

Desain Alur untuk Memesan Kue dari Toko Roti

Sthevani Marthina Manurung

Project overview



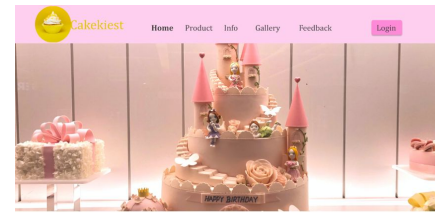
The product:

Cakekiest Bakery is a cake shop that offers affordable price options. The store stocks cakes for birthdays, weddings and other large events, and most of the users are students or early career professionals. Cakekiest Bakery's goal is to make shopping fun, fast and easy for all types of users.



Project duration:

May 2023 to July 2023



Welcome to Cakekiest Bakery!

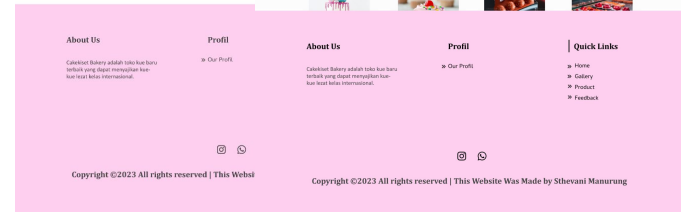
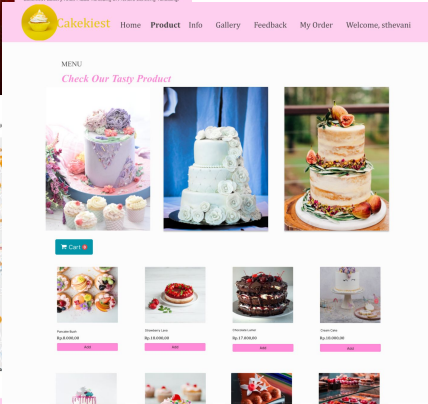
"Nikmati dan Terlepaslah Rasa Rindu dari Cakekiest Bakery"
"Terlepaslah dan Nantikan dari giffnya dan terlelahlah dari di Cakekiest Bakery!"

About the news Cakekiest Bakery



Launching Cakekiest Bakery, Bupati
Tagut: Kita Dukung dan Motivasi Geliat
Usaha Rasio

Apakah Anda tau? Pada April 2023, Bupati Pagaruyuk, H. Dedy Nuryadin, telah melakukan kunjungan ke Cakekiest Bakery. Beliau telah mengunjungi toko ini dan melihat berbagai produk yang ditawarkan. Beliau juga telah memberikan dukungan moral dan motivasi kepada para karyawan Cakekiest Bakery.



Project overview



The problem:

Available online shopping websites have cluttered designs, inefficient systems for browsing through products, and confusing checkout processes.



The goal:

Design a Cakekiest Bakery website to be user friendly by providing clear navigation and offering a fast checkout process.

Project overview



My role:

UX designer leading the Cakekiest Bakery website design



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Understanding the user

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

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users treat cake online shopping as a fun and relaxing activity when they need a break from school or work. However, many shopping websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of relaxation.

User research: pain points

1

Navigation

Shopping website designs are often busy, which results in confusing navigation

2

Interaction

Small buttons on shopping websites make item selection difficult, which sometimes leads users to make mistakes

3

Experience

Online shopping websites don't provide an engaging browsing experience

Persona: Name

Problem statement:

Prisilia is a busy student who needs intuitive website navigation and search filters because they want to shop for cakes online for a friend's birthday celebration.



Prisilia Lumbantoruan

Age: 19

Education: University student

Hometown: Laguboti

Family: Lives with friends

Occupation: student

"Time is very precious to me, so I'm going to look for ways to do things that simplify the job"

Goals

- makes it easier to buy a cake and not spend a lot of time
- can choose a cake directly without having to come to the bakery

Frustrations

- she was confused looking for a bakery that is around them
- she needs a bakery that can deliver his cakes directly to the place because the hours outside the dorm are limited so he doesn't visit the shop right away

Prisilia is a 19 year old D4 Software Engineering Technology student who lives with her dorm mates in Laguboti. At some time he needed a cake for his friend's birthday celebration but he couldn't go straight to the bakery so he needed an alternative for this.

User journey map

I created a user journey map of Prisilia's experience using the site to help identify possible pain points and improvement opportunities.

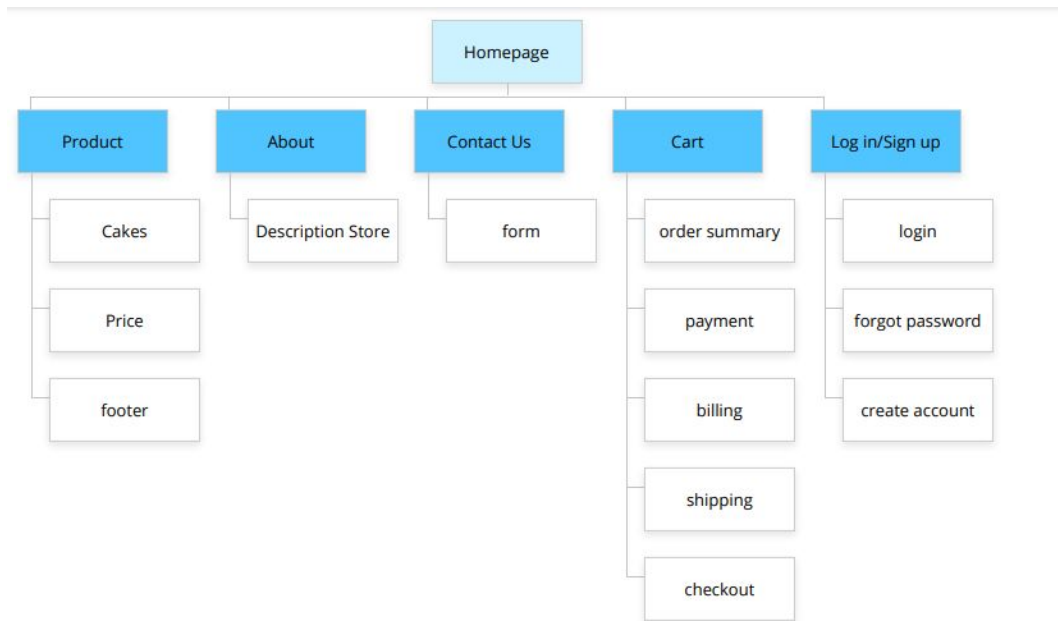
Goal: Shop for clothing online to easily buy items in a specific size

ACTION	Choose online shopping website	Browse clothing	Choose n item	Add to cart	Check out
TASK LIST	A. Search for shopping websites B. Choose a website that has the desired clothing styles	A. Browse the website to find items B. Apply filter options if available	A. Select size, color, and quantity of clothing item	A. Add item to the cart	A. Review cart B. Add billing information C. Add shipping information D. Confirm order
FEELING ADJECTIVE	Excited to shop	Happy to be shopping Overwhelmed by layout and confusing navigation	Nervous about picking the right size Unsure of the color choices	Hesitant about choices Annoyed with button size	Nervous about choices Frustrated with checkout time Eager to try clothing
IMPROVEMENT OPPORTUNITIES	Create an online website for Tee's Shirts with an inviting homepage	Add clear, easy-to-use filters Improve information architecture	Provide a place to read customer reviews Provide a size chart	Make a large enough button that uses accessible colors	Add a quick buy button Offer return policy information

Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

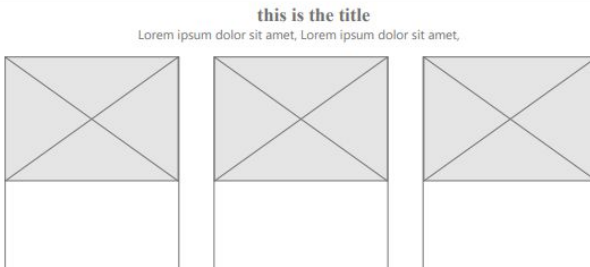
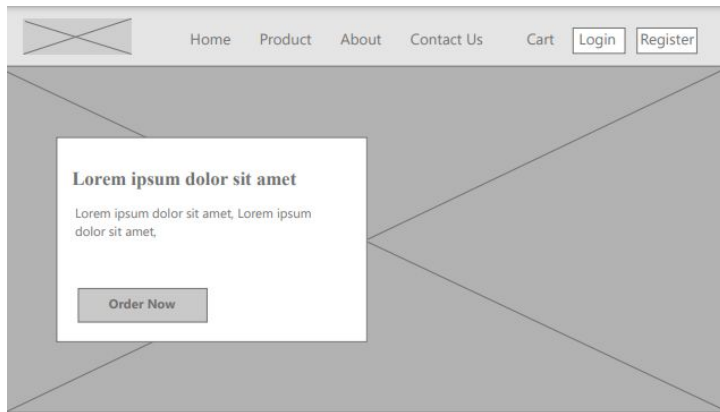
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.

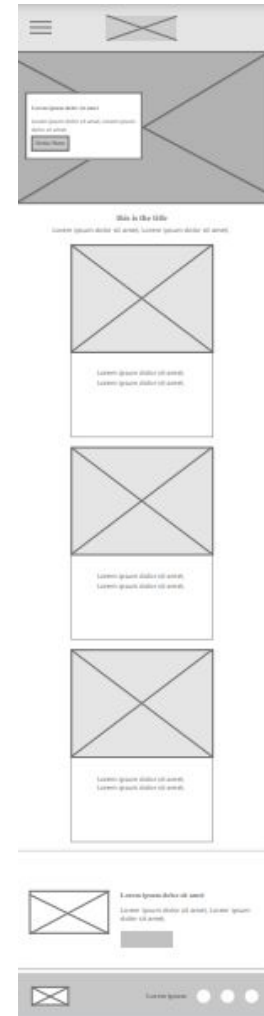
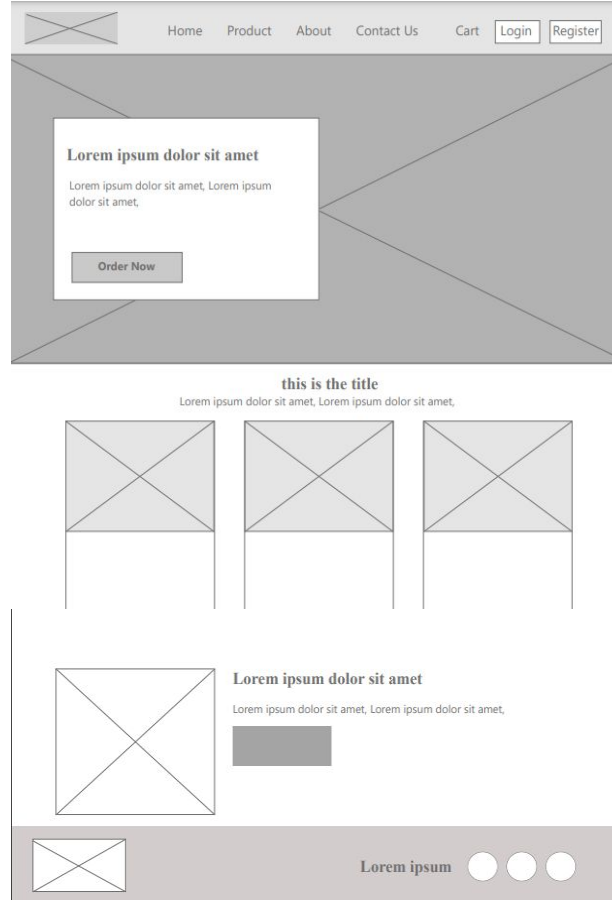


ssa. Ut mauris nisl, interdum tringila dolor et, bibendum consequat turpis.



See More

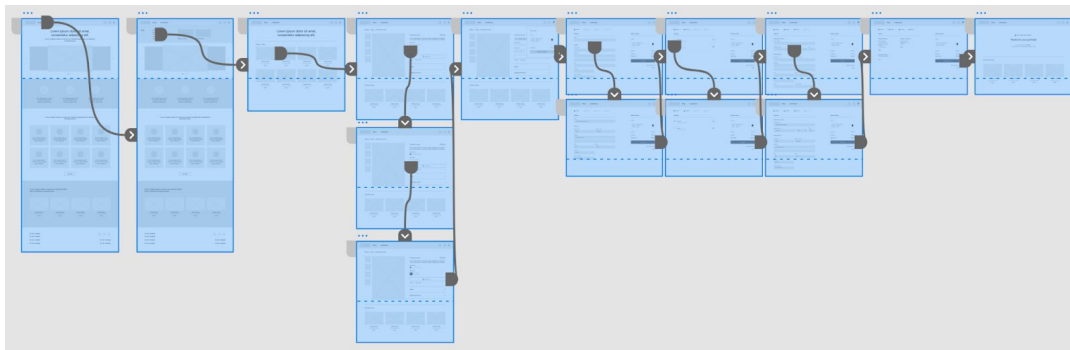
Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

These were the main findings uncovered by the usability study:

1

Cart

Once at the checkout screen, users didn't have a way to edit the quantity of items in the cart

2

Checkout

Users weren't able to easily copy the shipping address information into the billing info field

3

Account

During the checkout process, there wasn't a clear way for users to log in to their account to pre-fill previous billing and shipping info

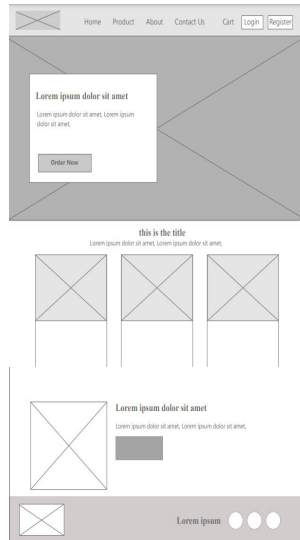
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

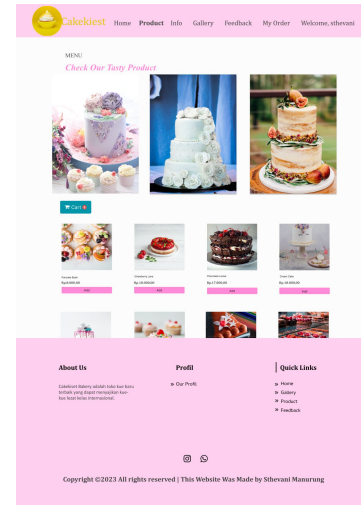
Mockups

Based on the insights from the usability study, i improve the appearance of the product page to make it easier for users to see.

Before usability study



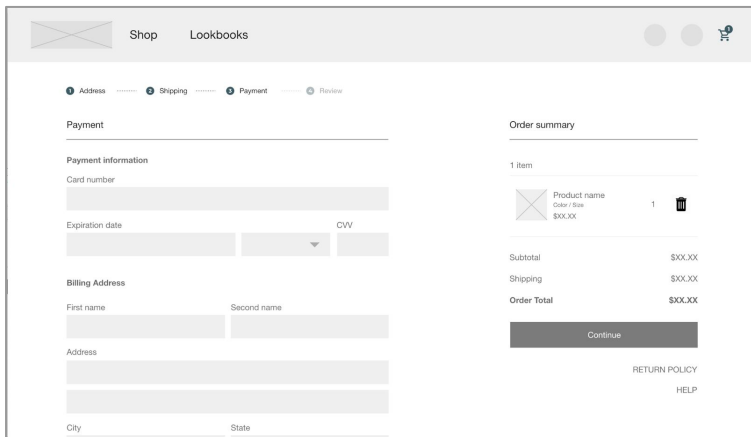
After usability study



Mockups

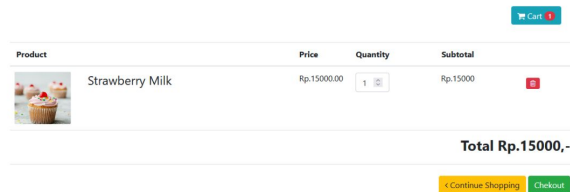
To make the checkout flow even easier for users, I added a check box that allowed users to use the same address for billing and shipping.

Before usability study



The mockup shows a checkout form with a navigation bar at the top containing 'Shop' and 'Lookbooks' links, and a shopping cart icon. Below the navigation bar is a progress indicator with four steps: '1 Address', '2 Shipping', '3 Payment', and '4 Review'. The 'Payment' section is active and contains a 'Payment information' subsection with fields for 'Card number', 'Expiration date', and 'CVV'. Below this is a 'Billing Address' section with fields for 'First name', 'Second name', 'Address', 'City', and 'State'. To the right of the payment section is an 'Order summary' section showing '1 item' with a placeholder image, 'Product name', 'Color / Size', and 'Price'. Below the item list are 'Subtotal', 'Shipping', and 'Order Total' sections, each with a '\$XXXX' placeholder. At the bottom of the order summary is a 'Continue' button. A green arrow points from this mockup to the one on the right.

After usability study



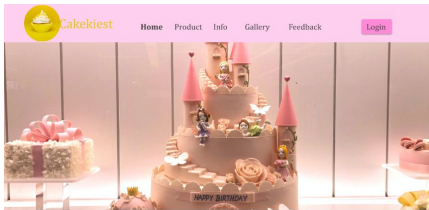
The mockup shows a simplified checkout form. At the top right is a 'Cart' button. Below it is a table with columns 'Product', 'Price', 'Quantity', and 'Subtotal'. The table contains one item: 'Strawberry Milk' with a price of 'Rp.15000.00' and a quantity of '1'. Below the table is a 'Total Rp.15000,-' section. At the bottom are two buttons: '< Continue Shopping' and 'Checkout'.

Product	Price	Quantity	Subtotal
 Strawberry Milk	Rp.15000.00	1	Rp.15000

Total Rp.15000,-

[< Continue Shopping](#) [Checkout](#)

Mockups: Original screen size



About the news Cakekiest Bakery

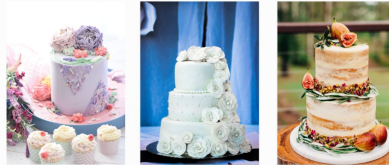


Cakekiest Bakery Lonceng Location

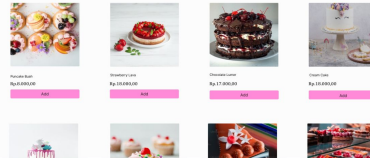


MENU

Check Our Tasty Product



Cart



About Us

Cakekiest Bakery adalah toko kue baru terbaik yang dapat memuaskan kue kue lezat kelas internasional.

Profil

» Our Profil

Quick Links

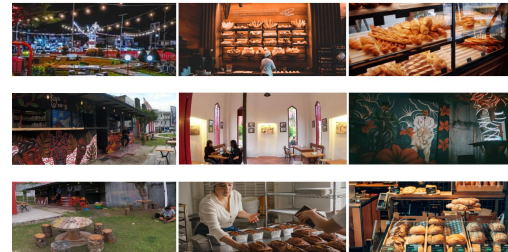
- » Home
- » Gallery
- » Product
- » Feedback

Copyright ©2023 All rights reserved | This Website Was Made by Stevani Manurung



GALLERY

Some photos from Our Bakery



About Us

Cafe Cukkee Lonceng adalah tempat terhangat baru terbaik yang dapat menyajikan minuman dan makanan best

Profil

» Our Profil

Quick Links

- » Home
- » Gallery
- » Menu
- » Feedback

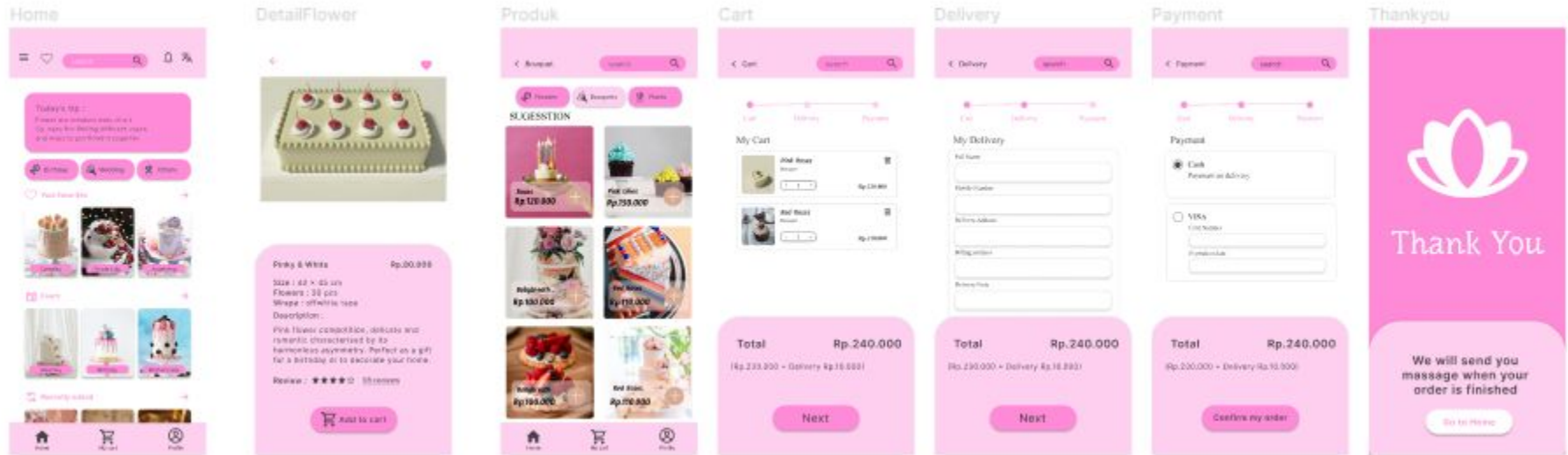
Copyright ©2022 All rights reserved | This Website Was Made by Group 08 PA-01 2022

Product	Price	Quantity	Subtotal
 Strawberry Milk	Rp.15000.00	1	Rp.15000

Total Rp.15000,-

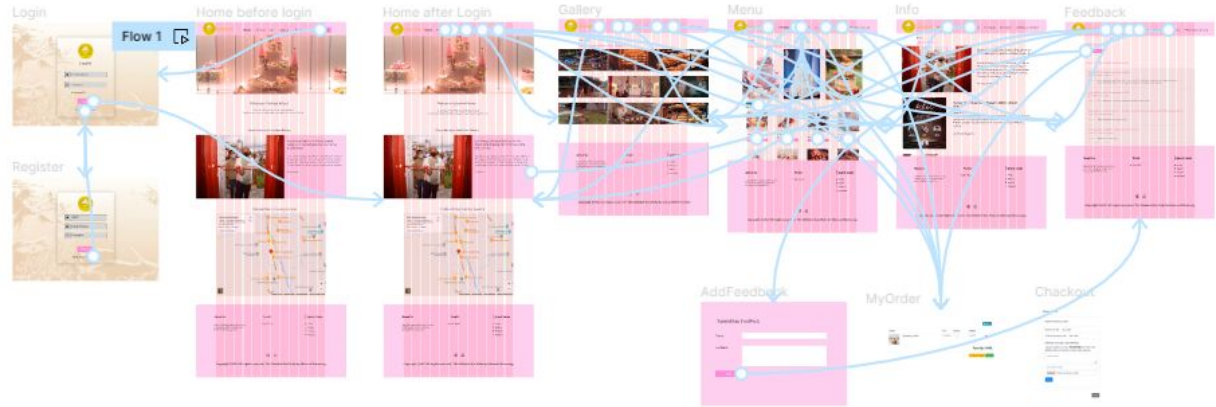
[Continue Shopping](#) [Checkout](#)

Mockups: Screen size variations



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study, as well as several changes suggested by members.



View the Prototype:

<https://www.figma.com/proto/QRhsZooKzbqwrnk2TA41iD/Desain-alur-untuk-memesan-kue-dari-toko-roti?type=design&node-id=12-2&t=cpPv43GKmYOA5kS2-1&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=12%3A2&mode=design>

Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



What I learned:

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Next steps

1

Conduct follow-up
usability testing on the
new website

2

Identify any additional
areas of need and ideate
on new features

Let's connect!



Thank you for reviewing my work on the Cakekiest Bakery Website!

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: sthevanimanurung29@email.com