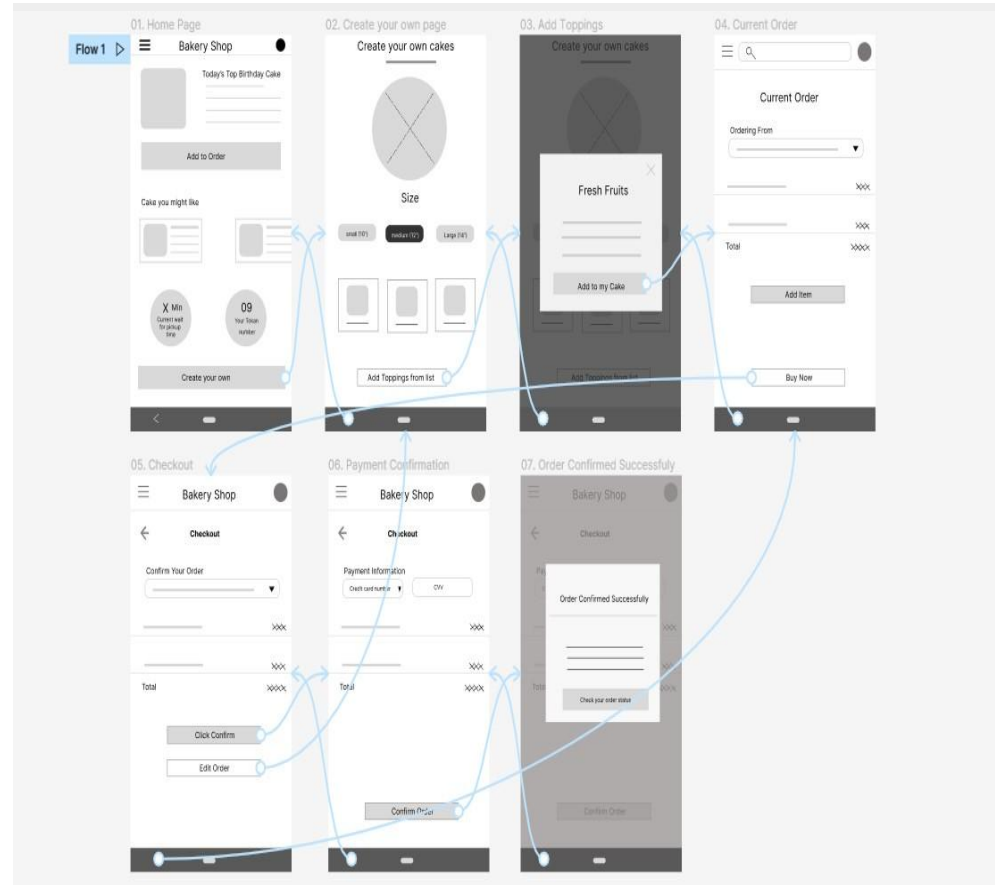
Customize your selected order cake



Select the size of your cake

Low-fidelity prototype

[Link to low-fidelity prototype and
brief description of the user flow]



Usability study: findings

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

Round 1 findings

- 1 Improve home screen
- 2 Specify the one menu from home screen
- 3 Smooth checkout screen and back to home screen

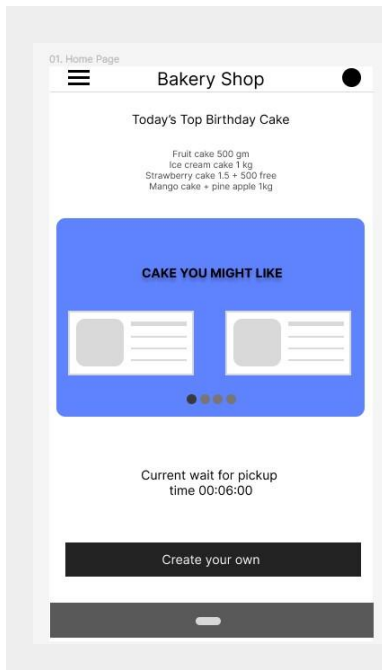
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

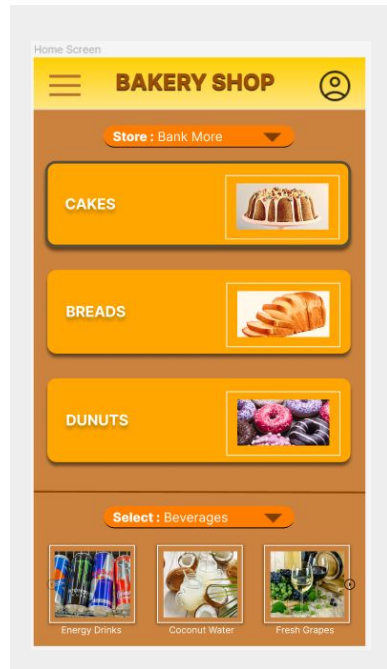
Mockups

Before usability a hi fi mockup , a home screen say to book birthday cake.
After Usability and feedback added a new home screen where users select Cake option from home screen.

Before usability study



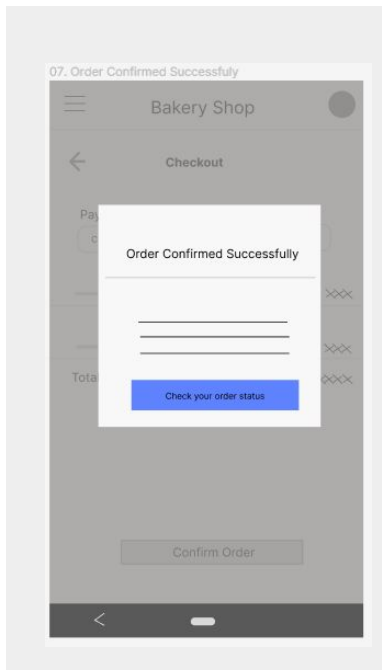
After usability study



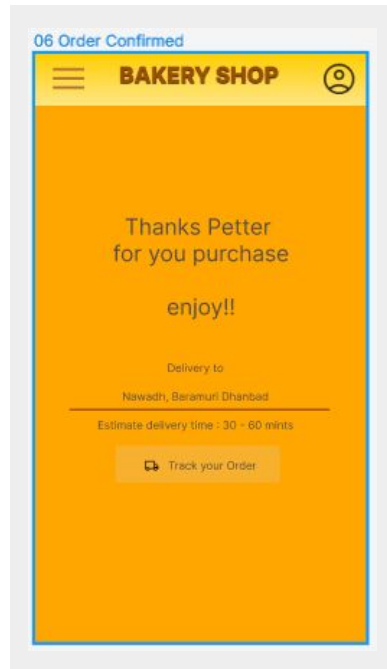
Mockups

Final order confirmation page improved with polished after usability.

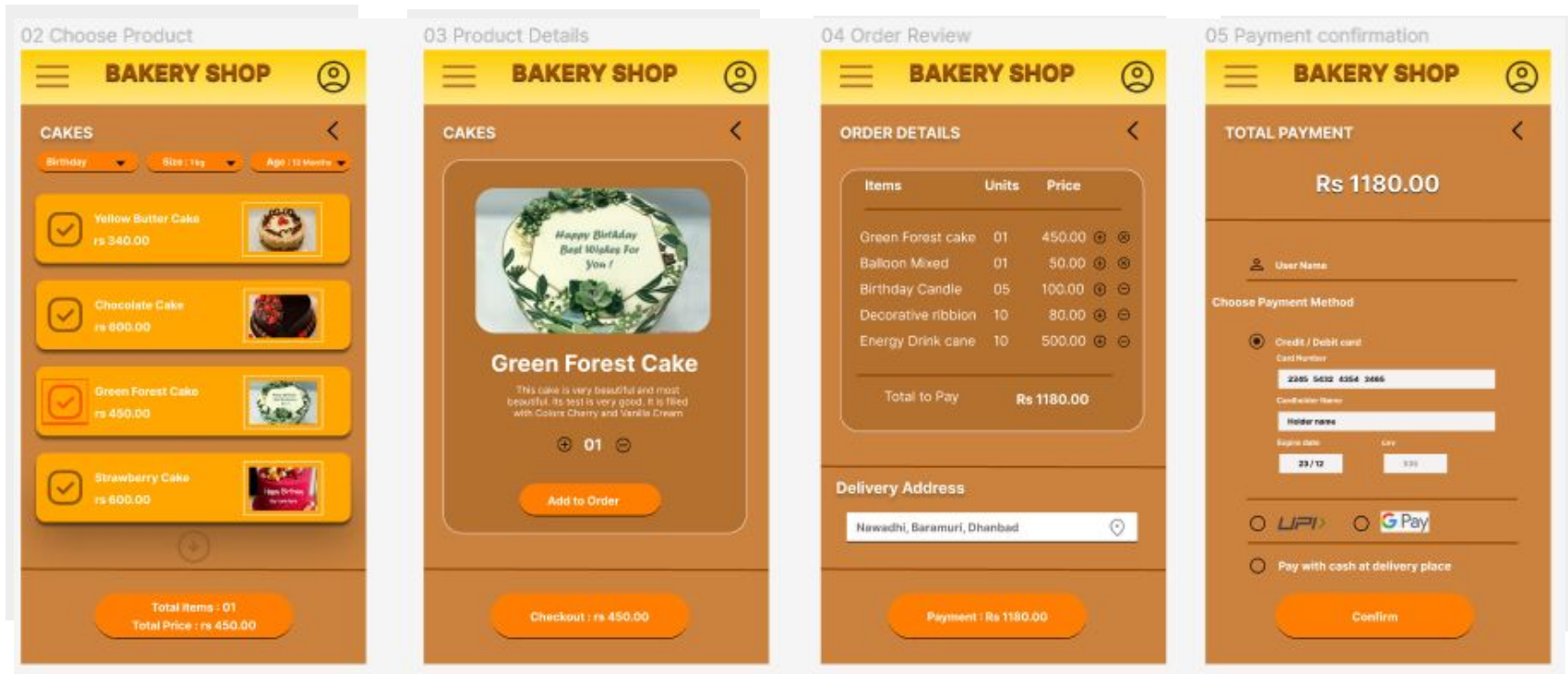
Before usability study



After usability study



Mockups





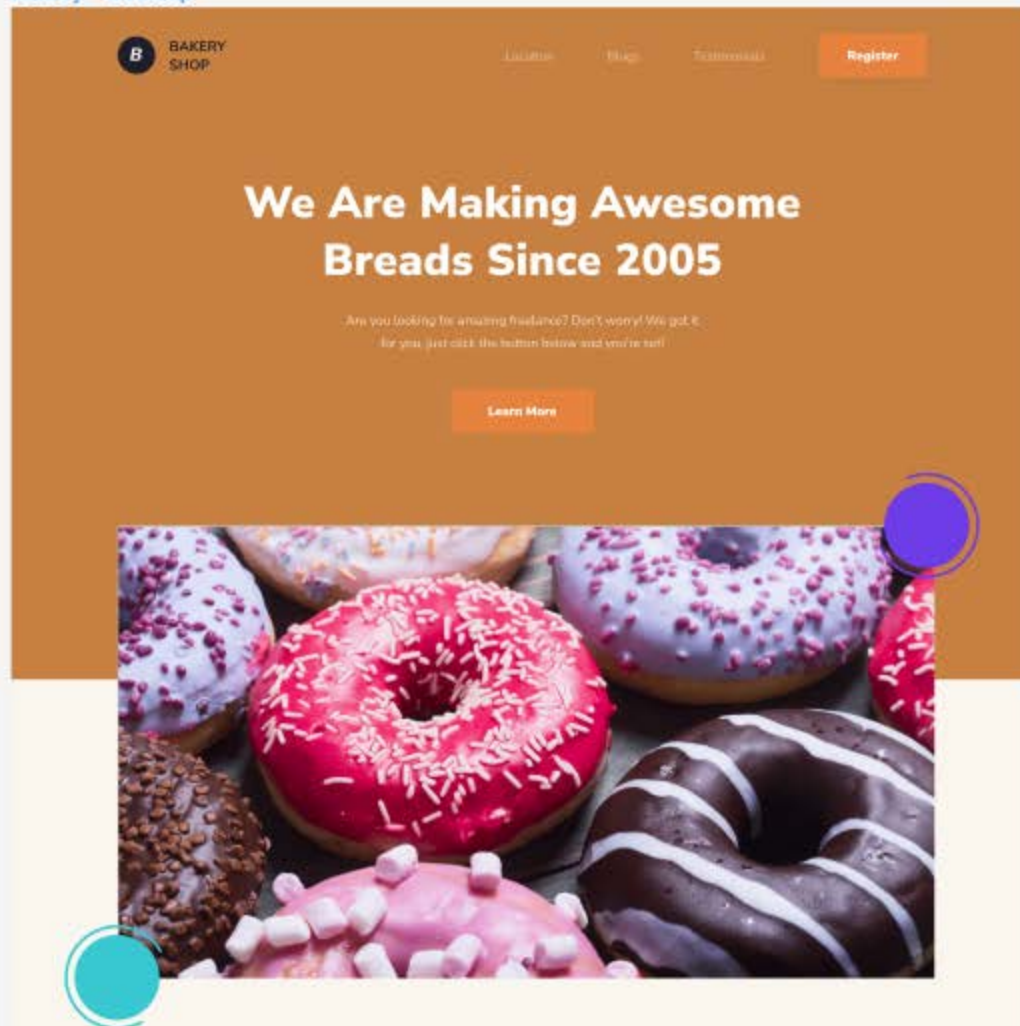
Choose Product



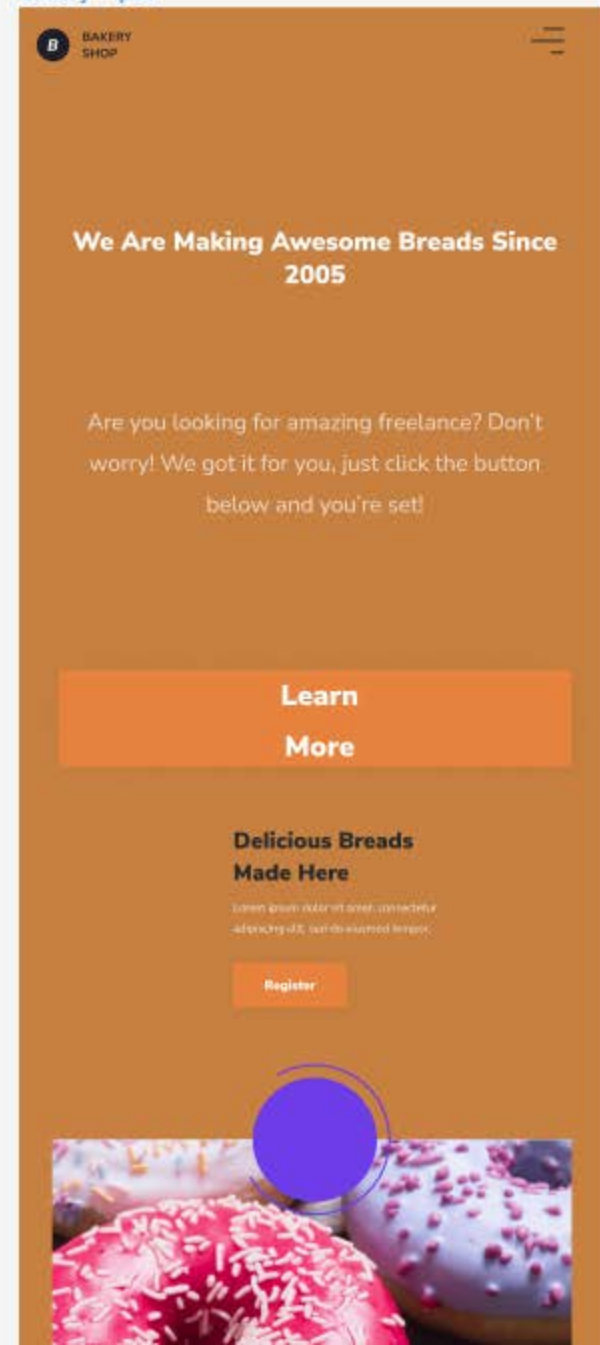
Product Details



Bakery - Desktop



Bakery - Ipad



<https://www.figma.com/file/99zQGtUp5aeHSZDWol8QhJ/Bakery-Shop?type=design&node-id=50%3A3&t=QdnY9QPivuE2olRu-1>

Figma WORKING file link share

Mobile , Desktop, & Ipad

High-fidelity prototype

<https://www.figma.com/proto/99zQGtUp5aeHSZDWol8QhJ/Bakery-Shop?node-id=68%3A104&scaling=scale-down&page-id=68%3A2&starting-point-node-id=68%3A104>



Accessibility considerations

1

Used BACK option to go
previous screen.

2

Used motion when to add
any items to cart

3

Used gesture animation
screen

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Peers helps me to build a better mockup after usability test.



What I learned:

A complete UX designing, Figma tools, Prototypes, wireframes, usability testing, Research and testing, Design material. Sticker sheet.

Next steps

01

Conduct Another round of usability to validate whether the users pain point have been effectively addressed

02

Conduct more users research to the areas need improvement.

Let's connect!



Looking my career into a UX designing field.

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