

# UX/UI STUDY ON BAKERY APPLICATION

## Introduction

Introducing our Bakery Delivery App, where the convenience of modern technology meets the irresistible charm of freshly baked goods. Inspired by the seamless user experience of [www.interflora.in](http://www.interflora.in), we've curated an app that brings artisanal pastries, cakes, and more to your fingertips. With a few taps, indulge in the world of bakery delights, elegantly designed and delivered straight to your door, redefining how you savor life's sweet moments.

## Project Duration

3 August 2023- 5 August 2023

My role

UI/UX Designer

## Responsibilities

Analysis competitor applications, user personas/interview and conducting low and high fidelity prototypes and listing user Problems

## The Problem

As a user experience researcher, I've identified critical issues within the bakery delivery app of other bakery applications. The navigation bar is cluttered, lacking clarity and overwhelming users. The absence of back buttons during sign-in adds frustration, while vague headings and dissimilar buttons confuse users. The app's lengthiness leads to disinterest. Addressing these challenges through streamlined navigation, consistent design, and concise content is vital for an engaging user experience.

## The goal

The goal is to improve the Bakery Delivery App's user experience by addressing navigation clarity and engagement. Through streamlined navigation, consistent design, and concise content, we aim to alleviate issues caused by cluttered menus, unclear headings, dissimilar

buttons, and lengthy content. The objective is to create an intuitive, engaging app that enhances usability, reduces user frustration, and encourages prolonged interaction.

## Understanding the user

I started my research by exploring the way for order baked products online.

I conducted competitive analysis of applications that helped me discover that users like attractive and eye appealing images. Users want to interact with the product they want to order.

**Competitor (Theobroma)** – the most common name for bakery nowadays, they provide their own menu and not do on demand production.

Over-priced like one small brownie is for RS. 125. Which is lot expensive for some users

**Our approach-** we added custom bakery function by which user can make his/her choice of product.

We added **calorie calculate** feature which is Some users need to know the calories of the product they are ordering. that feature allow users to get the knowledge of calories in a product.

This feature display at the time of checkout on cart screen

Added **choose your time** of display option to ease users select their own time.

Also added **nutrition facts column** for users to gain knowledge.

Added user loyalty reward point which helps them get offers or some discount accordingly.

## Future approach

- Cakes will made on demand. Brownies made on demand.
- On demand combos

## Interview and user pain points

I conducted interviews with 2 people as of now.

### 1. Siddharth-

**Goals:** To order without standing in line.

Get delivery on convenient time.

## 2. Manya-

**Goals:** get accounting of calories she is having.

Custom bakery and get facts on health and nutrition.

Fastest growing rate for bakery products market is in **Asia Pacific**

### **Scope of report:- By product type:**

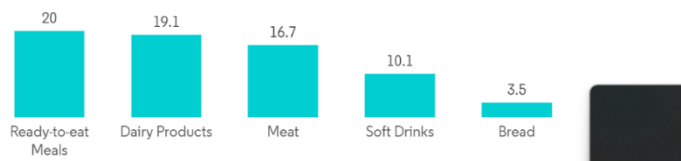
Cakes and Pastries

Biscuits

Morning goods

Etc.

Bakery Products Market: Gluten-Free Food Consumption Volume Share, By Type, Spain, 2021



Europe Dominates the Consumption of Bakery Products.

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## **Next Steps**

1. Conduct another round of usability study with a wider range of participants, to validate

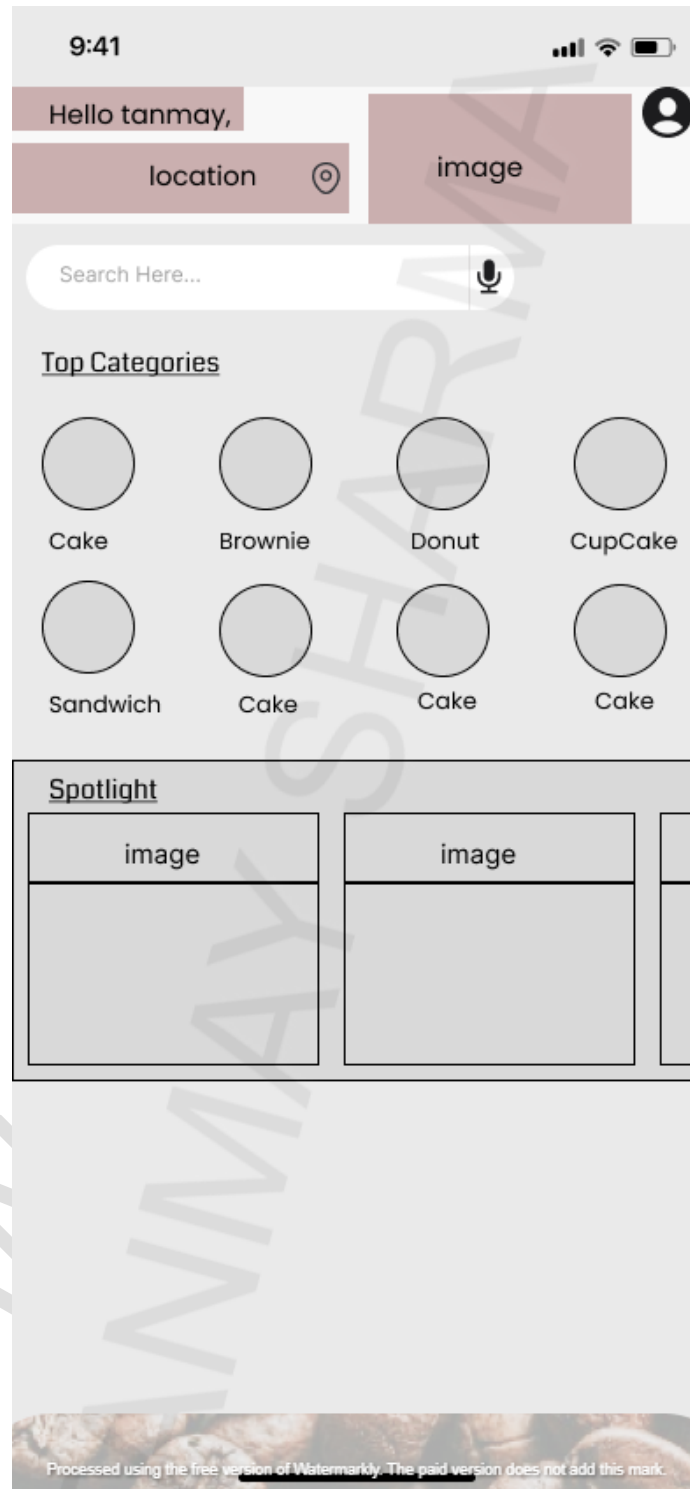
whether the current solution effectively addresses the users' pain points.

2 Conduct more user research to determine any new areas of need.

3. Creating more personas and researching available secondary data.

**First Draft prototype of home page**

TANMAY SHARMA



## Low fidelity prototype of home page

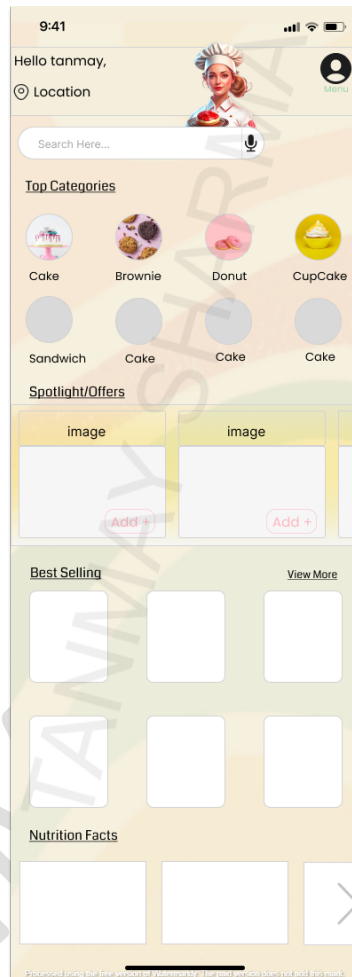
1. Font :  
Heading size- 15 and 16px

Heading font style- CODA

2. Main Colors used-

Buttons- #FFB6C1

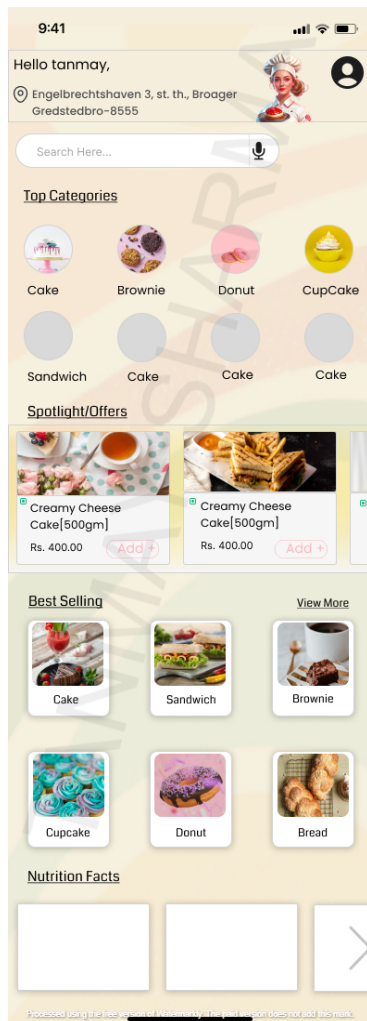
Background- #F5EEDC



High fidelity prototype of home page

1. Font :  
Heading size- 15 px  
Paragraph size- 12px  
Heading font style- CODA  
Paragraph font style- poppins

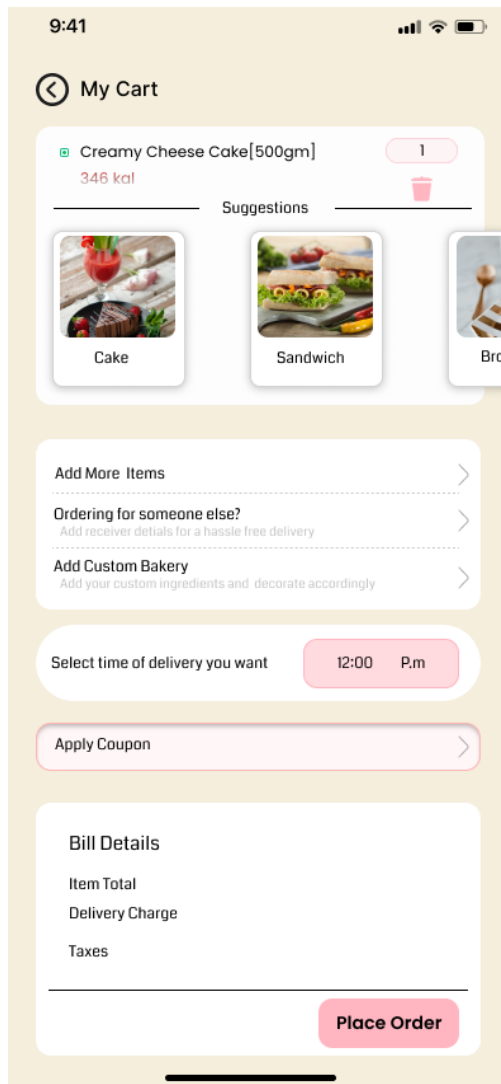
2. Main Colors used-  
Buttons- #FFB6C1  
Background- #F5EEDC



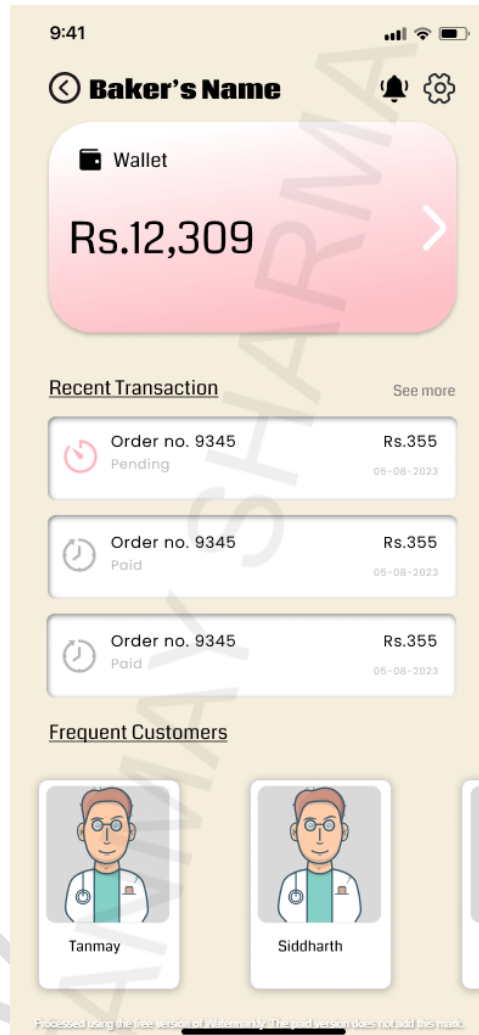
**My cart screen**

### Features-

- Calorie feature
- Select your convenient time of delivery you want
- Custom Bakery

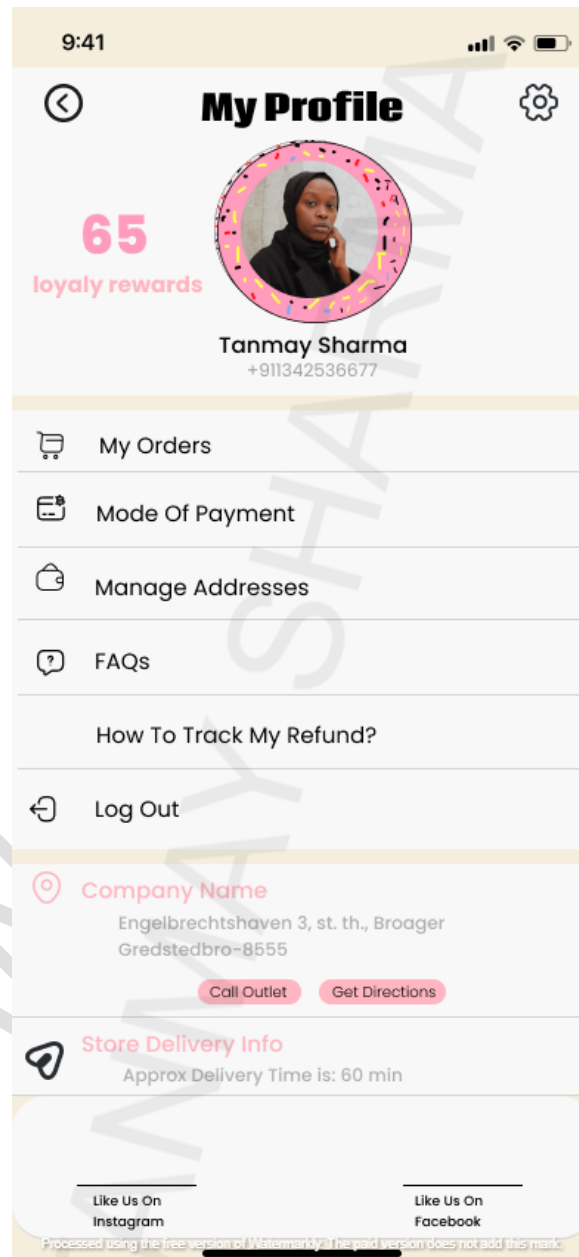


### Baker's profile screen



user profile screen

**Features-** Added **loyalty reward points** which help users to get offers or get some discount accordingly.



**Flow of UI bakery application**

