

BakerJour App Design

Khanh Nguyen

Project overview



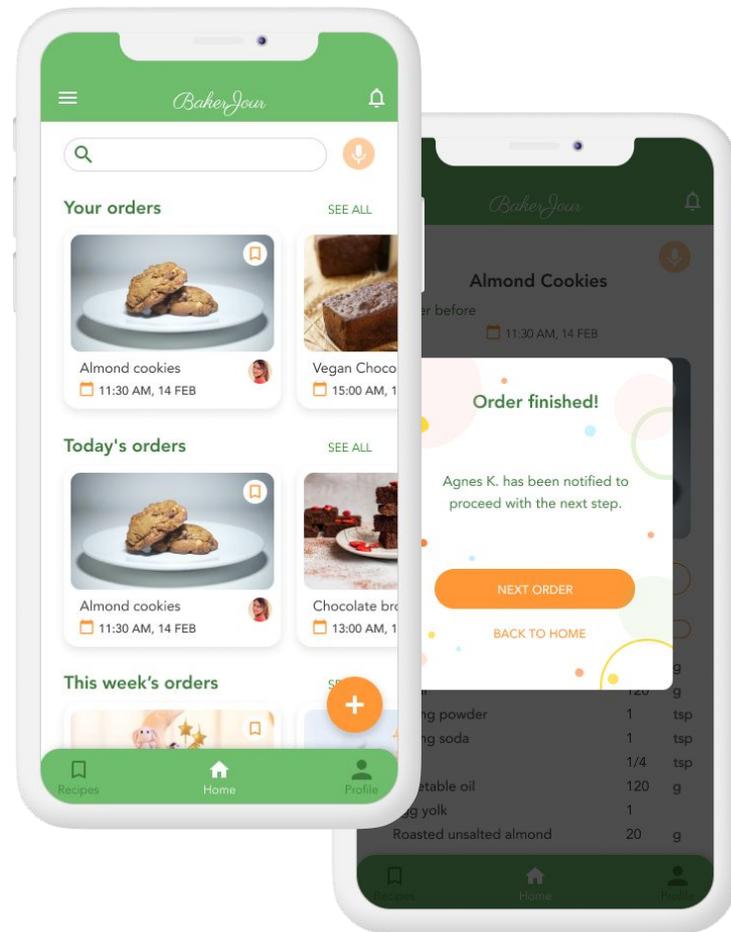
The product:

BakerJour is an app to help small business owners - especially bakery owners - to better manage different aspects of their businesses. The app also strive to help chefs and bakers in the same organization to better communicate and manage specific tasks.



Project duration:

May 2021 - June 2021



Project overview



The problem:

Small bakery owners need a tool to manage different aspects of their business so they can focus on developing recipes and baking.



The goal:

Design an app for bakery owners and chefs to better manage their businesses, assign tasks to staff and handle delivery.

Project overview



My role:

UX designer designing an app for BakerJour from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, 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 interviews and created empathy maps to understand the users I'm designing for and their needs. Two primary user groups included (1) bakery owners and (2) bakery staff.

Research revealed that some bakers who are within senior age group struggle to get used to technology in general and navigating within the app specifically. More intuitive onboarding and guidance as well as voice assistant are suggested to improve user experience.

User research: pain points

1

Can't see the option to create new recipe

The bakery owner/manager wants to be able to create new recipes before assigning to others.

2

Unable to see all tasks assigned to them

In general, users want to see tasks they are assigned to, instead of all tasks in the organization.

3

Confused what happens after finishing order

Want to have option to notify managers or shippers to proceed with the next step.

4

Difficulties getting familiar with voice assistant

Need a more intuitive onboarding/instruction process.

Persona: Name

Problem statement:

Minh is a bakery owner who needs a tool to help keeping track of their business because using only spreadsheets is not scalable.



Minh

Age: 39

Education: bachelor

Hometown: Vietnam

Family: married

Occupation: Pastry chef & bakery owner

“As a business owner and a chef, I’d like to find a suitable tool to support my staff and myself with the baking process.”

Goals

- Keep track of the brand’s unique recipes and read them more conveniently.
- Easily make adjustments to measurement within the recipes.
- Know how much ingredient in stock to plan for restock.

Frustrations

- “I usually give my new staff recipe booklets or digital files for the onboarding, but it’s so inconvenient for them to learn and remember.”
- “Sometimes when I’d like to make small changes in the recipes, I need to make adjustments and send the new file out to everyone again.”
- “Some ingredients have short expiry date so someone has to take time to check the stock frequently.”

Minh is an experienced cake & coffee shop owner who has opened his business for almost 20 years. They are using different tools and platforms to manage their stores, however as a chef, Minh still feels a lack of support to make the process of baking more convenient for bakers and chefs.

User journey map

Mapping Minh's user journey revealed how helpful it would be for bakery owners and chefs to have a business managing app.

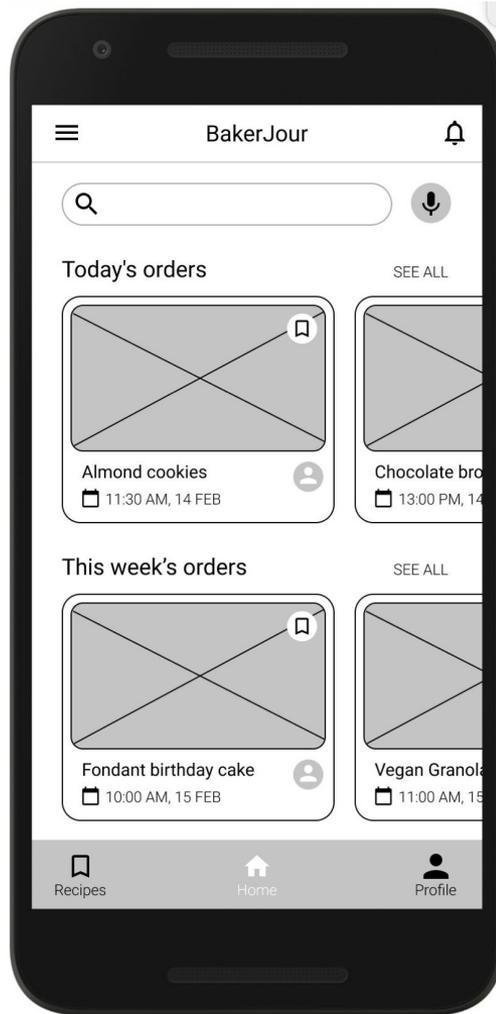
Persona: Minh

Goal: keep the recipes for their bakery in one place

ACTION	Get app	Invite staff to use app	Create new recipe	Update recipe	Bake a new cake using recipe
TASK LIST	Tasks A. Download app B. Setup account C. Choose plan	Tasks A. Type in staff emails B. Invite	Tasks A. Type in description B. Send notification to staff	Tasks A. Go to outdated recipe B. Adjust quantity of ingredients C. Send notification to staff	Tasks A. Open recipe in app B. Prepare ingredients accordingly C. Follow recipe to bake
FEELING ADJECTIVE	Satisfied with the features provided. Frustrated to have to pay in advance.	Time-consuming to type emails one by one.	Time-consuming to fill in all the fields for ingredient names and quantity. Satisfied with the recipe grouping feature.	Satisfied with the quick process	Frustrated to touch the phone while hands dirty
IMPROVEMENT OPPORTUNITIES	Offer trial period for business account. Admin / Manager / Staff roles with more advanced or limited features.	Invite everyone with company emails in one-click	Improve prefilled / suggested quantity with data from other recipe creators	Automatically send email to inform staff about adjustments in recipe.	Voice assistant feature -> no need to touch phone.

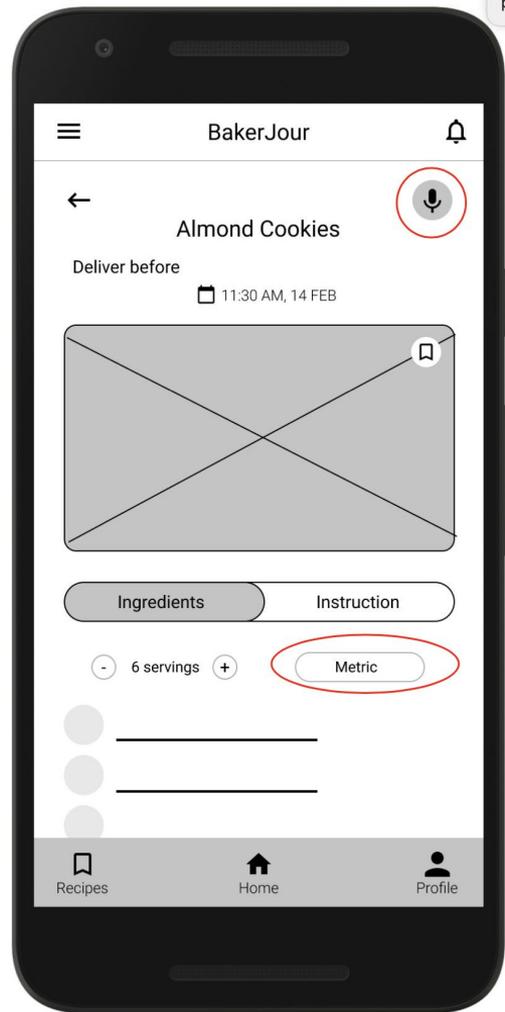
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



Digital wireframes

I made sure to add small but useful features which I came up with during the user interviews.



Voice assistant feature to help while bakers' hands are busy.

Convert easily between metric and imperial measuring systems.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was using a readymade recipe to bake a cake, so the prototype could be used in a usability study.

[Link to prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users (bakers) want to see tasks they are assigned to.
- 2 Some users suggest to put a section before "Today's order"

Round 2 findings

- 1 Users from older age group are not very familiar with using apps in general, and find it hard to navigate around all the features within the main task.
- 2 I then created voice assistant feature within the app.

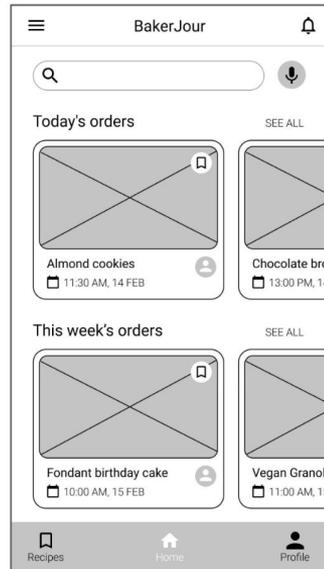
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

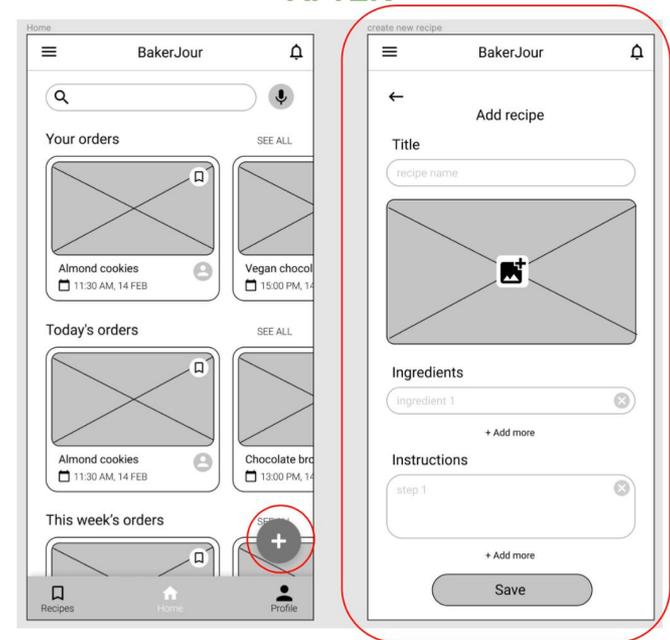
Before & after usability study

Feature to create new recipe directly from homepage.

BEFORE



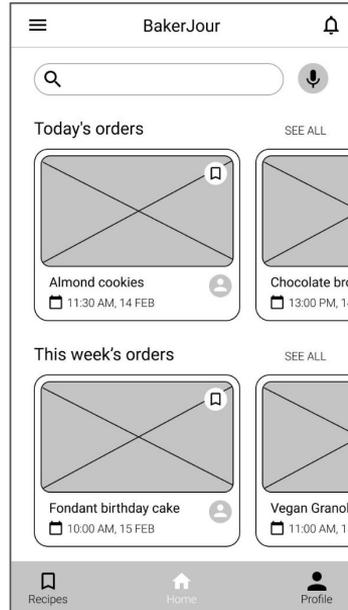
AFTER



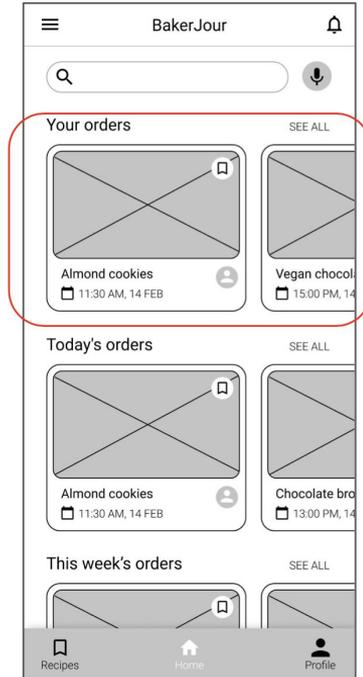
Before & after usability study

Create a new section on homescreen for tasks/orders assigned to that user within that specific working day.

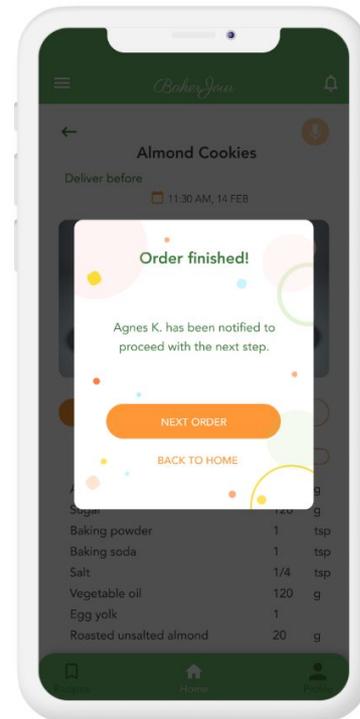
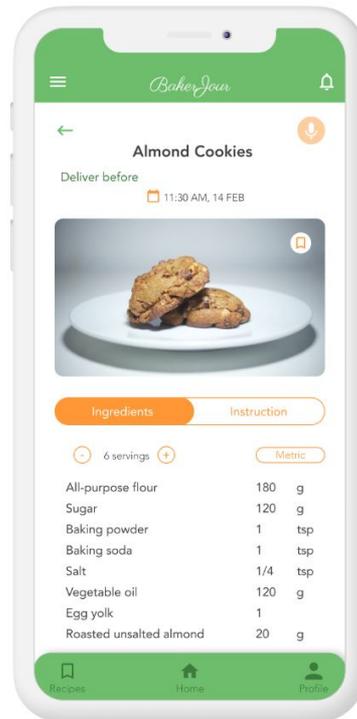
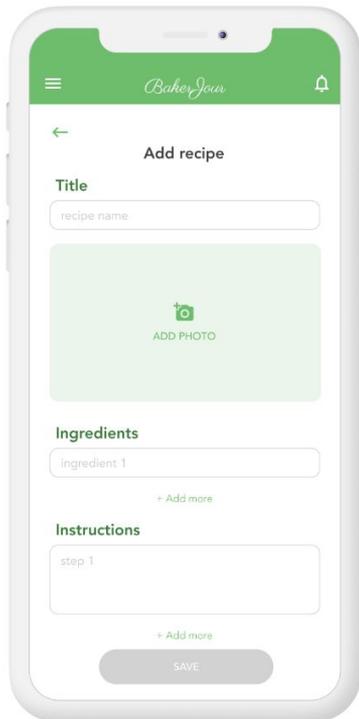
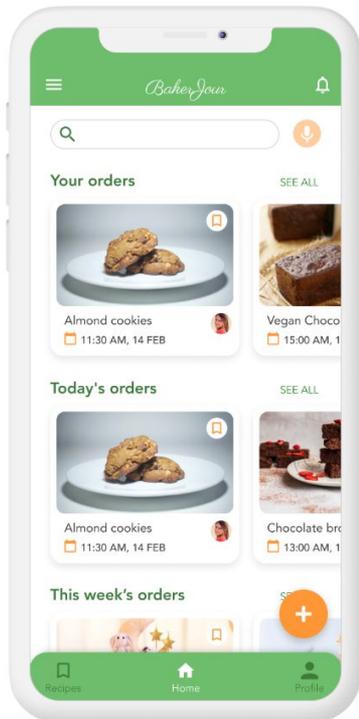
BEFORE



AFTER

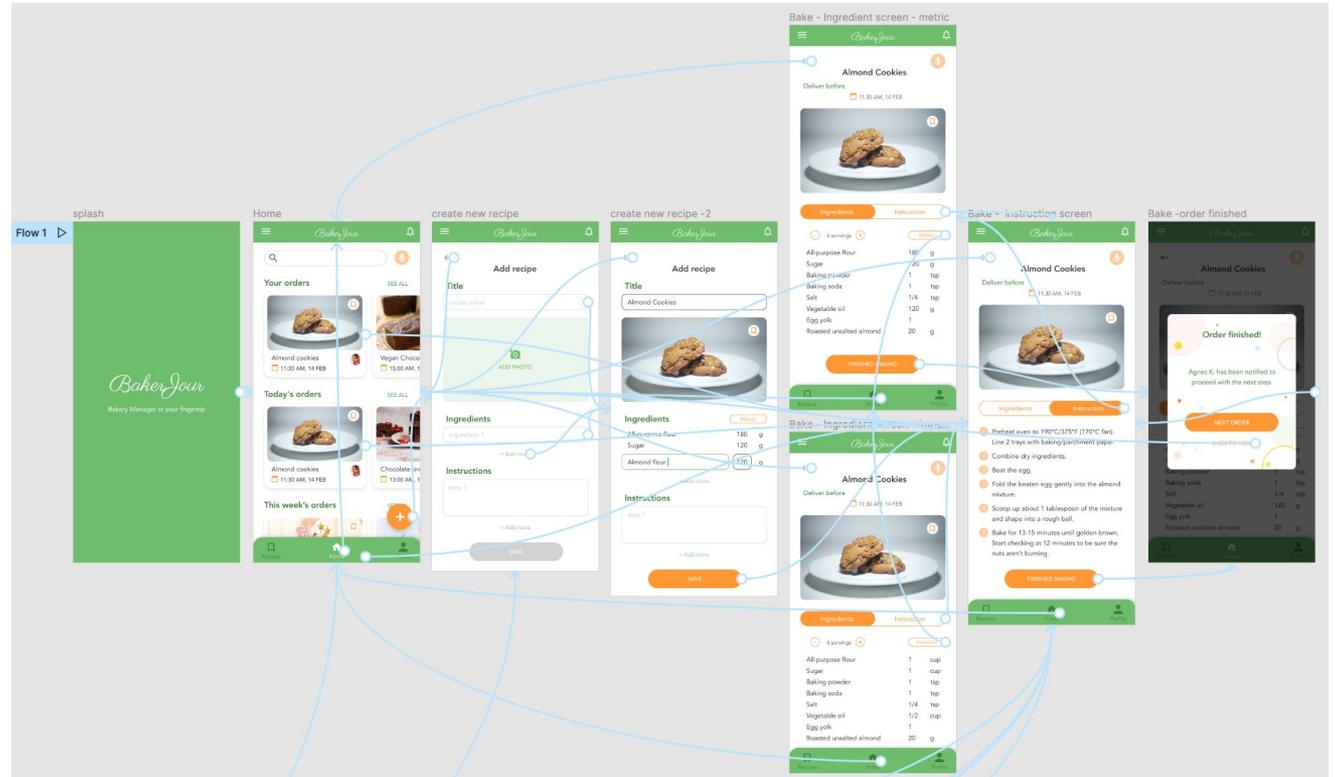


Mockups



High-fidelity prototype

[Link to high-fidelity prototype](#)



Accessibility considerations

1

Voice assistant to help users to navigate the app while their hands are busy/not convenient to touch screen.

2

Used icons to help make navigation easier.

3

Used detailed imagery for recipes and cakes to help all users better understand the app.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes the business and administrative aspect of managing a bakery easier, so the bakers can focus on developing new recipes and delivering more cakes.

One quote from peer feedback:

"The app made it so easy to manage my small online business! I don't need to open my computer and fill in an Excel sheet everytime."



What I learned:

While designing the BakerJour app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need, such as shipping management.

3

Try to improve accuracy of voice assistant feature using AI technology.

Let's connect!



Thank you for your time reviewing my work on the BakerJour app! If you'd like to see more or get in touch, my contact information is provided below.

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