

Holy Cannoli

A UI/UX MOBILE APPLICATION PROJECT BY ZAC VANCE

A product following completion of the Google UX Design program, Coursera

PROJECT OVERVIEW

The product:

A bakery app that helps returning customers create user profiles which enable a variety of methods that make ordering easier, including the option for automatically recurring orders as scheduled by the user.

Project duration:

5 months, on weekends and free time.

The problem:

Customers dislike the repetitive process of placing orders at their favorite small bakeries as they don't save information to expedite the sale.

My role:

UX/UI designer and researcher

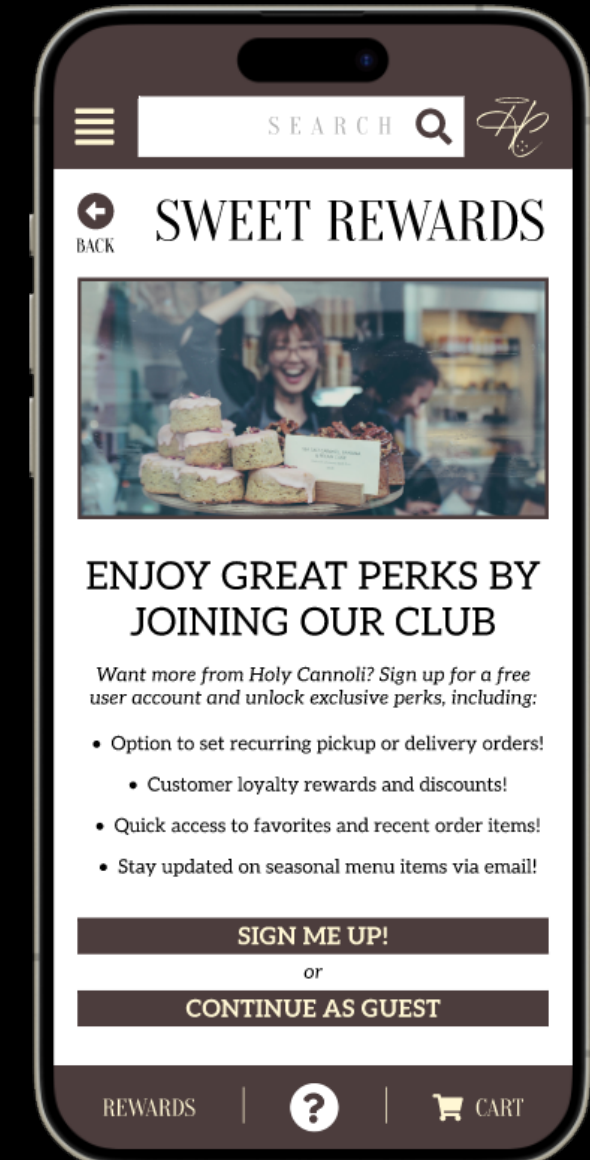
The goal:

Create an app that will let users create accounts which will let them save their information for ease of ordering by having profiles save orders, payment and address information, as well as the option to set up automatically recurring orders. We will measure effectiveness by the number of weekly orders using a customer account.

Responsibilities:

Conducting user research, creating wireframes and high-fidelity prototypes, designing the user interface with accessibility in mind, implementing a logical information architecture, and refining the design based on user feedback.

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UNDERSTANDING THE USER

User research: Summary

I utilized user personas and interviews to better understand the needs of various user groups, such as students and business professionals.

The findings revealed that users desired a way to support their locally-owned small bakery while having a way to quickly place their order using saved information. Some even preferred the orders to occur on a regular basis.



"Let's sweeten the deal!"

Persona: Jazmin Caraballo

Age: 37

Education: College graduate

Hometown: San Jose, California

Family: Lives with spouse

Occupation: Project Manager

Jazmin is a busy project manager for a creative studio that doesn't have much time to run errands. She has always liked to have sweets in office, for coworkers and clients, and has found that they help lighten the mood while meeting potential clients or reviewing work with established ones.

Desires

- An app that allows for delivery, paying ahead and easy-to-navigate menus with seasonal items.
- A loyalty program, as she orders frequently.
- An auto-order feature, so she doesn't have to open an app and build the cart for every order. Finds herself ordering on the same days of the week.

Frustrations

- Missed delivery windows
- Slow checkouts
- No reward program, prefers to make a connection with business she frequents.

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USER JOURNEY MAP

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Persona: Jazmin Caraballo

Goal: To have sweets delivered to the office several days a week for coworkers and clients.

Note
- This map focuses on the mobile journey of the user.



ACTION	Find nearby bakery that delivers	Decide which bakery to go with	Add items to cart	Select delivery window	Place order
TASK LIST	A. Search for nearby bakeries B. Discover Holy Cannoli bakery	A. Compare menus B. Compare distance from office C. Pick Holy Cannoli bakery and download app from mobile	A. Browse menu to see all available items B. Determine how many items to order C. Add desired items to cart	A. Check available times for delivery B. Decide on desired time slot for delivery C. Provide delivery details	A. Add payment information B. Click place order and receive email confirmation
FEELING ADJECTIVE	<ul style="list-style-type: none"> Excited Hungry optimistic 	<ul style="list-style-type: none"> Overwhelmed Perplexed Unsure 	<ul style="list-style-type: none"> Overwhelmed Eager 	<ul style="list-style-type: none"> Frustrated Happy 	<ul style="list-style-type: none"> Relieved Happy
IMPROVEMENT OPPORTUNITIES	Focus on advertising, promote local businesses.	Offer discounts on first orders. Have seasonal flavors up front to attract customers	Easy add to cart function with total always displayed on screen.	Log in/account feature to save delivery details with frequent customers Offer loyalty point system to retain customers.	Option to set up recurring orders when signed in, and a tracking feature in app to see where order is.



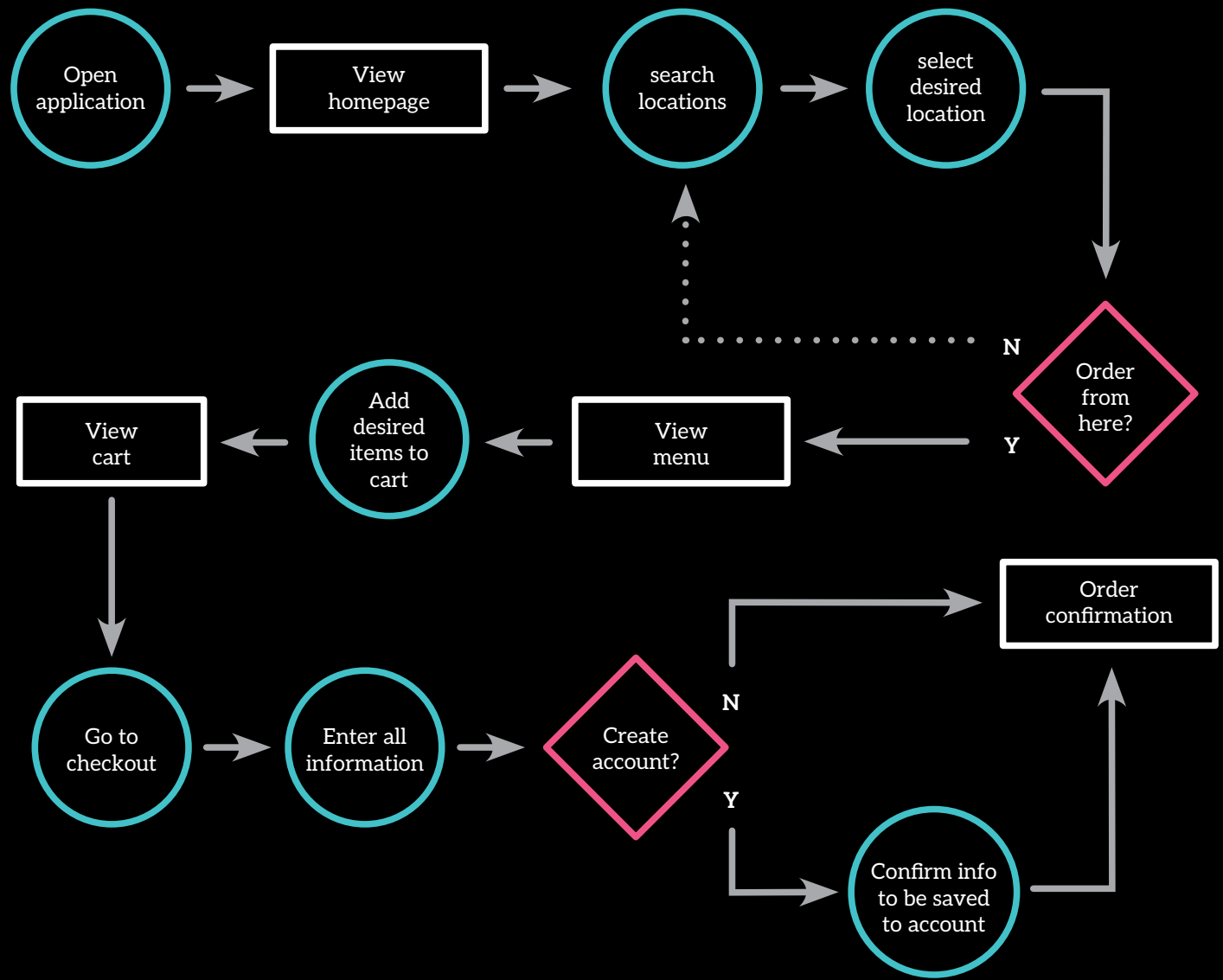
Goal statement

The Holy Cannoli bakery app will let users create accounts, which will affect frequent customers who want to save their information for ease of ordering. This is done by having the profile save user favorites, payment info, address info and the option to set up recurring orders. We will measure effectiveness by the number of weekly orders processed using a customer account.

Proposed steps

1. Open app
2. View homepage
3. Search locations
4. Select desired location
5. Order from store? Y or N
6. View menu
7. Add desired items to cart
8. View cart
9. Go to checkout
10. Enter payment info and other details
11. Create account for reward points? Or checkout as guest?
12. Order confirmation

USER FLOW CHART

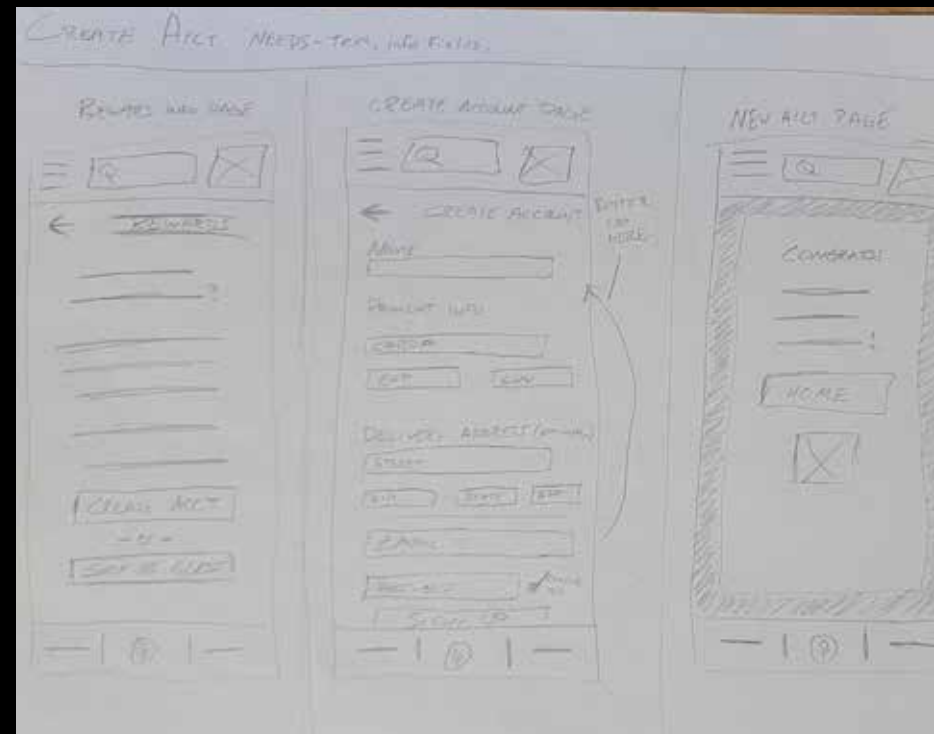
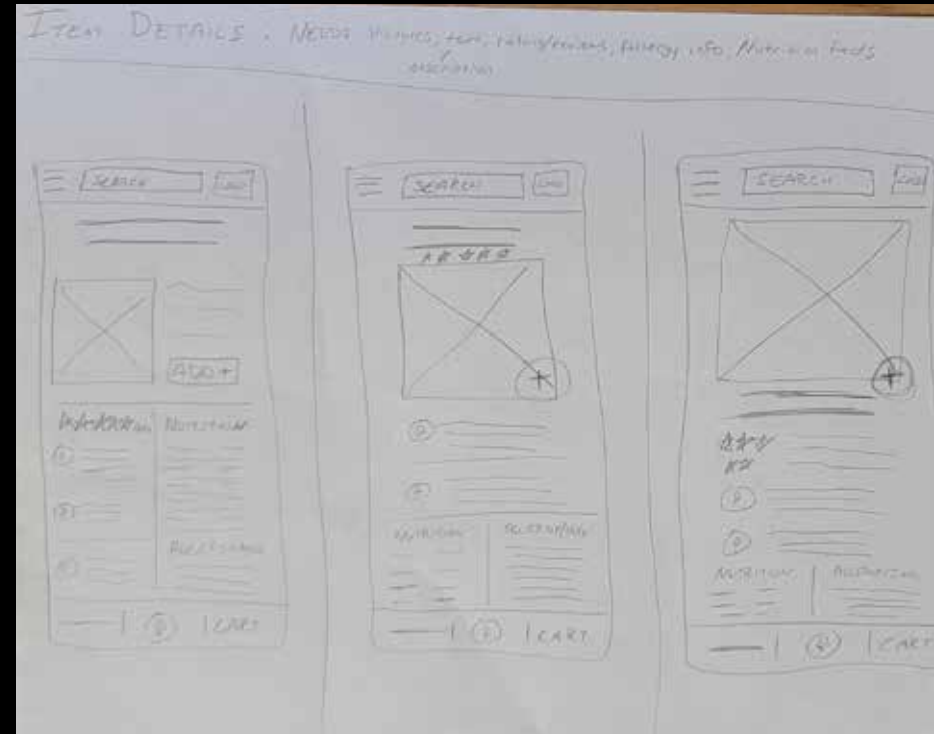
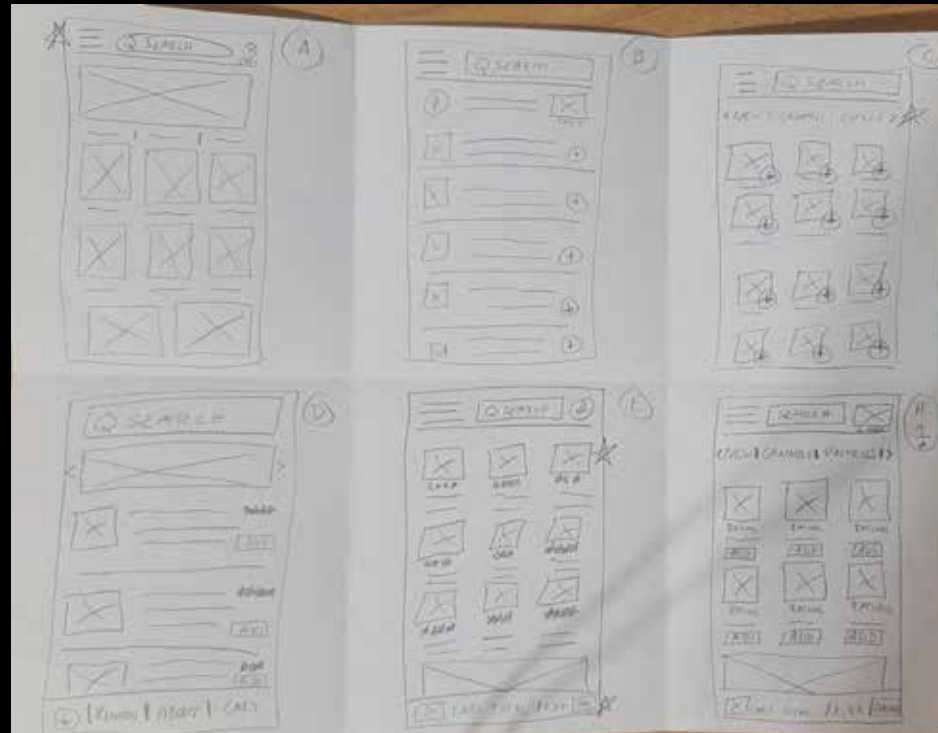


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PAPER WIREFRAMES

My goal in this process was to focus on user-centric design by prioritizing navigation clarity and content accessibility. I experimented a lot with layout options and icon placements for all screens seen in the user journey outlined in the flow chart. From there, I 'starred' what I liked most for each feature among the set of sketches to arrive at a final design for the digital wireframes in the next step. For the sake of brevity, I've cut example sketches down to fit one slide.



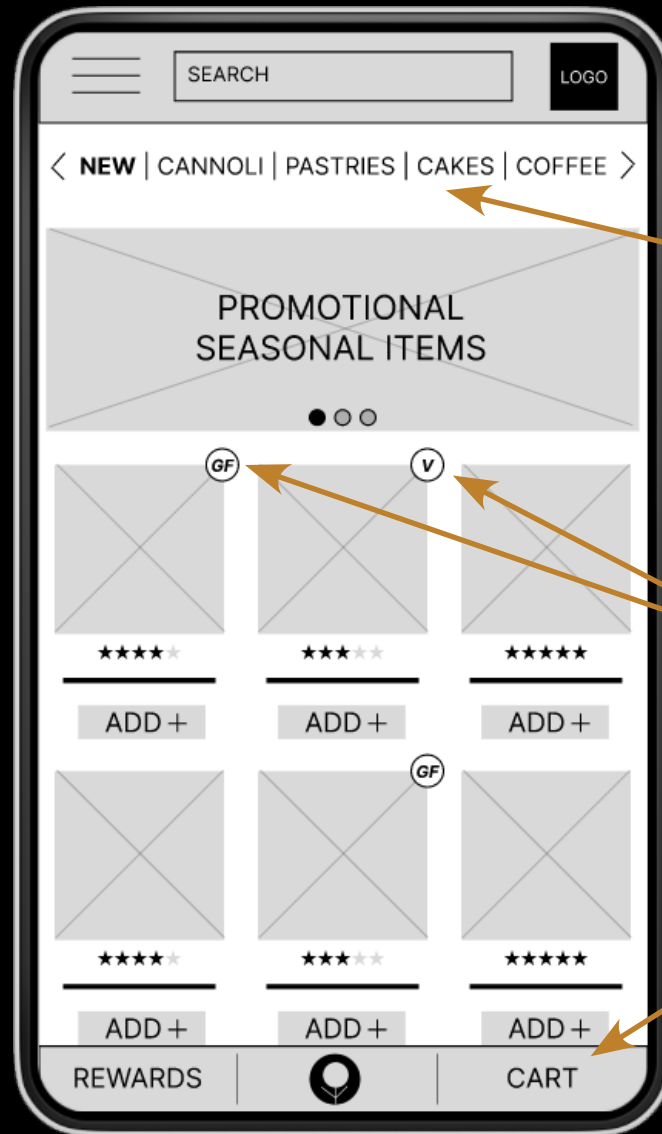
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LOW-FIDELITY PROTOTYPE

I created low-fidelity prototypes based on those wireframes to test functionality with users in a usability study. Some features highlighted below.

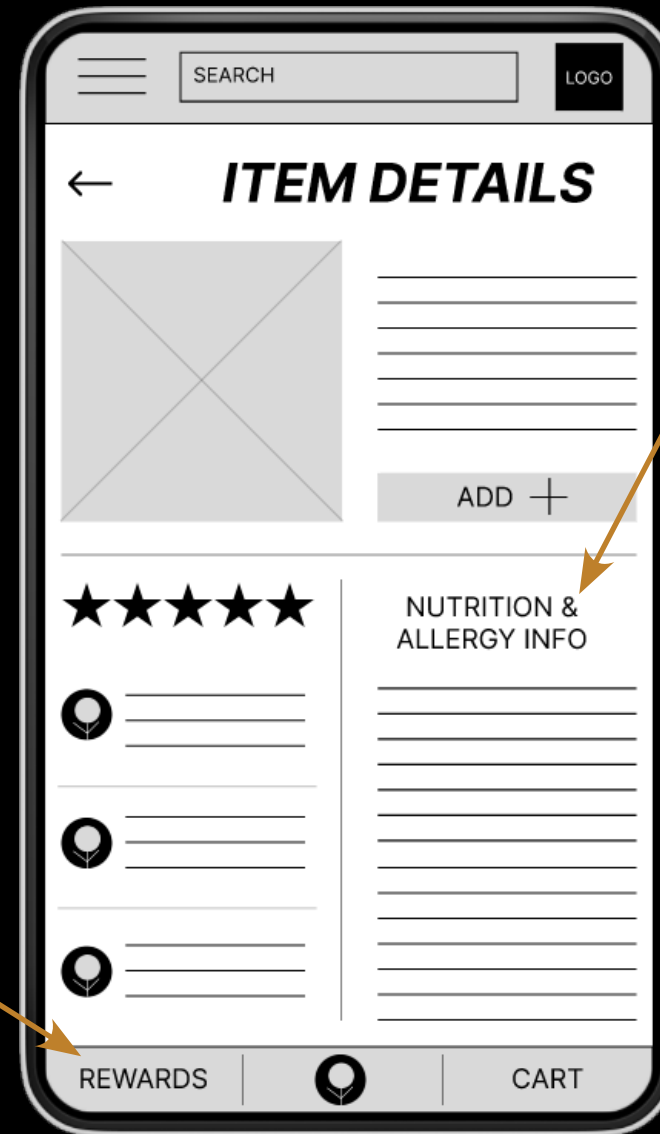
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Menu sections anchored up top to allow quick navigation from one to section another.

Added icons to easily convey which items on the menu are gluten-free or vegan options.

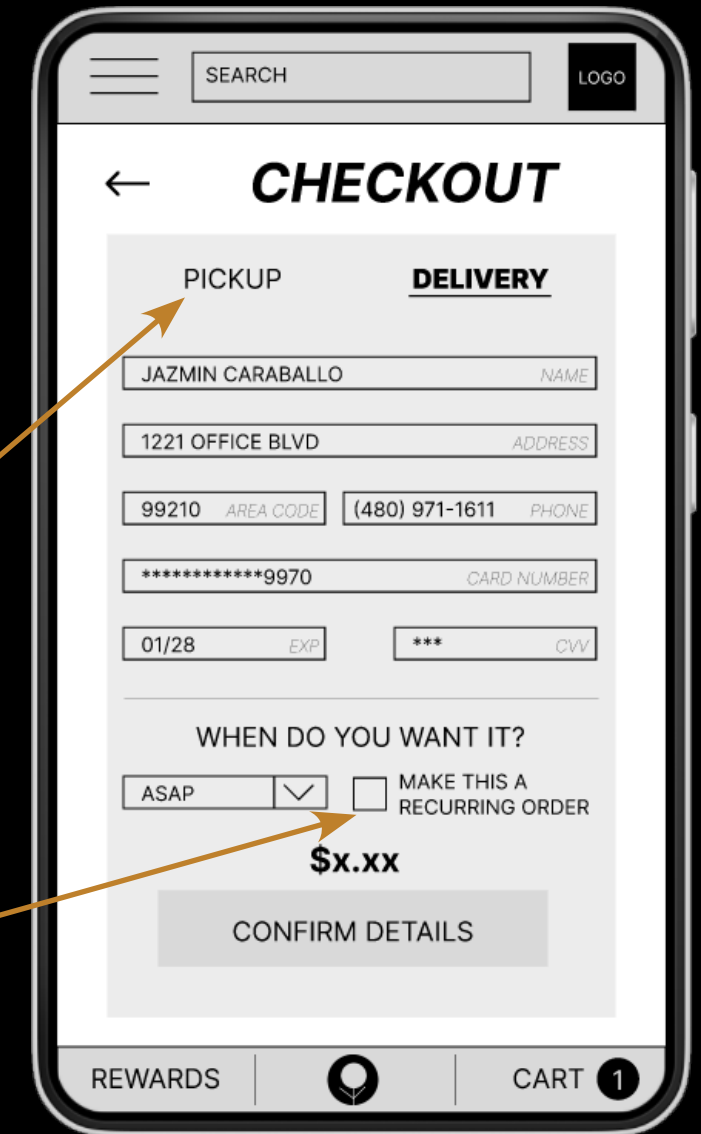
Footer menu remains the same across all app screens for ease of access.



Important nutrition and allergen information up front for user.

Quick toggle buttons up top to switch between pickup or delivery. Account information autofills.

Option to set up recurring order at checkout. Opens separate screen for details.



MODERATED USABILITY STUDY

Parameters

Research goals: Examine how the creation of a user profile helps customers save time and promotes more business through other features such as recurring orders and autofilling saved profile information for ease of ordering.

Research questions:

- What can we learn from the steps users go through in placing an order?
- How long does it take the average user to create an account and place their order?
- What percentage of users say they would make use of the recurring order feature?
- What pain points can we identify following a new user's journey on the app when trying to place their first order?

Key Performance Indicators (KPIs)

- Time on tasks
- User error rates
- Conversion rates (upon beta testing)

Methodology

Moderated usability study conducted in a nearby coffee shop, where I work with each participant in a one-on-one scenario.

Details:

- Three participants will complete the account creation to order tasks on the low-fidelity prototype. 10 minutes each.
- Participants are people who order from a bakery at least once bi-weekly. Aiming for a mix of individuals who only order for themselves, their families and on a larger scale for event gatherings or workplace. User pool will include male, female and non-binary individuals. At least one or more user will test utilizing assistive technology.

Prototype tested here

<https://figma.fun/AYTkG>

Steps:

- Create an account
- Add an item to cart
- Checkout as delivery order
- Make it recurring, every two weeks.
- Use current cart for future orders

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SEARCH LOGO

← **CHECKOUT**

WE'LL BE THERE WHEN YOUR SWEET TOOTH HITS!

ORDER FREQUENCY

EVERY 2 WEEKS

SEPTEMBER

Su	M	Tu	W	Th	F	Sa
	1	2	3 x	4	5	6
7	8	9	10	11	12	13
14	15	16	17 x	18	19	20
21	22	23	24	25	26	27

DELIVERY ADDRESS

1221 OFFICE BLVD ADDRESS

99210 AREA CODE (480) 971-1611 PHONE

CONFIRM ITEMS

REWARDS

CART 1



STUDY FINDINGS

1. Need for a confirmation step in user path

- 3 out of 3 participants saw the need for an order details confirmation screen.
- This means we can expect nearly all users to want to see their order details before confirming and processing the order.
- I have added the confirmation screen below to the low-fidelity prototype based on user feedback.



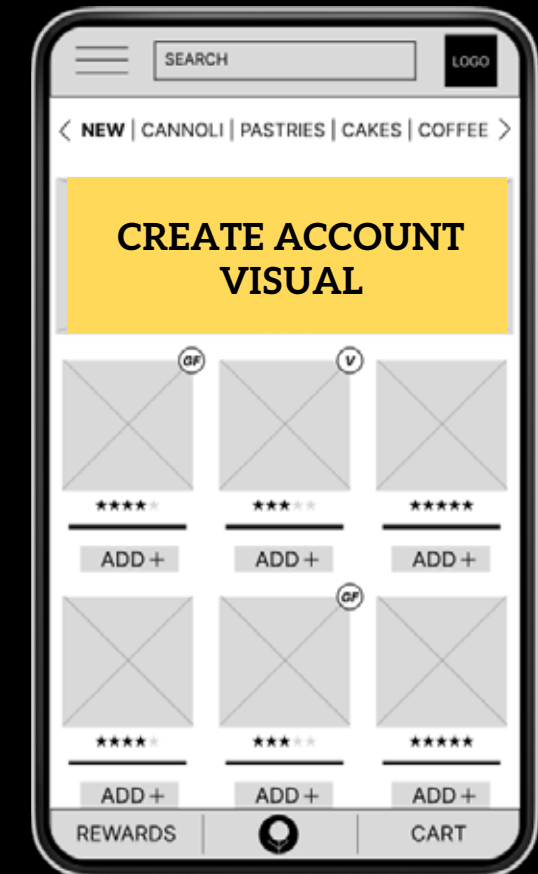
2. Need to improve recurring order feature

- 2 out of 3 participants felt the recurring order feature could be improved.
- This means we that most users will want further customization options and indicators on the calendar for this feature to be successful.
- I have added the screen below to allow users to choose between using their existing cart or creating/saving new carts to be used in their future recurring orders.



1. Need for more upfront information

- 2 out of 3 participants feel the app could benefit from some information being readily available on the homepage.
- This means most users could benefit from things like a prominent link to create an account and a visual cue to let them know when they are logged in.
- We can swap the carousel for an image to push users to account creation, and make use of user profile pics convey this info on the homescreen.



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HIGH-FIDELITY PROTOTYPE

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My goal was to polish the visual cohesiveness and refine the user interface for clarity, consistency and accessibility. The prototype is designed to handle the user journey for the tasks requested in our usability studies. Further prototyping will be required in the future before putting the application out for a beta release.

To help expedite the building of new screens and preparing for hand off to other designers/teammates in a real-world environment, I built the sticker sheet below to ensure consistent design elements across the Figma project with these instances.

View prototype on Figma here and navigate through using steps below
<https://figma.fun/qaG4jo>

Step 1: Enter your location to begin.

Step 2: Create an account in the app.

Step 3: Now that you're signed in to the app, let's browse the featured section of the menu.

Step 4: Get more information on 'Fall Harvest Rolls' - then add one to your cart.

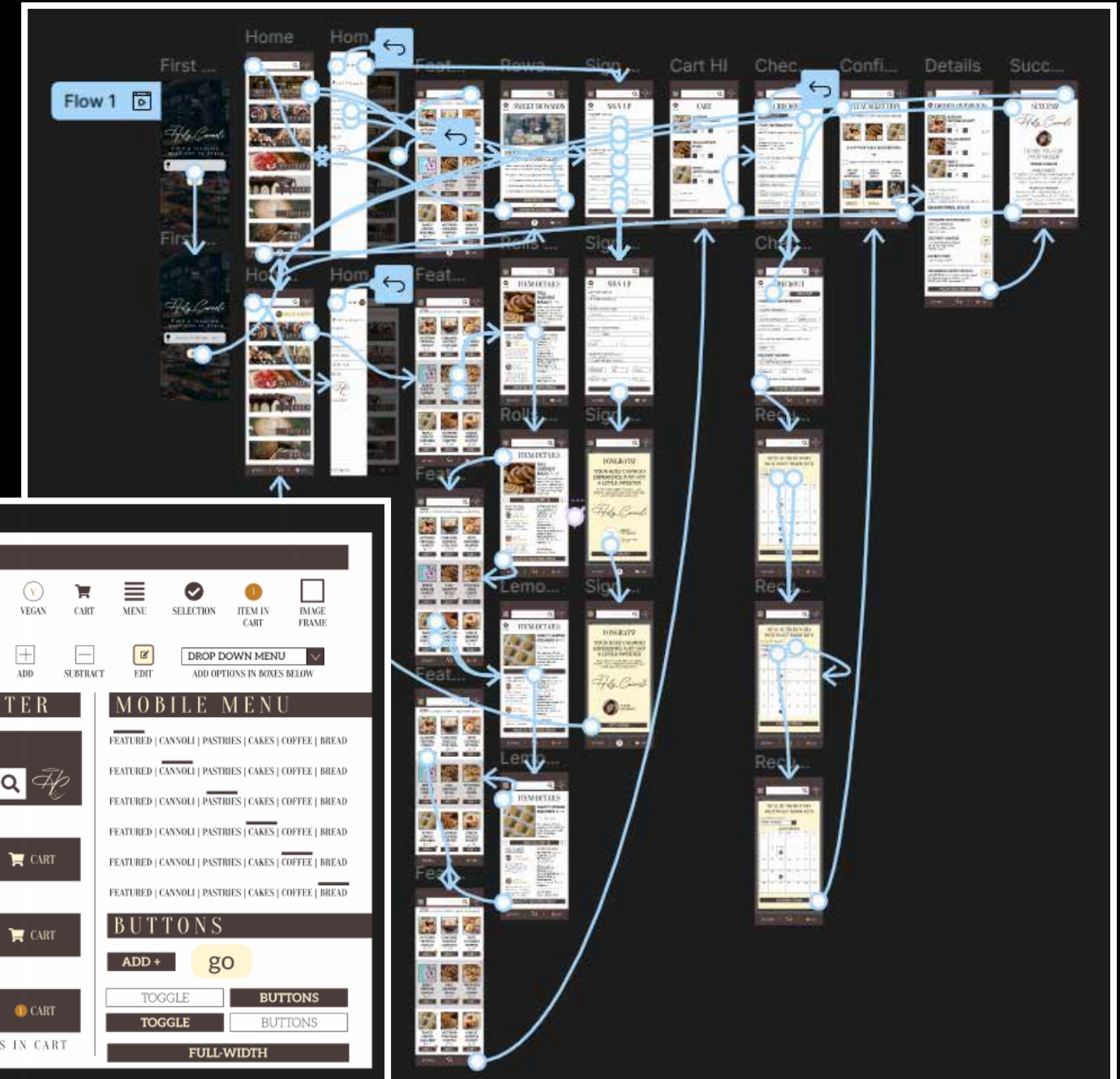
Step 5: Return to featured items.

Step 6: Look for more info on 'Fancy Lemon Squares' - then add one to your cart.

Step 7: Return to featured items.

Step 8: Lastly, quick add an 'Autumn Festival Donut'.

Step 9: View your cart and checkout as a delivery order, recurring every two weeks. Use this cart for future orders.



WRAPPING UP

Accessibility considerations

- I ensured that text sizes and headings followed a clear visual hierarchy to make it easier for users with visual impairments or those using screen readers to navigate the content.
- To meet WCAG accessibility standards, I focused on using high-contrast color combinations between text and background to improve readability for users with color blindness or low vision.
- To make icons more accessible, I included descriptive text labels near the icons, such as "CART" next to the cart icon. This helps users who rely on screen readers or have difficulty interpreting icons alone.

Takeaways

What I learned:

As my very first dive into the world of UI/UX design, I learned so much through this process. I learned how important the UX research process is to understand your user through the power empathy and eliminating my own biases to make the product accessible to all. Designing with the user in mind is always of the utmost importance throughout the process.

I learned the value of user feedback in identifying usability issues and improving design decisions, as well as gaining valuable experience using Figma, especially in creating high-fidelity prototypes and mockups.

In conclusion

After completing my first mobile application project I have determined that I would feel most comfortable in an entry-level visual designer role, given the chance to specialize and focus on one part of development. With my background as a graphic designer and experience with typography and layout in my current position, I am certain it would be a great fit for me. I wouldn't be opposed to taking on a generalist position or UI/UX apprenticeship, either.

Let's connect!

I would be happy to explain any of my choices, provide more details/material or hear any of your thoughts about this project! Please contact me via email: vanz923@gmail.com

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THANK YOU!

