

App for a bakery

Klement Grgić

Project overview



The product:

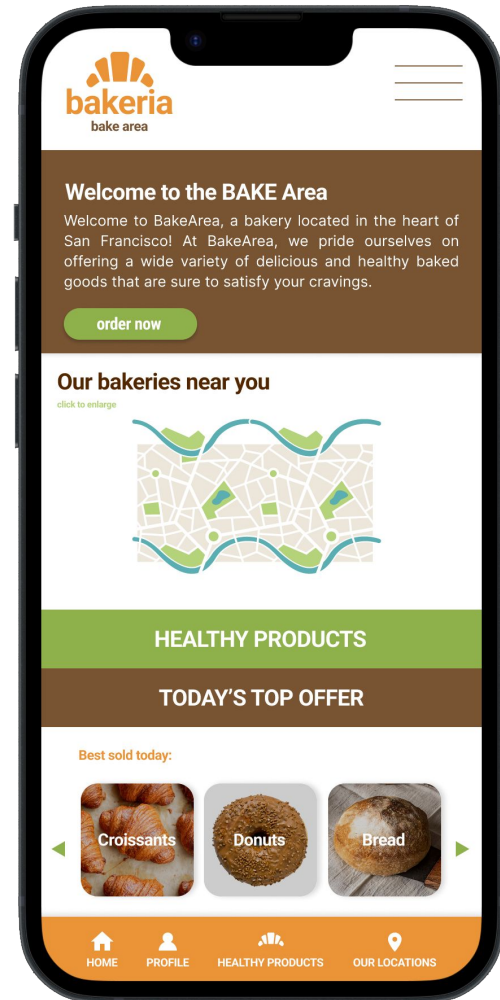
BakeApp is the mobile application for BakeArea, popular chain of bakeries located in San Francisco, CA. Their menu includes a range of options, from savory sandwiches and wraps to sweet pastries and cakes. They use only the freshest and highest quality ingredients, and we strive to source as many of our ingredients as possible from local farms and producers.



Project duration:

August 2022 - December 2022

[View the app](#)



Project overview



The problem:

Users lack the time necessary for visiting bakeries and buying products during their pause at work.



The goal:

BakeApp is the application that will save users time allowing them to order food products and healthy products from the bakery via app.

Project overview



My role:

Lead UX/UI designer and Project manager.



Responsibilities:

Conducting interviews, creating user personas, designing wireframes (paper wireframes, low-fi wireframes and hi-fi wireframes), mockups and prototyping, conducting usability studies and iterating on designs.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand users I'm designing for. First group that was interviewed were persons working full-time and the other group were the ones that prefer to buy bakery products in-person.

Beside lack of time I confronted other user's problems such as healthier food from bakeries, delivery options and paying online.

User research: pain points

1

Time

Full-time employees often don't have enough time to go to the bakeries, buy products and enjoy their time while on a break.

2

Delivery

Places like bakeries provide no deliveries over city.

3

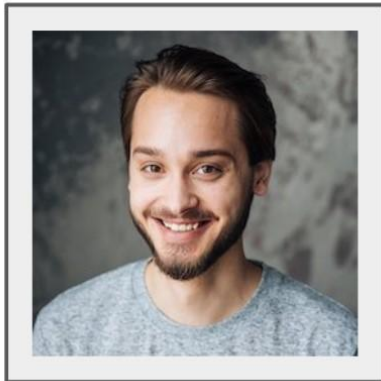
Photos

Photos of certain products often don't match the product's description.

Persona: Toni Bogdan

Problem statement:

Toni Bogan is a bank specialist working in the center of the town who needs assistance in food delivery from his favorite bakeries because by doing so, he could spend more time with his colleagues and rest longer during his pause at work.



Name

Age: Toni Bogdan

Education: Faculty at Economics

Hometown: Split

Family: Single. Has 2 sisters.

Occupation: Works at the bank.

“My busy day starts at 6 am and sometimes it seems that it never ends. I need assistance in food delivery so I can rest more and spend time with other colleagues during our pauses at work”

Goals

- Become a team lead
- Wants to include healthier lifestyle
- Start with hobbies such as photography and climbing

Frustrations

- “There is no bakery around our working area”
- “Photos on the delivery apps are not the same as the delivered ones”
- “Small quantity of healthy products at bakeries.

Toni is a male, Bank Specialist who is working at the bank in the center of the town. He works in a team of 11 employees that are handling various tasks for mid-size ranged companies in Croatia. Toni and his team are looking to include healthier products for their breakfast. Buying from a local bakery in-person takes too much time during their pause. They prefer delivery of the products through the app.

User journey map

Persona: Toni Bogdan

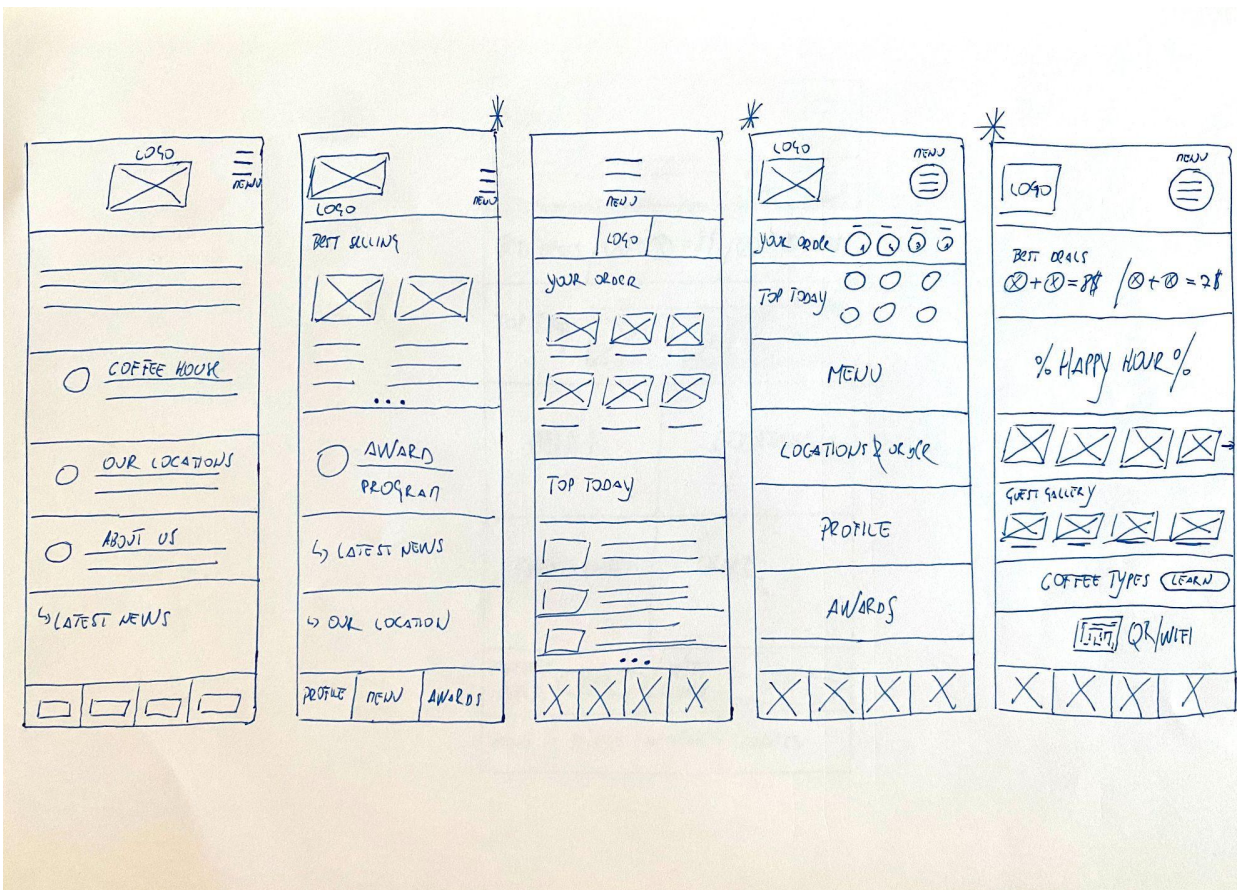
Goal: Delivery of the bakery products through the app / Include healthier and fresh products.

ACTION	Downloads the app	Browse menu	Place order	Complete order	Pick up order
TASK LIST	A. Downloads the app B. Makes a profile C. Finds the closest bakery nearby	A. Browse the menu B. Selects menu items	A. Adds the ordinary and more healthier products and places order B. Chooses between paying in person or via app	A. Confirms total order B. Confirms online payment C. Inserts payment details D. Gets directions to restaurant	A. Drives/Walks to restaurant B. Picks up food C. Inspects items D. Going back to work and takes a pause.
FEELING ADJECTIVE	Excited to find the bakery that he likes Might be suspicious about online payment	The photos might not show the real state of the products Is happy to view new items/products	Worried about paying online Curious about the new, healthier products	Anxious about product being ready at the time of the arrival	Happy to start his pause time with colleagues Delighted about trying new products
IMPROVEMENT OPPORTUNITIES	Include the Map locator for the user and the bakeries Possibility to connect with Facebook or Google account.	Provide search Provide filters	Highlight new items Highlight FRESH products Highlight phone number	Send a time notification Send a reminder for a delivery	Included bonus point for placing order via app.

User journey map revealed how important would be to implement a delivery options and include healthier products in the menu.

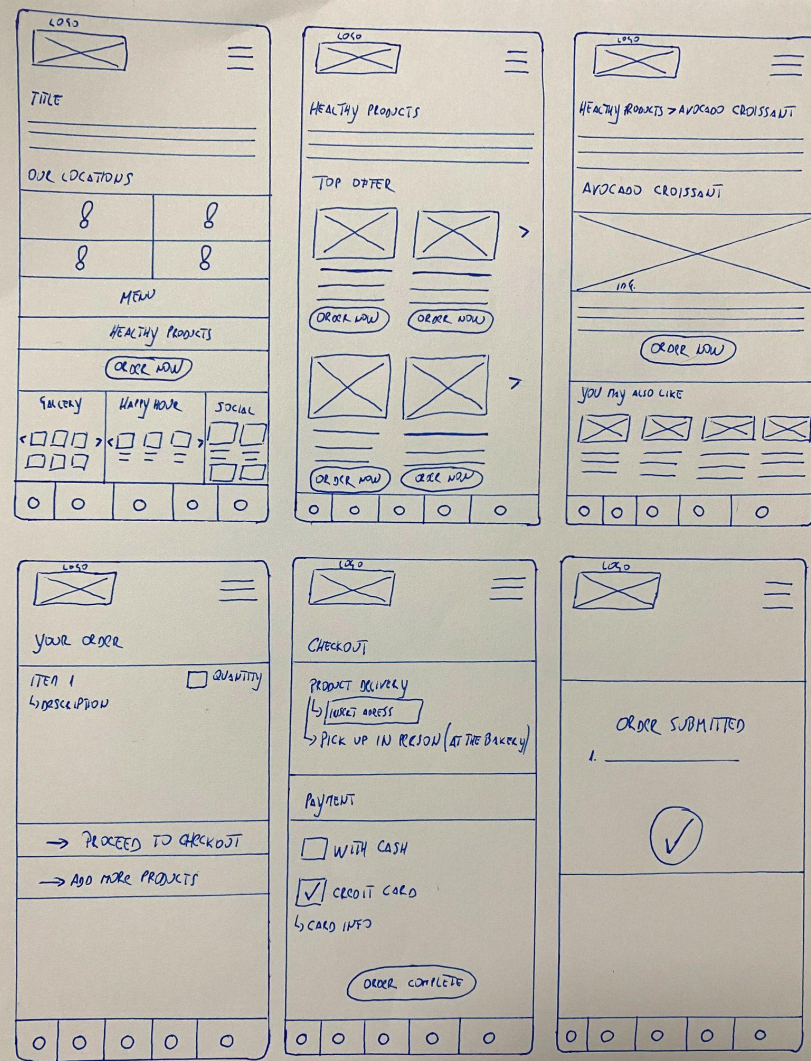
Paper wireframes

Initial paper wireframes with multiple options for a home screen. A "*" marks the elements that were considered to iterate.



Paper wireframes

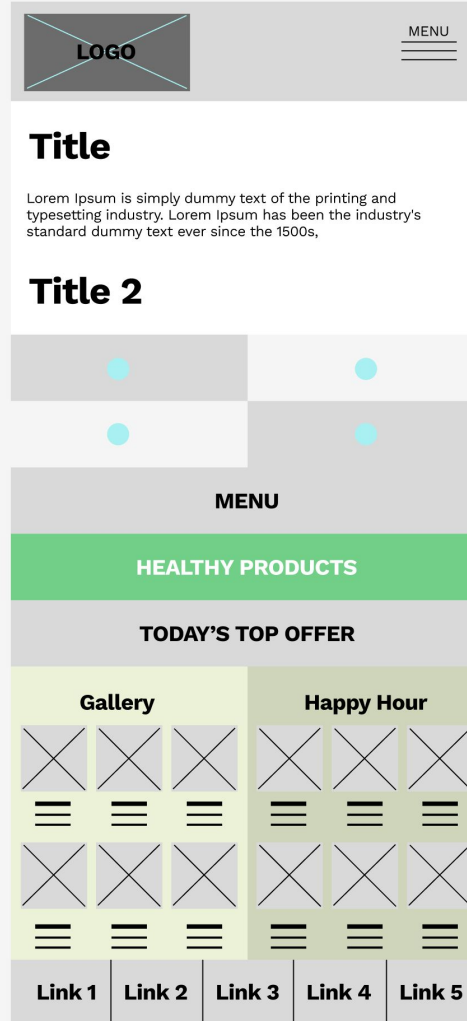
Iterated paper wireframes
for the quick user journey
from the homepage to a
submitted product via app.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

iPhone 13 Pro Max - 1

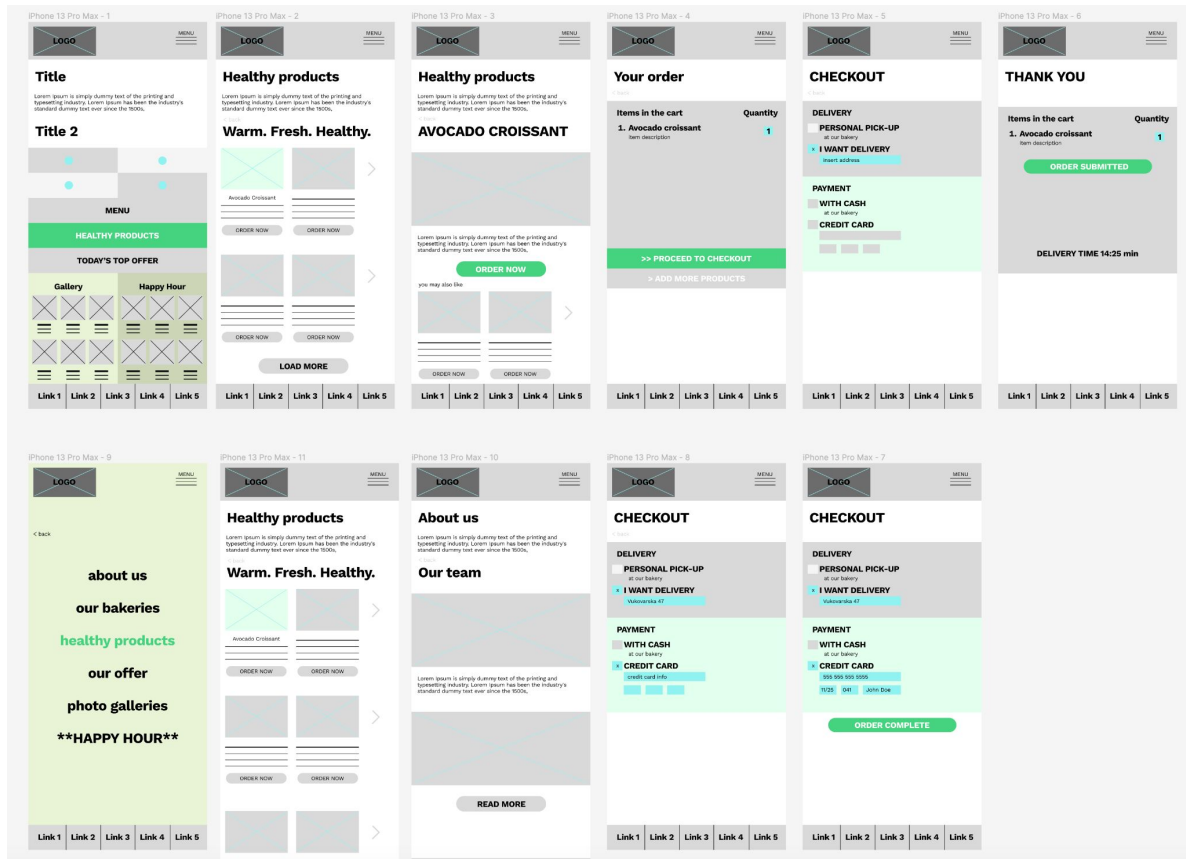


We highlighted Healthy products as they are desired, based on our research.

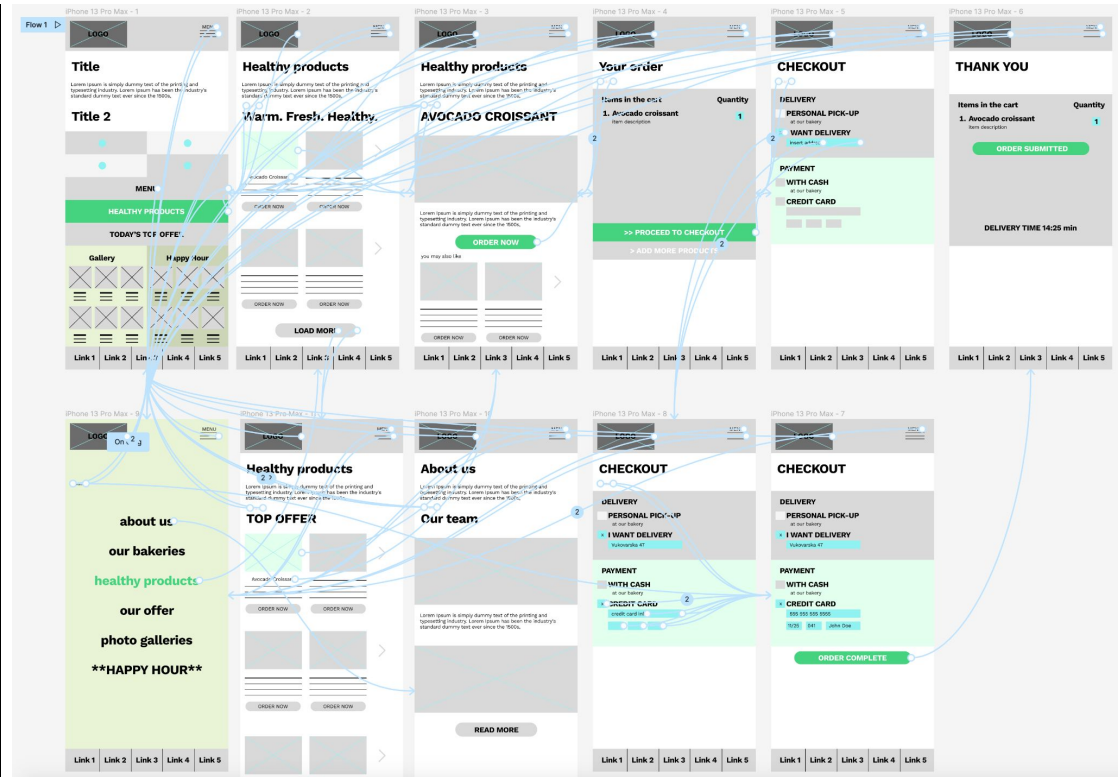
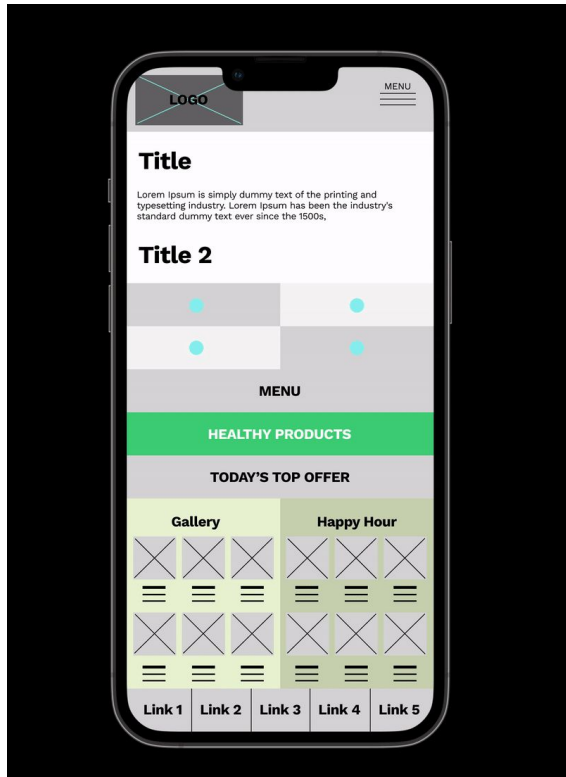
Digital wireframes

BakeApp low-fi wireframe.

[Link to low-fi wireframe.](#)



Low-fidelity prototype



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped me guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users don't have enough time to visit bakeries for their break at work.
- 2 Users like delivery options.
- 3 Users would like to order healthier products from bakeries.

Round 2 findings

- 1 Reward program is not well documented.
- 2 App photos do not match the titles.
- 3 Happy hour section is not visible enough.

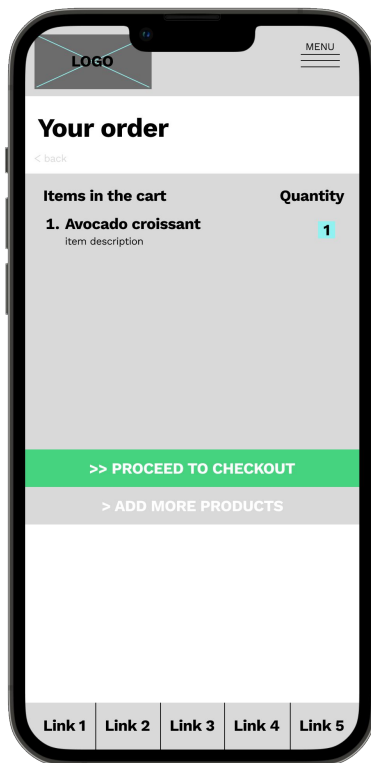
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

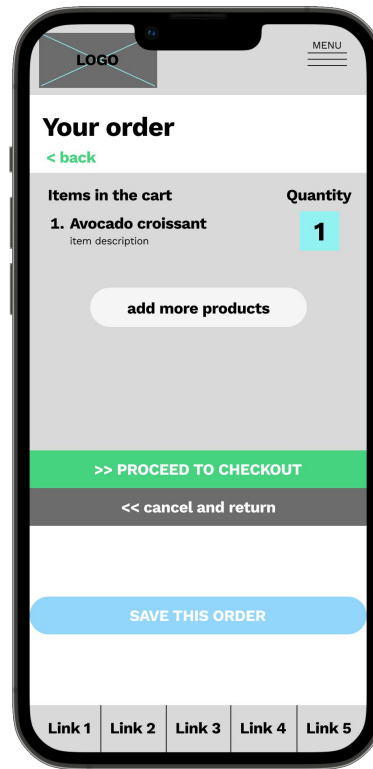
Mockups

Before usability study there was no option to add more products in the Checkout screen, and there was no option to Save this order or Cancel the order.

Before usability study



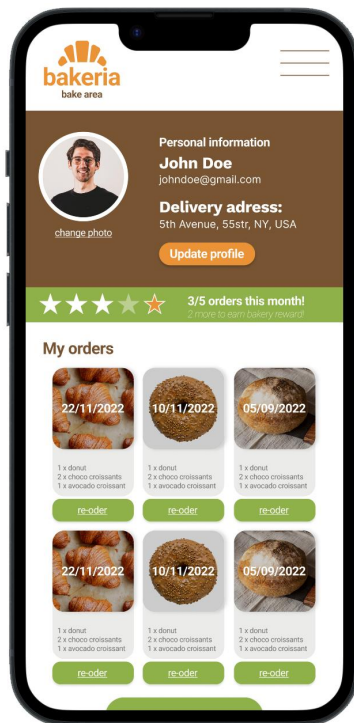
After usability study



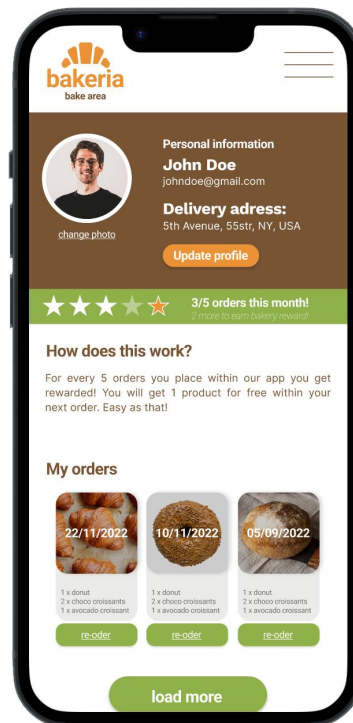
Mockups

Our users were confused about the Reward program not explained very well.

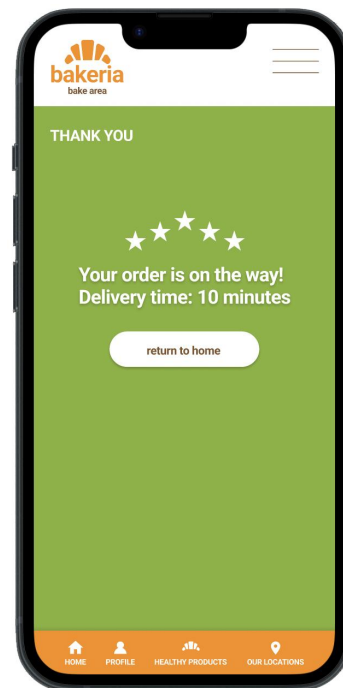
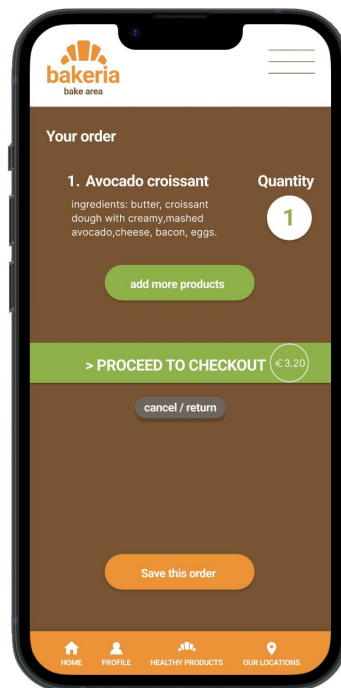
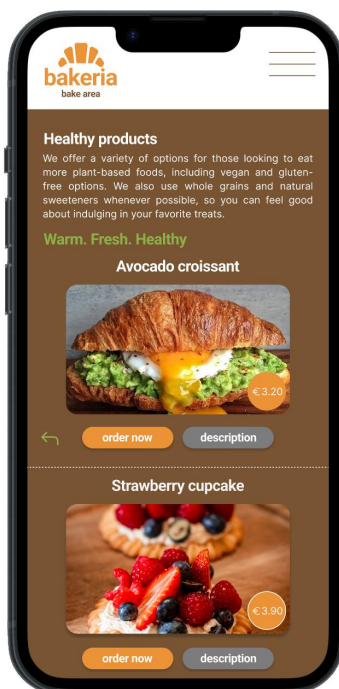
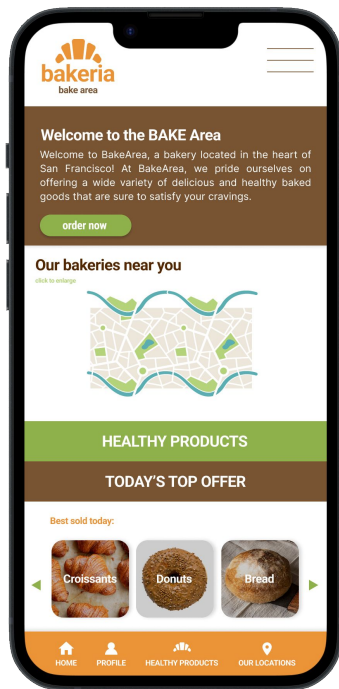
Before usability study



After usability study



Key mockups



High-fidelity prototype

[Link to high-fidelity prototype](#)



Accessibility considerations

1

Color contrast **impacts the readability of the content.**

It is especially important for users who are low vision or for users who are colorblind.

Color contrast check was done on the web [WebAIM](#), and we can see that the colors used in the app have a good contrast ratio and pass on the most of the tests.

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color ↔ Background Color

Lightness ↔

Contrast Ratio
6.74:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Graphical Objects and User Interface Components

WCAG AA: **Pass**

Text Input ✓

Explanation

Enter a foreground and background color in RGB hexadecimal format (e.g., #FD3 or #F7DA39) or choose a color using the color picker. The Lightness slider can be used to adjust the selected color.

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I received positive reviews from friends and colleagues, as well as locals I haven't met in person.



What I learned:

There is so much happening behind the screen, that plays a key part in creating useful app for the user.

Next steps

1

Development

The very next starting point would be the development phase,

2

Marketing

Putting the application to the market and create a marketing strategy

3

Iterate

Listening to user's feedback, iterating the app in both design and development phase.

Let's connect!



Thank you for your time :)

Klement Grgić

Creative, digital designer from Split, Croatia.

info@klementgrgicdesign.com

klementgrgic@gmail.com

www.klementgrgicdesign.com