

Design a mobile ordering app for a bakery in your hometown

Thuy Nguyen

Project overview



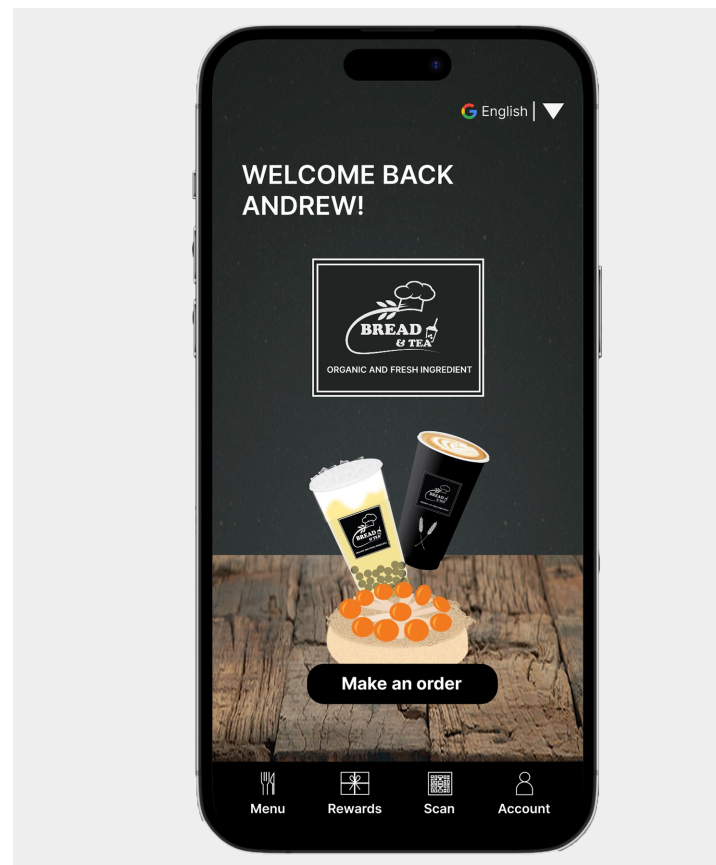
The product:

Bread & Tea mobile ordering app is a product of Bread & Tea's brand. Its purpose is to allow its clients to order bread, tea, and coffee correctly, quickly, and easily. The target users are people who love bread, tea, and coffee; and people who have a language barrier in communication.



Project duration:

From 19th September 2022 to 5th December 2022



Project overview



The problem:

Busy people do not have enough time to go to the bakery shop to wait in line and make an order.

Immigrants have bad experiences with ordering at a bakery shop because of the language barrier in communication.



The goal:

Design a mobile app for Bread & Tea shop that allows users to make a correct and quick order without needing to go to the shop, so they can save time and release stress in communication.

Project overview



My role:

UX Designer designing an app for Bread & Tea shop.

UX Researcher research target users and competitors.



Responsibilities:

Conducting interview, create personas, user journey map, write a competitor audit report, build story boards, paper and digital wireframing, design a low and high-fidelity prototype, conducting usability studies, accounting for accessibility and iterating on designs.

Understanding the user

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

User research: summary



I conducted interview and created empathy maps to understand the users I'm designing for and their needs. Two primary user groups identified through research was my clients at my workplace who are always busy with their schedules and some friends whose English is not a native language.

These user groups confirmed initial assumptions about Bread & Tea customers, and the research reveal that time and the language barrier are factors limiting users from ordering over the counter at a bakery shop.

User research: pain points

1

Time

Busy people do not have enough time to go to a bakery shop, get in line, and make an order.

2

Language Barrier

Immigrants had bad experiences with ordering at a bakery shop because of the language barrier.

3

Readability

It takes a lot of time to read and understand the tangible menu at the bakery shop. Some menu is cluttered and not clear.

4

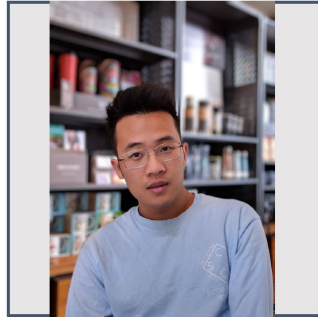
Feeling

Feel nervous and stressed with a long line of people waiting.

Persona: Andrew Cheng

Problem statement:

Andrew is an immigrant to the United States and recently is a mechanical engineering student who needs an app to make a correct and fast order instead of going to the bakery shop because of his language barrier to communication.



Andrew Cheng

Age: 19

Education: Currently attending Mechanical Engineering Technology AAS in WTCC

Hometown: China, but currently living at Cary, NC

Family: Living with parents and a younger sister

Occupation: Full time student

"I like coffee, milk tea, and bread. A coffee or bakery shop where I usually choose for teamwork because of the ideal atmosphere here."

Goals

- To have an ideal place for teamwork.
- To motivate and inspire my studies.
- Trying a combination of Asian and American Tastes.

Frustrations

- Language Barrier interferes me with fast order. The cashiers usually speak very fast and rarely take time for me to find the words to speak to them in English.
- I am usually confused by a tangible menu, so it usually takes a lot of time for me to make the right order in a shop.
- I was nervous when I see people get in a long line behind me.

Andrew Cheng is a recent immigrant to the United States, and he is pursuing Mechanical Engineering Technology Associate Degree at Wake Tech Community College. He had a bad experience with ordering at a restaurant before because of the language barrier, so it has obsessed him for a long time. He sometimes works with the team at a coffee or bakery shop. He is very good at making an order online, and he wishes that the bakery shop would have a mobile app to not only help him but immigrants whose English is not the strength can take time to read and understand the menu to make the right order, to restrict confusing about a tangible menu and do not worry about whether cashiers can understand them or not and people who are getting in a long line to wait for an order.

User journey map

Mapping Andrew's user journey reveals what the pain points and feeling of a user are and how we can improve these by creating an app.

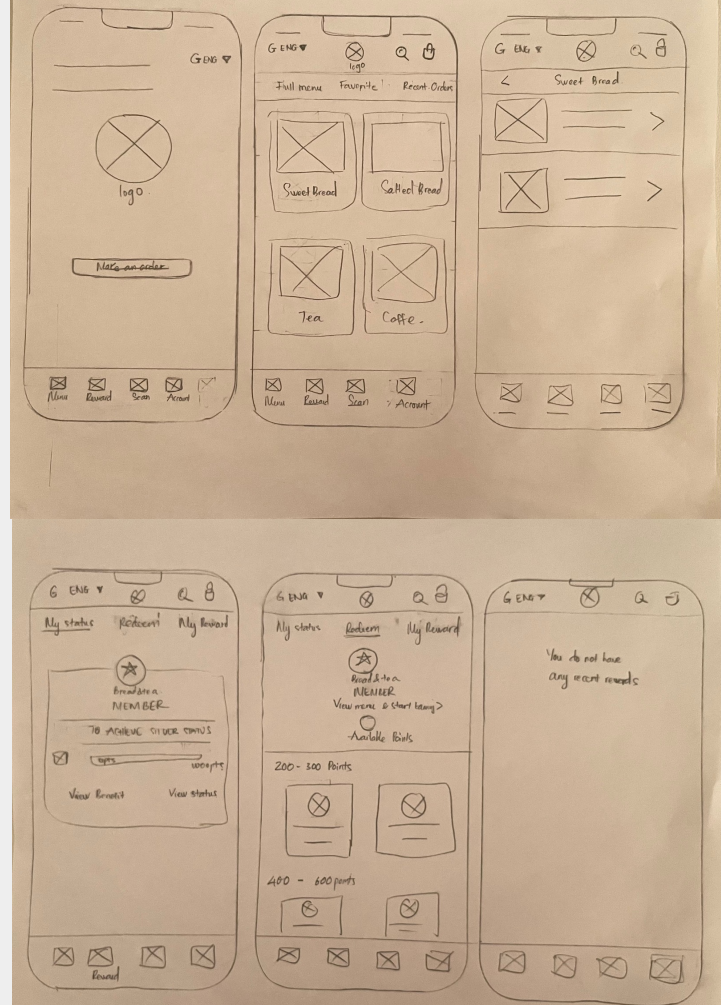
Persona: Andrew Cheng

Goal: A fast and easy way to place and pick up an order from a bakery shop.

ACTION	Go to Bakery shop	Get in a line & read menu	Submit order	Wait for order completion	Pick up order
TASK LIST	Tasks A. Google search for the shop location B. Drive to the shop	Tasks A. Wait in line B. Read the tangible menu C. Think and choose items	Tasks A. Try to understand what the cashier asks and makes an order B. Double-check order for accuracy C. Make a payment and add a tip.	Tasks A. Gather any extra items (napkins, folk, spoon, etc.) B. Try to find a chair to sit down and wait.	Tasks A. Pick up order B. Check that order is correct C. Say "thank you" for the service.
FEELING ADJECTIVE	Worried about how to make a fast order and speak to the cashier during driving time	Tired because the line is long. Confused by too many items on the menu and hard to understand the menu.	Stressed about entering the order and people are getting in a long line behind. Sometimes disappointed because do not understand what the cashier asks to reply	Feel waste time for waiting.	Relieved that order is ready Happy and enjoy!
IMPROVEMENT OPPORTUNITIES	Create an mobile app for advance ordering	Create a mobile ordering app with an explicit description and an organized menu and make an order before coming to avoid waiting in line.	Create a mobile ordering app that offers a particular instruction for the order and payment online to support non-native speakers.	Create an mobile ordering app that offers order status updates	Create an mobile ordering app that requests for a rating and feedback

Paper wireframes

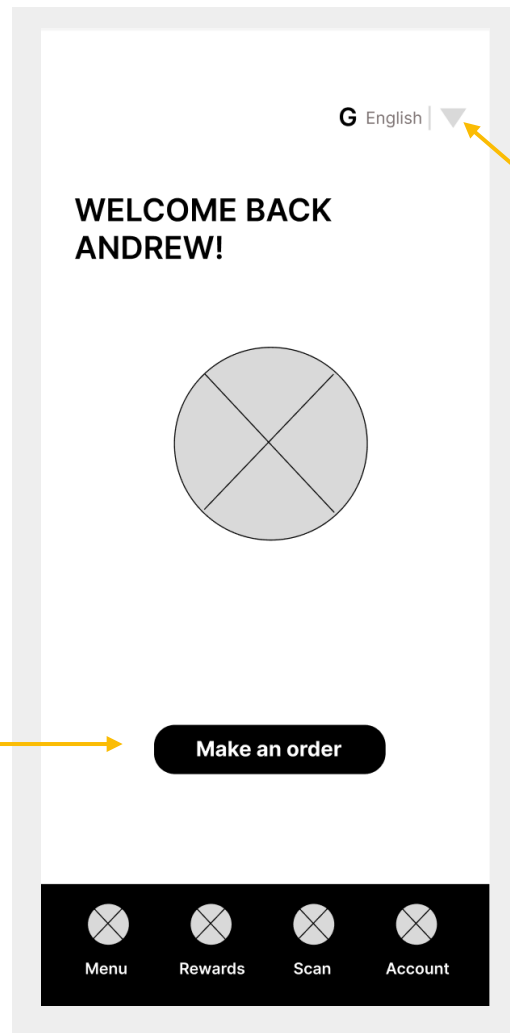
I drew wireframes for each screen on the paper. During this phase, I thought about accessibility, layout, and intuitive designs to address users' pain points. I focused on simplicity and easy access throughout the app.



Digital wireframes

In this phase, I create digital wireframes based on my paper wireframes. I bring all design factors that can solve users' pain points into my digital wireframes.

Users click on this button to start an order flow.



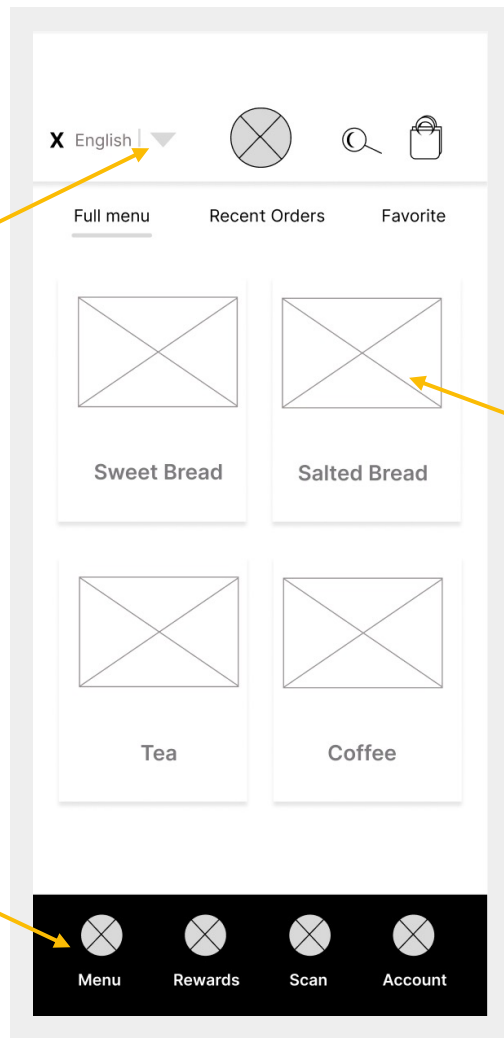
This button helps users can change the language if English is not their native language.

Digital wireframes

In this phase, I create digital wireframes based on my paper wireframes. I bring all design factors that can solve users' pain points into my digital wireframes.

This button helps users can change the language if English is not their native language.

The bottom menu contains clear and necessary icons that help users quickly go to the page they desire.



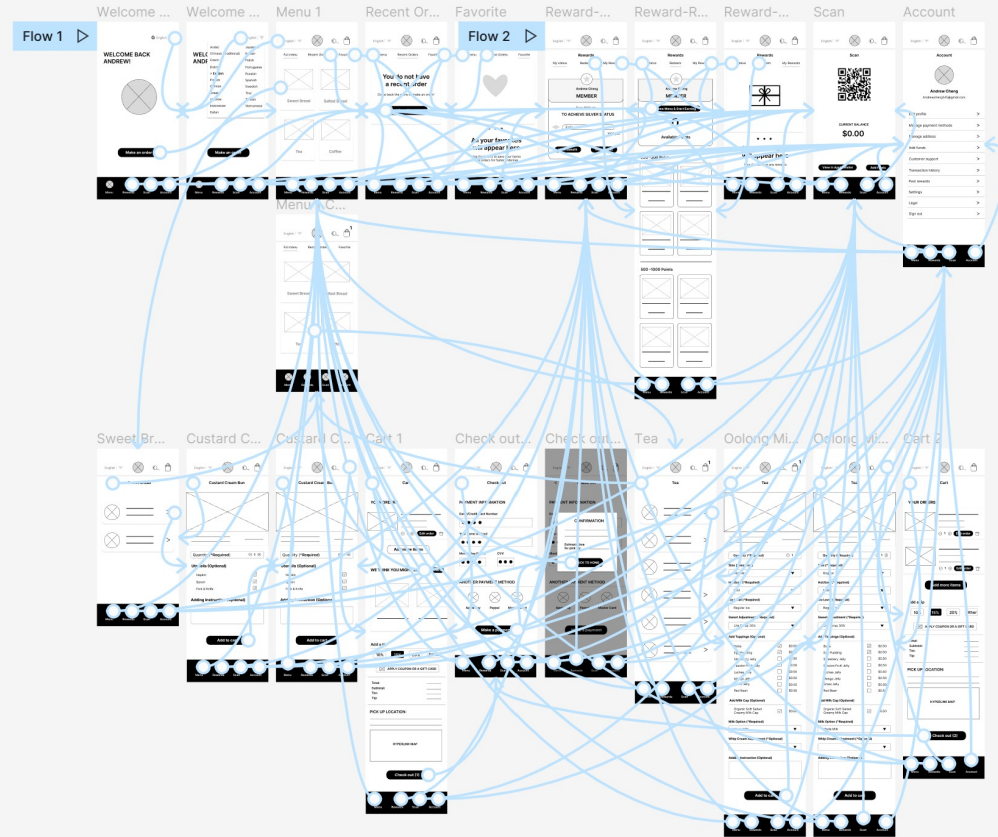
Menu is simple and organized well that helps users are easy to access and order food quickly.

Low-fidelity prototype

The low-fidelity prototype helped create a primary user flow for ordering breads and beverages using the app, so the prototype could be used in usability study with users.

Link:

<https://www.figma.com/proto/1y6nhirt5bor4DfLgYazTw/Bread-%26-Tea-2?page-id=0%3A1&node-id=1%3A288&viewport=486%2C283%2C0.16&scaling=scale-down&starting-point-node-id=1%3A2&show-proto-sidebar=1>



Digital wireframes

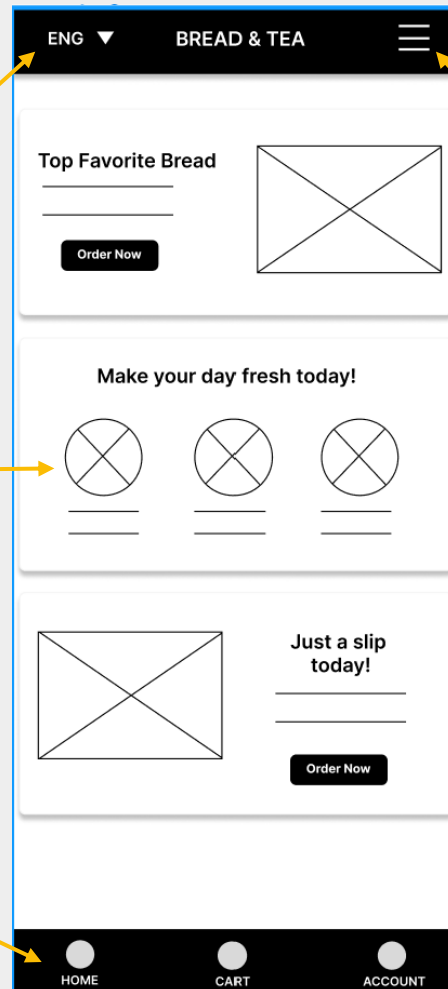
Use for Round 1 usability testing

This is the first digital wireframes I designed and used it for the usability testing in round 1.

This button helps users can change the language if English is not their native language.

Homepage introduces users features of the shop.

The bottom menu contains necessary icons that help users quickly go to the pages they desire.



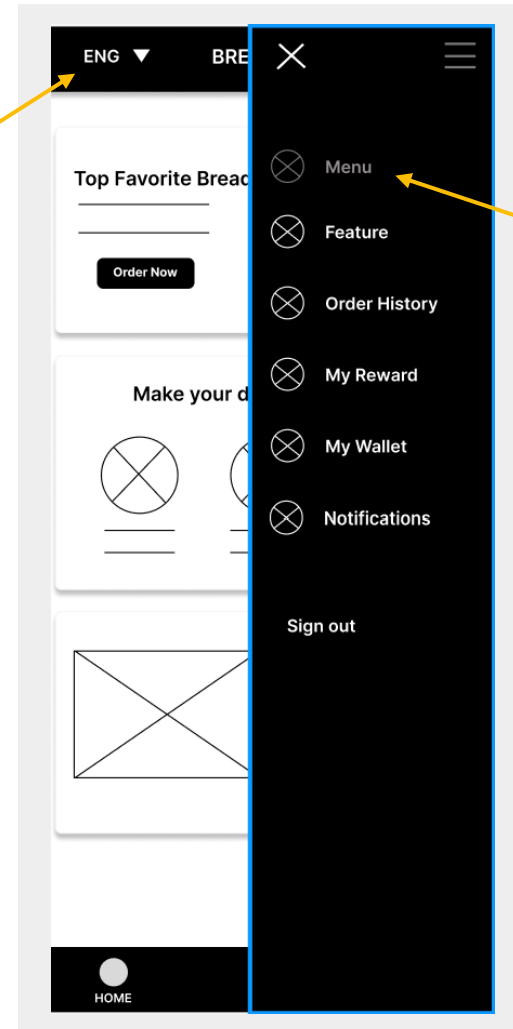
This button helps users to access the menu.

Digital wireframes

Use for Round 1 usability testing

This is the first digital wireframes I designed and used it for the usability testing in round 1.

This button helps users can change the language if English is not their native language.



Users click on this option to go to the menu page.

Usability study: findings

I conducted the usability studies to get a feedback on the user experience.

Round 1 findings

- 1 Icons that are at the bottom menu should be interactive.
- 2 CTA button need to be larger.
- 3 Section in the homepage need to interact.

Round 2 findings

- 1 Logo should be linked to the home page in all pages.
- 2 Eliminating hamburger menu.

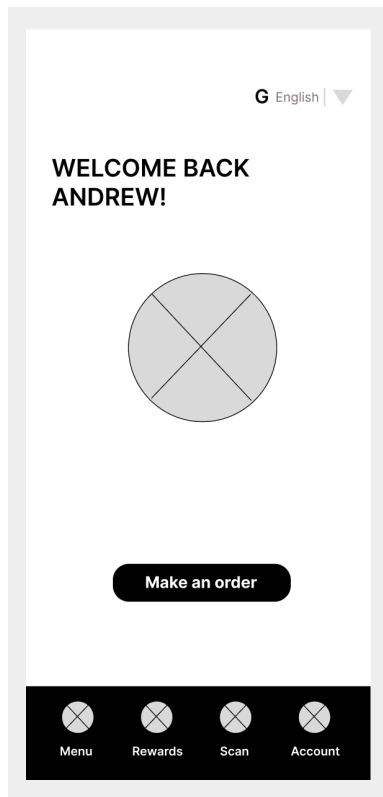
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Users complete an ordering flow thoroughly. The bottom menu icons are clear and fast to access.

Before usability study



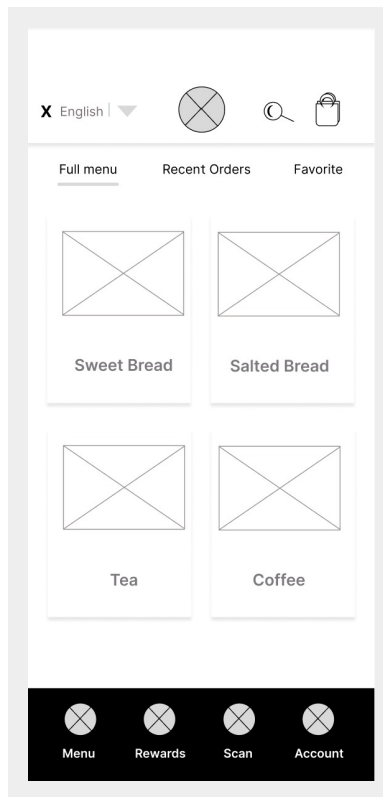
After usability study



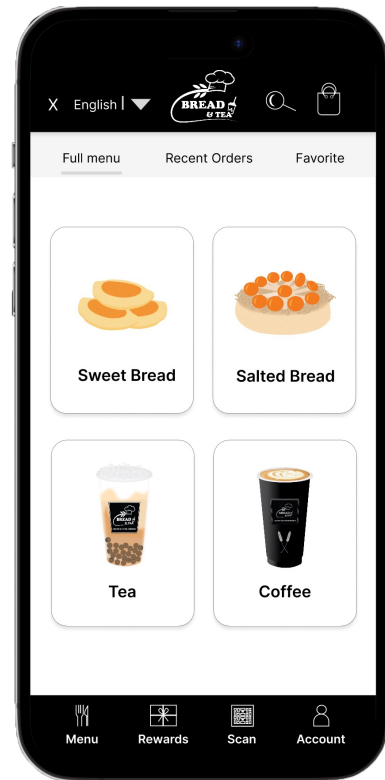
Mockups

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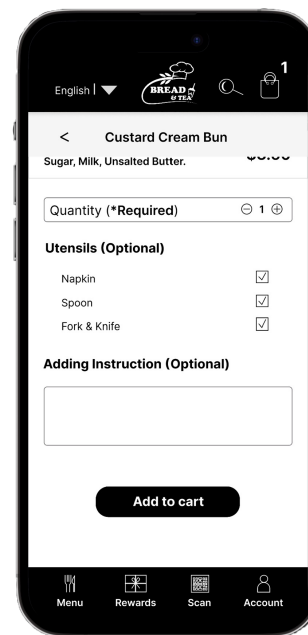
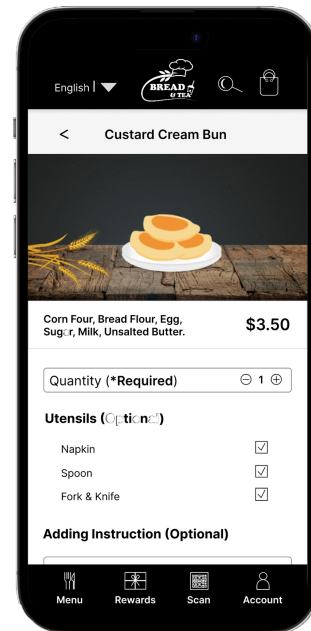
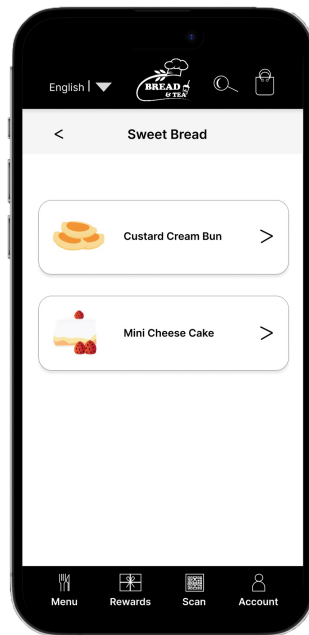
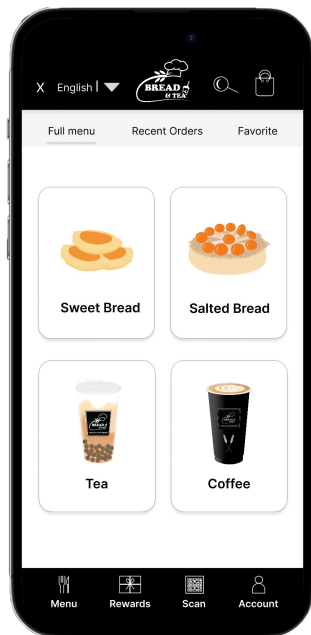
Before usability study



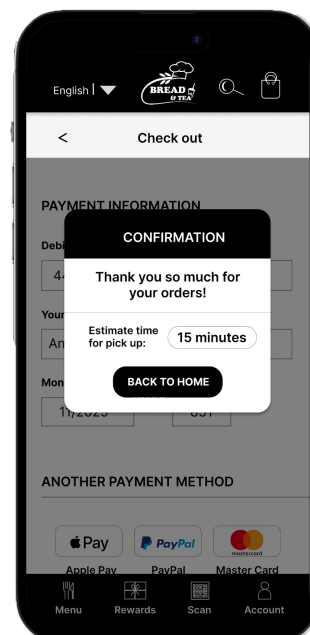
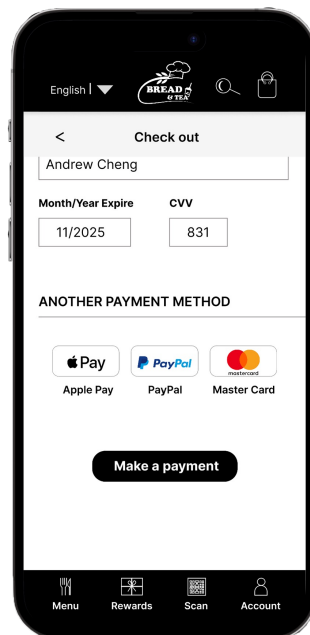
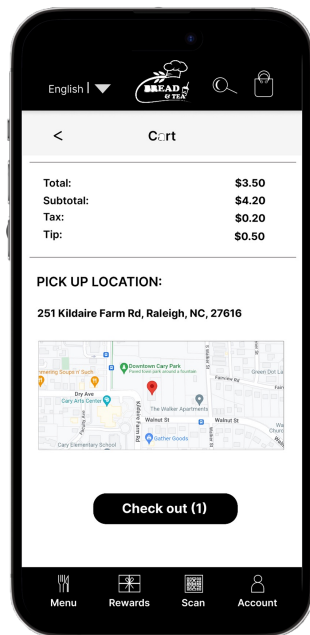
After usability study



Mockups



Mockups

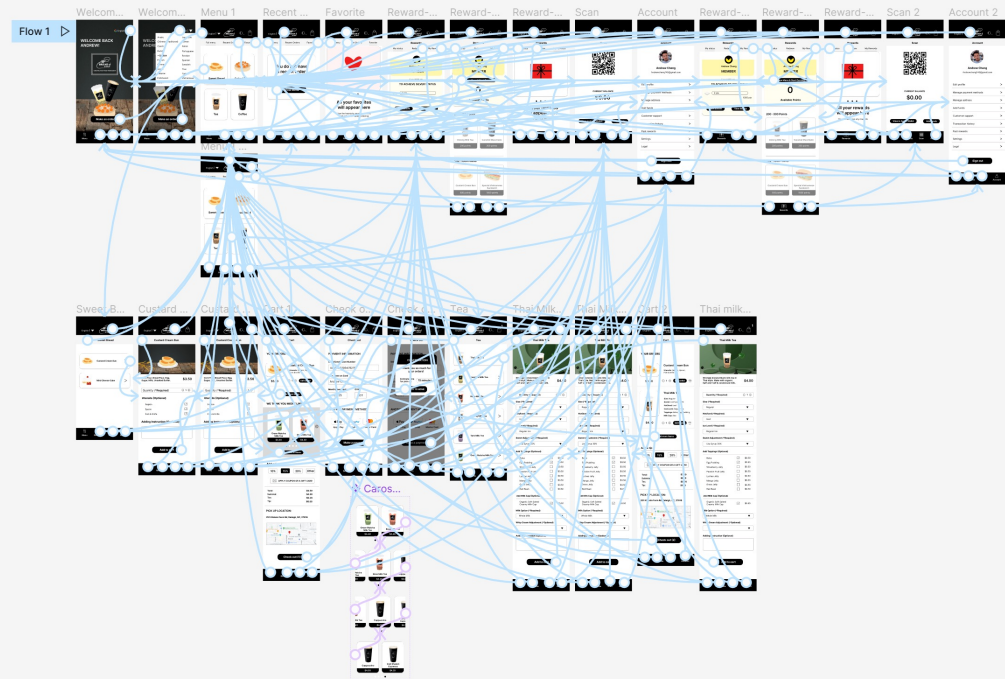


High-fidelity prototype

The final high-fidelity prototype presents a cleaner user flow and meet users' requirements and needs.

Link:

https://www.figma.com/proto/TCGIY9jSKC3nI2pf49XG9/Bread-%26-Tea_High-fidelity?page-id=0%3A1&node-id=1%3A2&viewport=231%2C435%2C0.15&scaling=scale-down&starting-point-node-id=1%3A2



Accessibility considerations

1

Used color combination with a very good accessibility ratio. So, the texts would not be hard to read in any condition.

2

Used Gestalt principles like: Similarity – Proximity – Common Region to create a consistency in design, increase visibility, and help users to complete an ordering flow quickly and easily.

3

Use Google language function for language accessibility.

Going forward

- Takeaways
- Next steps

Takeaways



The app makes it easy for users to complete an ordering flow with its simple and aesthetic design.



This project taught me that getting feedback from users are very important part of any design process. It helps me to improve my design and meet the users' needs.

Next steps

1

Try to complete this app by adding more illustrations and interaction between pages.

2

Conduct another round of usability study to determine if the designs are able to solve users' pain points or not.

3

Iterate on the designs according to the user research and usability study findings.

Let's connect!



I appreciate you for taking the time to review my mobile bakery ordering app case study.

Email: tnghuyen15@my.waketech.edu

Thank you!