# THE PLANT CAKE

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Project overview

The product:

The cake project is a cake shop that offers affordable and vegan cakes. The typical user is between 19-30 years old, and most users are early career professionals or busy workers. The plant cake goal is to make cake shopping fun, affordable, and easy for all types of users.

Project duration:

March 2024 to May 2024

Google
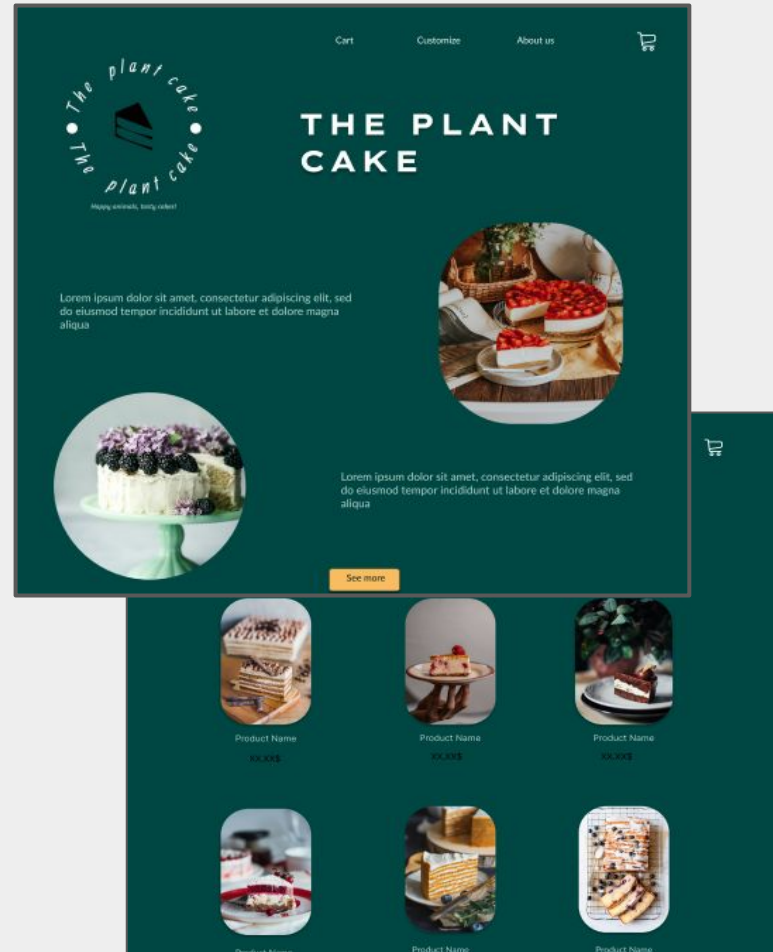
Project overview

The problem:

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

The goal:

Design a The cake project´s website to be user friendly by providing clear navigation and offering a smooth and easy checkout process.

Google

Project overview

My role:

UX designer leading the Tee's Shirts 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 for your vegan cake shop project to gain insights into the target market. You were able to discover that your target users are health-conscious individuals who are looking for delicious vegan desserts that are made with high-quality, natural ingredients. However, many of them find it challenging to find vegan cake shops that offer a wide range of options and are conveniently located. By keeping these user needs and pain points in mind, I can design and develop a vegan cake shop website to provide a seamless user experience that meets the needs of the target market.

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User research: pain points

1

Pain point

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

2

Pain point

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

3

Pain point

Online cake shop websites don't provide an engaging browsing experience

4

Pain point

there is currently no clear and defined online market for affordable and easily accessible vegan cakes

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Persona: **Name**

Problem statement:

Estela is a 32 years old Executive assistant that wants to be able to customize and order cakes from home without having to take several trains to the nearest bakery because she lives outside the city.

"Since I was a child I learned to relate the flavors of cakes with emotions. Today, enjoying new flavors is still a hobby for me."

Name: Stela

Age: 32
Education: High school diploma
Hometown: Madrid (Spain)
Family: Single
Occupation: Executive assistant

Goals

- To be able to customize and order cakes from home without having to take several trains to the nearest bakery.

Frustrations

- My home is on the outskirts of the city and most stores do not include my location in their home delivery option.

baking for family and friends helps me escape from the stress of work. Since I was promoted to a higher position, I spend all day away from home and hardly have time to cook. I wish I could have a trusted reference so I could enjoy a freshly baked pastry without having to travel by public transportation for more than an hour to get to the bakery.

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User journey map

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

Persona: Estela

Goal: Order cakes on her schedule and being able to pick a delivery option

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	Tasks A. Browse new and top selling products B. Sort cakes by flavour, size, etc C. Search for ingredients	Tasks A. Scroll through pages of cakes B. Select available cakes to check out C.Click "add to cart" button	Tasks A. Click "reserve" button to reserve a cake	Tasks A. Option to enter a waitlist for a cake	Tasks A. Receive a notification of delivery B. Choose pick up option C. Choose time to receive the order
FEELING ADJECTIVE	Intrigue Curious	Optimistic Focused	Curious Excited	Confused Trusting	Satisfied Exhausted
IMPROVEMENT	Ability to select multiple filters at once	Shopping cart full of cakes to check out.	None	Provide a time range for expected availability	Allow multiple hours delivery, including

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Sitemap

The 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.
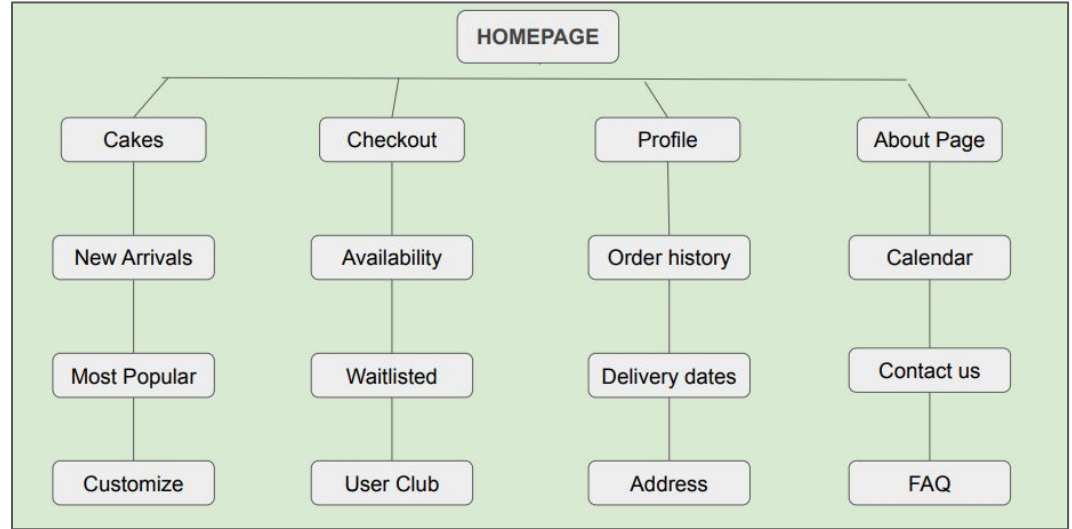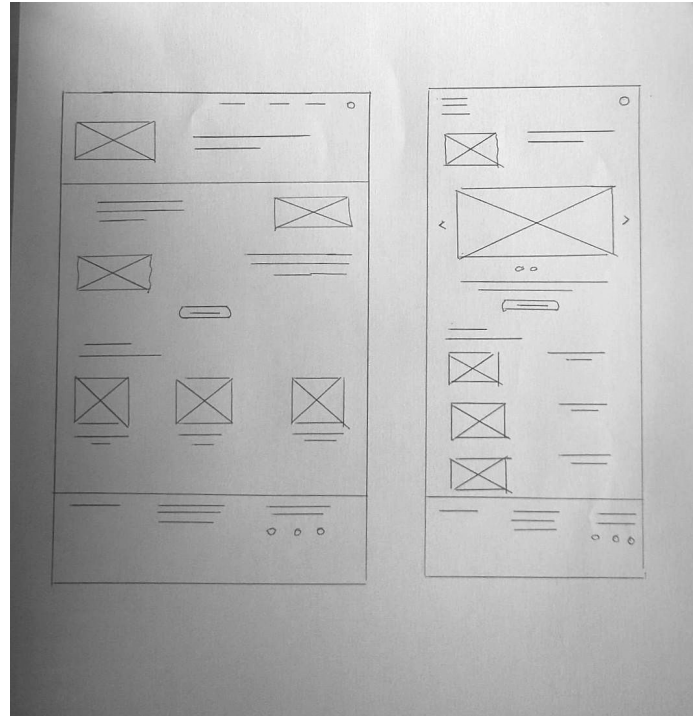
Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.

Google
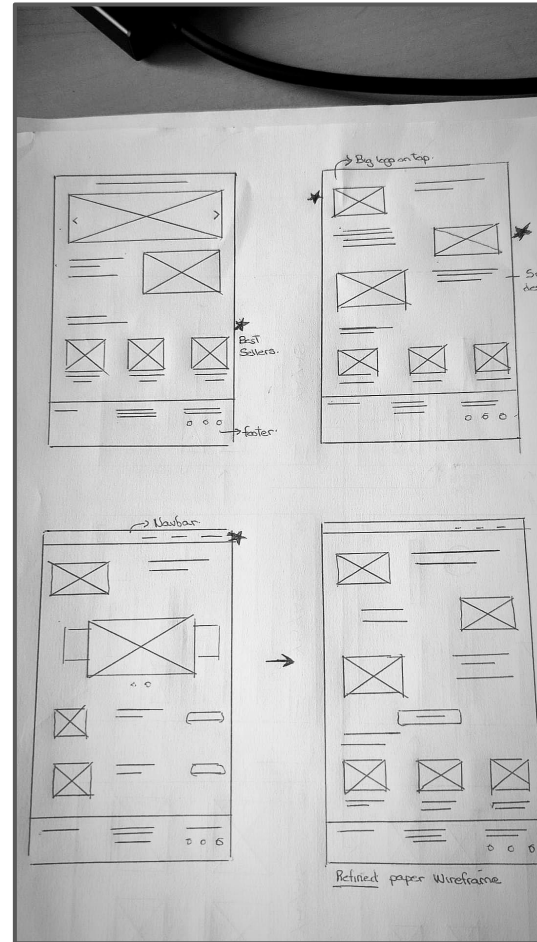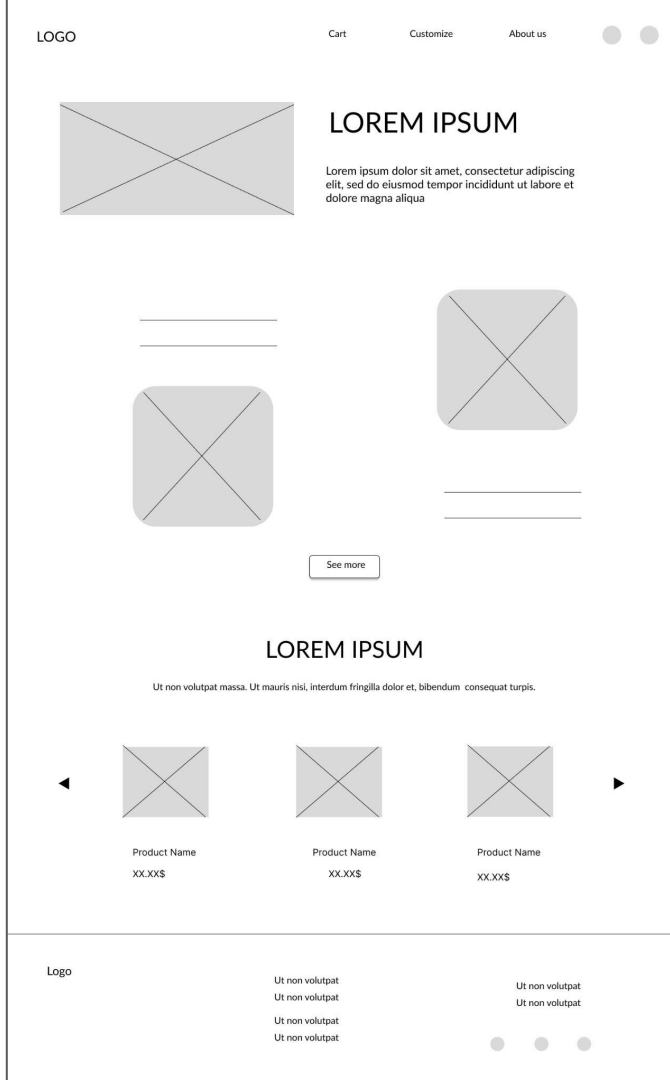
Paper wireframe
screen size variation(s)

Because The Plant Cake´s'
customers access the site
on a variety of different
devices, I started to work on
designs for additional
screen sizes to make sure
the site would be fully
responsive.

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.

LOGO   Cart   Customize   About us

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua

See more

LOREM IPSUM

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Product Name
XX.XX$

Product Name
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Product Name
XX.XX$

Logo

Ut non volutpat
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Easy access to product overview

Optimized Homepage for easy browsing

Google

Digital wireframe
screen size variation(s)

Google
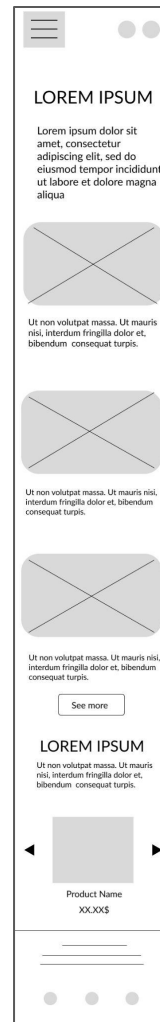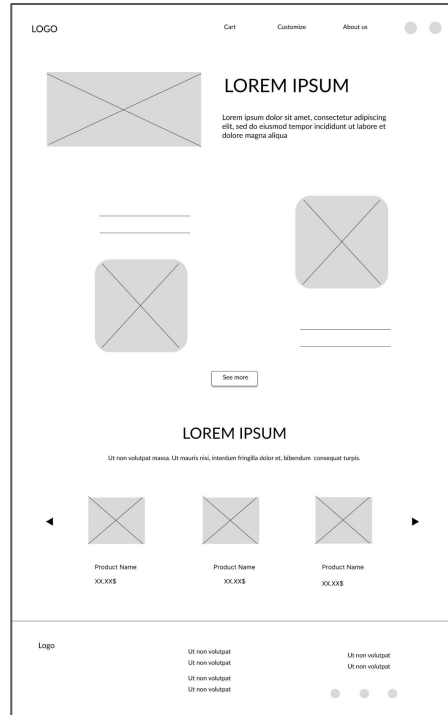
Low-fidelity prototype

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.

View TPC Lo-Fi Prototype

Google

Usability study: parameters

Study type:

Unmoderated usability study

Location:

Spain, remote

Participants:

5 participants

Length:

20-30 minutes

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Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Checkout

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

2

Cart

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

3

Customize

Users had trouble identifying the cake customization options

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Google

Mockups

To make the checkout flow even easier for users, I added bigger images of the products in order to simplify the design and make it easier for users when searching for a specific product.
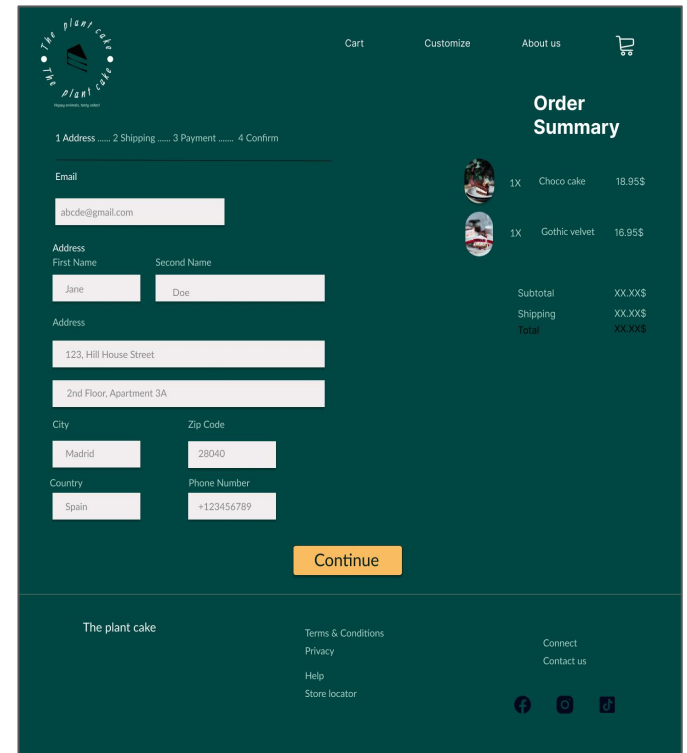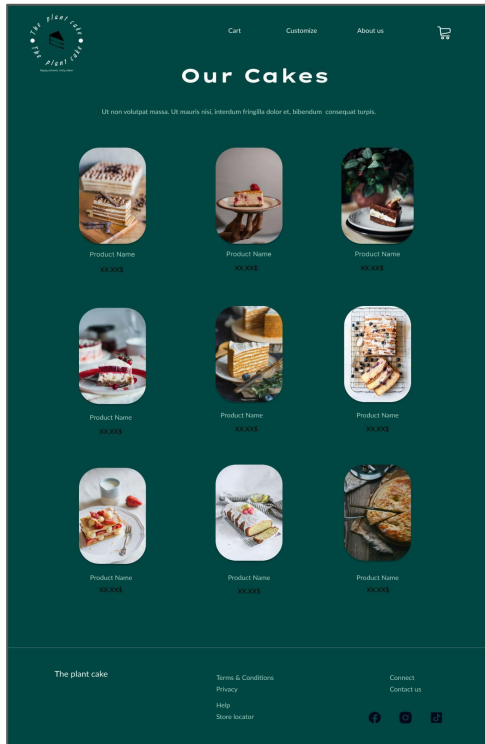
Before usability study
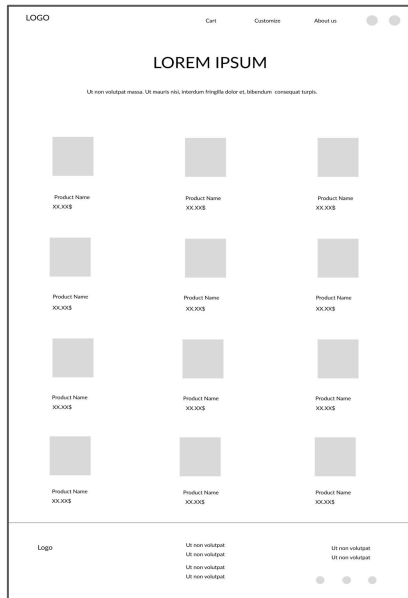
After usability study

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# Mockups: Original screen size

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Mockups: Screen size variations

I included considerations for additional
screen sizes in my mockups based on
my earlier wireframes. Because users
shop from a variety of devices, I felt it
was important to optimize the
browsing experience for a range of
device sizes, such as mobile and tablet
so users have the smoothest
experience possible.

Google
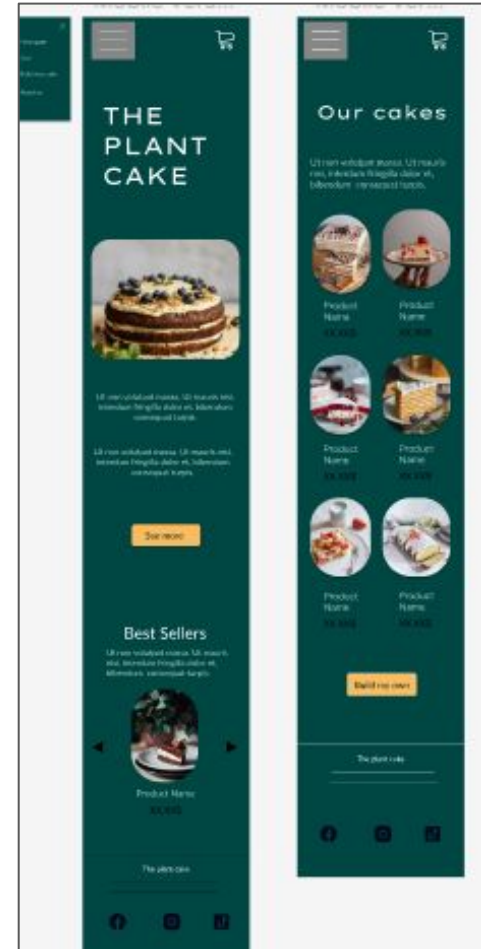
High-fidelity prototype

[Links to low-fidelity prototypes of different screen variants and brief description of the user flow + how you responded to and implemented peer feedback]
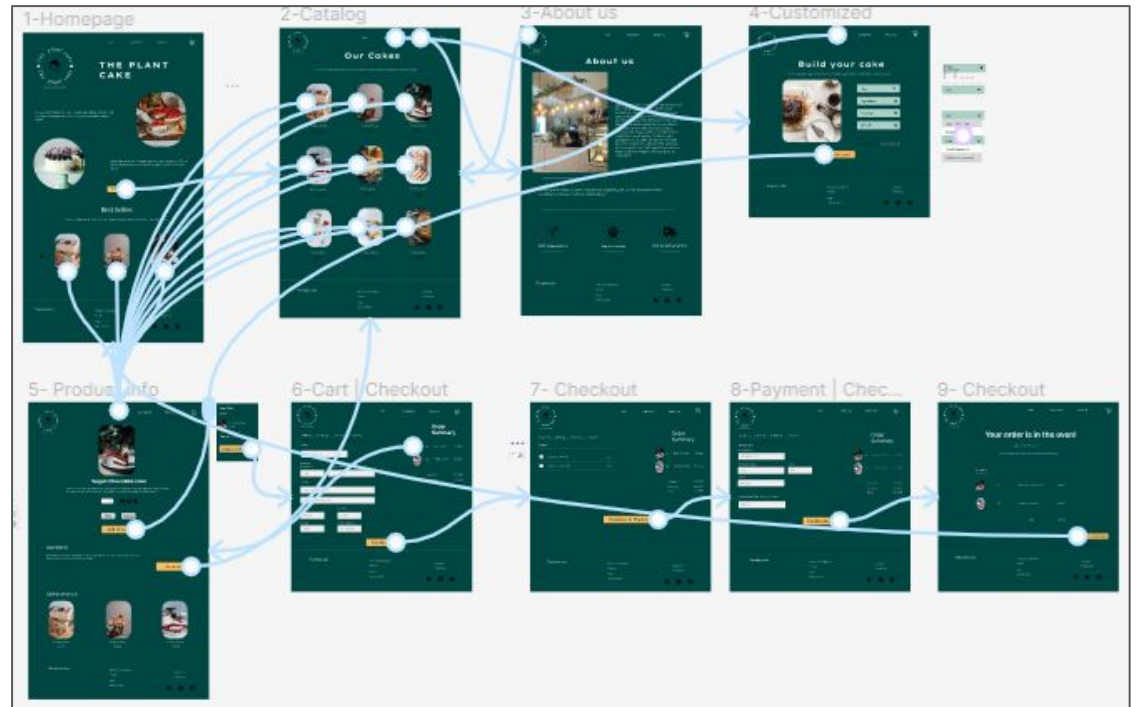
View TCP´s Hi-Fi Prototype

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

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Going forward

- Takeaways
- Next steps

Google

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.

Google

Next steps

1

Conduct follow-up usability testing on the new website

2

Identify any additional areas of need and ideate on new features

Google

Let's connect!

Thank you for reviewing my work on the The Plant Cake´s website!
If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: pilar.dominguezdev@email.com