

CASE STUDY

YELUMALAICHAKRAPANI

UX/UI DESIGNER

yelumalai.chakrapani@gmail.com

CAKE BOUTIQUE



Cake boutique

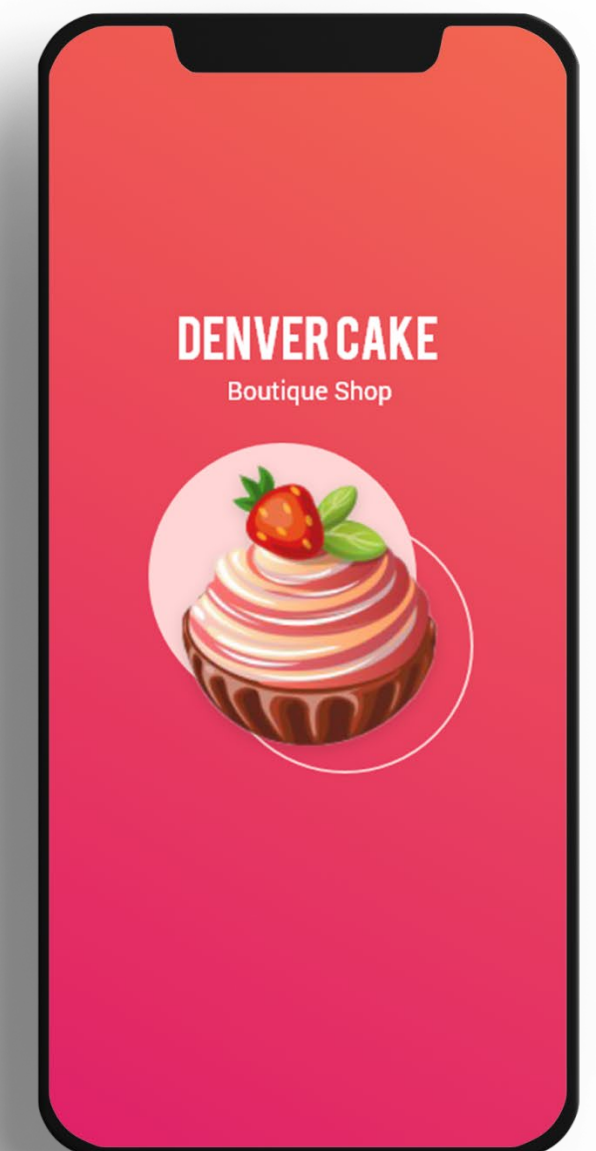
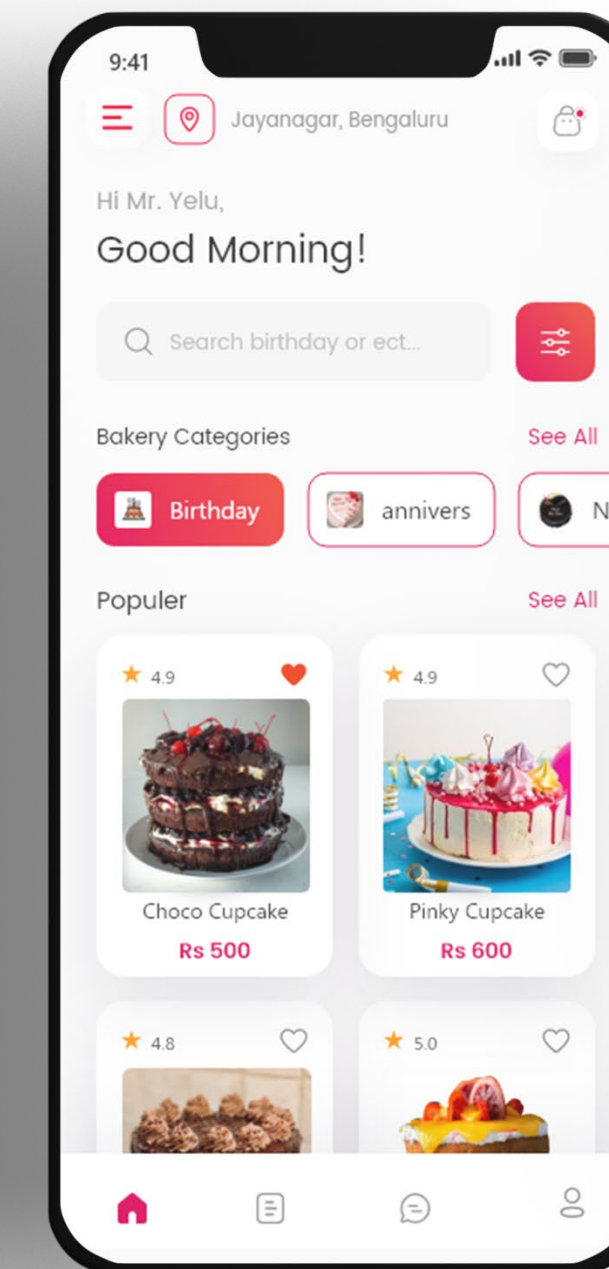
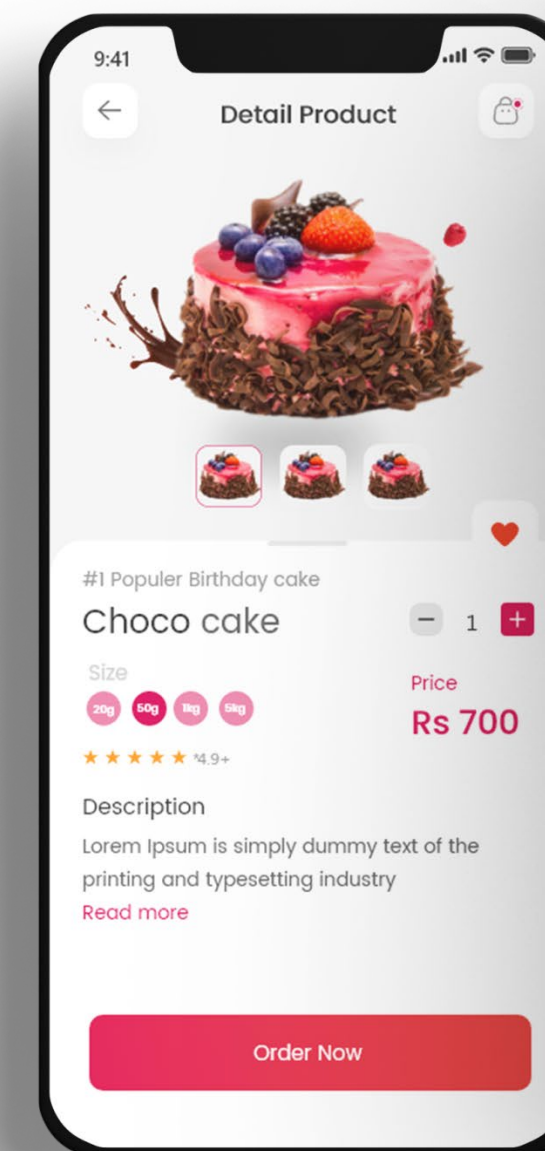
OVERVIEW

Denver Cake boutique is a unique concept of business. Our product will be fresh and delicious cakes & pastries delivered for every celebrations and for every happy moments that matters.

Denver Cake boutique is a **Mobile app, tablet app, website and Apple Watch IOS / Android wear platform**. that helps Denver cake boutique to increase their Sales and Productivity by providing goals driven guidance, track their delivery and browse the cake shop catalogue.

The goal of this particular project was to identify improve their Sales and productivity

Sector: Food



— UNDERSTANDING THE PROBLEM

The challenges encountered by the online cake shops serve as a major drawback to the realization of efficiency and customer satisfaction. The experience of ordering online in most cake shops is not pleasant for the customers because it may not satisfy the customers.

Cake Shop business is a very competitive business and one way to stand out from competitors is through improving the business process where business process automation can assist business improvement.

- Sales
- Productivity
- track their delivery

— CHALLENGE

find a **unique solution** that helps these people get their cake quickly and easily.



— GOAL

goal to design an **accessible and inclusive mobile app** that lets users **order cake** from Denver (Colorado) based cake boutique shop **quickly** and **easily** at their own convenience.



— TARGET AUDIENCE.

Denver (Colorado) cake boutique shop market fit is everywhere in each and every happy moments that matters to people.

Describing those moments would be like Birthdays, Anniversaries, Marriages, New year's, Christmas, Celebrations of new milestones, Send offs, Proposals and many more.

Denver (Colorado) cake boutique shop market target of people is the majority group of using e-commerce in day to day life.

— USER FOCUS

User shouldn't feel too much of sugary. Design creation should make him to feel very elegant, subtle and each and every moment(cake) tells a true story.

— PRODUCT FOCUS

Product speaks million words. Cake ensures that every baked moment will be apt for people's happiness. Where they share their happiness of Cake moment to others

THE PROCESS

A Denver (Colorado) based cake boutique shop design cycle is based on the UX processes mentioned below. Aim to incorporate the key phases of Discovery, Definition, Ideation and Implementation during the project life cycle.



- [Stakeholder Interview](#)
- Competitive Analysis
- [Define Persona](#)
- [Secondary Research](#)
- Analytics Review

- Card Sorting
- [Sitemap](#)
- Task Analysis
- [Journey Mapping/Page Flow](#)
- [Sketching](#)
- [Wireframes](#)
- [Visual Designs](#)

- [Usability Testing](#)
- Accessibility

- Design Sprints
- Style Guides
- Mockups

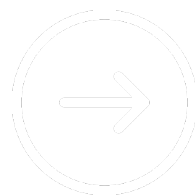
Note: Based on **hypothesis**, In this case study I used Blue color highlighted methodology

— TARGET AUDIENCE.

Interview with Stack Holder



Interview with Target Audience





Empathy Map



What does Customer **Hear**

- “Online cake Apps are not trustworthy”
- “They may not hygiene policy”
- “You get cakes at comfort of your home”
- “Near by cake shop is giving more offers”

What does Customer **Do**

- Kids will tell the Cake preference
- She will decide on budget
- She will compare online for different options
- She chooses flexible cake delivery time
- She Orders bigger cake
- She chooses preferred flavor, design and make the Payment



What does Customer **Says & Thinks**

- Should I order online or go in person
- I may not get the same cake what I want
- I need Good cake design as per my kid’s wish
- What If I wont get cake on time
- What If cake taste is not good or not fresh
- This is new app, money transitions may not be safe
- I don’t have have time to go to shop to order cake, lets buy online
- I got confused while selecting cake flavors
- I am not able to upload the my desired cake design

What does Customer **Feels**

- Feel happy if Cakes deliver on time
- Kids are excited to see there favorite cake design
- Satisfy with good service
- Frustrated as candle was not delivered with the cake
- Angry as delivery boy was not getting correct location

What does Customer
Hear

- “You need to walk till Tech Park gate to collect”
- “They may not adhere hygiene policy”
- “Near by cake shop is giving more offers”
- “You go in person that will be faster”
- “Hey order for some new flavor, we are bored of pineapple cake”

What does Customer
Do

- Take care of team celebration along with his work
- As budget is already provided, order has to be within limit
- Choose random cake within budget and order
- Collect the bill and submit it for reimbursement
- He Orders smaller cakes



What does Customer
Says & Thinks

- In my Project I have the responsibility to bring Cakes hence Online Order is big savior
- It should be under budget also and quality also should be good
- If cake won't reach on time Boss will be angry
- Need more offers online
- New flavors should be available to try

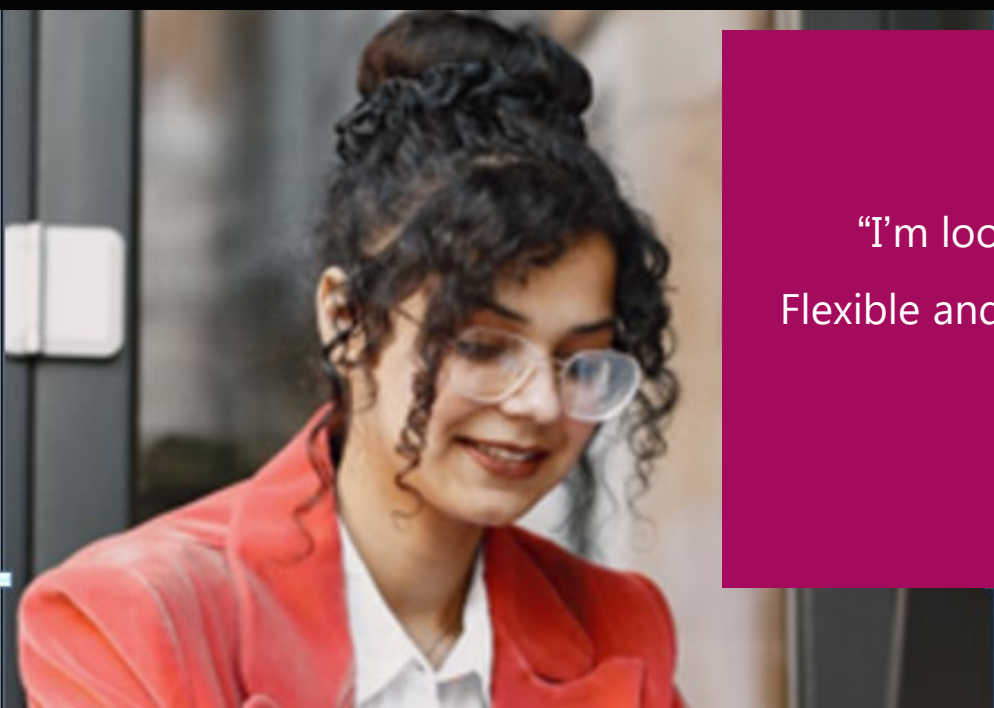
What does Customer
Feels

- Boss is happy if Cakes deliver on time
- Team is excited to try new flavors
- Feel satisfy if all went good
- Frustrated as need to walk till premises gate to collect

Personas.

Based on hypothesis secondary research, we recognized that there were 3 user types that our product will solve business problem. We decided to focus on Persona 1 woman. Persona 2 Manager and Junior as persona 3.





“I’m looking for the Flexible and relax work”

Vijayalakshmi

Senior



PERSONALITY

- Goal Oriented
 - Fun loving
 - Organized
 - Punctual
 - Hard Working
- People call me Viji and perceive me as an open minded person. I love to live life to fullest and live like there is no tomorrow. I work for a MNC and also look forward to a good career which helps me to follow my passion .



Frustrations

- Can’t able to find fresh & healthy cakes for children.
- Not spending too much time with her friends



Motivation



Goals

- To order hygienic fresh & healthy cakes for her children
- To guide her children for brighter future.
- To take care of her family health and children education.



“I’m looking for the Fitness and Health”

Aby Varghasee

Manager



PERSONALITY

- Goal Oriented
 - Fun loving
 - Organized
 - Punctual
- .My name is Aby and I work on the IT industry for the last 2 decades. I am 39 years old and my hobbies include Travel, photography and singing. I describe myself a happy go getter with a very positive attitude towards life



Frustrations

- Can’t able to find new flavors on birthday cakes.
- The Cake delivery time is more.



Motivation



Goals

- To order delicious cakes for his team members birthdays which suits the company budget.



“I’m looking for the Fitness and Creativity”

Vikram

Junior



PERSONALITY

- Goal Oriented
 - Fun loving
 - Organized
 - Punctual
 - Hard Working
- .My name is Vikram and I work on the IT industry for the last 3 years . I am 26 years old and my hobbies include Travel, photography and singing. I describe myself a happy go getter with a very positive attitude towards life



Frustrations

- Can’t able to find new flavors on birthday cakes.
- The Cake delivery time is more.



Motivation



Goals

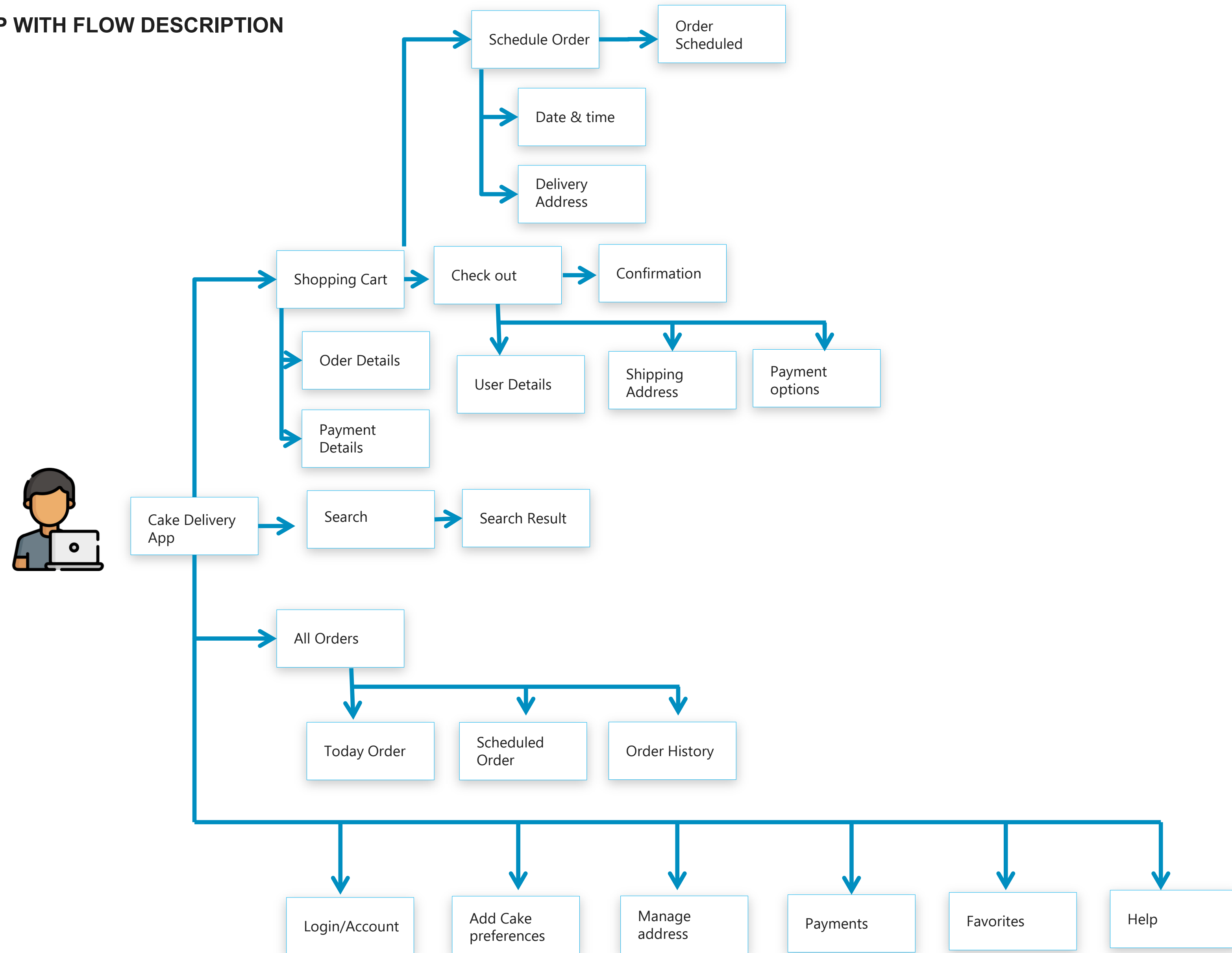
- To order delicious cakes for his team members birthdays which suits the company budget.
- To recruit right talent for the company growth.
- To take care of his family and career.

JOURNEY MAP

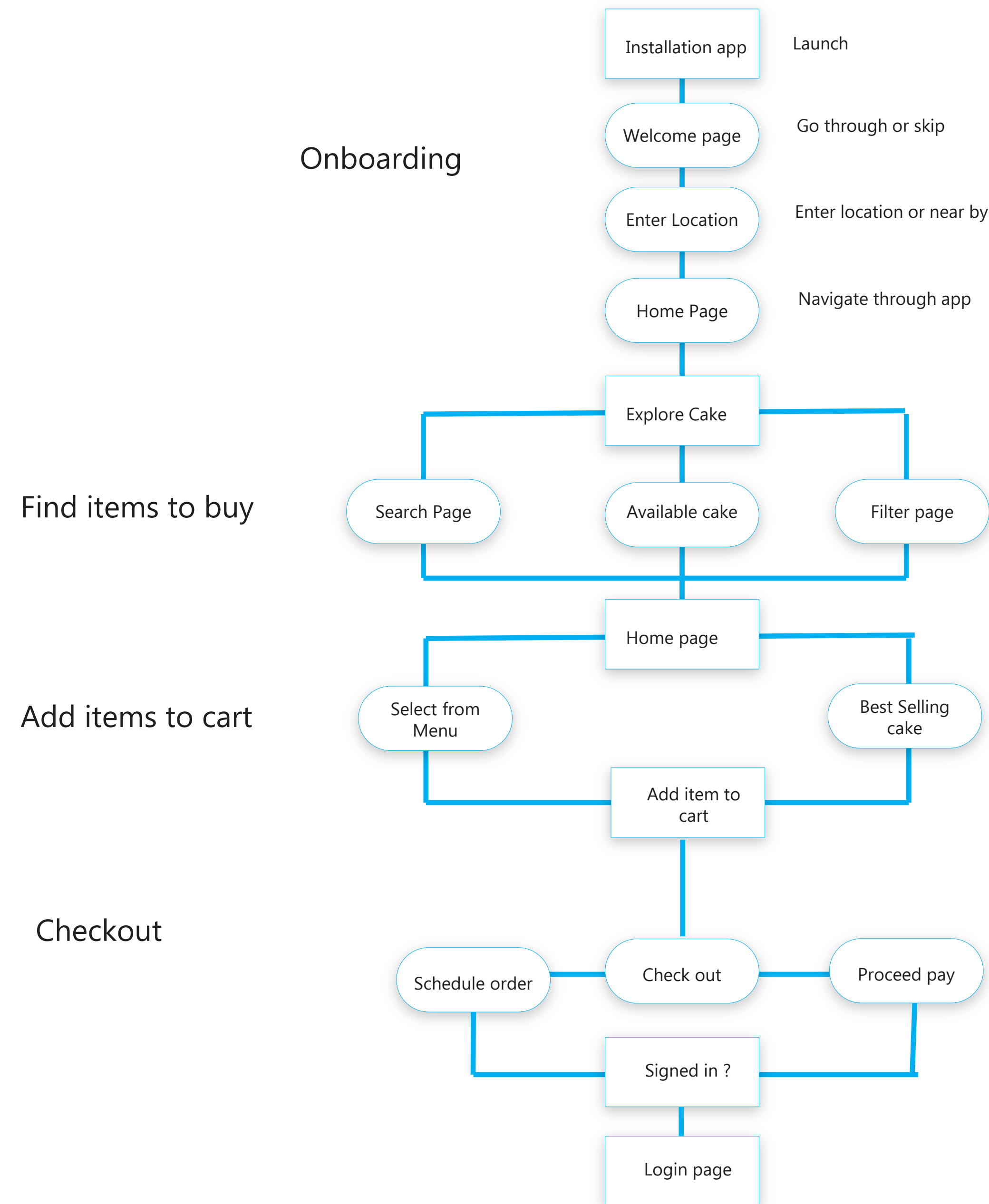
Based on hypothesis Secondary user research Cake shop sales, they must embark on the following path:



SITEMAP WITH FLOW DESCRIPTION



— USER FLOW



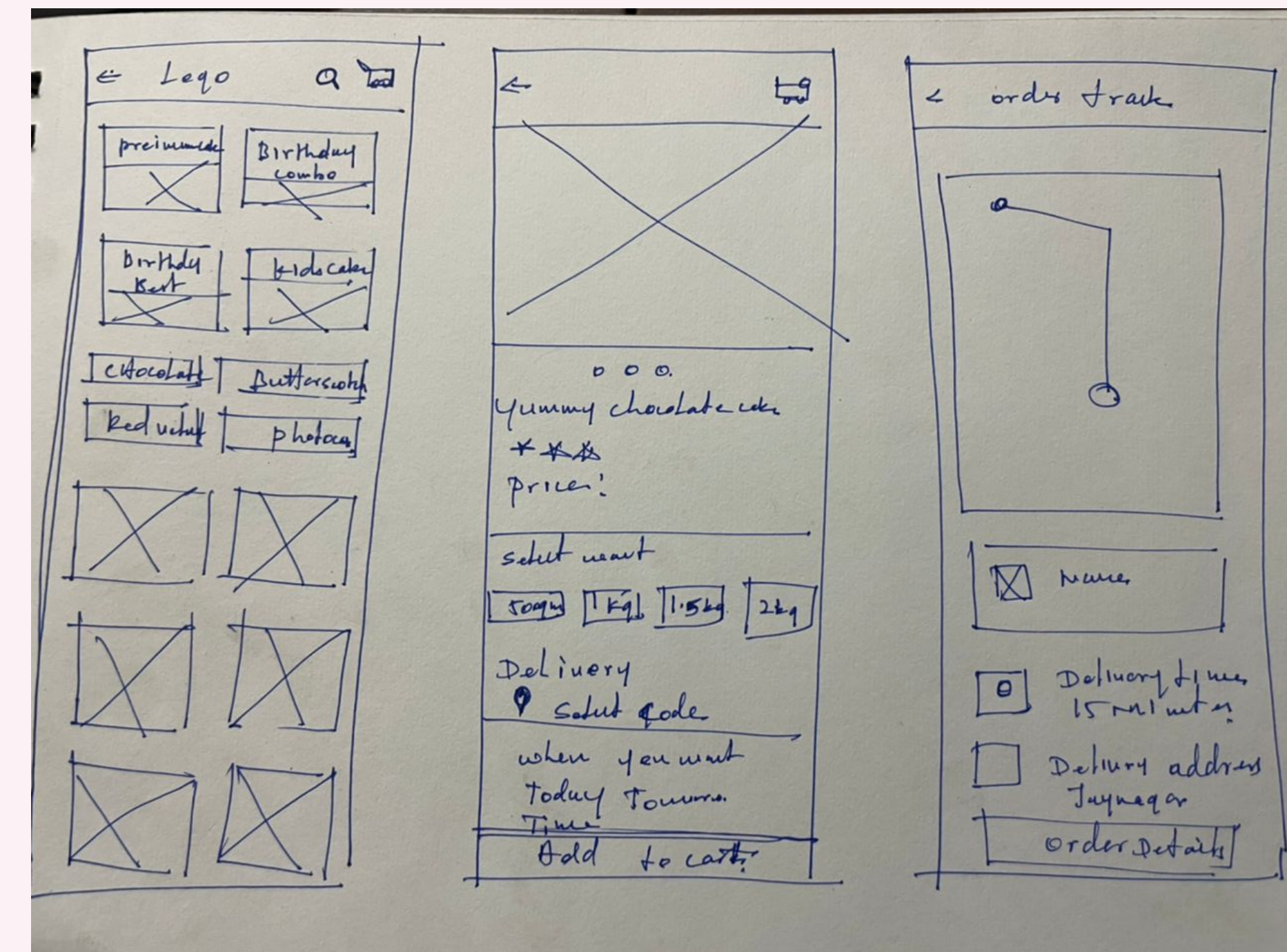
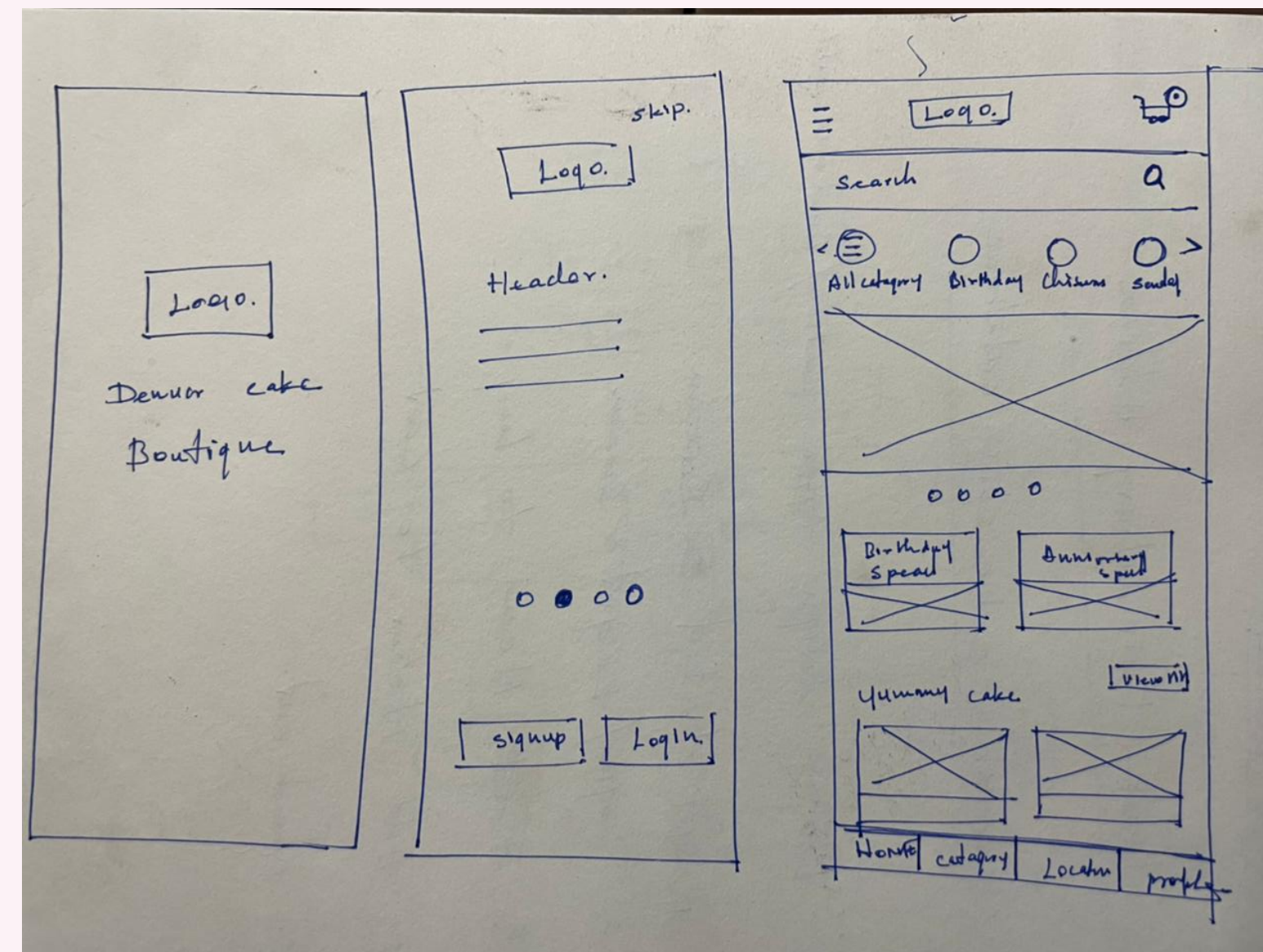
DEFINING THE MVP

Based on the sketching sessions and after competitive analysis, it was revealed that there were commonalties in the product vision. We identified the following key user stories:

- **SET A GOAL.** Users can define **Order cake** and **track the items** goals that's increase e.g. **Sales** and **productivity**
- **RECEIVE TASKS TO DO.** Users receive a list of actions to perform based on their goals. **Select the cake types, add to cart and tracking items**
- **VIEW IMPACT OVER TIME** Users can track their items over time

In order to begin on the architecture, I mocked up the main screens for the MVP based off the sketches created came up with the following:

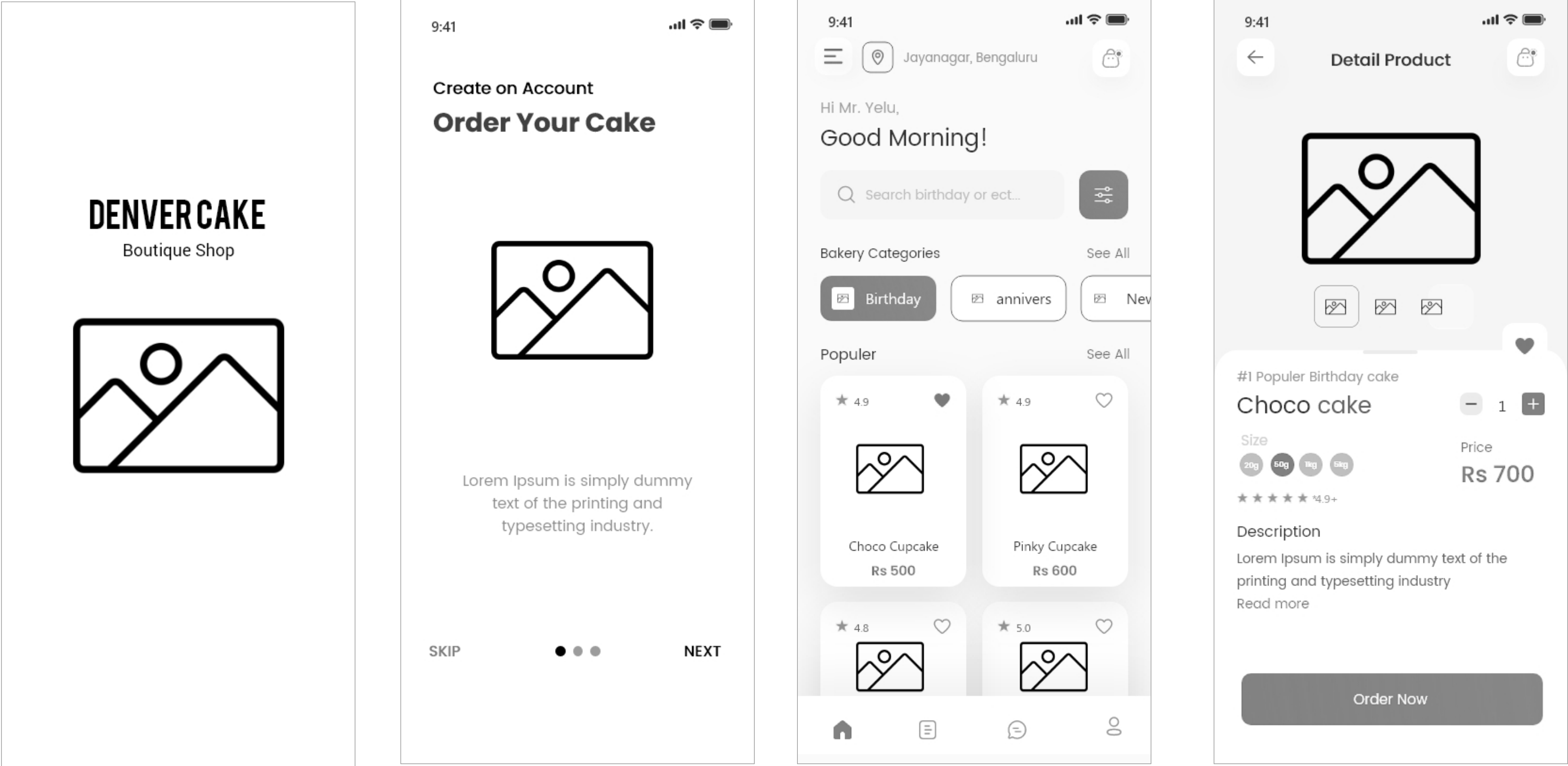
- Get started screen
- Login/ Register account
- Location based search
- Find items to buy
- Cake menu
- Ratings and reviews
- Add items to cart
- checkout
- Payment options
- My order
- Favorite Cake
- My cart
- Account Details



— WIREFRAME

Wireframe is commonly used to layout content and functionality on a page which take into account user needs and user journeys.

Wireframes are used early in the development process to establish the basic of the page before visual design and content is added





Design.

I quickly did some mockups of the basic user journey before going over it with the desired Brand, style and fonts. I opted for a refreshing look and the simplicity of the UI.

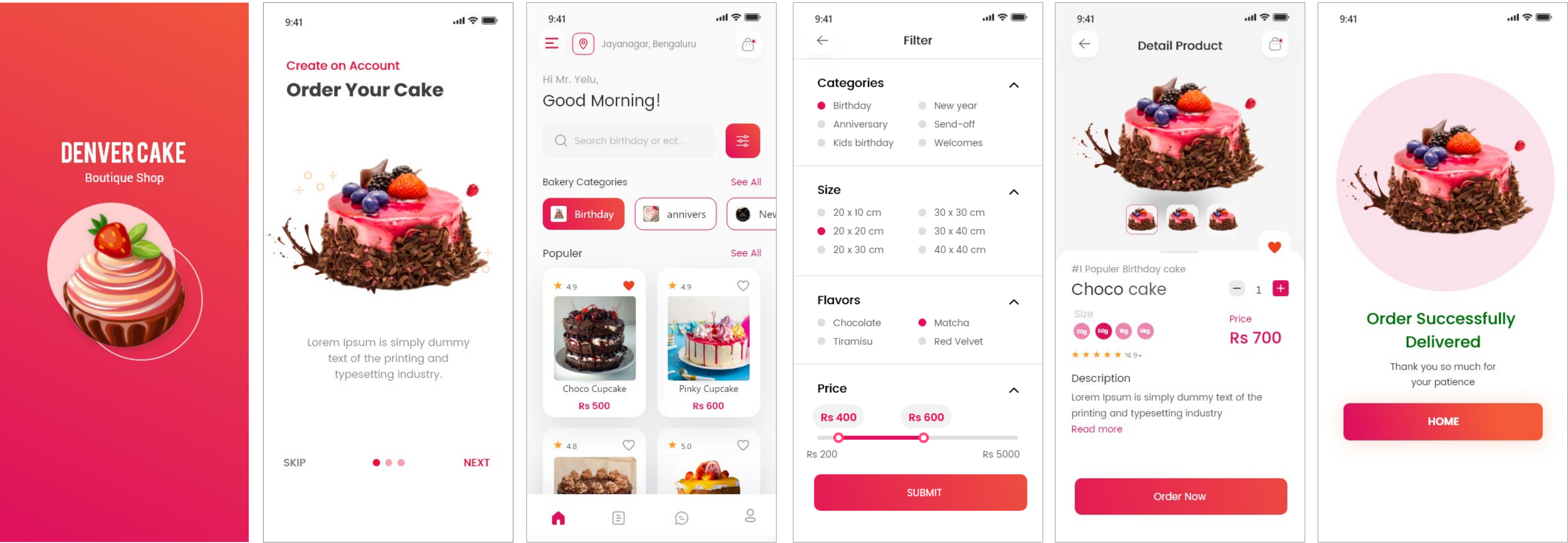


DESIGN

Get started screen

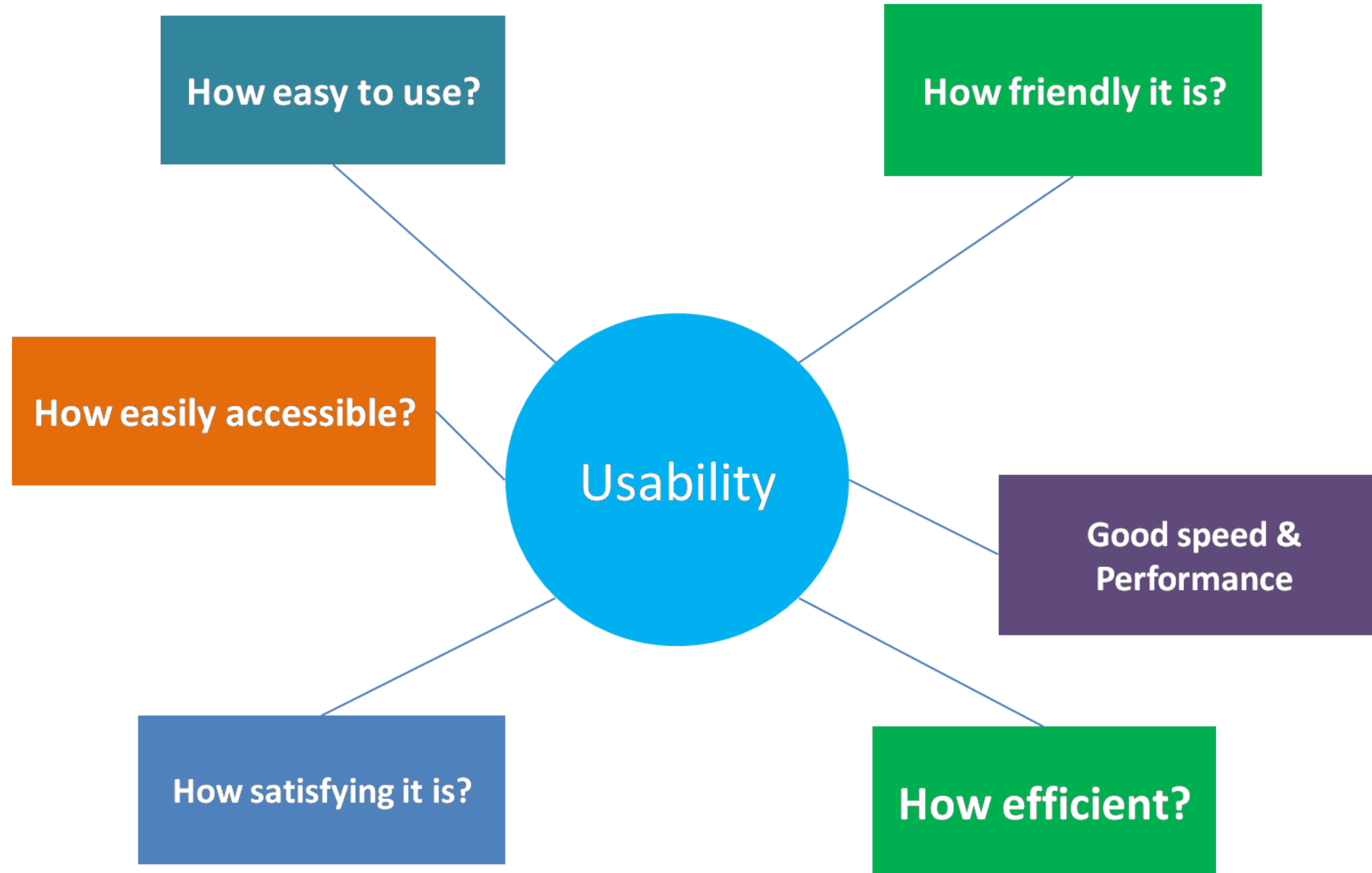
This screen was simply created to showcase our logo, our Onboarding and encourage users to click on the button to get started.

prototype Link: <https://xd.adobe.com/view/24a92b5d-96df-4a59-bf7d-058a2a5ce28a-71fa/>





— USABILITY TESTING



Purpose

Successfully have the user navigate within the app to their own personal list, create a new list in their collection of lists, add an article to a list, to navigate easily to another user's list in order to recommend articles.

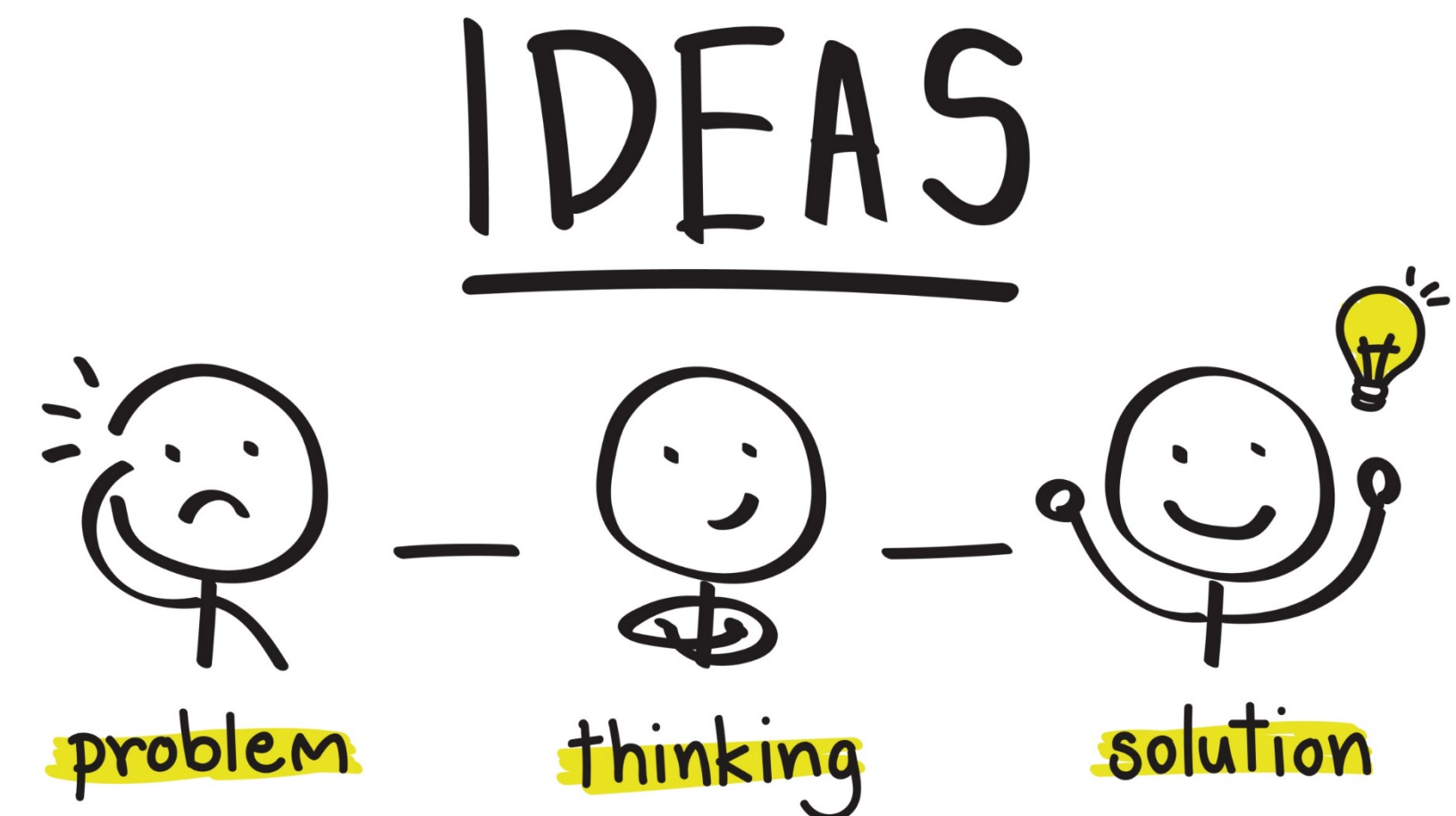
Result

We invited users who met the website's target demographic to test the existing website using More a tool. Users were given specific tasks and questions and all sessions were recorded.

The site contained too much text and was overwhelming to look at.

— CONCLUSION

- Denver (Colorado) based cake boutique shop The planning to launch **mobile app, tablet app, website and a wearable app Apple Watch IOS / Android wear platform** etc.
- Due to limited execution window, I came up with this design and it can be improvised a lot with multiple ideas.
- I could have considered more personas and do in depth market research for the same.
- design **an accessible and inclusive mobile app** that lets users **order cake** from Denver (Colorado) based cake boutique shop **quickly** and **easily** at their own convenience.





YELUMALAI CHAKRAPANI
UX/UI Designer

**INTERACTION IS THE
BEGINNING,
LET'S BUILD SOMETHING
GREAT TOGETHER**

— In history all began with an interaction.

LET'S TALK

Yelumalai.chakrapani@gmail.com
+91 97410 01755

