

# Application design for Bangalore Bakery

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# Project overview



## The product:

Bangalore Bakery app design in order to provide the user with in depth details of products and services offer by bangalore bakery.



## Project duration:

Insert the time that you worked on this design project - e.g., November 2022 to March 2022

Welcome screen of  
Bangalore Bakery app



# Project overview



## The problem:

- ✓ I am trying to solve the problem regarding the complicated ordering process.
- ✓ Putting more option to simplify the user search and adding more customizable option for user so that they can choose their best.



## The goal:

- ✓ To understand the common challenges that people gface while ordering something from a bakery.
- ✓ To identify the difficult point in the overall ordering process.

# Project overview



## My role:

- Researcher
- Visual designer
- Motion designer
  - Writer
- Interaction designer



## Responsibilities:

- User research
- Wireframing
- Prototyping
  - Sketching
  - Designing

# Understanding the user

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

# User research: summary



I conducted the face to face interview and on the basis of that, I created the empathy map, user journey and problem statement in order to understand what are the needs of the user, what are the challenges user facing while using any bakery application.

Primary user group was identified through my research was the user who had similarity in facing problem during the process of the ordering.

Other problems included lack of interests, the point where the user forced to quit, challenges in getting order in a easy way, and the bad experience from packaging facility.

# User research: pain points

1

## Process

The ordering process is complicated and difficult to understand.

2

## Support

There is no alert or confirmation message receive when order is placed or ready.

3

## Accessibility

The application have lack of platform with various assistive technology and on screen reading facility.

# Persona: Swatishri

## Problem statement:

Swatishri is a responsible and creative housewife who needs ordering the baked items simply and easily without any hurdles because she can find her choice easily and order smoothly.



## Swatishri Gupta

**Age:** 38

**Sex:** Female

**Education:** MBA in Marketing

**Hometown:** Bhubaneswar

**Family:** Hobby, 2 sons

**Occupation:** House Wife

*“Creative lady with hands on knowledge in design and crafting ”*

## Goals

- Having more responsibility on both of her son.
- Fun at ordering cake in every special occasions.
- She can love with craft and design the most unique goods.
- Be a successful cake designer.

## Frustrations

- Taking more time on ordering any goods.
- Sometimes she cancel the order and move for other place.
- Difficulties in move other screen on app while surfing
- Could not found the suitable order, means suitable order remain out of stock soon.

Swatishri is a responsible house wife living with her two son in bhubaneswar and having more hands on skills of crafting and design the cakes. She enjoy cvelebrating special occasions with her family all time. She uses the social media for more detailing about the bakery near her and order something for her family. But sometimes she got frustrated at ordering time and products not availability.



# User journey map

## Persona: Swatishri

Goal: Simple and easy process to find a designer cake near by.

### Primary Goals

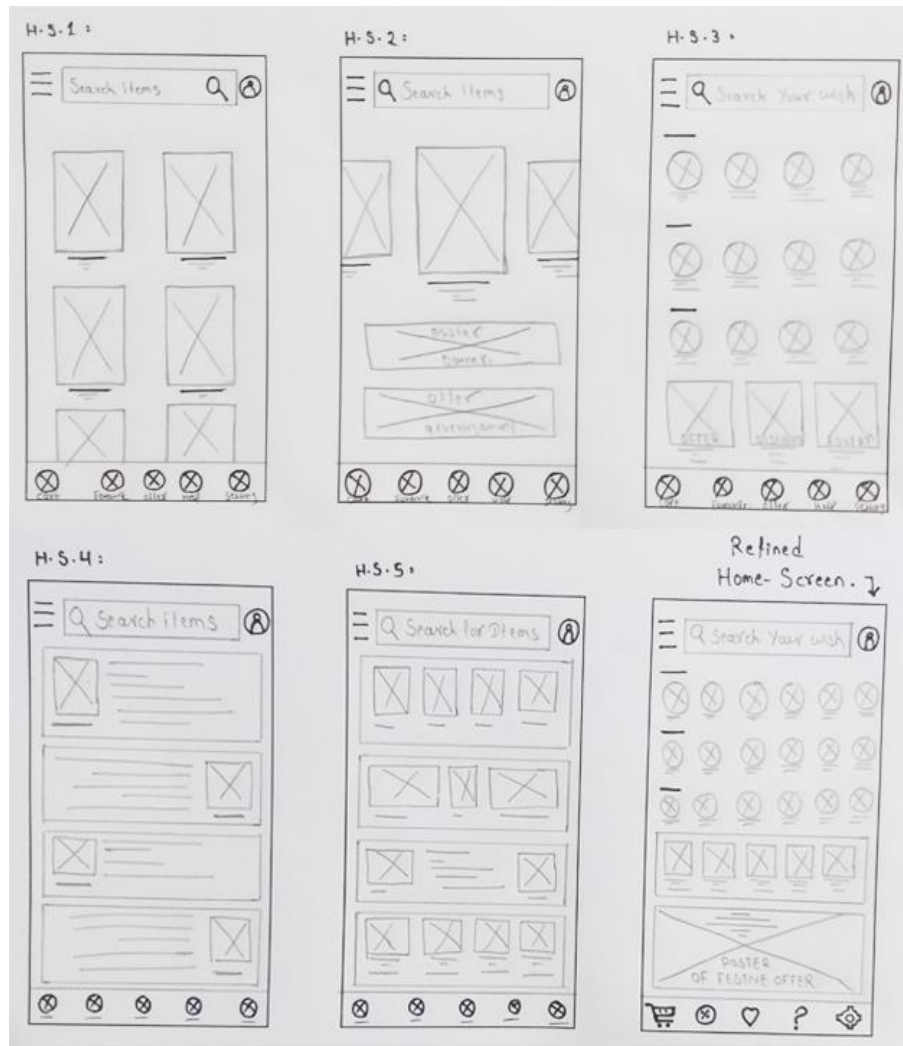
- User experience during the process of selecting a cake and applying own design and selecting the packaging facility.
- How an user behave while ordering designer cake from their nearby bakery.

ACTION	Select the nearby bake shop app	Providing the basic information	Search for best bake shop	Identify the best choice of cake	Uploading the own design to be printed on cake	Reviewing order and making of payment	Collecting the order
TASK LIST	Tasks 1. Search on internet 2. Search for good bake shop app 3. Visiting the app.	Tasks 1. Giving name, address, phone number and mail id. 2. Entering the one time password	Tasks 1. Search and short for best shop that providing the designer cake.	Tasks 1. Determine the good theme. 2. Customize the theme. 3. Apply various changes. 4. Add to next design process.	Tasks 1. Uploading the own photos for printing on the cake	Tasks 1. Reviewing the order that how cake must look like. 2. Payment done	Tasks 1. Get informed when order is ready 2. Collecting the bill 3. Collecting the order
FEELING ADJECTIVE	<ul style="list-style-type: none"> <li>● Confused</li> <li>● Intimidated</li> </ul>	<ul style="list-style-type: none"> <li>● Hopeful</li> </ul>	<ul style="list-style-type: none"> <li>● Confused</li> <li>● Satisfied</li> </ul>	<ul style="list-style-type: none"> <li>● Overwhelmed</li> </ul>	<ul style="list-style-type: none"> <li>● Relieved</li> <li>● Alert</li> </ul>	<ul style="list-style-type: none"> <li>● Confused</li> </ul>	<ul style="list-style-type: none"> <li>● Relieved</li> </ul>
IMPROVEMENT OPPORTUNITIES		Information must keep confidential in between the user and application authority	Sorting of bakery by user preferences	One handed design mode must be added.	More customizable size and theme must be present to select the best one design of cake.	Cash on delivery should provided	<ul style="list-style-type: none"> <li>• Beep sound with vibration must be present.</li> <li>• Big bold contrast headline must display on big screen outside of shop to detect the order</li> </ul>



# Paper wireframes

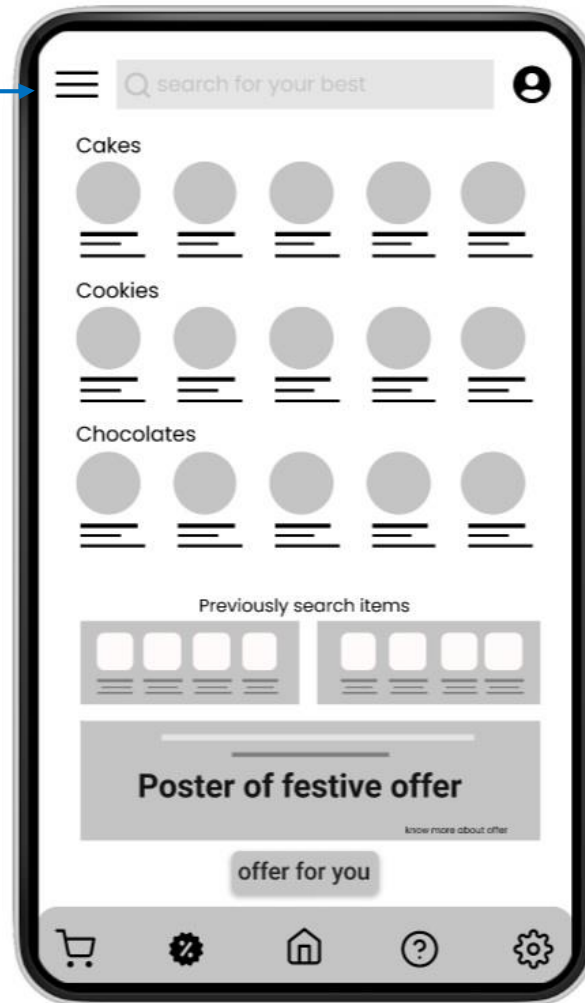
- The first step towards designing the application i.e designing the paper wireframe.
- It's easy and simple way to present the idea within the time bound.
- More idea generate within the frame.
- Simplest way to add the layout and shape to identify the user experience.



# Digital wireframes

- Top left corner of the screen include the navigation panel which includes the services for user management.
- Bottom bar consists of five action button to complete and reviewing the ordering process.

Easy way of navigation for user. Which include important part of order process.

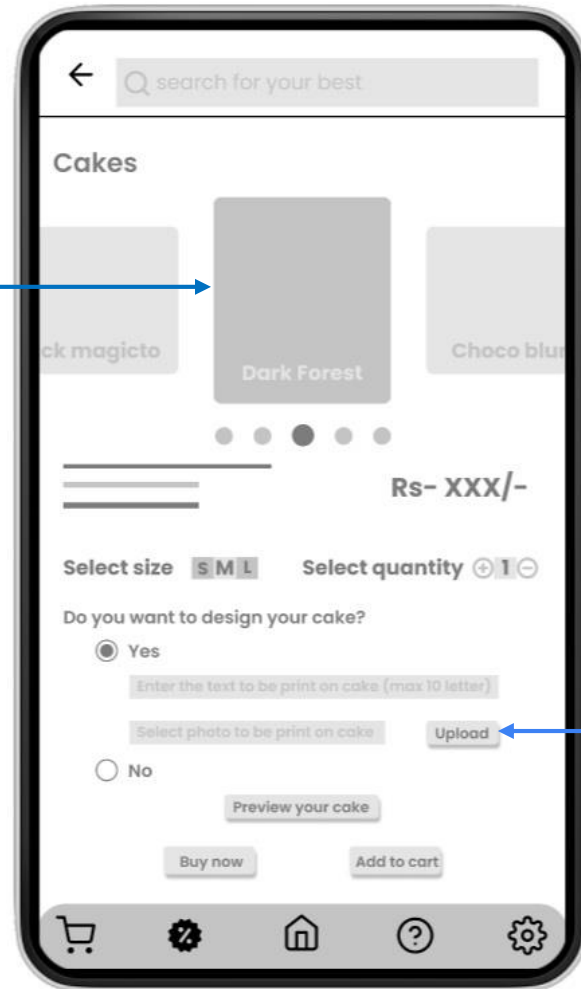


User's can find all there information, regarding product and customize their wish as per need.

# Digital wireframes

Easiest way to present the description of products and simple option to upload the user design.

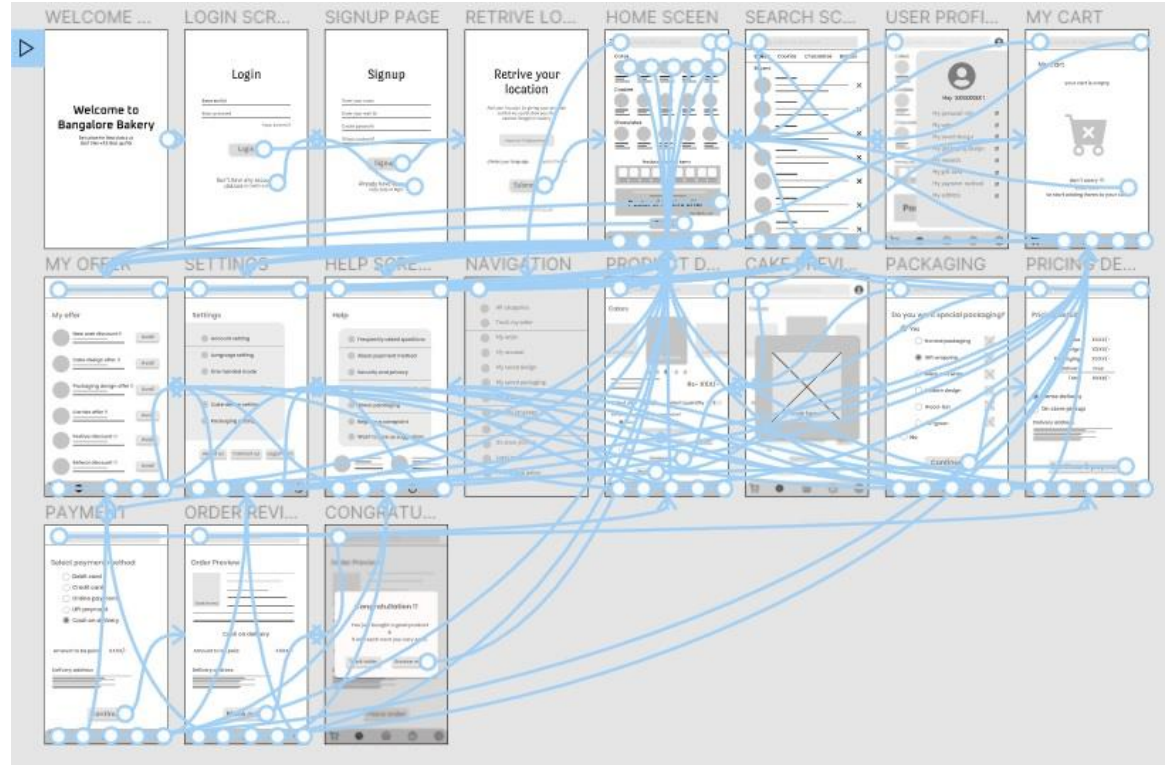
Details of product display to user with various design option.



Customize option for user to design their their own cake.

# Low-fidelity prototype

User flow is very simple and easy way to navigate through opening of application to ordering the bake items with a customize cake design and customize packaging facility.



# Usability study: findings

I conducted the usability study with 6 participants with 5 different prompt of work assigned to them, based on the observation from spreadsheet note taking and affinity diagram below are the findings:-

## Round 1 findings

- 1 Users want a preview screen before finalising the packaging facility.
- 2 Users wants more clarification regarding the packaging facility.
- 3 Users want simple way to adding other items to the existing order.
- 4 User want easy access to editing their home delivery address.

## Round 2 findings

- 1 The preview screen is not clearly visible.
- 2 Editing address screen not visible before the confirmation page.

# Refining the design

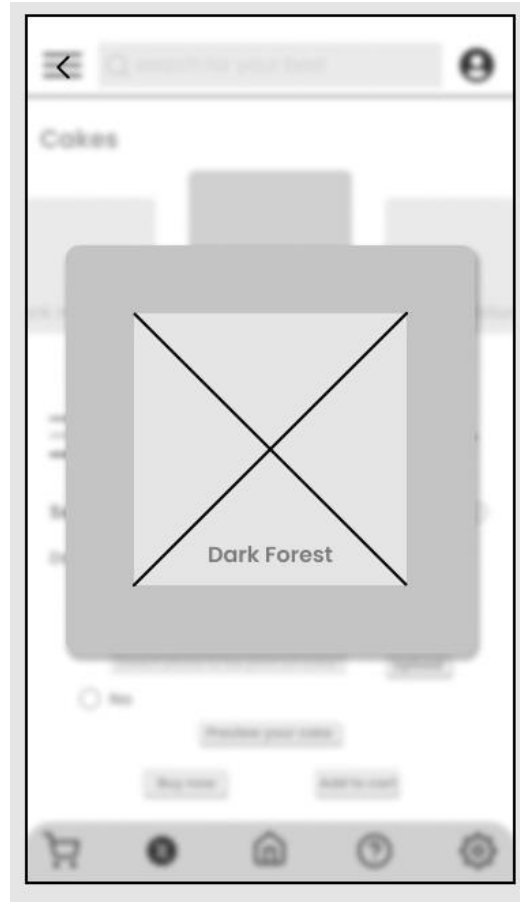
- Mockups
- High-fidelity prototype
- Accessibility



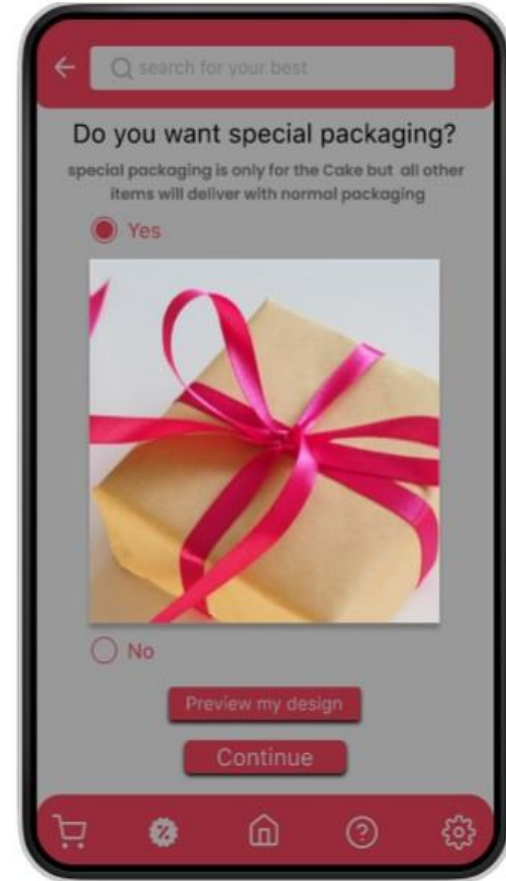
# Mockups

Early design allowed for some modification, but after the usability study I add in details preview screen about how does the packaging screen looks like and also an option to edit the packaging facility further.

Before usability study



After usability study



# Mockups

Before usability study there is no option to edit the delivery address. But after the usability study I add a screen to update the delivery address right before finalizing the payment option.

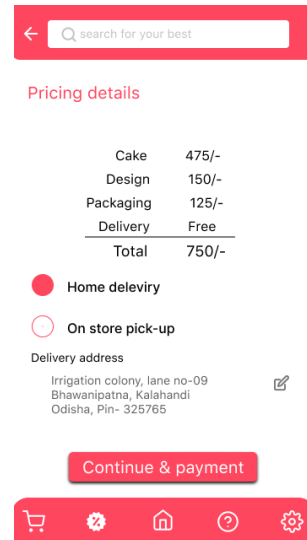
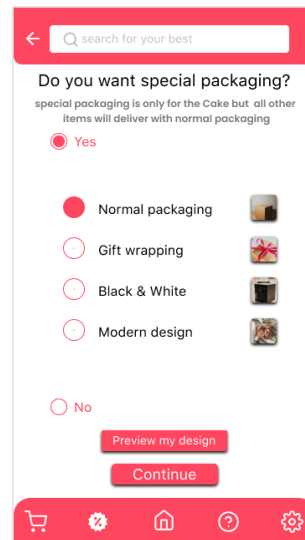
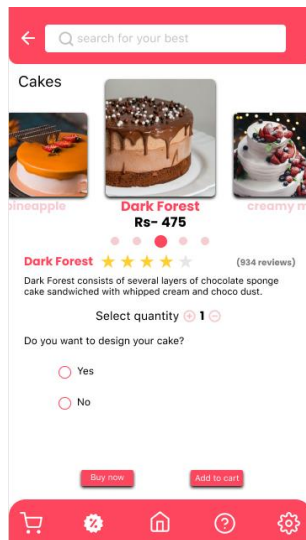
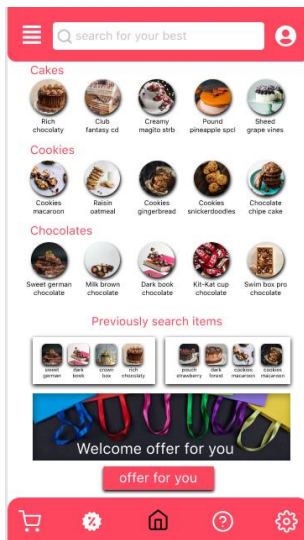
Before usability study 2



After usability study 2



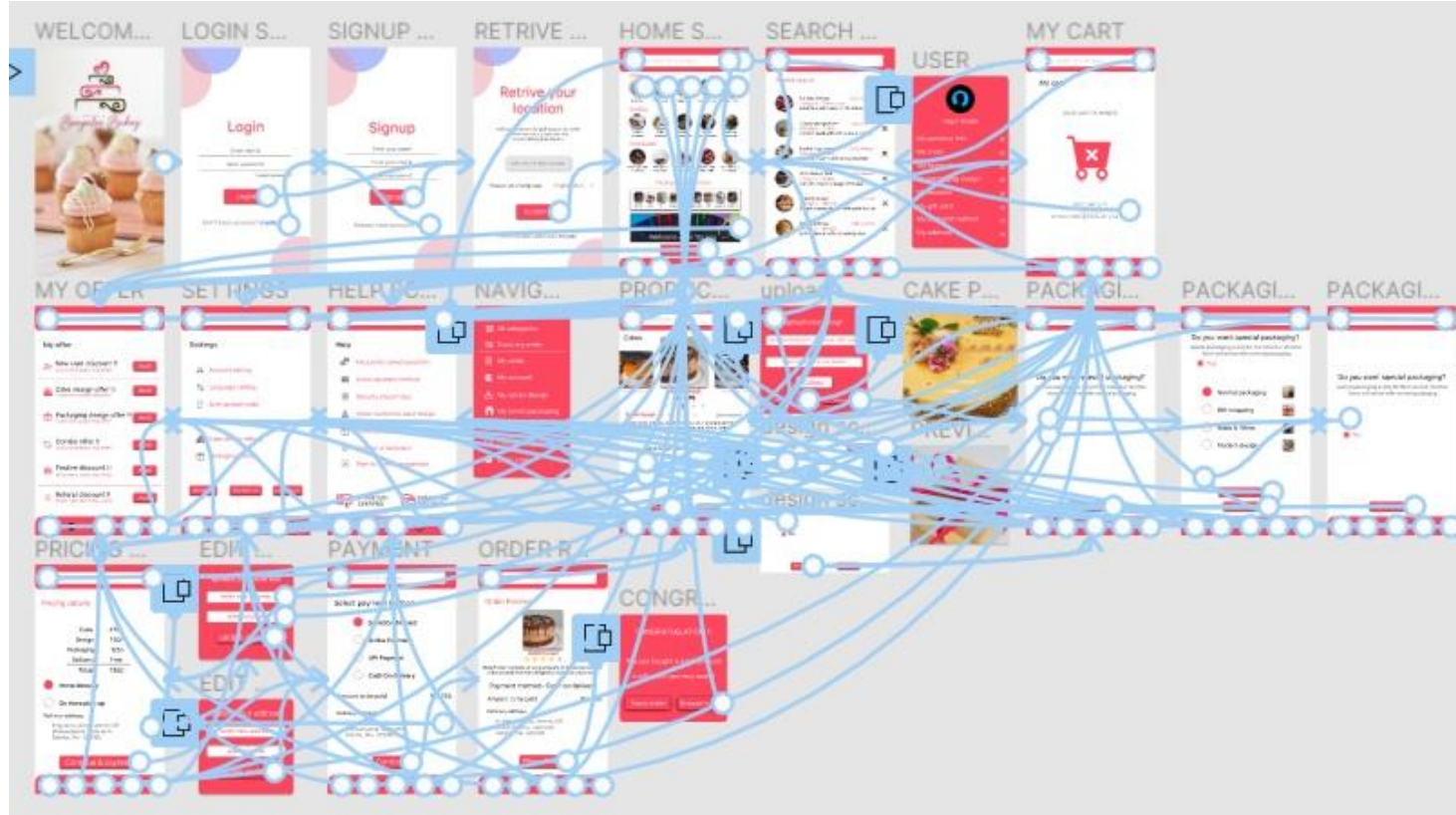
# Mockups



# High-fidelity prototype

The final high-fidelity prototype presented the cleaner user flow for ordering the designed cake and by selecting the own packaging facility to the same order.

Bangalore Bakery  
[high-fidelity prototype](#)



# Accessibility considerations

1

I have applied the text description for all images so that visually impaired person can easily understand what kind of images is this.

2

Big and bold button for easily accessible call to action.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## **Impact:**

Bangalore Bakery app really focus on user experience in order to provide them an easiest way to find cake and customize the cake with packaging facility.

## **One quote from peer feedback:**

“this app really made me fresh as I choose my own cake ,design as per my own and seleceting the best packaging facility”



## **What I learned:**

From designing the app I learned that user experience is main priority every where during the ordering process and I learned about usability study which is my favourite platform in overall design process.

# Next steps

1

Will conduct another round of usability studies to determine further design and further modification if needed.

2

Will conduct another round of research process to identify any changes.

3

Designing the prototype section as per user needs and simplifying further if possible.



# Let's connect!



Thank you so much for giving your valuable time to reviewing my work on Bangalore bakery app!!  
If you'd like to see more about my project then please feel free to reach at below,

Email: [akdesign003@gmail.com](mailto:akdesign003@gmail.com)

Website: [www.amankp.com](http://www.amankp.com)

Thank you!