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# SAINT ETOILE MENU APP PROCESS BOOK

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**Project:** menu app for a bakery

**Role:** UX/UI research&design

**Duration:** Jan 2022(1 month)

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# RESEARCH

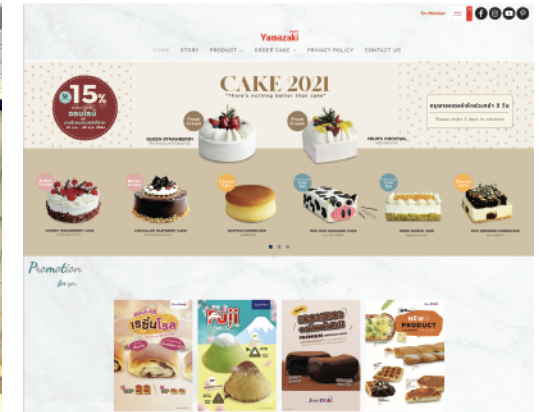
## ABOUT SAINT ETOILE

Saint Etoile is one of the bakery brands that Japanese funded bakery company YAMAZAKI owns. The main targets are Thai individuals and expats with middle to high income who fancy a high quality bread and pastry. Saint Etoile has multiple branches in Bangkok, Thailand and Tokyo, Japan. Saint Etoile strives to deliver superior quality speciality bread and pastry that are widely popular in Japan. Saint Etoile focuses on variety of European style breads and Japanese style breads with high quality fresh ingredients. Their products also highlight traditional Japanese sweets and health-conscious options such as whole grain breads.

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## PROBLEM OVERVIEW

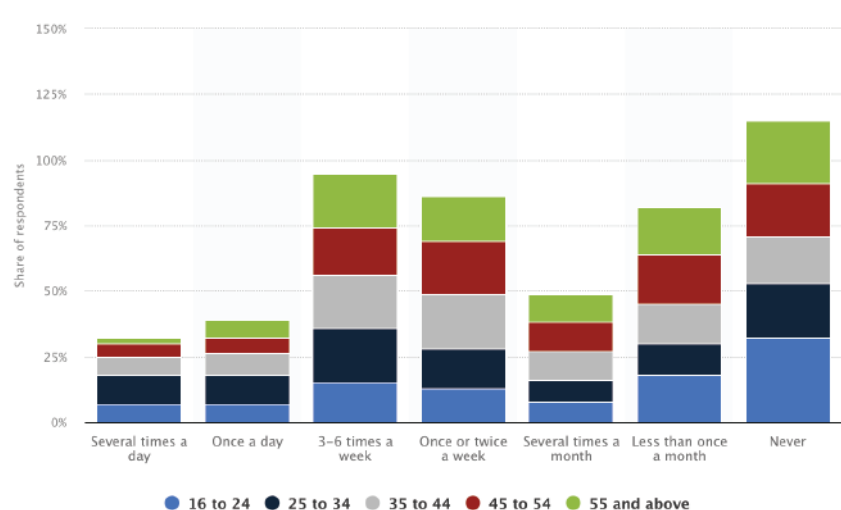
- Does not have a brand dedicated website.
- Does not have a mobile app.
- Yamazaki does have a corporated website that briefly introduce Saint Etoile but does not represent Saint Etoile's brand specifically.
- The website is not cosutomised for online order.
- Does not offer a derlivery service. Pick up only.





## FACTS ABOUT ONLINE FOOD DELIVERY IN THAILAND

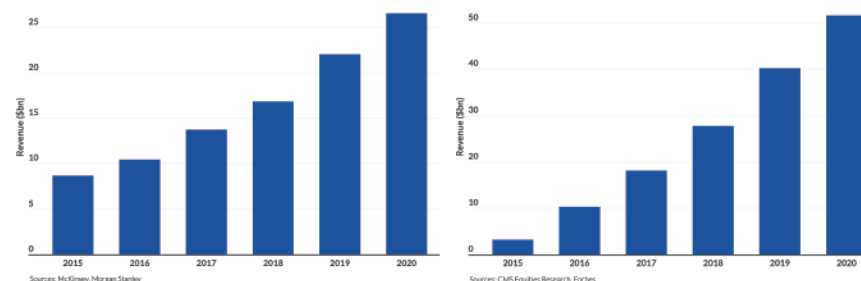
- Kasikorn Research Center (K-Research) projects **17% growth** for online food delivery through apps due to COVID-19.
- **19-38 years old** used online delivery the most at 51.1%, followed by Gen **39-54 years old**, 55-73 years old and below 19.
- When asked why they ordered food online, **80.4% said they do not want to eat out**, followed by having **no desire to wait in lines** (57.6%) and using **discounts on apps** (47%).
- **62.9%** said they ordered food directly from **a restaurant's website or app**, while 13.1% ordered through a direct message to a restaurant's Facebook or Instagram page.



Frequency of ordering food from food delivery apps in Thailand as of June 2020, by age group

## FACTS ABOUT ONLINE FOOD DELIVERY WORLDWIDE

- Due to COVID-19, **13%** of the US restaurant market was taken up by online food delivery.
- The online food delivery market's worldwide revenue is expected to rise to **\$151.5 billion in 2021**.
- US consumers spent **\$11 billion on pizza delivery** last year, according to delivery of food statistics.
- By 2024, the number of people using food delivery services online is projected to reach **96.9 million** in Europe.
- **34% of consumers aged 18-24** use online services for food delivery to get food from restaurants that don't provide their own delivery services.
- In February 2020, **16% of parents** used meal delivery apps.
- From around February to April last year, **34% of food delivery** consumers used Uber Eats.
- Of those surveyed, **80% of Americans** have ordered food for home delivery.
- The UK food service delivery market was worth around **£8.5 billion** in 2019 (\$11.17 billion).



US(left) and China(right) Food Delivery App Revenue

## COMMUNICATION GOAL

Create a **friendly + clear** bakery menu app for a wide range of users that conveys the **feel of Saint Etoile** while remaining **functional**.

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## HOW TO ACHIEVE THE GOAL

Conduct series of **UX research** and practice a structured **design process** (standardised by Google) and identify what customers really need from Saint Etoile's menu app.

# USER INTERVIEWS

## INTERVIEW PLAN

I determined clear goals for the interviews and reflected the following points to the interview plan and the questions; the interviewee's background and circumstance, certain user problems and pain points that I need to empathize with.

- Identify common user behaviors and experiences with tasks that the app is trying to address.
- Understand user needs and frustrations as they relate to the app I'm designing.
- Conduct an interview with a diverse set of age, gender and background to correct various data.

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## INTERVIEW QUESTIONS

- Can you introduce yourself briefly and describe your typical day and how you manage your meals?
- When do you choose to eat breads/pastries? How often do you eat them?
- How often do you order foods online? When you do, what is your motivation for doing so?
- What challenges do you face in the ordering process? How does this make you feel?
- What difficulties do you specifically face when you order breads/pastries online?
- Is there any way in which you feel these challenges could be resolved?

## CHOOSING INTERVIEWEES

Interviewing participants with diverse backgrounds, perspectives, and abilities is extremely important to ensure that the designs are accessible and equitable. I tried to form a representative sample within the options available so that the interviewees would accurately reflect the characteristics of the larger group.

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## LIST OF INTERVIEWEES

- 24-year-old, male, student, lives in Thailand, Thai nationality
- 25-year-old, female, office worker, lives in Thailand, Thai nationality
- 25-year-old, male, sales person, lives in Thailand, Thai nationality
- 38-year-old, male, teacher, lives in Thailand, Japan nationality
- 39-year-old, female, animal doctor, lives in Japan, Japan nationality
- 42-year-old, male, office worker, lives in Thailand, Japan nationality
- 53-year-old, female, housewife, lives in Japan, Japan nationality
- 58-year-old, male, small business owner, lives in Japan, Japan nationality

# USER INTERVIEWS - NO.01

## ABOUT INTERVIEWEE

Varintorn.A is a 24-year-old, Thai male identifying university student who lives in Bangkok, Thailand. He also works in a company as an engineer. He lives by himself. He works 5 days a week in daytime and studies on weekends. He does not cook at home at all as he is very busy with work and study. He has a short eye sight. He has no food allergies but dislikes onions and coriander.

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## INTERVIEW TRANSCRIPT

**Q: Can you introduce yourself briefly and describe your typical day and how you manage your meals?**

I am a student. But I work full time at the same time in order to support myself. I work from 8.30am to 6pm on weekdays and study on weekend online or at campus. I am kind of an indoor person and I barely exercise. It is because I am very busy with work and study and I don't like playing sports.

I eat 3 times a day but I do not cook. I usually buy foods from a take-away shop, eat in at restaurant or order delivery. Because of COVID-19, I order delivery more often than before especially for dinner.

**Q: When do you choose to eat breads/pastries? How often do you eat them?**

I usually eat breads once a week and eat pastries twice a week. I eat breads when I need a quick breakfast before I go to work. Eating pastries is like a treat for myself. I usually feel like them after work or on weekends.

**Q: How often do you order foods online? When you do, what is your motivation for doing so?**

Around 3-4 times a week whenever I feel lazy to go out to buy food, or eat in restaurant. Ordering delivery gives me more choices of food than going out to find it. Sure, it may cost a little more than buying food outside, but it saves time and energy which are more important to me. Plus it is safer to do so during this COVID-19 pandemic.

**Q: What challenges do you face in the ordering process? How does this make you feel?**

Some menus are not categorised their items accurately and it is hard for me to find a meal that I want. If I have to take a long time to find a food that I want, I would feel frustrated and move onto another restaurant on the app.

**Q: What difficulties do you specifically face when you order breads/pastries online?**

Some menus do not have imagery of the breads or pastries, just text. If it is a Thai food, I could probably guess the food but if it is a bread or pastry, it is harder for me. Some menu only have a name and imagery only and have no description about it. I wouldn't know what good or special about the item and I cannot decide to buy the item.

The delivery sometimes takes too long time and the bread and pastry get stale or even worse, sometimes they get crushed because the driver drives too aggressively.

**Q: Is there any way in which you feel these challenges could be resolved?**

If the menu has imageries and descriptions that illustrate the item's details accurately, it would help me to understand about the item and I can make a decision whether I should buy or not easily and quickly.

# USER INTERVIEWS - NO.02

## ABOUT INTERVIEWEE

Palita.B is a 25-year-old, Thai female-identifying software implementer who lives in Bangkok, Thailand. She lives with a roommate. She works 5 days a week in daytime and she sometimes works on her day off when her boss requests her to do so. She has a short eye sight and she needs to use glasses or contact lenses in her daily life. She has no food allergies but dislikes nuts related foods.

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## INTERVIEW TRANSCRIPT

**Q: Can you introduce yourself briefly and describe your typical day and how you manage your meals?**

I am a software implementer. I work from 8.30am to 6pm on weekdays. I work from home these days because of COVID-19. I sometimes work from office when my boss asks me to come. I'm also an Influencer and do a product review on site or at home whenever I receive a job. I try to stay fit and have a casual exercise daily. I like to go out to try a new cafe or watch movies in cinema but I haven't gone out often because of COVID-19.

I tend to skip breakfast because I don't feel like eating in the morning. I cook sometimes although I use app to order delivery foods more often because the kitchen in my room is small and it feels troublesome to cook only for myself.

**Q: When do you choose to eat breads/pastries? How often do you eat them?**

I eat breads once or twice a week and eat pastries almost everyday because I like to order small pastries when I go to cafe. After COVID-19, I have not been able to go to cafe often so I eat pastries less often than before, but I still do eat pastries weekly basis.

**Q: How often do you order foods online? When you do, what is your motivation for doing so?**

I use food delivery app almost everyday. The frequency became even higher because of COVID-19. It is convenient for me because there is not many restaurants near my place. If I use the app, I can get anything that I want to eat.

**Q: What challenges do you face in the ordering process? How does this make you feel?**

It feels hard to make a decision what food to order at times because Imagery in the menu of the food is low quality, inaccurate or the menu has no images. Some menu has only food's name but no descriptions. Because the apps offer many restaurants, I move onto an another restaurant immediately if I come across with a restaurant with these Issues. It sometimes hard simply because there are so many choices but I get no inspirations to make a decision.

Another challenge is about the delivery process. Sometimes the driver does not communicate well and takes forever to complete the delivery because he gets lost but does not listen to my instruction to get to my place. Sometimes the drivers don't even read my text message.

**Q: What difficulties do you specifically face when you order breads/pastries online?**

It's not just about breads or pastries but the imagery of the Items look all similar and hard to choose what I really want.

**Q: Is there any way in which you feel these challenges could be resolved?**

Having a nice clean and genuine imagery for each item would help me learning about the food. It would be good if it has a good detailed description to complement the imagery.

A function to help making a decision to choose food would be nice like recommended food based on my order history. A roulette game to choose food randomly might be interesting when I have no idea what I want to eat.

If the app can somehow rise the driver awareness to check text messages from customers, it would make it easier for driver to reach the destination without getting lost. Also If app shows live driver's location, It would help the communication between the driver and customer.



## ABOUT INTERVIEWEE

Chirayut.C is a 25-year-old, Thai male identifying sales person who lives in Bangkok, Thailand. He lives by himself. He has a prairie dog as a pet. He works 6 days a week in daytime 9am to 6 pm. It takes 1 hour for him to commute. He does not cook at home at all as his place does not have a kitchen. He hasHe has no food allergies but does have a dust allergy. He dislikes nut related products.

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## INTERVIEW TRANSCRIPT

**Q: Can you introduce yourself briefly and describe your typical day and how you manage your meals?**

I am a sales person in a medium sized company. I work out 3 times a week after work in order to stay healthy. I like watching movies when I have a free time.

I usually buy food from take-away shops because it is the cheapest option for me to get a meal. I do not cook because my room does not have a kitchen.

**Q: When do you choose to eat breads/pastries? How often do you eat them?**

I eat bread about twice a week for breakfast. Oh, I eat pastries very often because I like donuts very much. I eat donuts everyday as a snack. I usually buy them from a take-away shop that's on the way back from work or a convenient store near my place and stock them at home so that I can eat it whenever I feel like.

**Q: How often do you order foods online? When you do, what is your motivation for doing so?**

About a few times a month. I try to buy foods from take-away shop because it's cheaper than using a delivery service as often as possible but I resort a delivery service when it's inconvenient to go out or feel like having an evening snack. I hate the waiting time after I place an order when I use a delivery service. I feel like I'm not in control and have to wait for a long time.

**Q: What challenges do you face in the ordering process? How does this make you feel?**

It is more time consuming to find a meal that I want in app compare with ordering it at store. It is because apps run slow or get crushed or frozen at times, or it is because the menu is hard to read.

It feels confusing and frustrating when menu does not have an enough information about the food. If that happens at store, I can easily ask a question to the staff, but I cannot in app.

**Q: What difficulties do you specifically face when you order breads/pastries online?**

When I come across with an item with unique recipe, I tend to skip them because I'm not sure if I like a new menu that I never tried before. I know what I like. I want to stick with the pastries that I like.

**Q: Is there any way in which you feel these challenges could be resolved?**

If menu app has a good description about the breads/pastries with clear imagery, it would encourage me using app more often. A function that I can repeat my past purchase easily or a discount deal that I can buy breads/pastries cheaper than buying them at store would be nice too.

## ABOUT INTERVIEWEE

Hiroyuki.D is a 38-year-old, Japanese male identifying kindergarten teacher who lives in Bangkok, Thailand. He also works in a company as an engineer. He lives by himself. He works 5 days a week in daytime and studies on weekends. He does not cook at home at all as he is very busy with work and study. He has a short eye sightHe has no food allergies but dislikes onions and coriander.

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## INTERVIEW TRANSCRIPT

### Q: Can you introduce yourself briefly and describe your typical day and how you manage your meals?

I am a kindergarten teacher and I work in Bangkok as an expat. I've been in Bangkok for almost 4 years. I speak Japanese natively and English in a professional level. But I cannot speak Thai well because I had no opportunity to learn about Thai language. I live with a partner who is Thai but she speaks Japanese and English well so we do not have neccecity to speak in Thai. I work from 8am to 5 pm on weekdays and work over time on weekend sometimes when my boss calls me up. It happens often when kindergarten prepares for an event for children.

I eat 3 times a day everyday. I eat Japanese food 50% of time time, 20% for Thai food, 10% for fast food and 20% for other foods. I resort to take-out or delivery because both my girlfriend and I don't cook and we also don't have time and energy to do so.

### Q: When do you choose to eat breads/pastries? How often do you eat them?

I eat breads once a week for breakfast when I want something light. I eat pastries more often than breads, maybe twice a week. I eat pastries when I want something sweet and filling. I tend to buy them after work to reward

myself for a hard work.

### Q: How often do you order foods online? When you do, what is your motivation for doing so?

I use food delivery app very often especially recently like everyday because of COVID-19. I still do take-out from a physical store sometimes when I have an another reason to go out too but I try to make it minimum as possible as I can in order to stay safe.

### Q: What challenges do you face in the ordering process? How does this make you feel?

Because I'm Japanese and live in Thailand, sometimes the food menu in the app is written is Thai language. So I have no choice but I have to find an another restaurant that has English written menu in the app.

An another challenge is that some menu has no images and has only text. It is very difficult for me to make a decision to order the food without images because I cannot know if the food is what I want. Other thing that annoys me is that sometimes, even the menu has Imagery. It is not accurate - they seem to be using a stock Image for their food menu. Sure, the image may be the same meal, but it does not represent the restaurant's meal.

I found it's dishonest and disappointing. Not knowing the delivery fee until the step that I finalise the order is something that I don't like it too. The location of the restaurant is sometimes far away from my location and its hard to notice in the app.

### Q: What difficulties do you specifically face when you order breads/pastries online?

It happens often that the bread is a smaller than I expect. The imagery of the item has no size comparison in the image. Just bread with no background. Also breads are light, even product description include how heavy it is. I have no idea how actually big the bread is.

### Q: Is there any way in which you feel these challenges could be resolved?

As I mentioned earlier, If the imagery has something to compare the size within the image, that would be nice so that I would have an Idea who big the bread is. Having a section that shows discounted Items or set menu would motivate me to purchase the Item.

# USER INTERVIEWS - NO.05

## ABOUT INTERVIEWEE

Chihiro.E is a 39-year-old, Japanese female identifying animal doctor who lives in Kanagawa, Japan. She is single and lives by herself. She works 5 days a week in daytime and works overtime often. She cooks at home when she can but it is not often because she comes back home late from work. She likes to go out for driving to see a nice scenery or nature on her day off.

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## INTERVIEW TRANSCRIPT

**Q: Can you introduce yourself briefly and describe your typical day and how you manage your meals?**

I am a veterinarian in an aquarium. I usually get up around 6.30am and work from 8am to 6pm. I work overtime twice or 3 times a week for a few hours. I eat 3 times a day. I cook at home once or twice a week and order delivery or buy foods from take-away shop near my place otherwise. I barely go out and eat in a restaurant because there aren't many in my neighbourhood.

**Q: When do you choose to eat breads/pastries? How often do you eat them?**

I usually eat breads for breakfast everyday. I eat pastries once or twice a week when I have a break at work or on weekend. I don't exercise regularly but I care about what I eat so that I can stay healthy somewhat.

**Q: How often do you order foods online? When you do, what is your motivation for doing so?**

I use app to order foods around 2-3 times a week for dinner whenever I feel too tired from work. It comes in handy because I can choose a range of cuisines without having to go out. I tend to order a meal that I saw on internet or

something that I cannot cook by myself. Breads and pastries are one of them. I don't know how to bake them.

**Q: What challenges do you face in the ordering process? How does this make you feel?**

The description of the item lacks of information. What ingredients it uses, where these ingredients come from, how much calories the meal holds, or simply how big the meal is and so on. It makes me feel skeptical about the food and makes me reluctant to buy it.

The imagery is often heavily photoshopped and there is a huge gap between the the imagery and the actual meal. I feel deceived and disappointed when that happens. I do not understand why they have to exaggerate the imagery. People would find out when they receive it and they would never buy anything from them again. It's not good for their business in the end.

The part finalising order feels long and boring especially when it requires to register. When inputting personal information and submitting it, it gives me an error without telling me what is wrong, just saying "There was an error. Please check your information again." It is highly annoying and I sometimes give up finalising the order.

**Q: What difficulties do you specifically face when you order breads/pastries online?**

When it comes to breads and pastries, it is harder to know how big the item is. For the same reason, it is also hard to tell if the bread is soft or stiff. When I bought a baguette, I was expecting it to be large and chewy texture inside the bread. But when I receive it, it was smaller than I thought and the inside of the bread was dry and hard.

**Q: Is there any way in which you feel these challenges could be resolved?**

Honest real imagery with a detailed description. If the imagery includes the image bread being cut in half showing the cross section of the bread, it would help showing the item's details. The form should only ask the minimum information in order to complete the delivery and the form should be easy to input and correct the information in case it needs to be fixed.

# USER INTERVIEWS - NO.06

## ABOUT INTERVIEWEE

Toshiro.E is a 42-year-old, Japanese male identifying graphic designer who lives in Bangkok, Thailand. He likes to go out for a cup of coffee or a movie but do not travel often because he has 2 cats at home and does not want to leave them alone for a long time of period. He is single. He exercises once or twice a week. He has a lactose intolerance.

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## INTERVIEW TRANSCRIPT

### Q: Can you introduce yourself briefly and describe your typical day and how you manage your meals?

I work as a graphic designer in Bangkok. My work starts from 8am and finishes at 5pm. I do not work over time. I have been working from home past several months due to COVID-19 pandemic but usually work in office otherwise.

I usually do not eat breakfast and just have a cup of coffee. I cook at home a few times a month. Other than that, I usually order food online. I also go out for lunch or dinner but it's been less again because of COVID.

### Q: When do you choose to eat breads/pastries? How often do you eat them?

I choose to eat breads when I want something light and quick, it could be not only for breakfast but also lunch or dinner depending on my mood. I eat breads or pastries a few times a week.

### Q: How often do you order foods online? When you do, what is your motivation for doing so?

Around 3-4 times a week. But sometimes I order more than once a day. I like to order food online because it's easy.

I don't have to cook nor wash dishes. Another reason is that there are many choices for foods when you order online compare with going out and find a restaurant or take-away shop.

### Q: What challenges do you face in the ordering process? How does this make you feel?

I cannot read Thai. If a menu is written only in Thai, I feel disconnected and instantly move onto another restaurant.

Other challenges that I face often is a lack of details in the menu. Some menu doesn't even have imagery for each item. The imagery is especially important for me to learn about the food that I am buying. Sometimes the imagery is inaccurate. The picture looks very nicely decorated and has a good amount but when I actually receive the meal, it's a lot smaller than the expectation that I get from the imagery. I get disappointed and will not order again from the shop if this happens.

The description is very important as well. Because the imagery cannot tell everything - what ingredients are inside the food, if it's organic or lactose free and etc, the description has to provide the information that I need.

The delivery person often arrives at the building next to mine although I clearly input the building name. The delivery person is Thai and sometimes does not understand English, it is very hard to tell the driver where to go. I feel irritated when this happens wondering why the driver does not read the customer's details well.

### Q: What difficulties do you specifically face when you order breads/pastries online?

I am not familiar with some fancy bread's name, like "Sourdough", "Brioche" or "Boule" unless the imagery and the description come with it.

### Q: Is there any way in which you feel these challenges could be resolved?

Clear imagery and detailed product description would be nice. Because I order delivery often, it would be nice if there is a benefit for a regular customer like discount or freebees.

An easy navigation and neatly categorised menu list would boost the speed of making an order online.

# USER INTERVIEWS - NO.07

## ABOUT INTERVIEWEE

Chieko.F is a 53-year-old, Japanese female identifying housewife who lives in Tokyo, Japan. She lives with his husband, although she does not have a job but she does a house work everyday. She goes to a dance lesson a few times a week in order to keep herself active. She is very healthy and active for her age and does not have any health Issues nor food allergies.

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## INTERVIEW TRANSCRIPT

**Q: Can you introduce yourself briefly and describe your typical day and how you manage your meals?**

I'm a housewife, I go to a dance lesson to stay active on Monday, Wednesday and Friday evenings even in this COVID-19 situation. The dance lesson place is very small and ensured that it is safe from COVID-19. My husband and I go out for picnic or museum on weekend often but we go out a lot less often due to COVID-19 these days.

I try to cook at home whenever I can because it's easier to eat healthy that way. I know what's used in the meal if I cook by ourselves. But I tend to choose to take-out or order a delivery service for a particular foods such as breads because it is time consuming to bake breads. I eat breads everyday for our breakfast.

**Q: When do you choose to eat breads/pastries? How often do you eat them?**

Like I just mentioned I choose to eat breads for our breakfast daily basis. There is our favourite bakery in our neighbourhood and I either take-out from the shop or order delivery when it's not convenient to go out.

**Q: How often do you order foods online? When you do, what is your motivation for doing so?**

As I eat breads daily basis, I use the bakery's website at least once a week. I have the "usuals" from the bakery and I always purchase the particular bread. I sometimes get a different kind of breads or try out new arrivals.

**Q: What challenges do you face in the ordering process? How does this make you feel?**

It's easy for us to order when we purchase our usuals. But when it comes to find something new, searching a product in the website gives a headache often. It is because the search function doesn't allow multiple words in the input like Google search. The search result is sometimes inaccurate or irrelevant and I have to search again with a new word.

Another thing that I found difficult is that sometimes items do not have imagery and description. I cannot learn about the item when they don't have it and we usually do not buy the item without imagery and description.

I sometimes make a wrong order and finalise it without realising it. I only notice it when I receive the order.

**Q: What difficulties do you specifically face when you order breads/pastries online?**

It's similar to the answer earlier, the description of the item needs to be in detail. I would like to know if the flour used for the bread is made in Japan. I would prefer a domestic product because imported flour often contains pesticide and chemicals. As we eat bread everyday I care about it a great deal.

**Q: Is there any way in which you feel these challenges could be resolved?**

Making sure that all the items have imagery and decent amount of description is a must. Also as I mentioned earlier, the search function needs to allow multiple words. Other function or contents that might help me finding out a new breads would be nice too such as notifying recommended product or discounted item based on our purchase or browse history.



## ABOUT INTERVIEWEE

Shigeru.G is a 58-year-old, Japanese male identifying small business owner who lives in Tokyo, Japan. He lives with his wife. He owns an accessory and watch shop and works 5 days a week. He regularly has an exercise at home in order to stay healthy. He is very healthy and active. Although his mother had diabetes, he has been careful about what he eats so that he would not get diabetes.

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## INTERVIEW TRANSCRIPT

**Q: Can you introduce yourself briefly and describe your typical day and how you manage your meals?**

I am a watchmaker in my shop, I work from 10am to 8pm weekdays and weekend is my day off. My wife and I often go out for a walk in nature in Tokyo or the surrounding prefectures but we haven't been able to do it often due to COVID-19.

I try to cook at home. Cooking is actually one of my hobbies. Cooking by ourselves is good because we would know what's used in the meal. But we do take-out or order a delivery service often when we need breads because I don't know how to bake breads.

**Q: When do you choose to eat breads/pastries? How often do you eat them?**

I eat breads everyday for our breakfast. My favourite bakery is in our neighbourhood so I buy breads from there often. I either take-out from the shop or order delivery when it's not convenient to go out. I

have been ordering delivery more often because I do not go out often due to COVID-19 lately.

**Q: How often do you order foods online? When you do, what is your motivation for doing so?**

I access the bakery's website at least a few times a month. My wife usually purchases breads from the website but when my wife is busy with something else, I make an order instead.

**Q: What challenges do you face in the ordering process? How does this make you feel?**

I order the same breads almost every time. I know how to navigate myself to complete the task, so it is fairly easy for me. But when I want to find something different from my usuals, finding a product in the website is sometimes difficult to me. Sometimes items do not have imagery and product details. I feel worried if the bread is what I want or even if the bread is safe, and eventually I lose motivation to try a new item.

Some menu's fonts are too small and hard to read through. I still manage to read it but it constrains my eyes. If I have to go through it often, it might discourage using the app or website.

**Q: What difficulties do you specifically face when you order breads/pastries online?**

I know it's a website so I cannot try out the taste. I would be able to do it if I were in the store. Which is why I tend to prefer purchasing bread that way.

**Q: Is there any way in which you feel these challenges could be resolved?**

Because I cannot taste the bread online, the product description is a must for me. Also if each product has customer reviews, it would encourage me to make a decision to purchase a new product.

# EMPATHY MAP

## SAYS

- I wish the imagery of the item were honest and accurate.
- I wish the description were detailed so that I would understand about the item better.
- I wish the app recommended a suitable item for me.
- I wish I could find a bread that I like easily so that I can make a purchase quicker.
- I wish I could repeat my past purchase so that I could receive my usual easily.
- I wish the order process were easier to complete so that I could receive bread faster.
- I wish the menu were written in English so that I could understand the content.
- I wish the menu were written in a larger font so that I could read it easily.
- I wish the delivery estimated time were more accurate and the delivery were faster.

## THINKS

- Wants an actual product image, wants product images to show the cross section.
- Wants to know about the ingredients, quality, feel of the item and customer reviews.
- Wants not just a regular menu list but also recommended, discounted or set items.
- Wants the menu to be categorised properly, the search function to work better.
- Wants a purchase history and wants to repeat the purchase from it with shorter steps.
- Wants a short form input and constant validation for the input.
- Wants a language selection for an expat.
- Wants an option to enlarge the text.
- Skeptical about the estimated delivery time and driver's communication skill.

## DOES

- Orders delivery almost everyday because the user's room does not have a kitchen.
- Orders delivery a few times a week when feeling lazy.
- Orders delivery because it's handy.
- Orders delivery because it's a favorite bakery.
- Orders delivery after work for dinner.
- Orders delivery whenever feeling like it for a snack.
- Orders delivery because eating breads is my daily routine.
- Orders delivery when I want to reward myself.
- Orders delivery because of COVID-19.

## FEELS

- Disappointed that the actual item looks different from the imagery.
- Unsure about the item if it is what I want.
- Indecisive what to order.
- Feeling tired of having to go through the menu.
- Frustrated because I have to go through the same long process everytime.
- Aggitated because the form input is long, and not user friendly.
- Confused because I cannot understand what is written in the menu.
- Feeling troubled because I cannot read the menu well.
- Frustrated because I cannot receive the order sooner.

# PERSONA - NO.01



## SCARLET WONG

**AGE:** 25 year old  
**GENDER:** Female  
**NAITONALITY:** Thai, Half Thai/Chinese  
**EDUCATION:** Degree in Economy  
**HOMETOWN:** Korat  
**FAMILY:** Not Married, Lives with Partner  
**OCCUPATION:** Marketer  
**INCOME:** ■■■■■■■■■■  
**DIGITAL LITERACY:** ■■■■■■■■■■

### GOALS:

- Conveniently order pastries in a good quality whenever she feels like it.
- Browse the bakery's items with ease and discover a new item, recommended item or discount deal.
- Receive her order without a hassle.

### FRUSTRATIONS:

- Hard to make a purchase decision due to inadequate/inaccurate imagery or product description.
- Difficult navigate to the content that she wishes to browse.
- Slow delivery due to lack of driver's communication.

“

I work hard everyday. I wish there were a convenient way to find my favorite sweets so I could reward myself.

”

Scarlet is a junior marketer in a digital advertise agency who lives in Bangkok. she got this job and she shortly after her graduation. She speaks Thai language natively, speaks English in an intermediate level knows some basic Japanese phrases and words.

She works from 8.30am to 6pm weekdays. Sometimes she works over time when the deadlines are close. Even though her weekdays are quite busy, she tries to keep herself fit by exercising casually after work. Because she works overtime, she feels a shame that she cannot exercise everyday.

She lives with her boyfriend in a rented condominium whom she has been dating since university. Her boyfriend is an engineer in a Japanese electronics brand. Just like Scarlet, he got his job right after he graduated university. They are both busy for their work on weekdays. There is nothing much they can do together after work on weekdays. They like to go to cafe or see a movie in cinema when they have a day off on weekend.

She likes to eat a nice pastry to reward herself sometimes after work or on her day off. Sometimes it is hard to get pastries when she wants because there is no bakery near her place. She is hoping to find a way to order her favorite pastries conveniently whenever she feels like it.

## PERSONA NO.01 - SCARLET WONG



As a hard working junior marketer who loves sweets, I want to to discover new patisries based on my preferences so that I can order a treat for myself whenever I feel like it.



# USER JOURNEY MAP - NO.01

## PERSONA NO.01 - SCARLET WONG

## HAPPY PATHS: To purchase a pastry of her preference

ACTION	Get the app	Browse menu in app	Place an order	Track order status	Receive the order
<b>TASK LIST</b>	<ul style="list-style-type: none"> <li>Find the app in Play store</li> <li>Download the app</li> <li>Register as a new user</li> </ul>	<ul style="list-style-type: none"> <li>Browse categorised items</li> <li>Browse discount/new items</li> <li>Browse recommended items</li> <li>View product details</li> </ul>	<ul style="list-style-type: none"> <li>Place items into cart and proceed the order</li> <li>Input user information</li> <li>Preview the order summary</li> <li>Finalise the order</li> </ul>	<ul style="list-style-type: none"> <li>Navigate to order history</li> <li>Select the active order</li> <li>Browse the order status</li> </ul>	<ul style="list-style-type: none"> <li>Prepare cash</li> <li>Go out to receive the order</li> <li>Receive the order</li> </ul>
<b>FEELING ADJECTIVE</b>	<ul style="list-style-type: none"> <li>Confused</li> <li>Frustrated</li> <li>Hopeful</li> </ul>	<ul style="list-style-type: none"> <li>Indecisive</li> <li>Skeptical</li> <li>Satisfied</li> <li>Convinced</li> </ul>	<ul style="list-style-type: none"> <li>Confused</li> <li>Worried</li> <li>Careful</li> <li>Relieved</li> </ul>	<ul style="list-style-type: none"> <li>Worried</li> <li>Aggitated</li> <li>Hopeful</li> </ul>	<ul style="list-style-type: none"> <li>Careful</li> <li>Confused</li> <li>Excited</li> </ul>
<b>IMPROVEMENT OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>Clear app's sub title description in appstore</li> <li>Lightweight app for faster download</li> <li>Shorter user register or option to use as a guest</li> </ul>	<ul style="list-style-type: none"> <li>Simple navigation</li> <li>Accurately categorised items</li> <li>Eye-catching layout for discount/new items</li> <li>Show recommended items</li> <li>Gergon free content</li> </ul>	<ul style="list-style-type: none"> <li>Clear steps to complete the order</li> <li>Error preventing system feedbacks</li> <li>Form has a good accesibility</li> <li>Various payment options</li> <li>Clear total fee including delivery fee</li> </ul>	<ul style="list-style-type: none"> <li>Simple navigation</li> <li>Visually easy to recognise the order status</li> <li>Visually easy to check driver's location</li> <li>Accurate estimated time arrival for delivery</li> <li>Ways to communicate with the driver</li> </ul>	<ul style="list-style-type: none"> <li>Clarify the price of the order to final check</li> <li>Remind the user's choice of the payment</li> <li>Driver's information</li> </ul>



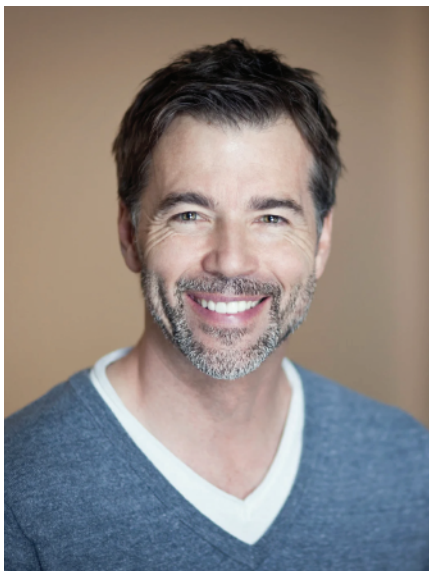
## PERSONA NO.01 - SCARLET WONG

Scarlet Wong is a hard working junior marketer who loves sweets who needs a convenient way to find out what breads/pastries of her preferences whenever she feels like them because she sometimes cannot decide what to order out of many items in the menu.

.....

If Scarlet downloads Saint Etoile menu app, then she would be able to place an order whenever or wherever she is, and make a purchase decision easily because the app recommends her items based on her preferences and ordering by app makes it easy for her to order.

# PERSONA - NO.02



## MICHAEL XAVIER

**AGE:** 42 year old

**GENDER:** Male


**NAITONALITY:** USA


**EDUCATION:** Degree in Commercial Arts

**HOMETOWN:** North Dakota

**FAMILY:** Married, Lives with Wife

**OCCUPATION:** Project Manager

**DIGITAL LITERACY:** 

**INCOME:** 

## GOALS:

- Conveniently order his favorite breads whenever the stock in his home run out.
- Be able to ensure the item's quality reaches his expectancy.
- Browse the bakery's items and discover discount deal or set deal.

## FRUSTRATIONS:

- Hard to make a purchase decision due to inadequate/inaccurate imagery or product description.
- Unsure if the ingredients are safe for him - good quality, preservative free or organic etc.
- Does not understand contents in Thai language.

“

Being able to get my usuals with ease is essential for me to maintain my work productivity in daily life.

22

Michael is an American project manager in a software company who lives in Bangkok. He is a senior project manager who moved to Thailand a few year ago. He speaks English natively and barely understands Thai language.

He works from 8am to 5pm weekdays from home or office which he can freely choose from. He exercises casually a few times a week in order to stay healthy. He does not have any health issues but he has xanthocyanopsia and he cannot distinguish red and green colours well.

He lives with his wife whom he recently got married with before he moved to Thailand. His wife stays at home and takes care of house work related stuff. They are both fascinated with asian culture and that was one of the reasons they moved to Bangkok. He likes to go out for sightseeing or relax in nature whenever he is on holiday. He likes to go to Japanese style hot spring spa with his wife to relax at times when he has a free time.

He wishes to find a bakery that provides high quality breads with a wide variety. He wants to find an app to make an order regularly whenever he finds out the stock runs out. He prefers using mobile phone over computer when he orders something online because of his work schedule.

### PERSONA NO.02 - MICHAEL XAVIER



As a **busy versatile project manager** who likes high quality breads, I want to **find a nice bakery** that **meets my expectation** so that I can order breads regularly for my breakfast.



# USER JOURNEY MAP - NO.02

## PERSONA NO.02 - MICHAEL XAVIER

## HAPPY PATHS | To repeat his past order from purchase history

ACTION	Get the app	Browse menu in app	Place an order	Track order status	Receive the order
<b>TASK LIST</b>	<ul style="list-style-type: none"> <li>Find the app in Play store</li> <li>Download the app</li> <li>Register as a new user</li> </ul>	<ul style="list-style-type: none"> <li>Search items</li> <li>Browse search result</li> <li>Browse discount/new items</li> <li>View product details</li> </ul>	<ul style="list-style-type: none"> <li>Place items into cart and proceed the order</li> <li>Input user information</li> <li>Preview the order summary</li> <li>Finalise the order</li> </ul>	<ul style="list-style-type: none"> <li>Navigate to order history</li> <li>Select the active order</li> <li>Browse the order status</li> </ul>	<ul style="list-style-type: none"> <li>Prepare cash</li> <li>Go out to receive the order</li> <li>Receive the order</li> </ul>
<b>FEELING ADJECTIVE</b>	<ul style="list-style-type: none"> <li>Confused</li> <li>Frustrated</li> <li>Hopeful</li> </ul>	<ul style="list-style-type: none"> <li>Lost</li> <li>Satisfied</li> <li>Interested</li> <li>Decisive</li> </ul>	<ul style="list-style-type: none"> <li>Confused</li> <li>Worried</li> <li>Careful</li> <li>Relieved</li> </ul>	<ul style="list-style-type: none"> <li>Worried</li> <li>Aggitated</li> <li>Careful</li> </ul>	<ul style="list-style-type: none"> <li>Careful</li> <li>Confused</li> <li>Excited</li> </ul>
<b>IMPROVEMENT OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>Clear app's sub title description in appstore</li> <li>Lightweight app for faster download</li> <li>Shorter user register or option to use as a guest</li> </ul>	<ul style="list-style-type: none"> <li>Simple navigation</li> <li>Accurately categorised items</li> <li>Eye-catching layout for discount/new items</li> <li>Show recommended items</li> <li>Gergon free content</li> </ul>	<ul style="list-style-type: none"> <li>Clear steps to complete the order</li> <li>Error preventing system feedbacks</li> <li>Form has a good accesibility</li> <li>Various payment options</li> <li>Clear total fee including delivery fee</li> </ul>	<ul style="list-style-type: none"> <li>Simple navigation</li> <li>Visually easy to recognise the order status</li> <li>Visually easy to check driver's location</li> <li>Accurate estimated time arrival for delivery</li> <li>Ways to communicate with the driver</li> </ul>	<ul style="list-style-type: none"> <li>Clarify the price of the order to final check</li> <li>Remind the user's choice of the payment</li> <li>Driver's information</li> </ul>

### PERSONA NO.02 - MICHAEL XAVIER

Michael Xavier is a busy versatile project manager who likes high quality breads who needs **an easy way to order his favorite breads/pastries regularly** because it is hard for him to find time to go out for grocery and he also cares about the quality of the products.

.....

If Michael downloads Saint Etoile menu app, then **he would be able to get his favorite breads regularly quickly** because the app shows detailed item's description in English and he would know what exactly he is getting and repeating a past purchase is very easy.



# PERSONA - NO.03



## SOICHIRO KAWARAZAKI

**AGE:** 54 year old  
**GENDER:** Male  
**NAITONALITY:** Japanese  
**EDUCATION:** Degree in Commercial Arts  
**HOMETOWN:** Tokyo  
**FAMILY:** Married, Lives with Wife  
**OCCUPATION:** Painter  
**DIGITAL LITERACY:** ■■■■■■■■■■  
**INCOME:** ■■■■■■■■■■

### GOALS:

- Order a healthy bread in a good quality for his breakfast.
- The content that is easy to read .
- Nice and simple to navigate himself to a product that he looks for.

### FRUSTRATIONS:

- Hard to make a purchase decision due to inadequate/inaccurate imagery or product description.
- Difficult navigate to the content that he wishes to browse.
- Inputting customer infomation is time consuming and confusing.

“

I'm not very good at internet stuff, but I'd like to learn about it because I know it would make my life convenient.

”

Soichiro is a Japanese painter who lives in Bangkok. He paintings are inspired by traditional Japanese culture and other traditional asian culture. He moved to Thailand with his wife about 10 years ago. He speaks Japanese natively, speaks English in a professional level and understands basic Thai language.

He usually spare time from 11am to 5pm weekdays for his creative actibity. He sometimes works until late night when he gets a good inspiration. He goes out to talk with art blockers a few times a month. He like to walk in the morning as a light exercise at the same time it would give him a good inspiration at times. His health is good for his age but he got presbyopia in his eyes and he needs glasses to read.

He lives with his in a house located slightly far away from CBD area. So they will need to drive a car often to do any kind of activity. He lives with his wife and spends his most of time with her. They like to go to walk in a park with good nature or go to market to find something interesting.

He likes to eat a creative healthy bread like whole grain bread with or without a fruit or vegetable in it which he would eat for his breakfast. He also likes to eat tradional Japanese sweets which are hard to find a decent one in Bangkok. He wishes to find a bakery that offers his preferences and choices of order options, delivery or pick up.

### PERSONA NO.03 - SOICHIRO KAWARAZAKI



As a Japanese artist who lives overseas, I want a Japanese bakery that offers an easy and reliable delivery service so that I can order my favorite breads and Japanese sweets conveniently.



# USER JOURNEY MAP - NO.03

## PERSONA NO.03 - SOICHIRO KAWARAZAKI

## EDGE CASE: To purchase a pastry of his choice

ACTION	Get the app	Browse menu in app	Place an order	Track order status	Receive the order
<b>TASK LIST</b>	<ul style="list-style-type: none"> <li>Find the app in Play store</li> <li>Download the app</li> <li>Register as a new user</li> </ul>	<ul style="list-style-type: none"> <li>Search items</li> <li>Browse search result</li> <li>Browse discount/new items</li> <li>View product details</li> </ul>	<ul style="list-style-type: none"> <li>Place items into cart and proceed the order</li> <li>Input user information</li> <li>Preview the order summary</li> <li>Finalise the order</li> </ul>	<ul style="list-style-type: none"> <li>Navigate to order history</li> <li>Select the active order</li> <li>Browse the order status</li> </ul>	<ul style="list-style-type: none"> <li>Prepare cash</li> <li>Go out to receive the order</li> <li>Receive the order</li> </ul>
<b>FEELING ADJECTIVE</b>	<ul style="list-style-type: none"> <li>Confused</li> <li>Frustrated</li> <li>Hopeful</li> </ul>	<ul style="list-style-type: none"> <li>Lost</li> <li>Overwhelmed</li> <li>Interested</li> <li>Tired</li> </ul>	<ul style="list-style-type: none"> <li>Confused</li> <li>Worried</li> <li>Unsure</li> <li>Tired</li> </ul>	<ul style="list-style-type: none"> <li>Worried</li> <li>Unsure</li> <li>Relieved</li> </ul>	<ul style="list-style-type: none"> <li>Careful</li> <li>Confused</li> <li>Disappointed</li> </ul>
<b>IMPROVEMENT OPPORTUNITIES</b>	<ul style="list-style-type: none"> <li>Clear app's sub title description in appstore</li> <li>Lightweighted app for faster download</li> <li>Shorter user register or option to use as a guest</li> </ul>	<ul style="list-style-type: none"> <li>Simple navigation</li> <li>Accurately categorised items</li> <li>Eye-catching layout for discount/new items</li> <li>Show recommended items</li> <li>Larger fonts</li> </ul>	<ul style="list-style-type: none"> <li>Clear steps to complete the order</li> <li>Error preventing system feedbacks</li> <li>Form has a good accesibility</li> <li>Re-check the order details</li> <li>Clear total fee including delivery fee</li> </ul>	<ul style="list-style-type: none"> <li>Simple navigation</li> <li>Visually easy to recognise the order status</li> <li>Visually easy to check driver's location</li> <li>Accurate estimated time arrival for delivery</li> <li>Ways to communicate with the driver</li> </ul>	<ul style="list-style-type: none"> <li>Clarify the price of the order to final check</li> <li>Confirm the order details to avoid receiving a wrong item</li> <li>Driver's information</li> </ul>

### PERSONA NO.03 - SOICHIRO KAWARAZAKI

Soichiro Kawarazaki is a Japanese artist with a lower digital literacy who needs a convenient and trusted way to order his favorite breads/pastries because it is difficult for him to find a good Japanese bakery around his neighbourhood.

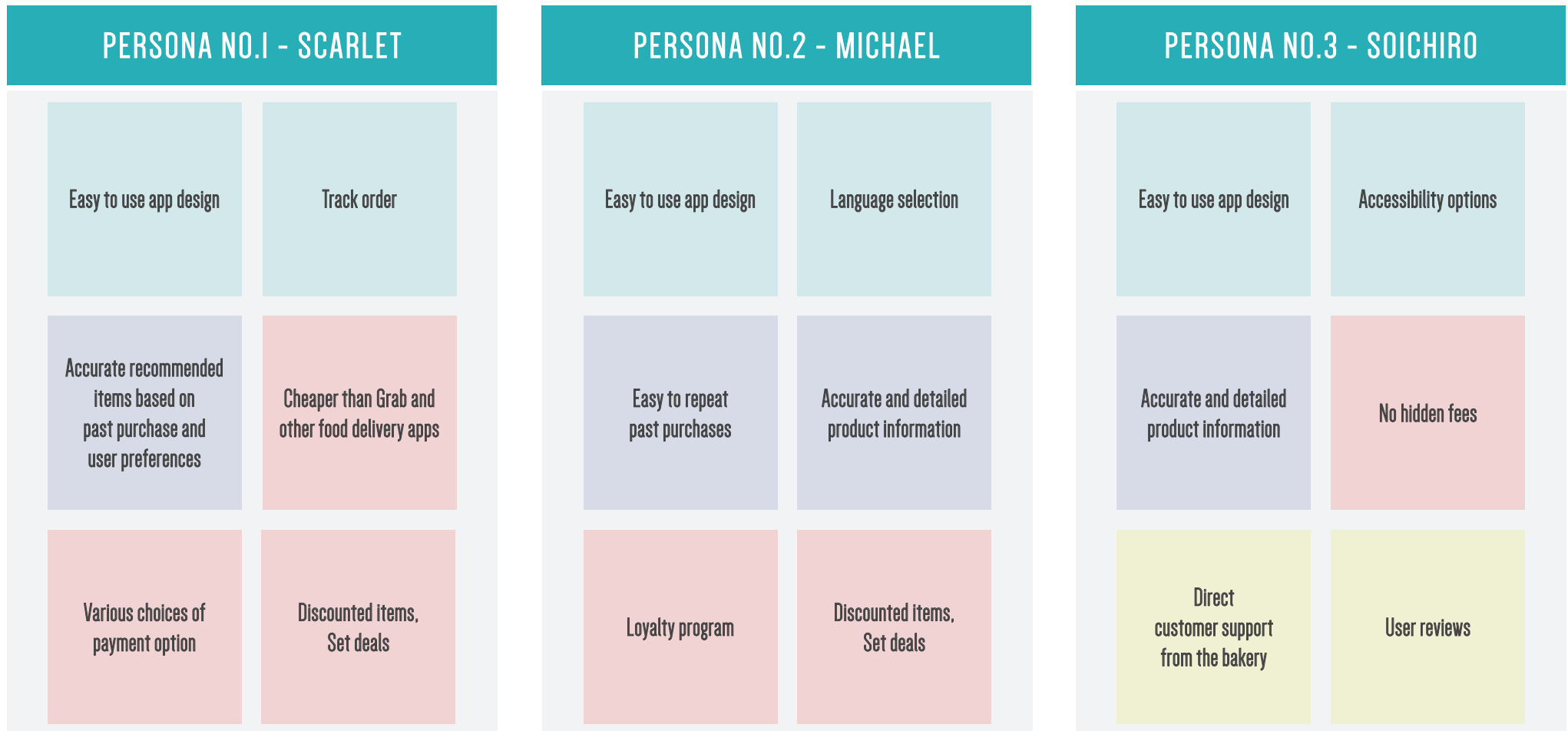
.....

If Soichiro downloads Saint Etoile menu app, then he would be able to get his favorite breads and pastries without a confusion because the app shows detailed item's description and has an option to enlarge the fonts in the app and the app is simple and easy for him to use.

## LIST OF THE APP'S POSSIBLE FEATURES AND BENEFITS



## THE FEATURES AND BENEFITS CONNECTED WITH THE USERS' NEEDS



# COMPETITIVE AUDIT - NO.01



## BELINEE'S BAKE & BREW

COMPETITOR TYPE:	Direct
LOCATION:	Thailand
BUSINESS SIZE:	Large
PRICE RANGE:	■ ■ ■ ■ ■
TARGET AUDIENCE:	Middle to higher-income male and female
PRODUCTS:	A diverse variety of bread, pastry, coffee and meal
WEBSITE:	<a href="https://www.bellinee.co.th">https://www.bellinee.co.th</a>

### UNIQUE VALUE PROPOSITION:

Bellinee's offers a freshly baked bakery and innovative foods created by professional patisserie. The atmosphere of a contemporary European restaurant gives a warm and friendly feeling as the concept "Happiness bring us together".

### DESKTOP WEBSITE EXPERIENCE: ■ ■ ■ ■ ■

- + Visually consistent to their brand image
- The layout feels humdrum because images being tiled too much

### APP OR MOBILE WEBSITE EXPERIENCE: ■ ■ ■ ■ ■

- + Fully responsive
- The interaction was not as smooth on mobile

### INTERACTION - FEATURES: ■ ■ ■ ■ ■

- + Has key features (full menu, online order, store location, contact us)
- Limited payment option
- User registration requires admin's manual approval

### INTERACTION - ACCESSIBILITY: ■ ■ ■ ■ ■

- Readability is low in places
- Language available in Thai and English but English is only partially done

### INTERACTION - USER FLOW: ■ ■ ■ ■ ■

- Hard to tell what is clickable and what is not clickable
- Both "MENU" and "PRODUCT" list the products and unclear why they are separated for

### INTERACTION - NAVIGATION: ■ ■ ■ ■ ■

- + Easy to navigate to key content
- Main navigation list items are dense when browser's width is narrower
- Some menu items in hamburger menu has ">" symbol but it does not have a child menu
- Cart icon is floating in an awkward position in the screen

### VISUAL DESIGN: ■ ■ ■ ■ ■

- + Clear color scheme that matches with the brand identity
- Some images are too large in PC
- Too many writing in the banner images
- Jump in text size among title and paragraph is low
- Feels overall dark and overwhelming

# COMPETITIVE AUDIT - NO.01

## CONTENT - TONE:

Calm, casual, informative, direct

## CONTENT - DESCRIPTIVENESS: ■■■■

- + All key information is present
- + Good amount of description for products
- A little too descriptive on the banner images

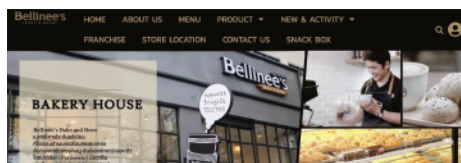
.....



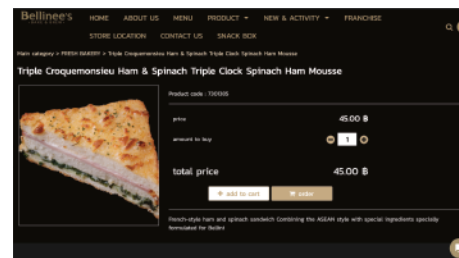
- Cart icon floating in an awkward position



- Images being too large on PC



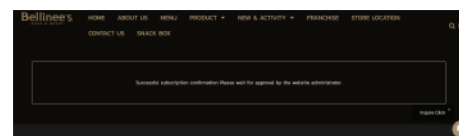
- Nav items are too condensed



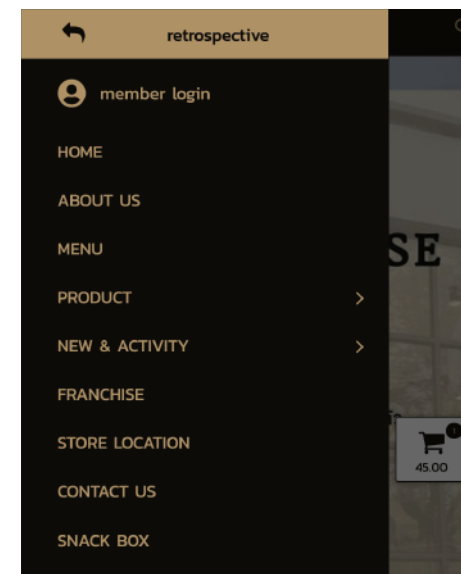
- + Adequate amount of product description



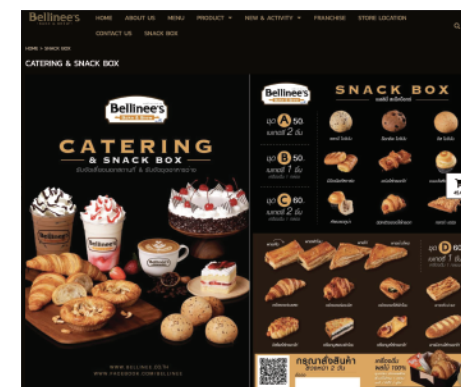
- the banner images seem clickable but they aren't



- Registration won't complete until admin approves it



- ">" symbol on menu item but no child menu items



- It feels the menu are clickable but its is not



# COMPETITIVE AUDIT REPORT - NO.01

## COMPETITIVE AUDIT GOALS

Compare experience and ordering process in the competitor's website.

## THE TYPE AND QUALITY OF PRODUCTS

Belinee's has a responsive website and communicates with a modern feel. They offer the full range of products online and offline. The general experience on the website is okay and the process to complete an order has no major issues. However the contents are generally optimised for mobile users and not optimised well for PC users. As a result, some images are too large on the PC and take up too much space. It offers a range of discount deals but does not offer users a loyalty reward system. The user registration process is rather old fashioned and requires admin's manual approval.

## POSITION IN MARKET

Belinee's positions itself as an affordable bakery inspired by European cuisine that serves a range of products. It markets itself to customers primarily who are local middle-income clientele who prefers not only bread but also a wide range Italian cuisine.

## THE STRENGTHS

- Offering a full range of menu in the website
- Offering a discount deal
- Offering a various content
- Remembering user's payment information

## THE WEAKNESSES

- Limited payment option
- Lack of loyalty reward program
- Partially translated in English and translated incorrectly
- No dedicated mobile app
- No purchase history
- Lack of accessibility options

## USER GAPS

- Not remembering user's favorite items
- Ordering process is not smooth due to user registration process and limited payment option
- General usability issues (clickable elements, overwhelming layout, IA issues)

## IMPROVEMENT OPPORTUNITIES

- Improve basic usability (clickable items, layout, IA and Language options)
- Provide more payment options
- Straight forward user registration
- Provide loyalty reward system
- Provide purchase history

# COMPETITIVE AUDIT - NO.02



## NIEDLOV'S BAKE & CAFE

COMPETITOR TYPE:	Direct
LOCATION:	United States
BUSINESS SIZE:	Small
PRICE RANGE:	■ ■ ■ ■ ■
TARGET AUDIENCE:	Middle to higher-income working adults
PRODUCTS:	A diverse variety of bread, pastry and coffee
WEBSITE:	<a href="https://niedlovs.com">https://niedlovs.com</a>

### UNIQUE VALUE PROPOSITION:

Niedlov's is a family owned bakery. It specializes in bread made with organic whole grains and natural leavening, without added sugars or preservatives. Niedlov's goal is to create quality breads with the finest of natural ingredients and to bring pleasure and nourishment to our community.

### DESKTOP WEBSITE EXPERIENCE: ■ ■ ■ ■ ■

- + Visually carry out clean, simple and professional brand identity
- Some images are taking up too much space in top page
- Shop is a separated site

### APP OR MOBILE WEBSITE EXPERIENCE: ■ ■ ■ ■ ■

- + Fully responsive
- The interaction was not as smooth on mobile

### INTERACTION - FEATURES: ■ ■ ■ ■ ■

- + Has key features (full menu, online order, store location, create user account, contact us)
- + Able to place a scheduled order
- No loyalty rewards program, no discount deals

### INTERACTION - ACCESSIBILITY: ■ ■ ■ ■ ■

- Only available in English
- Text size is too small in places

### INTERACTION - USER FLOW: ■ ■ ■ ■ ■

- Menus are in PDF and menu items are not linked to shop page
- Products are categorised inconsistently and difficult to know what category hold what items

### INTERACTION - NAVIGATION: ■ ■ ■ ■ ■

- + Easy to navigate to key content
- Main navigation only shows in mobile
- Main navigation and Cart icon are floating in an awkward position
- Main navigation does not show in top page but shows in product list page
- Hamburger menu in shop site only contains "Gift Card"

### VISUAL DESIGN: ■ ■ ■ ■ ■

- + Clean and simple layout ensures a good readability
- Product images in product list on shop site are too small
- Some images are taking up too much space in top page
- Text size being inconsistent for each element makes readability low in places

# COMPETITIVE AUDIT - NO.02

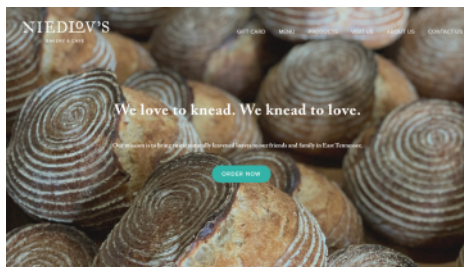
## CONTENT - TONE:

Serious, professional, informative, direct

## CONTENT - DESCRIPTIVENESS:

- + All key information is present
- + Good amount of description for products
- Some items do not have product image

.....



**ORDER NOW**

HOURS - MON-FRI 7AM - 5PM, SAT 7AM-4PM, CLOSED SUN.  
 \*BREAKFAST SERVED FROM 7AM-10AM  
 \*LUNCH SERVED FROM 11AM-2PM  
 PICK UP IN STORE OR DELIVERY!  
 WE STILL OPEN CURBSIDE AT ARRIVAL (202) 798-8808

### COVID-19 UPDATE

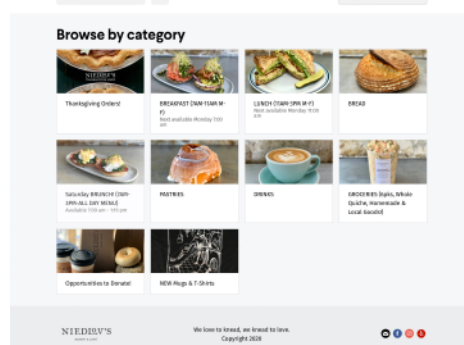
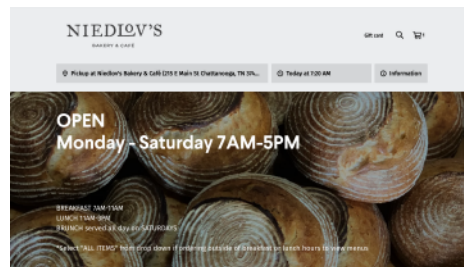
We are eager to continue providing food to the communities we have served and love for years. Our breakfast & lunch menu, along with our breads and more, are offered FOR NO FEE. To light of our current situation, we also want to help make sure you have as much as possible, so we have adapted our DELIVERY!

CLICK THE "ORDER NOW" BUTTON TO CHOOSE PICK UP OR DELIVERY

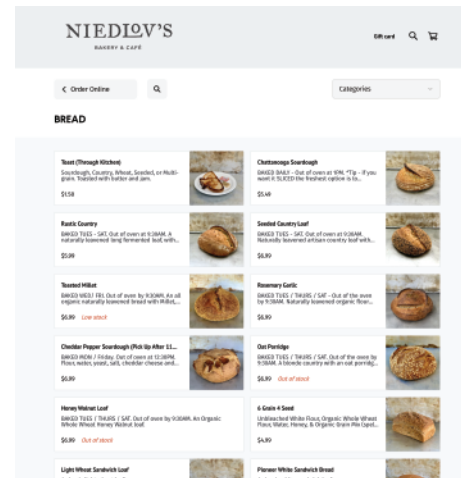


### OUR NEW REALITY

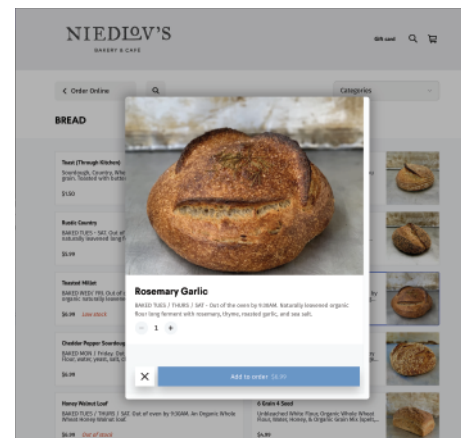
The number of hands around our table's bread has decreased during these difficult times. However, we are still committed to continue to our commitment to the very best. We have plans to share bread to the Chattanooga Community Kitchen, but with your help we have increased donations tremendously during the pandemic. If



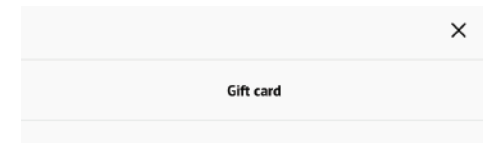
- "ORDER NOW" button takes to a separated shop page



- product images are small or missing
- + Adequate product description



- + Adequate product description



- Humberger menu only contains one menu item



### Seeded Country Loaf

BAKED TUES - SAT. Out of oven at 9:30AM. Naturally leavened artisan country loaf with organic black and white sesame seeds, organic flax seed, and organic sunflower seeds. Available Tuesday-Saturday.

1

Select an option

Select one  
Sliced  
Unliced



Add to order \$6.99

- + Simple layout, free option to customise item

# COMPETITIVE AUDIT REPORT - NO.02

## COMPETITIVE AUDIT GOALS

Compare experience and ordering process in the competitor's website.

## THE TYPE AND QUALITY OF PRODUCTS

Niedlov's has a responsive website and communicates with a professional and clean feel. They offer the full range of products online and offline. The general experience on the website is good and the process to complete an order has no major issues. However their brand site and shop site are separated and the contents are not linked conveniently. As a result, it is hard to navigate to the content where user can make a purchase at times. Their product description is detailed and users are able to study about their product well.

## POSITION IN MARKET

Niedlov's positions itself as high quality family owned organic bakery. It markets itself to customers primarily who are local middle-income clientele who prefers high quality bread and pastry made of organic whole grains.

## THE STRENGTHS

- Offering a full range of menu in the website
- Offering a free customisation, a scheduled delivery
- Payment process is fairly straight forward
- Remembering user's payment information

## THE WEAKNESSES

- Limited payment option
- Lack of loyalty reward program
- Only available in English
- No dedicated mobile app
- No purchase history nor favorite item list
- Lack of accessibility options

## USER GAPS

- Not remembering user's favorite items or purchase history
- Focuses on a healthy food but no nutritional value in the description
- No encouragements for returned users

## IMPROVEMENT OPPORTUNITIES

- Provide loyalty reward system
- Provide purchase history and wish list
- Additional product description for health conscious users
- Have better consistency in navigation
- Merge the brand site and shop site to connect whole contents

# COMPETITIVE AUDIT - NO.03



## BELINEE'S BAKE & BREW

COMPETITOR TYPE: Direct  
LOCATION: United States  
BUSINESS SIZE: Medium  
PRICE RANGE: ■■■■■  
TARGET AUDIENCE: higher-income working adults  
PRODUCTS: A diverse variety of pastry  
WEBSITE: <https://levainbakery.com>

### UNIQUE VALUE PROPOSITION:

Levain Bakery offers premium quality of pastries baked everything fresh on-site each day and donated the day's leftovers to charity each night. While Levain Bakery is best known for the six-ounce cookies, it started its business making artisanal breads for restaurants around New York City.

### DESKTOP WEBSITE EXPERIENCE: ■■■■■

- + Visually consistent to their brand image
- + Modern layout

### APP OR MOBILE WEBSITE EXPERIENCE: ■■■■■

- + Fully responsive
- Text's readability is low in places

### INTERACTION - FEATURES: ■■■■■

- + Has key features (full menu, online order, store location, create user account, contact us)
- + Has past purchase history
- + Has multiple product images for each item to show item's detail
- No loyalty rewards program

### INTERACTION - ACCESSIBILITY: ■■■■■

- + All inputs and buttons are in a good size in mobile
- + Text size is too small in places
- Language available only in English

### INTERACTION - USER FLOW: ■■■■■

- + Generally easy to navigate to browse needed information

### INTERACTION - NAVIGATION: ■■■■■

- + Easy to navigate to key content
- + "SELECT SIZE TO ADD TO CART" section being sticky and easy to add to cart
- + Good hierarchy in hamburger menu
- Header element's readability is low depending on the scroll position

### VISUAL DESIGN: ■■■■■

- + Clear color scheme and choices of font that matches with the brand identity
- + Visually shows product details in detail
- + Using images effectively to show the information's hierarchy
- The logo in header feels a little too small

# COMPETITIVE AUDIT - NO.03

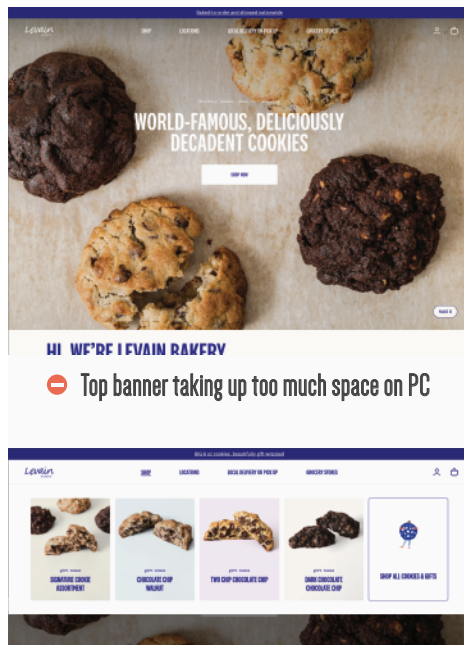
## CONTENT - TONE:

Friendly, informative, direct

## CONTENT - DESCRIPTIVENESS: ■■■■

- + All key information is present
- + Good amount of description for products
- + Good amount of product images to show product details

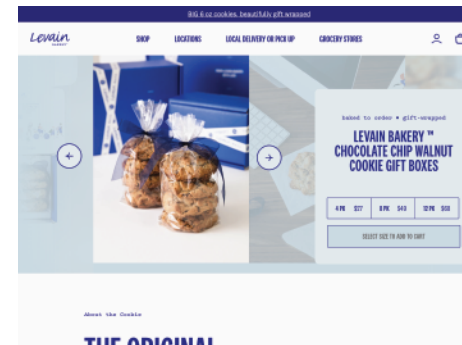
.....



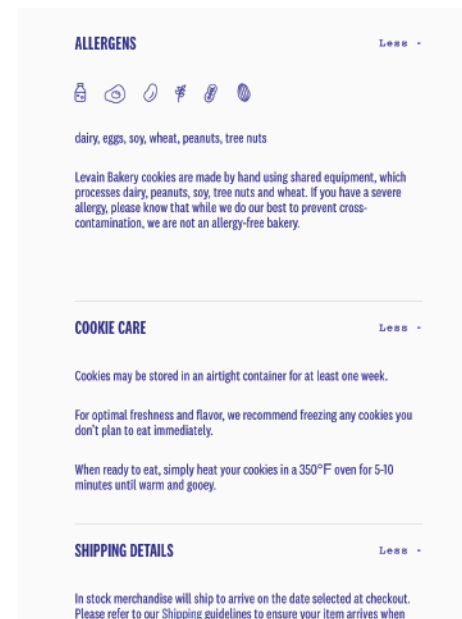
- + Easy and visually appealing navigation



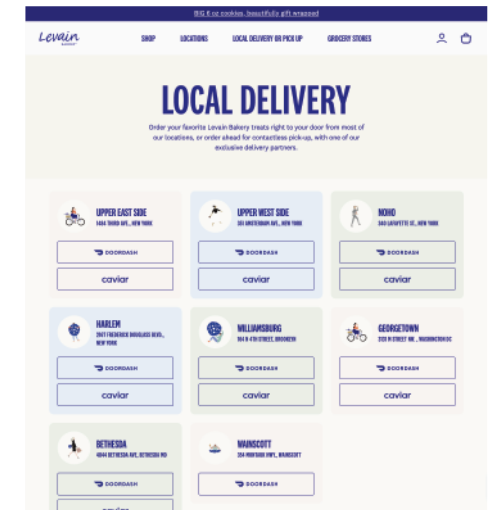
- + Easy and visually appealing navigation on mobile



- + Adequate amount of product images



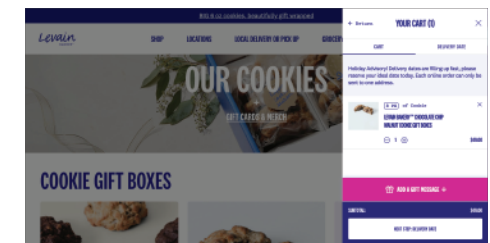
- + Great volume of product description



- + Choices of delivery method



- Readability is low in places



- + Clear steps to complete the order

# COMPETITIVE AUDIT REPORT - NO.03

## COMPETITIVE AUDIT GOALS

Compare experience and ordering process in the competitor's website.

## THE TYPE AND QUALITY OF PRODUCTS

Levain Bakery has a well-designed responsive website, and communicates a modern, minimalist feel. The design looks impressive, and hosts an intuitive user experience. The general experience on the website is great and the process to complete an order is easy. Its product description is detailed and users are able to study about their product well. It also provides more than one product image for each product so that user can visually feel the item's quality. It offers multiple delivery options and a free gift customisation although it does not offer discount nor loyalty reward system.

## POSITION IN MARKET

Levain Bakery positions itself as a high-end artisan bakery that offers premium pastry that's baked fresh on site everyday and donates the day's leftovers to charity each night in order to contribute the local community. It targets medium to high income adults who appreciate quality pastry.

## THE STRENGTHS

- Offering a free customisable gift option
- Using its visual design well to communicate its company ethos
- Payment process is straight forward
- Remembering user's payment information and past purchases

- Optimised well both for mobile and PC
- Easy Navigation

## THE WEAKNESSES

- Lack of loyalty reward program
- Only available in English
- Only available in English
- No dedicated mobile app
- No discount deals
- Lack of accessibility options

## USER GAPS

- Not remembering user's favorite items
- No encouragements for returned users

## IMPROVEMENT OPPORTUNITIES

- Provide loyalty reward system
- Improve readability
- Have a dedicated mobile app



# COMPETITIVE AUDIT - NO.04



## STARBUCKS

COMPETITOR TYPE:	Indirect
LOCATION:	Worldwide
BUSINESS SIZE:	Large
PRICE RANGE:	■ ■ ■ ■ ■
TARGET AUDIENCE:	Middle to higher-income male and female
PRODUCTS:	A diverse variety of bread, pastry and coffee
WEBSITE:	<a href="https://www.starbucks.com">https://www.starbucks.com</a>

### UNIQUE VALUE PROPOSITION:

The finest coffee produced by themselves, with strong commitment on creating a global social impact, served in stores that promote a welcoming and warmth sphere where everyone can feel "like home".

### DESKTOP WEBSITE EXPERIENCE: ■ ■ ■ ■ ■

- + Visually consistent to their brand image
- The layout feels humdrum because images being tiled too much

### APP OR MOBILE WEBSITE EXPERIENCE: ■ ■ ■ ■ ■

- + A dedicated mobile app
- + The app conveys consistent feel and content compare with its PC site
- The interaction on app was not as expected on mobile in places

### INTERACTION - FEATURES: ■ ■ ■ ■ ■

- + Has key features (full menu, online order, store location)
- + Offers loyalty reward system and store credit system
- + Facial recognition for login method
- + Offers various customisation option for its products

### INTERACTION - ACCESSIBILITY: ■ ■ ■ ■ ■

- + Facial recognition for login method
- + Available in English and the local language
- Readability is low in places

### INTERACTION - USER FLOW: ■ ■ ■ ■ ■

- Generally easy to navigate to browse needed information
- The link in the same news article leads to specific item on PC, leads to menu list on app

### INTERACTION - NAVIGATION: ■ ■ ■ ■ ■

- + Easy to navigate to key content
- "Settings" appearing in a several locations causes hard to memorise how to navigate to "Settings"
- CTA buttons has inconsistent sizes, some buttons are a little too small to tap
- Some unfamiliar navigation patterns

### VISUAL DESIGN: ■ ■ ■ ■ ■

- + Clear color scheme that matches with the brand identity
- Readability in hero image for "WHAT'S NEW" section is low in places



# COMPETITIVE AUDIT - NO.04

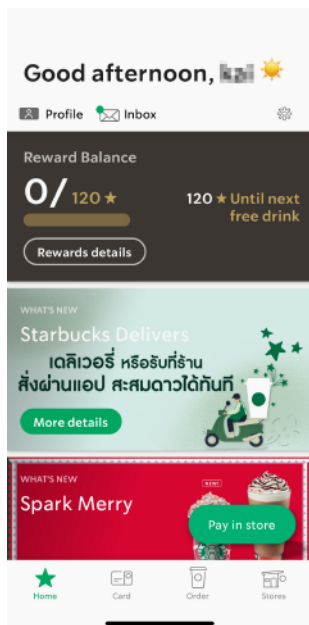
## CONTENT - TONE:

Calm, friendly, informative, indirect

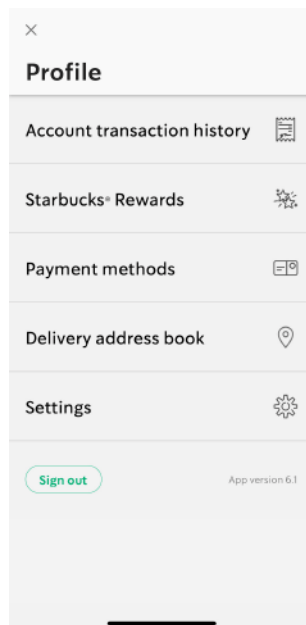
## CONTENT - DESCRIPTIVENESS: ■■■■

- + All key information is present
- + Good amount of description for products
- Some banner images have only Thai language version

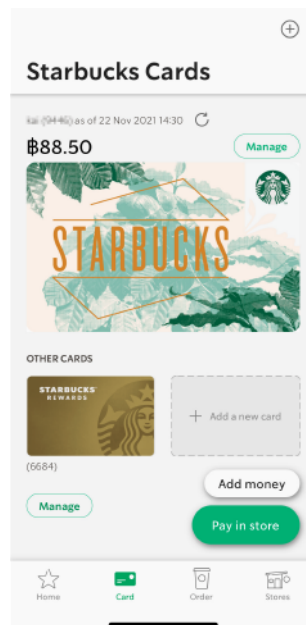
.....



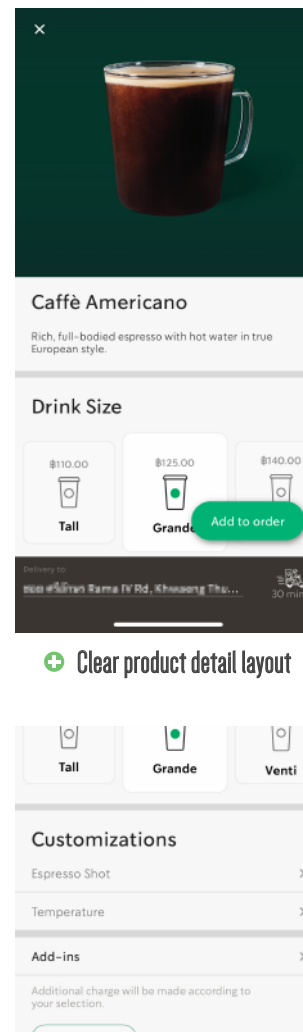
+ Simple layout



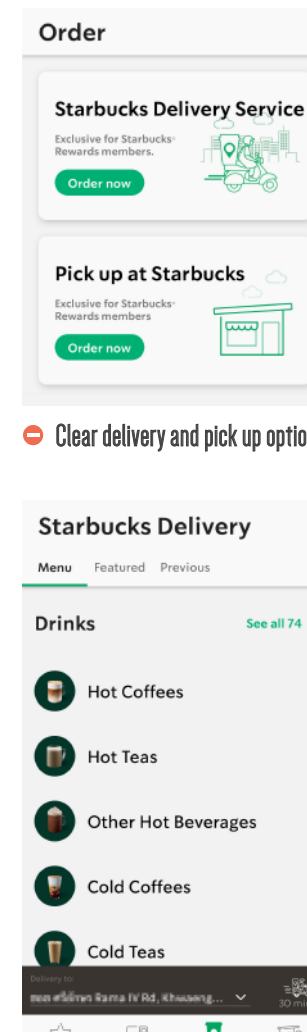
+ Easy Navigation



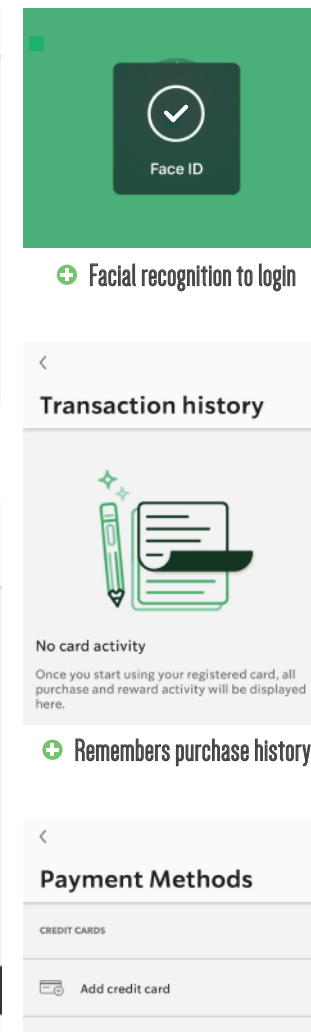
- Button sizes are inconsistent



+ Customisation options



+ Simple menu list



+ Remembers payment options

# COMPETITIVE AUDIT REPORT - NO.04

## COMPETITIVE AUDIT GOALS

Compare experience and ordering process in the competitor's website/app.

## THE TYPE AND QUALITY OF PRODUCTS

Starbuck has a dedicated app and communicates with their brand identity. They offer the full range of products online and offline. The general experience on the app is good and the process to complete an order has no major issues. It offers facial recognition method for user to login which helps user to log into the app easily. However their news contents are not linked to the specific product page directly when they run a product-specific deal. As a result, it is hard for user to navigate themselves to the product page at times.

## POSITION IN MARKET

The finest coffee produced by themselves, with strong commitment on creating a global social impact, served in stores that promote a welcoming and warmth sphere where everyone can feel "like home".

## THE STRENGTHS

- Has a dedicated mobile app
- Offering a full range of menu in the website
- Offering customisation options for its products
- Remembering user's payment information
- Remembering user's past purchases

## THE WEAKNESSES

- Lack of accessibility options
- Navigation is not memorable in places
- Hard to tell what's clickable in places

## USER GAPS

- Not remembering user's favorite items
- Text readability is low in places because the font is in a too small size

## IMPROVEMENT OPPORTUNITIES

- Clarify clickable elements
- Provide more better accessibility options
- Simplify the navigation
- Remember user's favorite items
- Provide purchase history
- Improve text readability

# IDEATE FOR THE PAIN POINTS

## CONDUCTING CRAZY EIGHTS

I sketched eight different designs, each with a new idea for solving the user's problem based on the UX research that I conducted so far. I took this step to brainstorm a lot of ideas in a small amount of time.

Crazy eights usually should be run in a group. I did it by myself anyway this time because it still helps to generate ideas.

.....

## GENERATED IDEAS

Dedicated user settings to improve app's accessibility

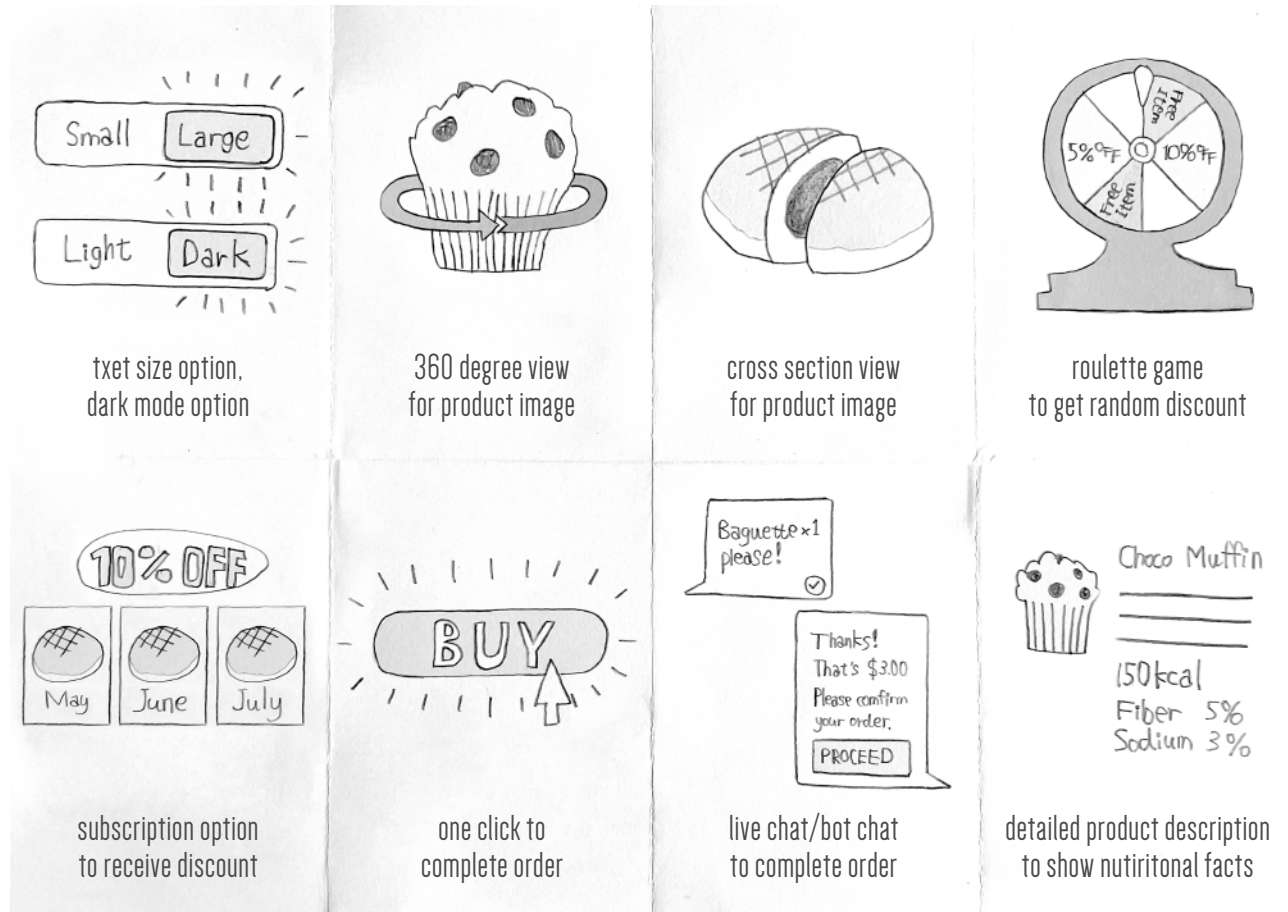
- Text size for elderly people
- Color option for colour blind users
- Dark mode

Ways to learn more about items

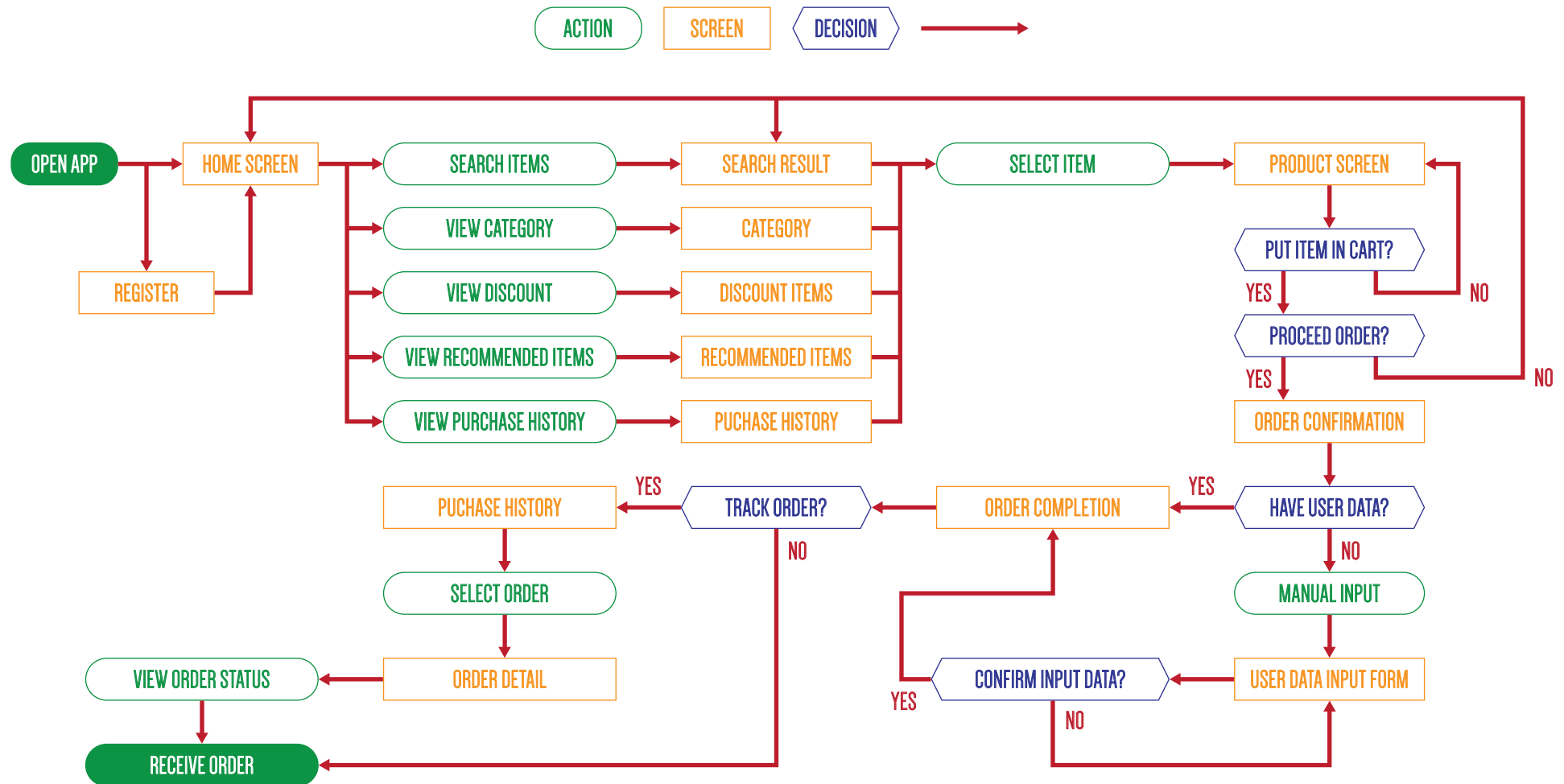
- 360 degree product view
- Show item's cross section to show additional product details
- Detailed nutritional value for health concern users

Easier/Quicker way to finalise the payment

- Subscription option to make a regular purchase easy/cheaper
- One click purchase by using user address and payment option
- Live chat/Bot chat to complete the purchase

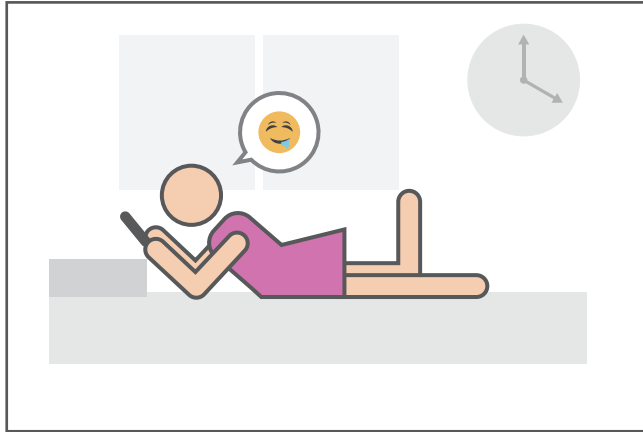


# USER FLOW CHART



# STORYBOARD 01

Big picture storyboard to illustrate **Persona No.01's** pain points and the solution to address those pain points.



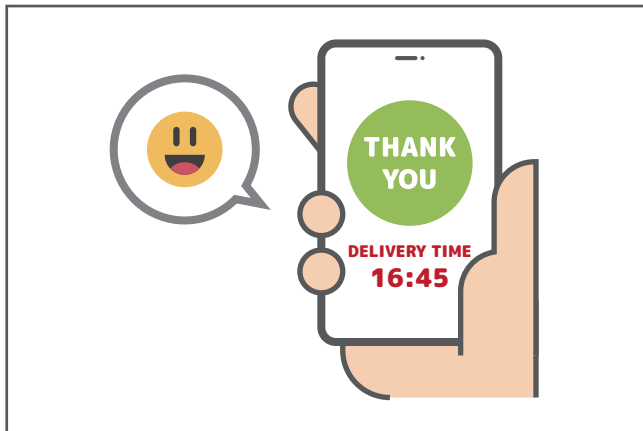
Scarlet suddenly feels like a sweet but doesn't want to go out.



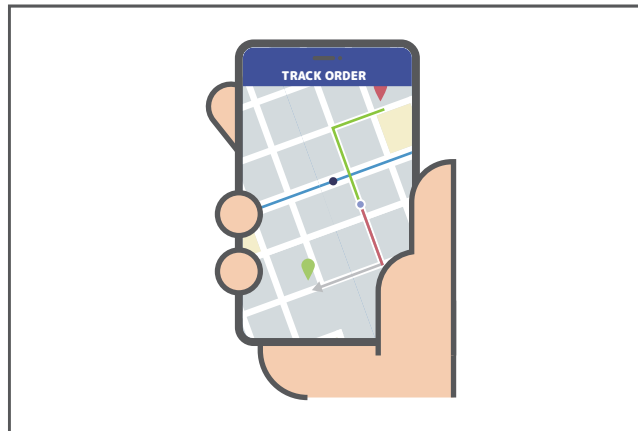
Scarlet brings her mobile phone and opens up the menu app.



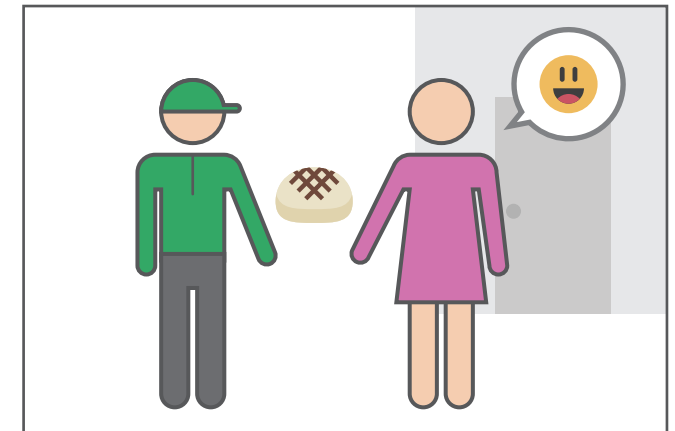
The app suggests Scarlet a pastry. She decides to give it a go.



Order process is simple and quick. Just a few taps and it's done



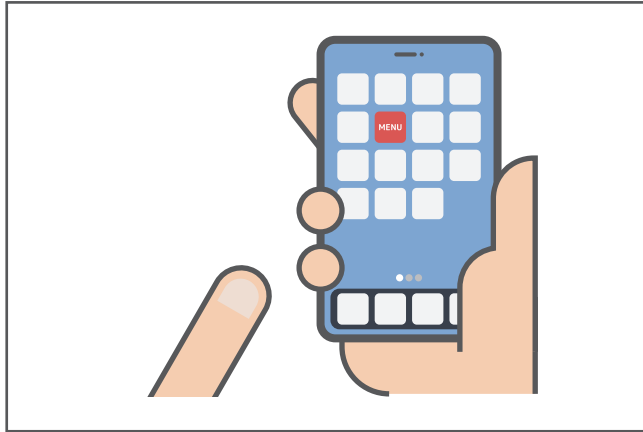
Scarlet is able to track her order live and knows what is happening to her order.



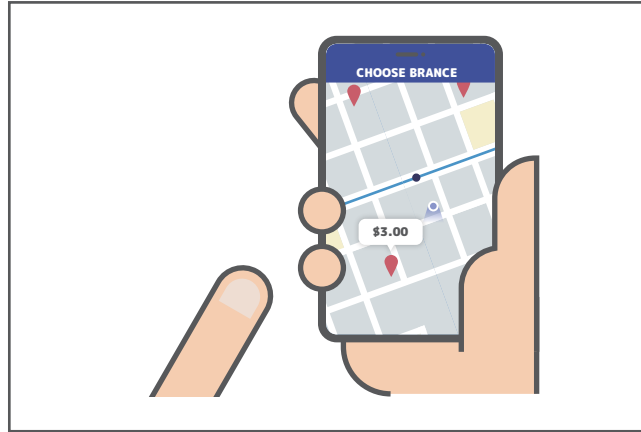
Scarlet receives the order on time.

# STORYBOARD 02

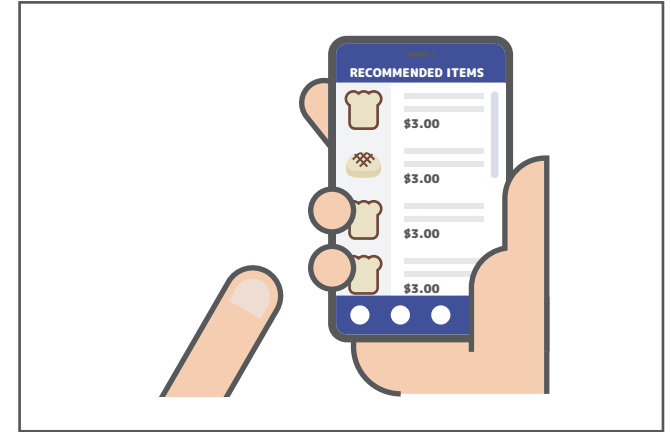
Close up storyboard to show the detailed solution for **Persona No.01** that the menu app will provide.



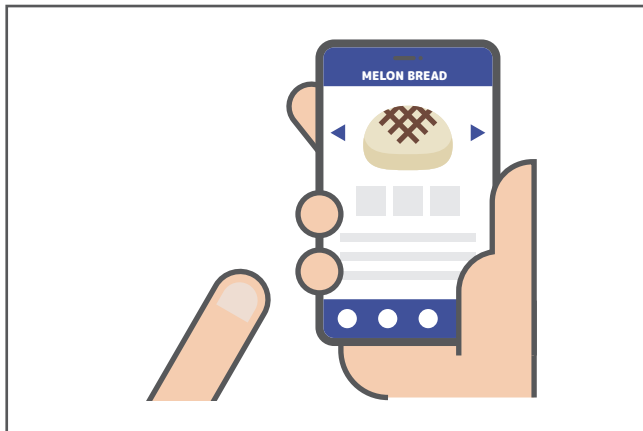
Scarlet opens up the menu app.



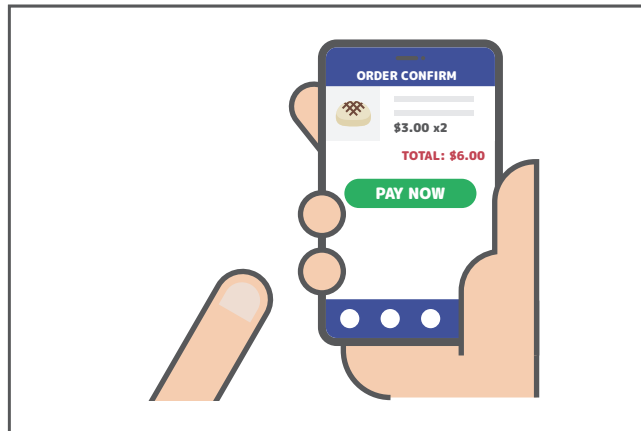
Scarlet selects the preferred branch. Delivery fee shows based on her location



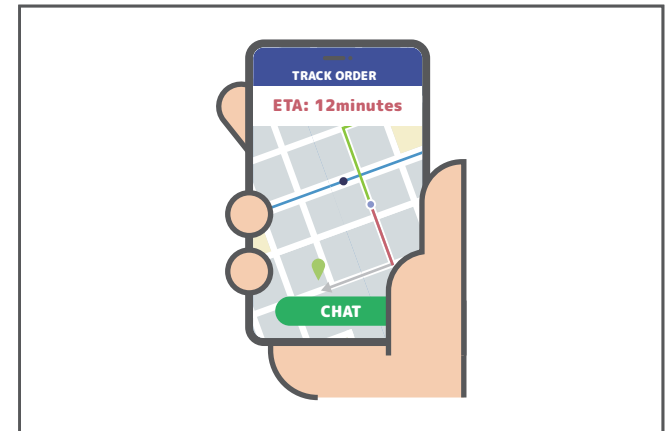
Scarlet browses recommended items. The app generates them based on her preference.



The app shows the item's details well and she knows what she is getting.



Confirm order and proceed payment with saved payment info.



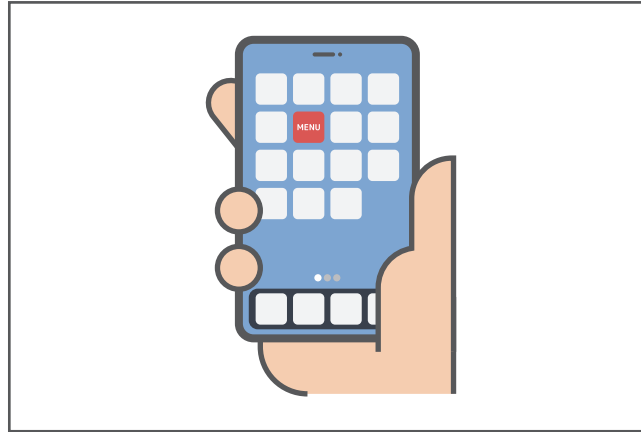
Scarlet is able to track her order live and contact the driver when it's needed.

# STORYBOARD 03

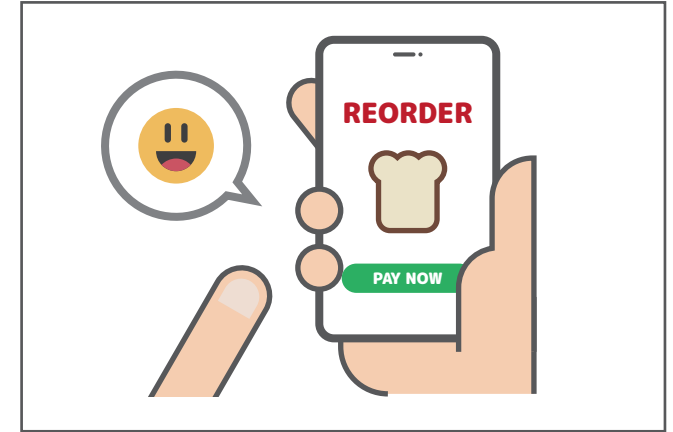
Big picture storyboard to illustrate **Persona No.02's** pain points and the solution to address those pain points.



Michael is busy with work. It's hard for him to find time for grocery at times.



Michael brings his mobile phone and opens up the menu app.



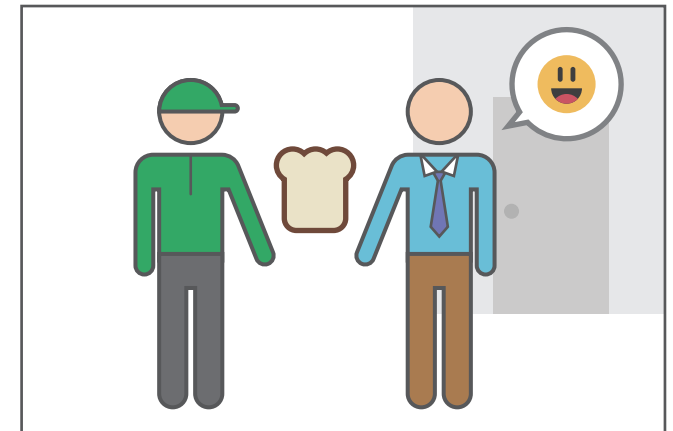
It is easy to navigate himself to repeat his regular purchase.



Order process is simple and quick. Just a few taps and it's done



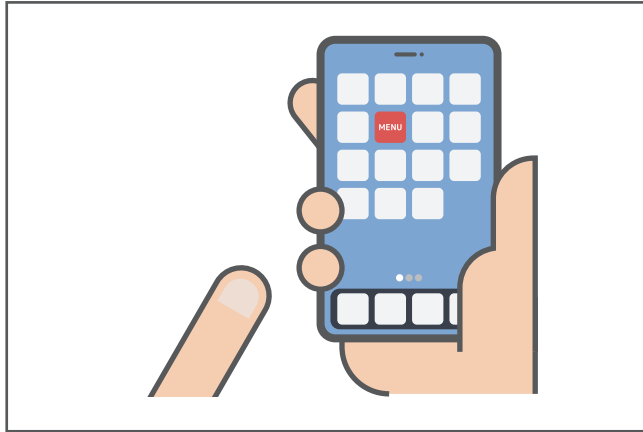
Michael gets off from work and goes back to home.



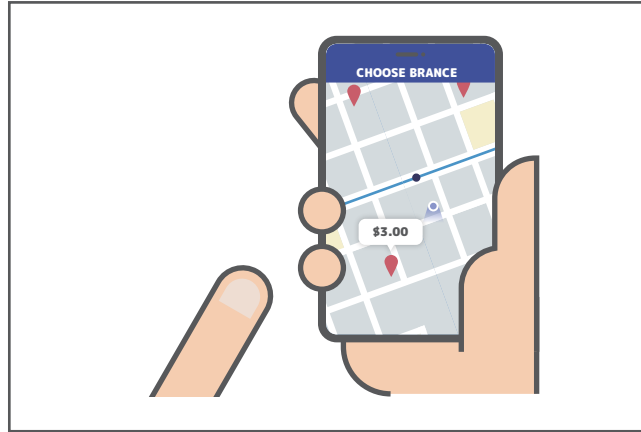
Michael receives the order when he gets home.

# STORYBOARD 04

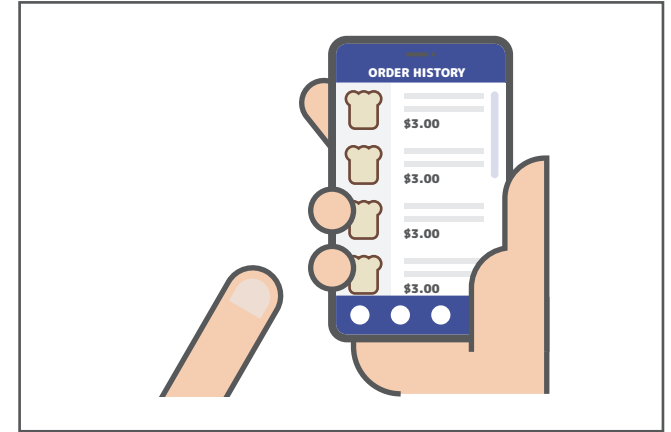
Close up storyboard to show the detailed solution for **Persona No.02** that the menu app will provide.



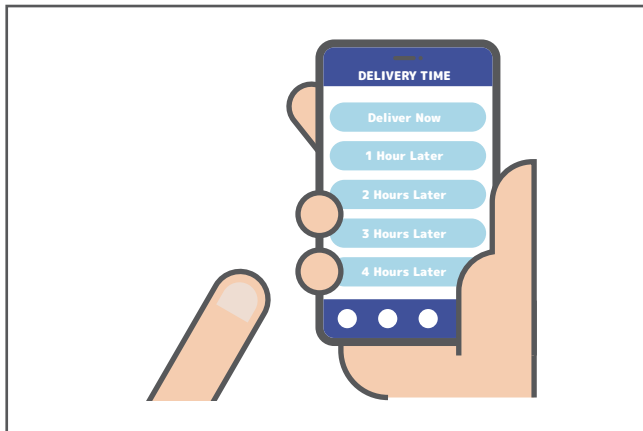
Michael opens up the menu app.



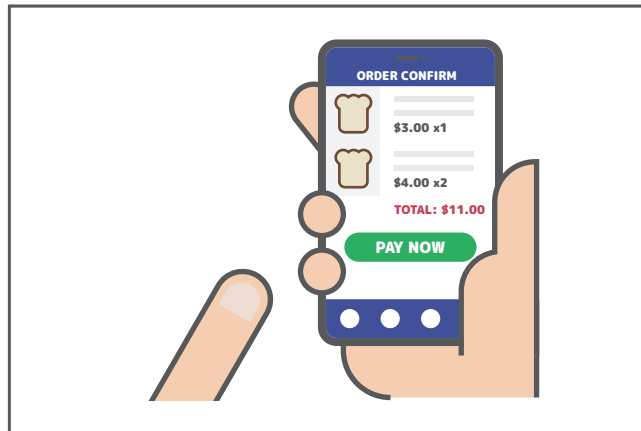
Michael selects the preferred branch. Delivery fee shows based on his location.



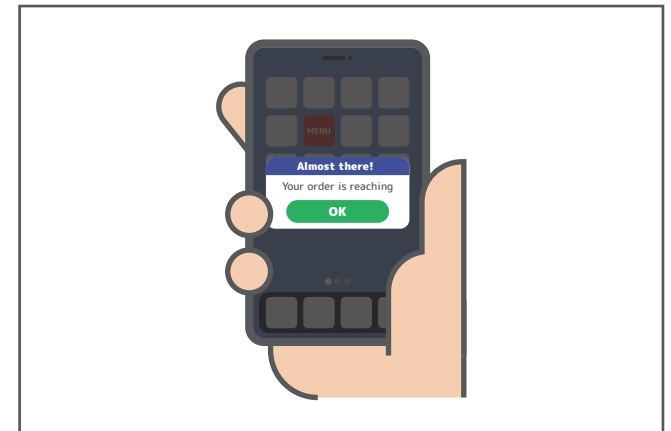
Michael navigates himself to order history and select his favorite bread(s).



Michael selects the derlivery time around he gets home from work.



Confirm order and proceed payment with saved payment info.

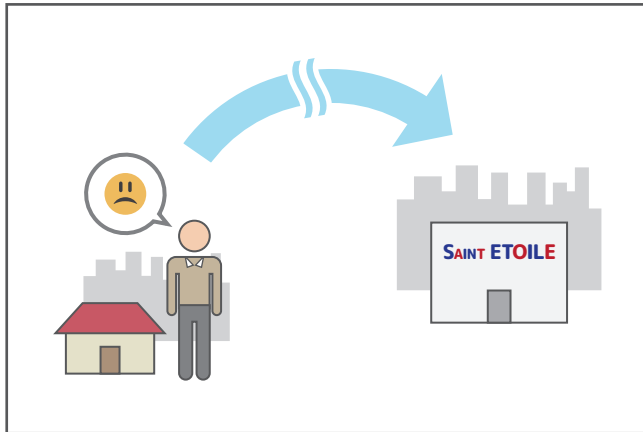


Order completed. The app notifies Michael when driver is near by.



# STORYBOARD 05

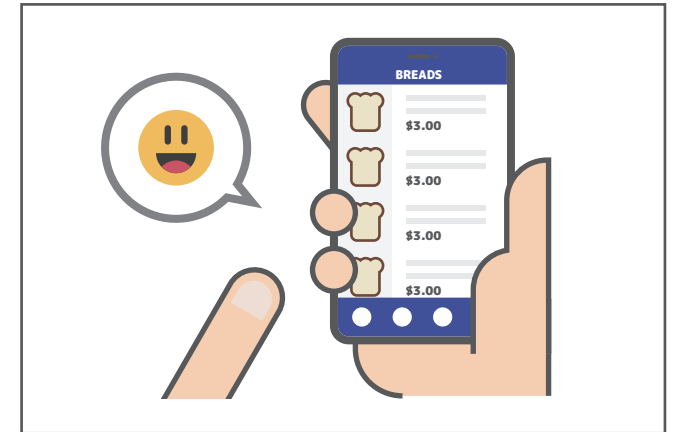
Big picture storyboard to illustrate **Persona No.03's** pain points and the solution to address those pain points.



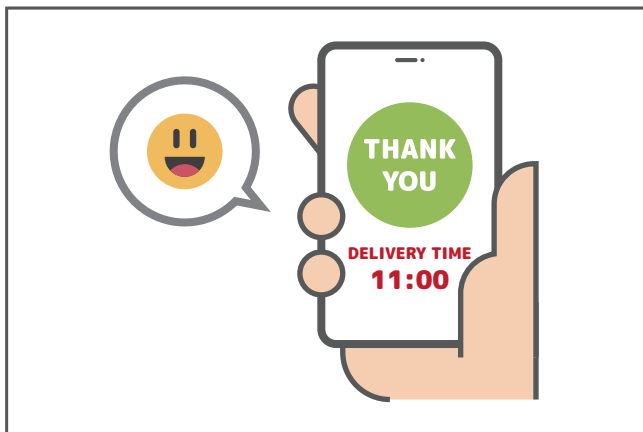
Soichiro lives far away from his favorite bakery.



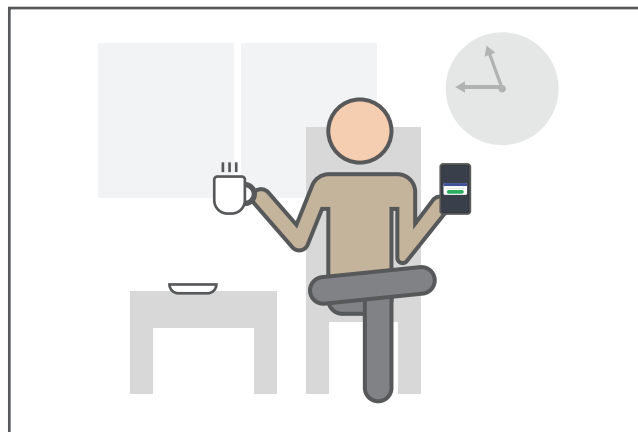
Soichiro brings his mobile phone and opens up the menu app.



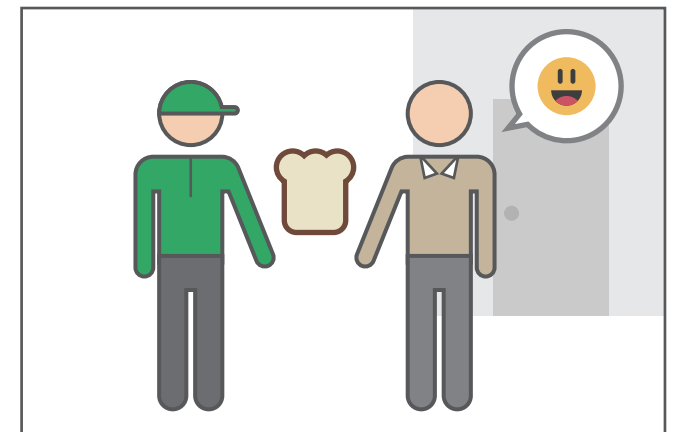
It is easy for him to browse and search to find bread and pastry that he likes.



Order process is simple and quick. Just a few taps and it's done



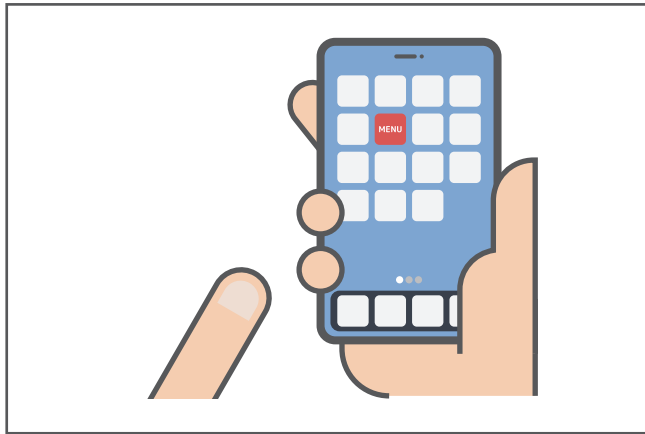
Soichiro sits back and waits for the app to update him.



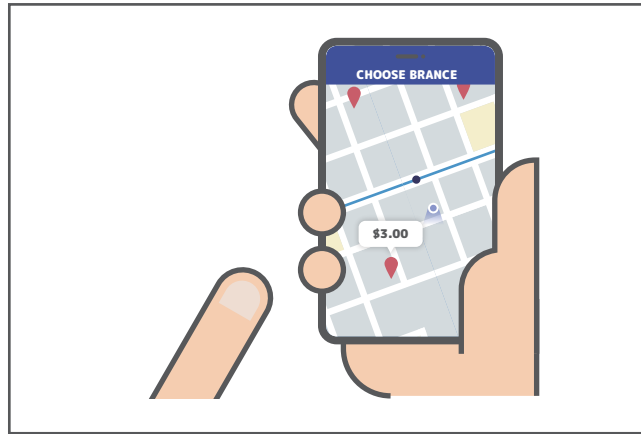
Soichiro receives the order on time.

# STORYBOARD 06

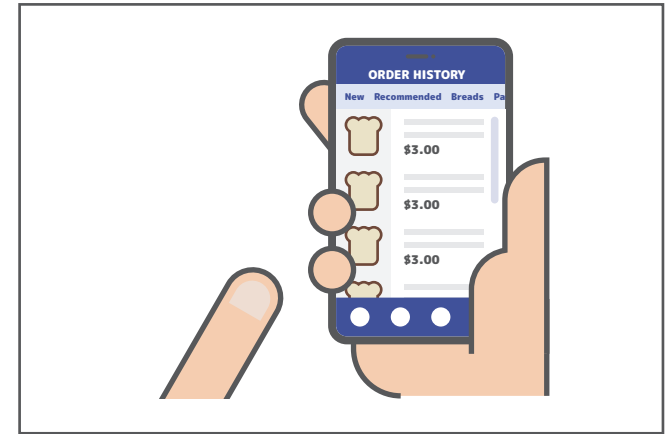
Close up storyboard to show the detailed solution for **Persona No.03** that the menu app will provide.



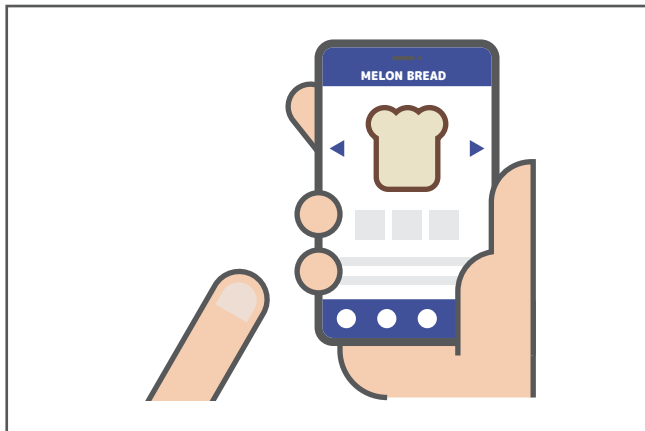
Soichiro opens up the menu app.



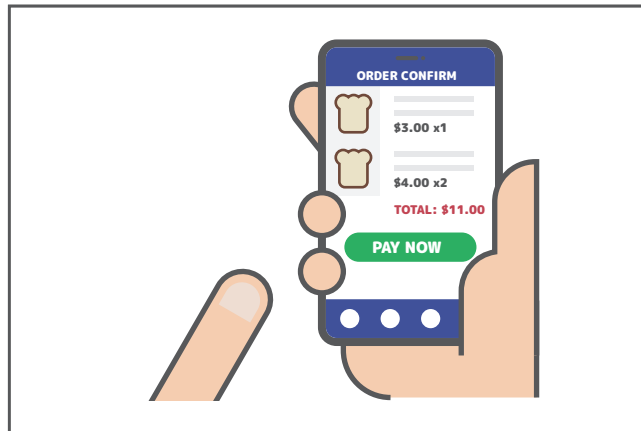
Soichiro selects the preferred branch. Delivery fee shows based on his location.



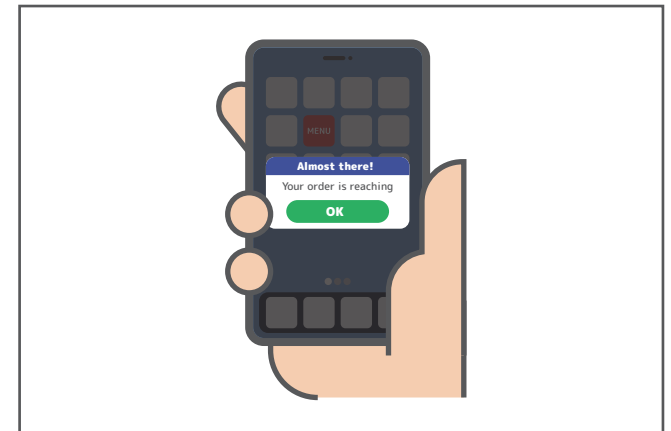
Soichiro browses the menu. It is easy to what he is looking for.



Item description is adequate and Soichiro is able to learn about the product.



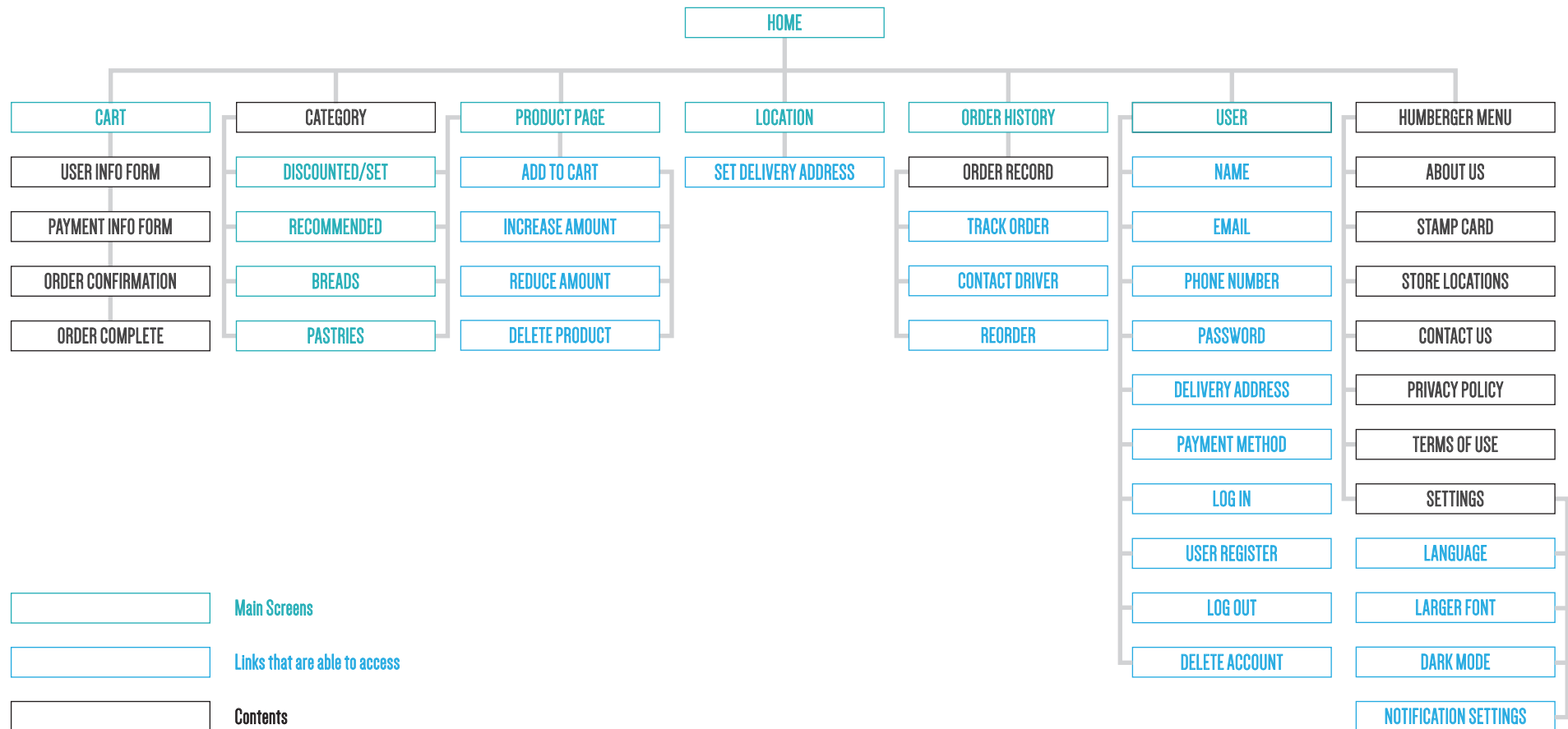
Confirm order and proceed payment with saved payment info.



Order completed. The app notifies Soichiro when driver is near by.

# INFORMATION ARCHITECTURE

## CREATING A SITEMAP



# WIREFRAMING

## HAND DRAWN WIREFRAME

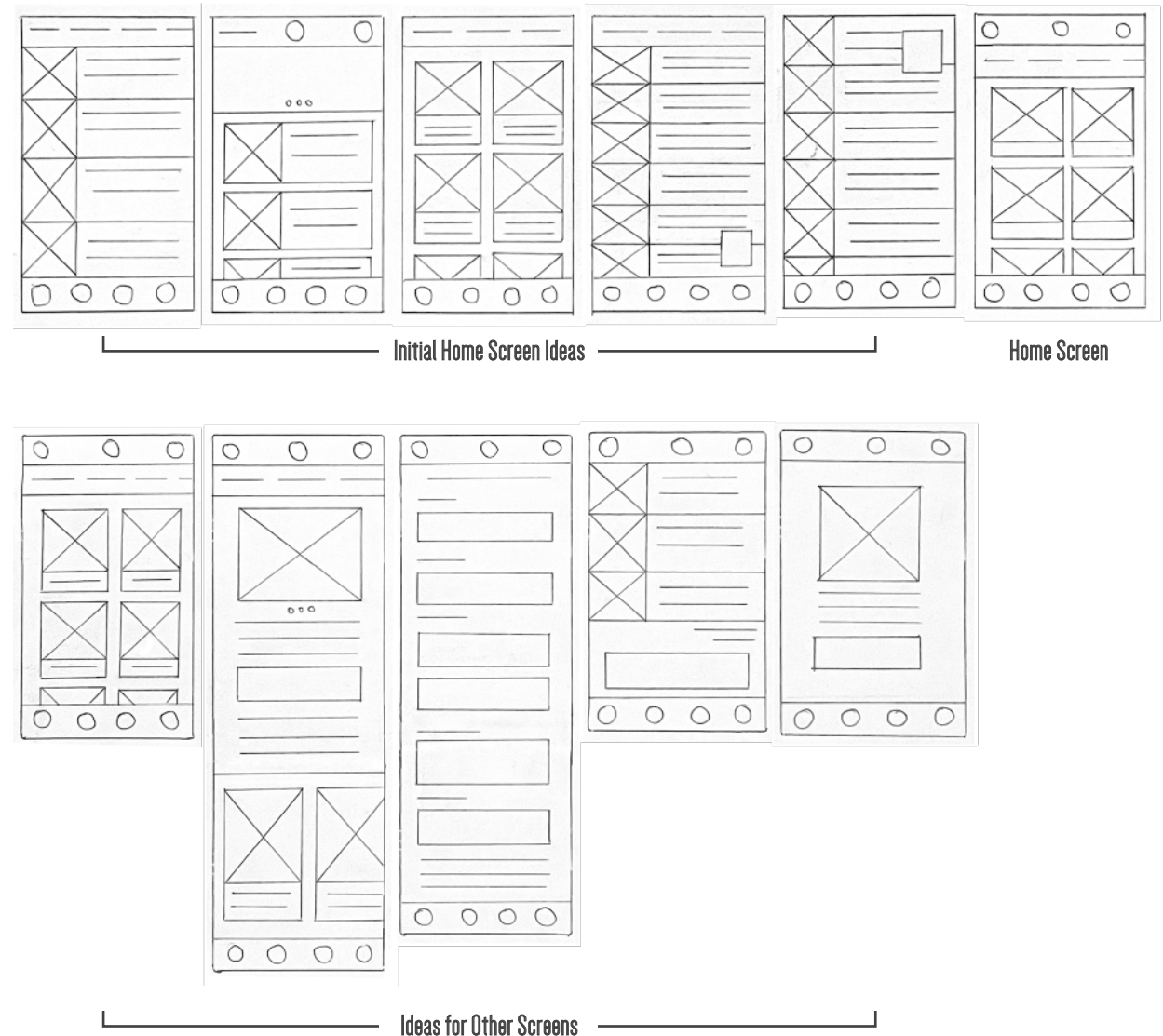
Because hand drawn wireframe is less time consuming, inexpensive and less committing, I started with creating hand drawn wireframes. I have drawn wireframes of the core screens of the menu app.

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I started with drawing several ideas for the home screen, and then I have chosen one layout idea and created the final idea by making a few adjustments on it.

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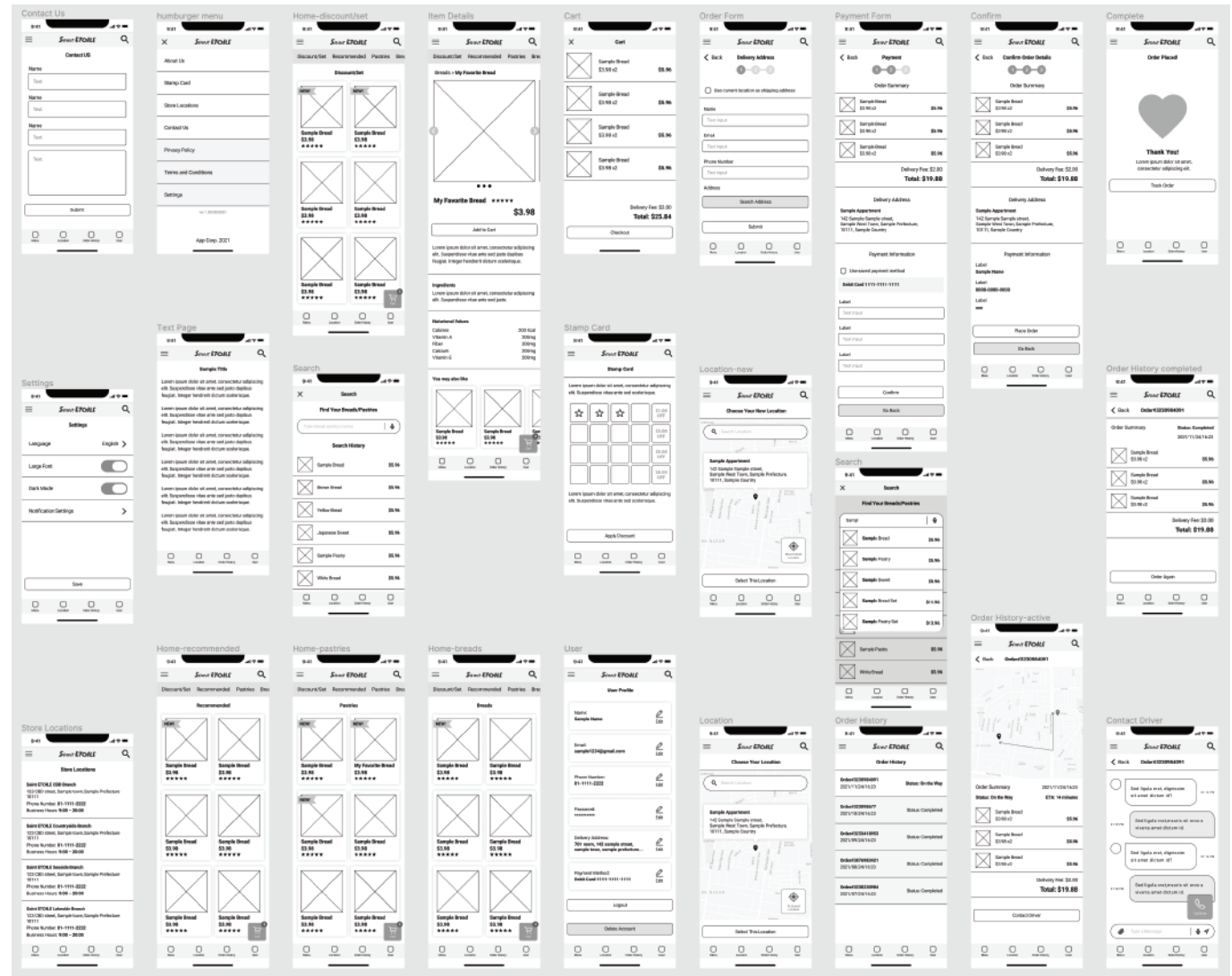
As a next step, I have created wireframes for the other core screens which are Product Detail Screen, Cart, Order Form Screen, and Order Complete Screen. I followed the same method that I did for Home screen. Creating a few rough ideas, choosing one out of it and then apply a few changes to make it better.



# WIREFRAMING

## DIGITAL WIREFRAME

Finally I refined all the wireframes digitally by Figma. I also added more screens to complete the userflow of this app. I also added interaction and screen transitions in order to make this wireframe interactive so that I could use it with the testers for UX reasearch that I conduct for the next step.



# PLAN FOR USABILITY STUDY

## PROJECT BACKGROUND

I'm creating a new app to help people to order and receive their breads and pastries conveniently and smoothly. I'd like to understand what specific challenges our users might face in the ordering, payment, and connection process and how I can help them fix those challenges.

## PROJECT GOAL

The goal is to figure out if users can complete the core tasks within the app.

## RESEARCH QUESTIONS

- How long does it take for a user to find out and place an order in the menu app?
- What can I learn from the steps that users take to place an order?
- Are there any parts where users are getting stuck?
- Are there any parts where they can be simpler?
- Are there any parts where they can be more detailed?

## KEY PERFORMANCE INDICATORS

- Time on task
- Use of navigation vs. search
- User error rates and drop-off rates
- Conversion rates
- System usability scale (SUS)

## METHODOLOGY FOR THE STUDY

- Moderated usability study
- Location: Thailand and Japan/remote
- Each participant goes through the usability study in their own home
- 8 participants selected by the criterias
- Each session will last up to 40 minutes and will include an introduction, a list of tasks, and a short questionnaire.

# PLAN FOR USABILITY STUDY

## CHOOSING PARTICIPANTS

The participants are people who purchase breads/pastries at least once a week as a meal or snack. I have set 3 kinds of participants for this usability study like the last time. They are also the ones I selected for the user interview earlier.

- Primary A: 3x Young(18~29 years old) working/studying adults
- Primary B: 2x Middle aged(30~49 years old) working adults
- Secondary: 2x Older(49~ years old) working adults

## PREPARING SCRIPT FOR INTERVIEW

During the moderated usability study, a list of prompts appears on the device screen.

- Select a product category "Pastries" to browse a list of pastries.
- Browse Product detail. Check the nutritional values and then add the product to cart.
- Proceed and complete the order.
- Track the order and contact the driver.
- From the menu page, figure out where to go to browse the order history and repeat a past order.
- From the menu page, figure out where to navigate to edit user phone number.

For each prompt, ask participant follow-up questions.

- How easy or difficult was this task to complete?
- Is there anything you would change?

## COLLECTING STATEMENT AFTERWARDS

After the moderated usability study, participants will complete the System Usability Scale. They will score the following four statements by selecting one of five responses that range from;

1. Strongly Disagree

2. Disagree

3. Neutral

4. Agree

5. Strongly Agree

### Statements

- I think that I would use this app frequently.
- I think this app is easy to use and figure out what to do.
- There is inconsistency within the app.
- This app navigation is intuitive and user flow is clear.

# USABILITY STUDY 01

## PARTICIPANT NO.01 - VARINTORN.A (PRIMARY A)

TASK	CLICK PATH	OBSERVATIONS	QUOTES	COMPLETION
Select a product category " <b>Pastries</b> " to browse the list.	" <b>Pastries</b> "	Participant completed this step without any confusion.	"It was easy enough to navigate myself. I use food delivery app daily basis."	Easily Completed
Browse Product. Check the <b>nutritional values</b> and then <b>add the product to cart</b> .	Scroll down > Scroll up > " <b>Add to Cart</b> "	Participant completed this step without any confusion.	"The product image is taking up a lot of space in the first view."	Easily Completed
Proceed and <b>complete the order</b> .	" <b>Checkout</b> " > Scroll down > " <b>Submit</b> " > Scroll Down > " <b>Confirm</b> " > Scroll Down > " <b>Place Order</b> "	Participant completed this step without any confusion.	"I pay by cash on delivery often. I want that payment option."	Easily Completed
<b>Track the order</b> and <b>contact</b> the driver.	" <b>Track Order</b> " > Scroll down > " <b>Contact Driver</b> "	Participant completed this step without any confusion.	"The food delivery app I use often utilises a pop up when tracking an order. It is more familiar to me that way."	Easily Completed
From the menu screen, figure out where to browse the <b>order history</b> and <b>reorder</b> the past purchase.	" <b>Order History</b> " > "Completed" order > " <b>Order Again</b> "	Participant completed this step without any confusion.	"It is easy to navigate there and the way it's listed is convenient to browse my past orders."	Easily Completed
From the home page, figure out where to <b>edit the phone number</b> .	" <b>User</b> " > " <b>Edit</b> " in Phone number section	Participant completed this step without any confusion.	"Maybe 'Profile' or 'User Profile' is a better label for this 'User' menu."	Easily Completed

01. I think that I would use this app frequently. 4. Agree

02. I think this app is easy to use and figure out what to do. 4. Agree

03. There is inconsistency within the app. 1. Strongly Disagree

04. This app navigation is intuitive and user flow is clear. 5. Strongly Agree



# USABILITY STUDY 02

## PARTICIPANT NO.02 - PALITA.B (PRIMARY A)

TASK	CLICK PATH	OBSERVATIONS	QUOTES	COMPLETION
Select a product category "Pastries" to browse the list.	Scroll down > Scroll up > "Pastries"	Participant missed the category navigation on top initially but found it quickly afterwards.	"I overlooked the product category navigation first, but it was easy enough to notice it."	Easily Completed
Browse Product. Check the nutritional values and then add the product to cart.	Scroll down > Scroll up > "Add to Cart"	Participant completed this step without any confusion.	"I had to scroll down and up again to press Add to Cart button. It would be better if it was within the first view."	Easily Completed
Proceed and complete the order.	"Checkout" > Scroll down > "Submit" > Scroll Down > "Confirm" > Scroll Down > "Place Order"	Participant completed this step without any confusion.	"More choices for the payment would be nice. I want payment to be done quickly."	Easily Completed
Track the order and contact the driver.	"Track Order" > Scroll down > "Contact Driver"	Participant completed this step without any confusion.	"It would be better if Contact Driver button was available without having to scroll down."	Easily Completed
From the menu screen, figure out where to browse the order history and reorder the past purchase.	"Order History" > "Active" order > Back to list > "Completed" order > "Order Again"	Participant tapped the first order assuming that was the latest completed order.	"It would be nice if the order history list has that Order Again button so that I won't have to go into individual history to reorder the past purchases."	Completed with difficulty
From the home page, figure out where to edit the phone number.	"User" > "Edit" in Phone number section	Participant completed this step without any confusion.	"It was straight forward and easy for me."	Easily Completed

01. I think that I would use this app frequently. 4.Agree

02. I think this app is easy to use and figure out what to do. 5.Strongly Agree

03. There is inconsistency within the app. 2.Disagree

04. This app navigation is intuitive and user flow is clear. 5.Strongly Agree

# USABILITY STUDY 03

## PARTICIPANT NO.03 - CHIRAYUT.C (PRIMARY A)

TASK	CLICK PATH	OBSERVATIONS	QUOTES	COMPLETION
Select a product category "Pastries" to browse the list.	Scroll down > Scroll up > "Pastries"	Participant did not see product category menu on top first.	"I did not see the product category menu because everything is in monochrome."	Easily Completed
Browse Product. Check the nutritional values and then add the product to cart.	Scroll down > Scroll up > "Add to Cart"	Participant completed this step without any confusion.	"I would like to change the amount in the cart."	Easily Completed
Proceed and complete the order.	"Checkout" > Scroll down > "Submit" > Scroll Down > "Confirm" > Scroll Down > "Place Order"	Participant completed this step without any confusion.	"How do I pay by cash?"	Easily Completed
Track the order and contact the driver.	"Track Order" > Scroll down > "Contact Driver"	Participant completed this step without any confusion.	"It was easy enough but displaying order status in a pop up modal might be even easier."	Easily Completed
From the menu screen, figure out where to browse the order history and reorder the past purchase.	"Order History" > "Active" order > Back to list > "Completed" order > "Order Again"	Participant tapped on the active order assuming that was the latest completed order.	"Active and Completed orders were not easy to distinguish. I know it's probably because it is all in monochrome."	Completed with difficulty
From the home page, figure out where to edit the phone number.	"User" > "Edit" in Phone number section	Participant completed this step without any confusion.	"Hmm. User section must be where all my personal information is kept."	Easily Completed

01. I think that I would use this app frequently. 4.Agree

02. I think this app is easy to use and figure out what to do. 5.Strongly Agree

03. There is inconsistency within the app. 2.Disagree

04. This app navigation is intuitive and user flow is clear. 5.Strongly Agree

# USABILITY STUDY 04

## PARTICIPANT NO.05 - HIROYUKI.D (PRIMARY B)

TASK	CLICK PATH	OBSERVATIONS	QUOTES	COMPLETION
Select a product category "Pastries" to browse the list.	Swipe right > Scroll down > Scroll up > "Pastries"	Participant did not notice "Pastries" in the category navigation on top initially but found it quickly afterwards.	"It's not like it was hard to find it, but I somehow did not see pastries in the category menu first."	Easily Completed
Browse Product. Check the nutritional values and then add the product to cart.	Scroll down > Scroll up > "Add to Cart"	Participant completed this step without any confusion.	"It would be good if a link to go back to category list is clearer."	Easily Completed
Proceed and complete the order.	"Checkout" > Scroll down > "Submit" > Scroll Down > "Confirm" > Scroll Down > "Place Order"	Participant completed this step without any confusion.	"The steps are very familiar to me, it was very easy to follow through."	Easily Completed
Track the order and contact the driver.	Scroll down > "Track Order" > Scroll down > "Contact Driver"	Participant completed this step without any confusion.	"I like the way I can go back to previous screen is clear and easy."	Easily Completed
From the menu screen, figure out where to browse the order history and reorder the past purchase.	"Order History" > "Completed" order > "Order Again"	Participant did not understand there were two types of order history records.	"The order history is detailed so that I can distinguish exactly what past order I am looking at."	Easily Completed
From the home page, figure out where to edit the phone number.	"User" > "Edit" in Phone number section	Participant completed this step without any confusion.	"It was there just as I expected."	Easily Completed

01. I think that I would use this app frequently. 4.Agree

02. I think this app is easy to use and figure out what to do. 5.Strongly Agree

03. There is inconsistency within the app. I.Strongly Disagree

04. This app navigation is intuitive and user flow is clear. 5.Strongly Agree

# USABILITY STUDY 05

## PARTICIPANT NO.05 - TOSHIRO.F (PRIMARY B)

TASK	CLICK PATH	OBSERVATIONS	QUOTES	COMPLETION
Select a product category " <b>Pastries</b> " to browse the list.	" <b>Pastries</b> "	Participant completed this step without any confusion.	"It's probably because this is an early stage of the design, some elements are not eye catching."	Easily Completed
Browse Product. Check the <b>nutritional values</b> and then <b>add the product to cart</b> .	Scroll down > Scroll up > " <b>Add to Cart</b> "	Participant completed this step without any confusion.	"I like this detailed product description. It feels they actually put effort on their products"	Easily Completed
Proceed and <b>complete the order</b> .	" <b>Checkout</b> " > Scroll down > " <b>Submit</b> " > Scroll Down > " <b>Confirm</b> " > Scroll Down > " <b>Place Order</b> "	Participant completed this step without any confusion.	"It would be nice if app keeps my payment choice and I do not have to input payment info again."	Easily Completed
<b>Track the order</b> and <b>contact</b> the driver.	" <b>Track Order</b> " > Scroll down > " <b>Contact Driver</b> "	Participant completed this step without any confusion.	"Some drivers do not read messages from their customer. Hope this driver would read it."	Easily Completed
From the menu screen, figure out where to browse the <b>order history</b> and <b>reorder</b> the past purchase.	" <b>Order History</b> " > "Completed" order > " <b>Order Again</b> "	Participant completed this step without any confusion.	"It would be useful if I could search within my past purchase by product name."	Easily Completed
From the home page, figure out where to <b>edit the phone number</b> .	" <b>User</b> " > " <b>Edit</b> " in Phone number section	Participant completed this step without any confusion.	"If I could save a secondary address in User section, it could be more convenient."	Easily Completed

01. I think that I would use this app frequently. 5.Strongly Agree

02. I think this app is easy to use and figure out what to do. 5.Strongly Agree

03. There is inconsistency within the app. I.Strongly Disagree

04. This app navigation is intuitive and user flow is clear. 5.Strongly Agree

# USABILITY STUDY 06

## PARTICIPANT NO.06 - CHIEKO.G (SECONDARY)

TASK	CLICK PATH	OBSERVATIONS	QUOTES	COMPLETION
Select a product category "Pastries" to browse the list.	Tapped on "Patisseries" a few times > "Patisseries"	Participant tried to tap on "Patisseries" but the link did not work because participant missed the tappable area.	"I knew what to do, but it did not work. that made me confused a bit. Tried again, it worked. If it did not work again, I might have been lost."	Completed with difficulty
Browse Product. Check the nutritional values and then add the product to cart.	Scroll down > "Add to Cart"	Participant completed this step without any confusion.	"It's great that this app shows a lot of details about the bread. I can be confident with what I am getting."	Easily Completed
Proceed and complete the order.	"Checkout" > Scroll down > "Submit" > Scroll Down > "Confirm" > Scroll Down > "Place Order"	Participant completed this step without any confusion.	"I'm fine with paying by card as long as it is secure. The statement that guarantees this is a secure payment would make me feel safe."	Easily Completed
Track the order and contact the driver.	"Track Order" > Scroll down > "Contact Driver"	Participant hesitated to tap "Contact Driver" button because she was not sure if that button is for a chat or a call.	"Hmm.. this Contact Driver button let me call the deliver or send a message to him? I do not want to call him unless it's absolutely needed."	Easily Completed
From the menu screen, figure out where to browse the order history and reorder the past purchase.	"Order History" > "Active" order > Back to list > "Completed" order > "Order Again"	Participant did not understand there were two types of order history records.	"Maybe it is because the screen is not coloured, it was hard for me to tell which order record is completed and which one is on going."	Completed with difficulty
From the home page, figure out where to edit the phone number.	"User" > "Edit" in Phone number section	Participant completed this step without any confusion.	"It was not difficult at all but the text size is a little small for my eyes in places."	Easily Completed

01. I think that I would use this app frequently. 5.Strongly Agree

02. I think this app is easy to use and figure out what to do. 4.Agree

03. There is inconsistency within the app. 2.Disagree

04. This app navigation is intuitive and user flow is clear. 4.Agree

# USABILITY STUDY 07

## PARTICIPANT NO.07 - SHIGERU.H (SECONDARY)

TASK	CLICK PATH	OBSERVATIONS	QUOTES	COMPLETION
Select a product category "Pastries" to browse the list.	Tapped on "Recommended" > "Pastisries"	Participant tried to tap on "Patisries" but tapped on "Recommended" by accident. Managed to tap "Patisries" an another attempt.	"It was a little hard to tap with precision. I know my fingers are fat."	Completed with difficulty
Browse Product. Check the nutritional values and then add the product to cart.	Scroll down > "Cart" > Back > Scroll up > Scroll down > "Add to Cart"	Participant thought "Cart" button would add a product to cart and over looked "Add to Cart" button.	"Oh, I thought this large "Cart" button is the one to add item to cart."	Completed with difficulty
Proceed and complete the order.	"Checkout" > Scroll down > "Submit" > Scroll Down > "Confirm" > Scroll Down > "Place Order"	Participant completed this step without any confusion.	"I want to pay by cash. I do not user credit card unless I have no other choices."	Easily Completed
Track the order and contact the driver.	"Track Order" > Scroll down > "Contact Driver"	Participant completed this step without any confusion.	"It was easy enough for me."	Easily Completed
From the menu screen, figure out where to browse the order history and reorder the past purchase.	"Order History" > "Active" order > Back to list > "Completed" order > Back to list > "Cart" > Back > "Completed" order > "Order Again"	Participant did not think he could repeat his past order from "Order History" and overlooked "Order Again" button located in the past purchase record.	"I thought Order History is where I can check my past purchases and I thought I had to look elsewhere to repeat my past purchase."	Completed with difficulty
From the home page, figure out where to edit the phone number.	Humberger Menu > Close > "User" > "Edit" in Phone number section	Participant initially did not think "User" section holds user's information.	"Maybe My page, or User Profile is a better label for this."	Easily Completed

01. I think that I would use this app frequently. 4.Agree

02. I think this app is easy to use and figure out what to do. 4.Agree

03. There is inconsistency within the app. I.Strongly Disagree

04. This app navigation is intuitive and user flow is clear. 4.Agree

## ANALYSING AND SYNTHESIZE THE USABILITY STUDY

## USE AFFINITY MAP TO GATHER AND SORT OBSERVATIONS

NAVIGATIONS	PRODUCT DETAILS	CART AND CHECKOUT	TRACKING ORDER	EDIT USER PROFILE
Overlooked product category menu	Want easier access to "Add to Cart" button	Want to pay by cash on delivery	Overlooked order status in order history list	Want to save secondary deilvery address
Overlooked product category menu	Product image is too big and "Add to Cart" is not accessible in the first view	Want more payment options	Overlooked order status in order history list	
Overlooked product category menu		Want to pay by cash on delivery	Overlooked order status in order history list	
Product category menu is not eye-catching	Want a clear navigation to go back to individual category product list	Want to pay at convenient store	Overlooked order status in order history list	
Tap area is small		Want assurance that it's a secure payment	Want to search within "Order History"	
Tapped a wrong category item by accident				
		Want to change amount in "Cart"	Want to access "Order Again" button easier	
Did not understand what "User" for			Overlooked "Order Again" button	
Want more intuitive labeling for "User"		Want order track to display by a pop up screen		
		Want order track to display by a pop up screen	Want to access "Contact Driver" button easier	
Want "Recommended" to be more interesting			Want intuitive labeling for "Contact Driver"	

# TURN OBSERVATIONS INTO A INSIGHT

## IDENTIFY PATTERN AND THEME

01. 4 out of 7 participants overlooked product category menu.



This means product category menu is **not easy enough** for user to notice.



Product category menu needs to be more prominent so that users can notice it easily.

02. 2 out of 7 participants had difficulty tapping on product category menu.



This means product category menu's tap area is **not large enough** for some users.



Product category menu item needs to be large enough for a user with fat fingers.

03. 2 out of 7 participants wanted to access "Add to Cart" easier for some users.



This means "Add to Cart" button is **not located in a convenient position**.



"Add to Cart" button needs to be available in an easier and clearer way.

04. 6 out of 7 participants wanted a wide range of payment options.



This means limited payment option is **not convenient** for users.



Payment option needs to be wide enough so that users can find their most convenient way to pay.

05. 5 out of 7 participants had difficulty distinguishing order status in "Order History".



This means order status is **not noticable enough** for users.



Order Status needs to be visually prominent so that users can tell the status intuitively.

06. 2 out of 7 participants wanted to access "Order Again" button easier.



This means "Order Again" button is **not located in a convenient position**.



"Order Again" button needs to be available in an easier and clearer way.



# TURN OBSERVATIONS INTO A INSIGHT

## OTHER THINGS TO CONSIDER

Although not many participants have noticed or given me as a feedback. I felt some feedbacks are really helpful to make this app more accessible and useful to users. Some were given because they were simply missing because the prototype was still in an early stage. These inputs could help this app to stand out from many other food delivery apps.

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07. **A better wording** for button and symbol's label.



Jargon free wording not only for the content but also for the buttons and symbols.

08. **Ability to change amount** of the selected product in "Cart".



More flexible controls within "Cart" so users won't have to go back and force between screens.

09. **Ability to search product** within "Order History".



Make it easier for return users to accomplish what they want to do quicker and easier.

10. **Secondary delivery address** to be able to saved in "User".



Make the payment process easier for busy working users who aren't always at home.

11. **Better navigation flow** in places so that users won't get lost.



Make app experience clearer for users so that they won't get lost easily.

12. **Secure payment** statement to show users that payment in this app is safe.



Relieve/solve user's concern before they make a decision.

13. **Use pop up notice** to visually noticeable important information in places.



Better way to intract users so that they can be informed what they need to know.

14. **Want "Recommended"** to recommend a product in more interesting way.



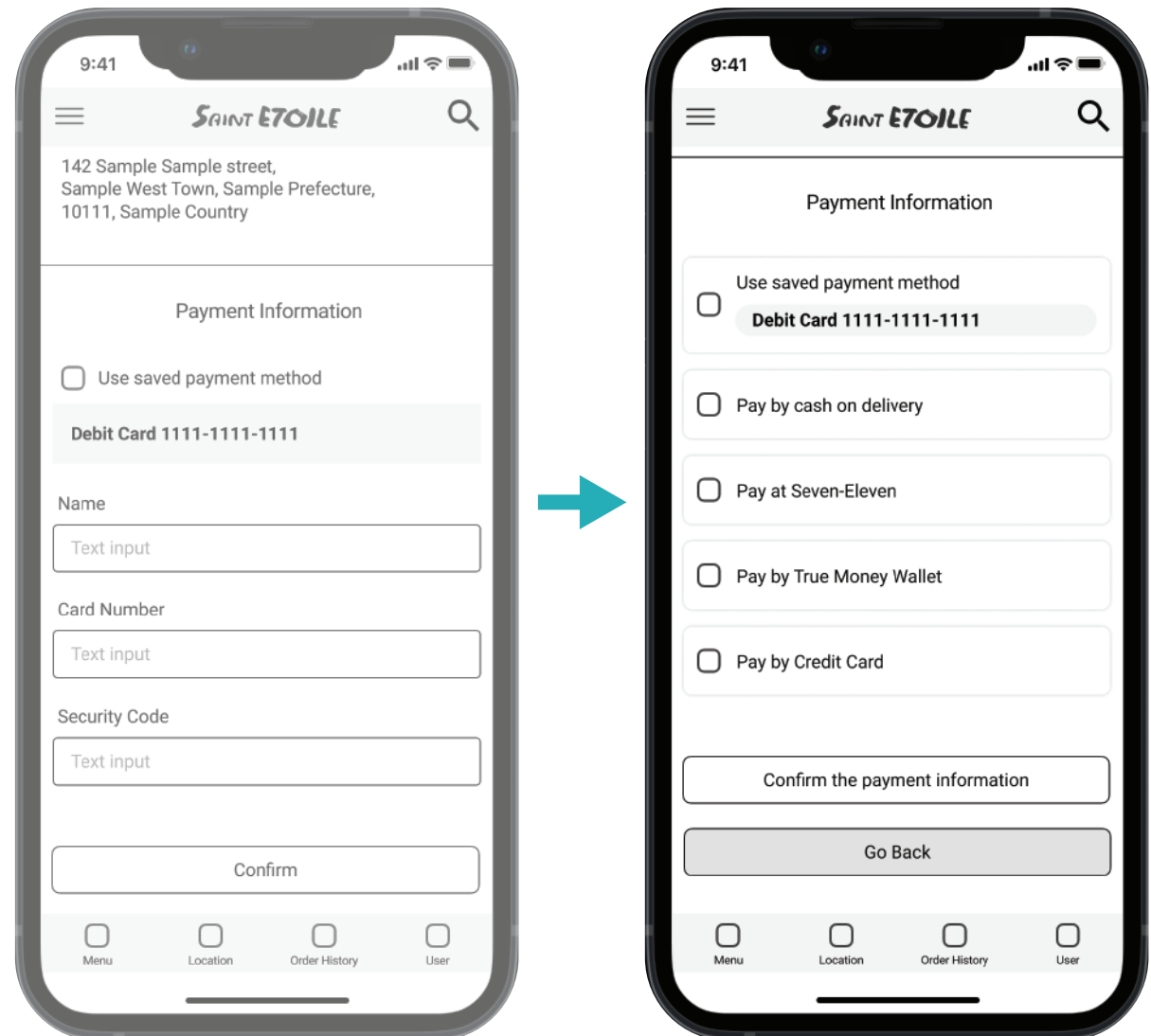
Show "Recommended" product in a different way so that users would feel it's really recommended.

# UPDATE THE INITIAL MOCKUPS

## ADDING MORE PAYMENT METHODS

In the initial design, the payment method was only limited to paying by credit card. Almost all the participants wanted a different payment method based on how they usually make a payment when they shop online. I modified the mockup according to the feedbacks.

- Added more payment options that's available in the country.
- Made each payment option **large enough** for users with fat fingers to tap.
- Added a button to go **back to previous step**.
- Updated the button label to give users a better idea about what they do.

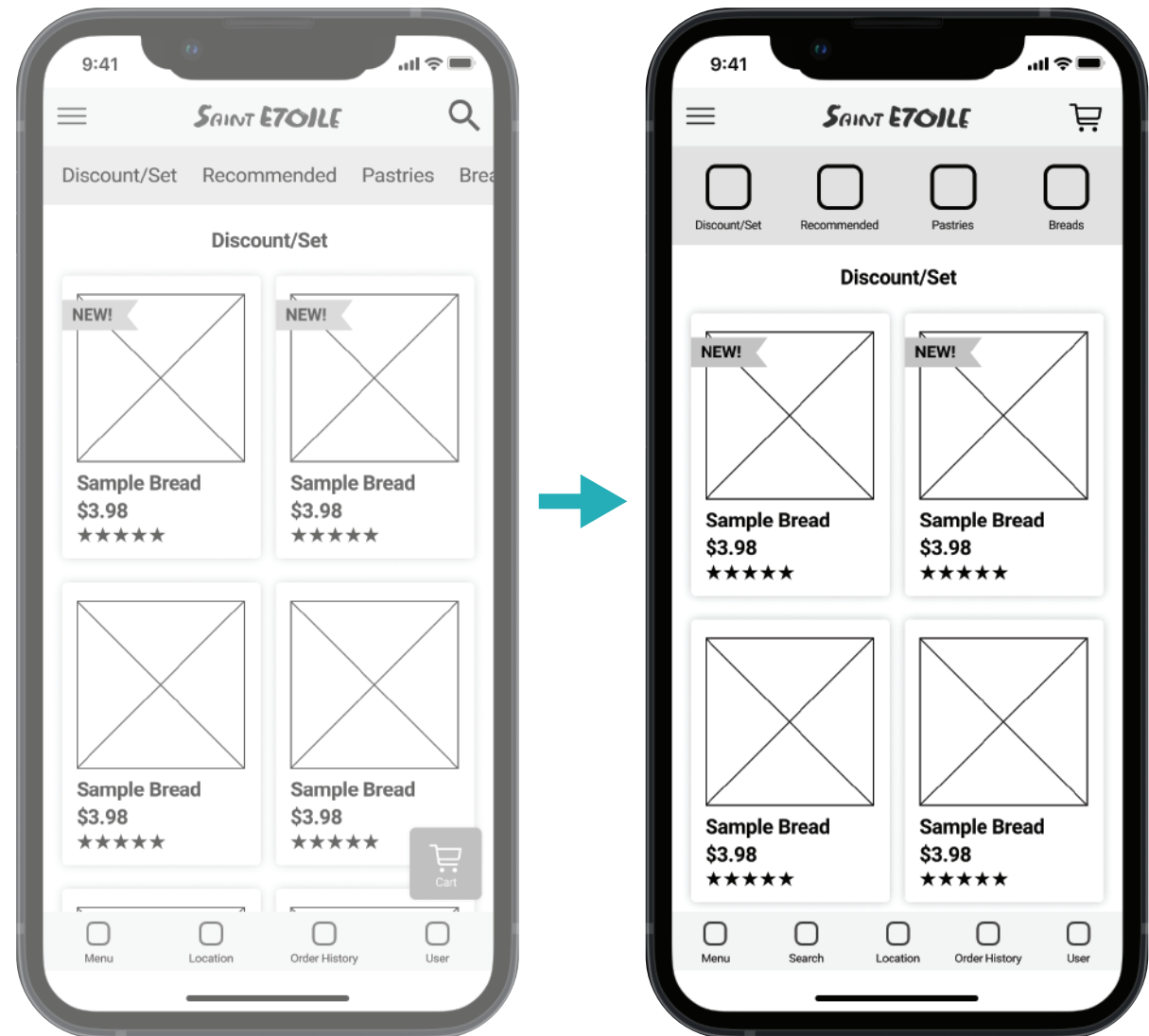


# UPDATE THE INITIAL MOCKUPS

## MAKING CATEGORY MENU MORE VISIBLE

Many participants overlooked the category menu because it was not noticeable for them. I modified the category menu so that the menu is visually more noticeable and also easy to tap on it.

- Category menu items are **not overflowing** anymore.
- Each menu item has an **icon** to represent the category.
- Each menu item is **significantly larger** so it is easy to tap.



# UPDATE THE INITIAL MOCKUPS

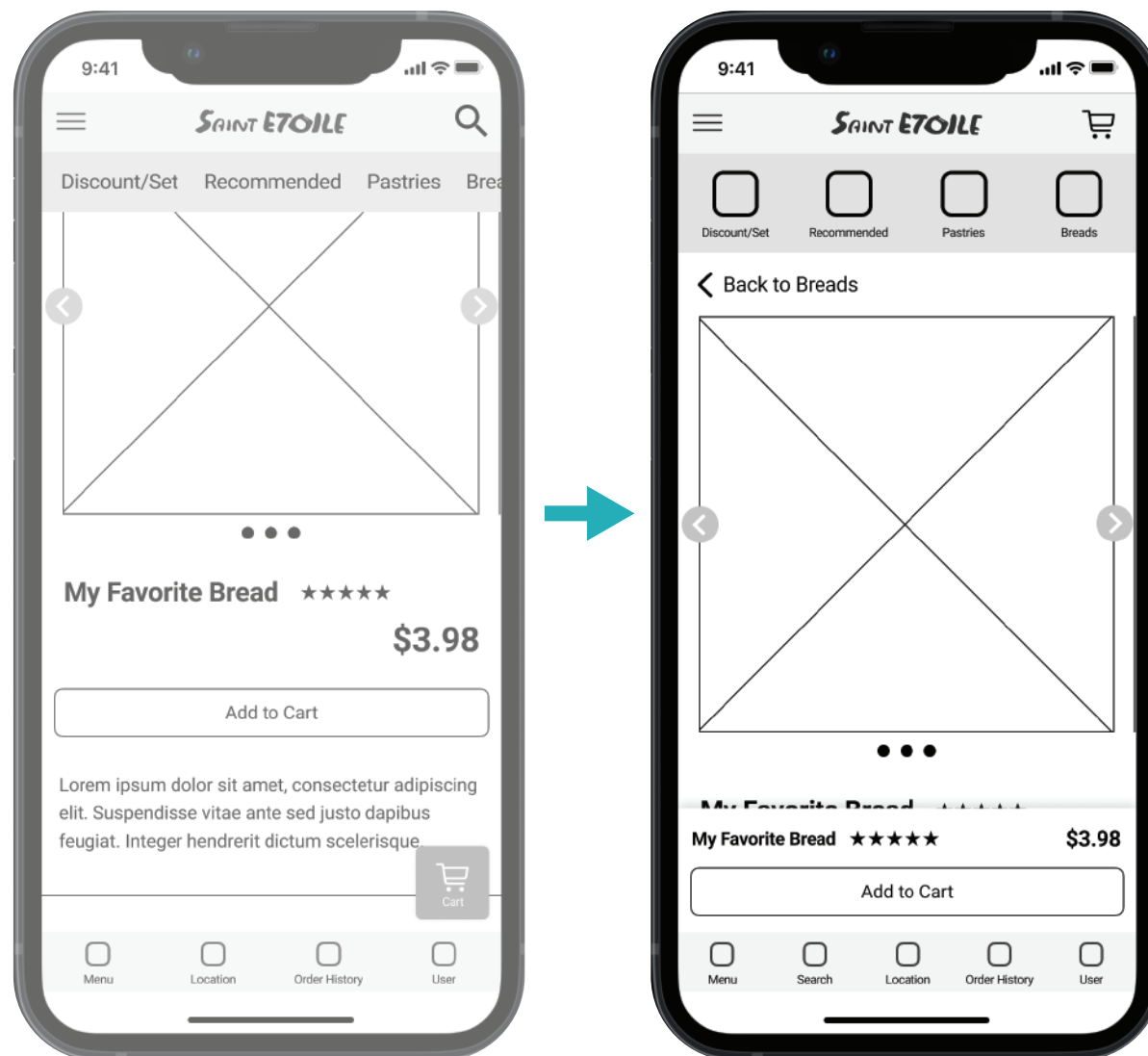
## MAKING ADD TO CART MORE AVAILABLE

"Cart" was in a fixed position so that it is always available no matter what section of the screen users are but "Add to Cart" was not. It turned out that users would prefer "Add to Cart" button to be available as much as "Cart". I moved "Add to Cart" button to a fixed position and swapped the positions of some core functions so that "Cart" would be still always available and the other core functions would remain as important as the previous layout.

- "Add to Cart" button, Product Name and Price are in a **fixed position**.
- "Cart" moved to the header.
- "Search" moved to the bottom navigation
- Added **"back"** button to its product category.

## FURTHER IMPROVEMENTS

As a further improvement when making a high fidelity mockup, I considered to adjust product image slider more compact so that first view won't be filled by the product image only when browsing with a smart phone with smaller screen.



# UPDATE THE INITIAL MOCKUPS

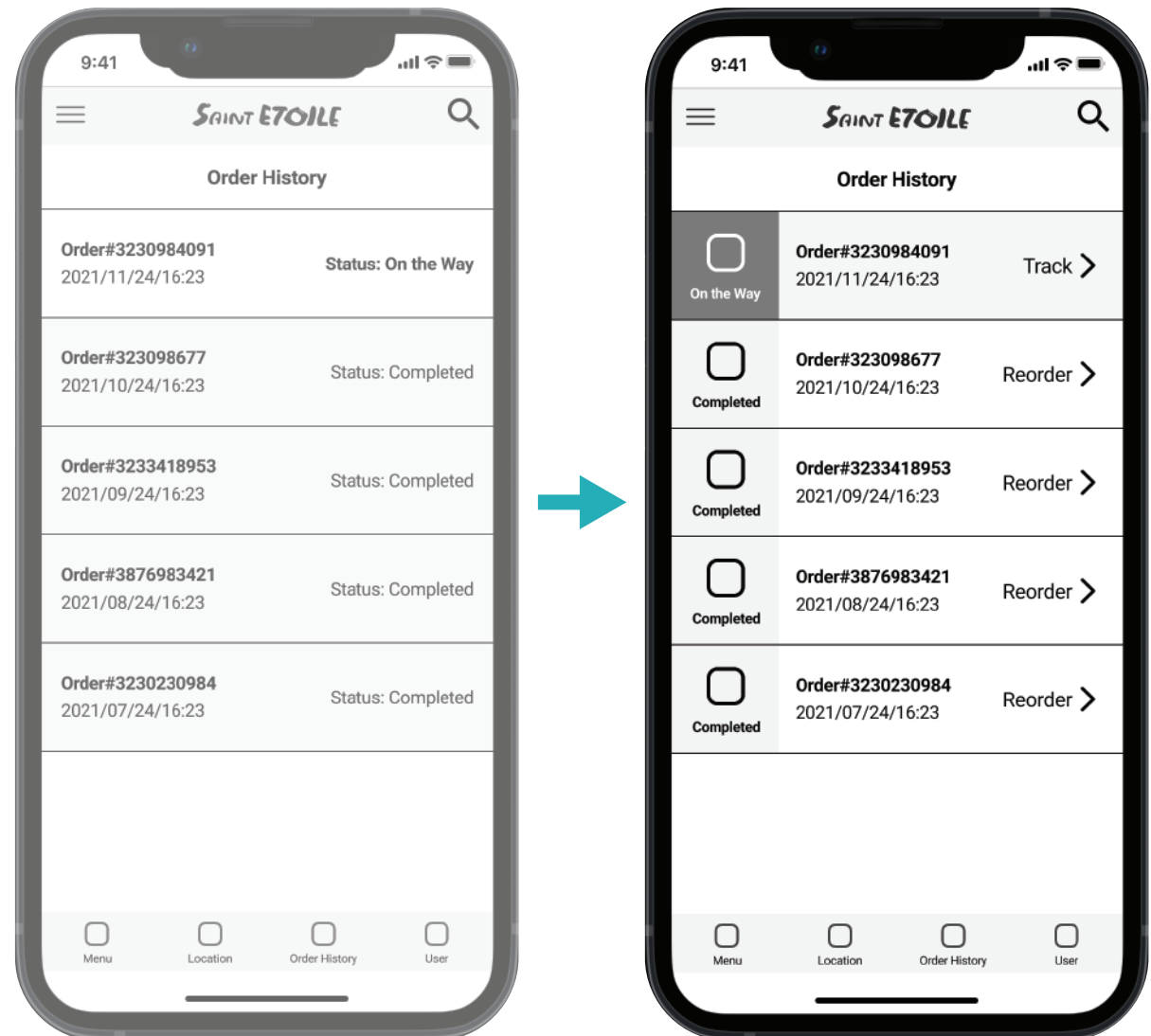
## MAKING ORDER STATUS MORE NOTICIABLE

The order status was not notiable for the participants in the initial design and they often overlooked it. They went into an order record they did not mean to as a result.

- Added more payment options that's available in the country.
- Made each payment option **large enough** for users with fat fingers to tap.
- Added a button to go **back to previous step**.
- Updated the button label to give users a better idea about what they do.

## FURTHER IMPROVEMENTS

As a further improvement when making a high fidelity mockup, I considered "Order History" only contains complated orders and move "active order" somewhere users would be able to notice and access to track the order easily.



# UPDATE THE INITIAL MOCKUPS

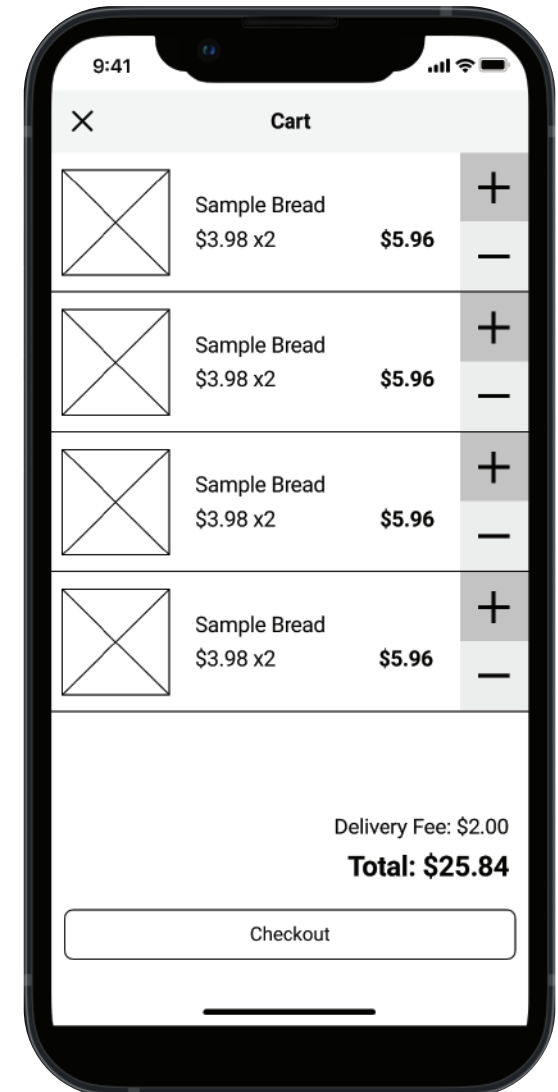
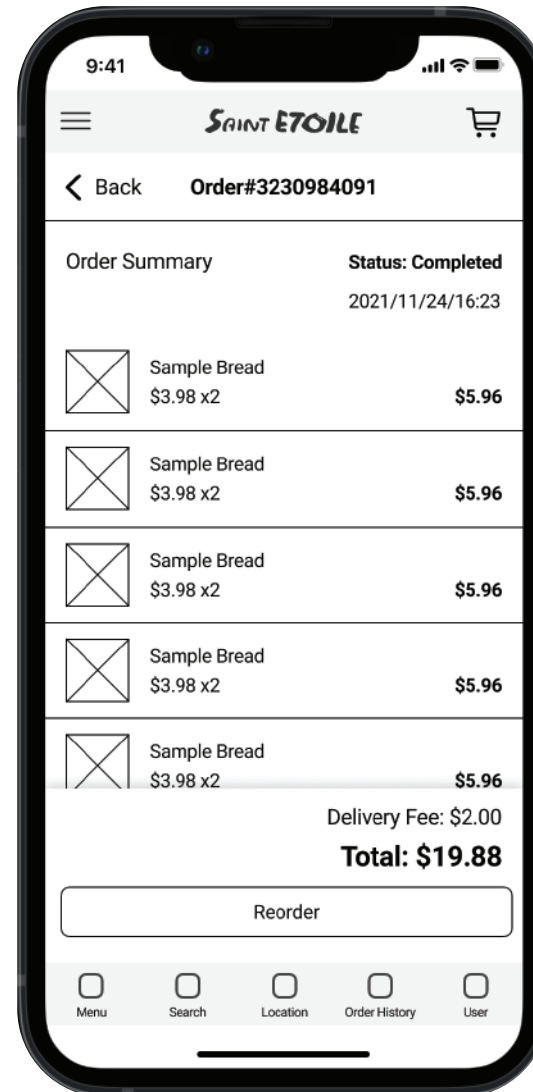
## OTHER IMPROVEMENTS

I reflected other feedbacks to the design in order to improve usability.

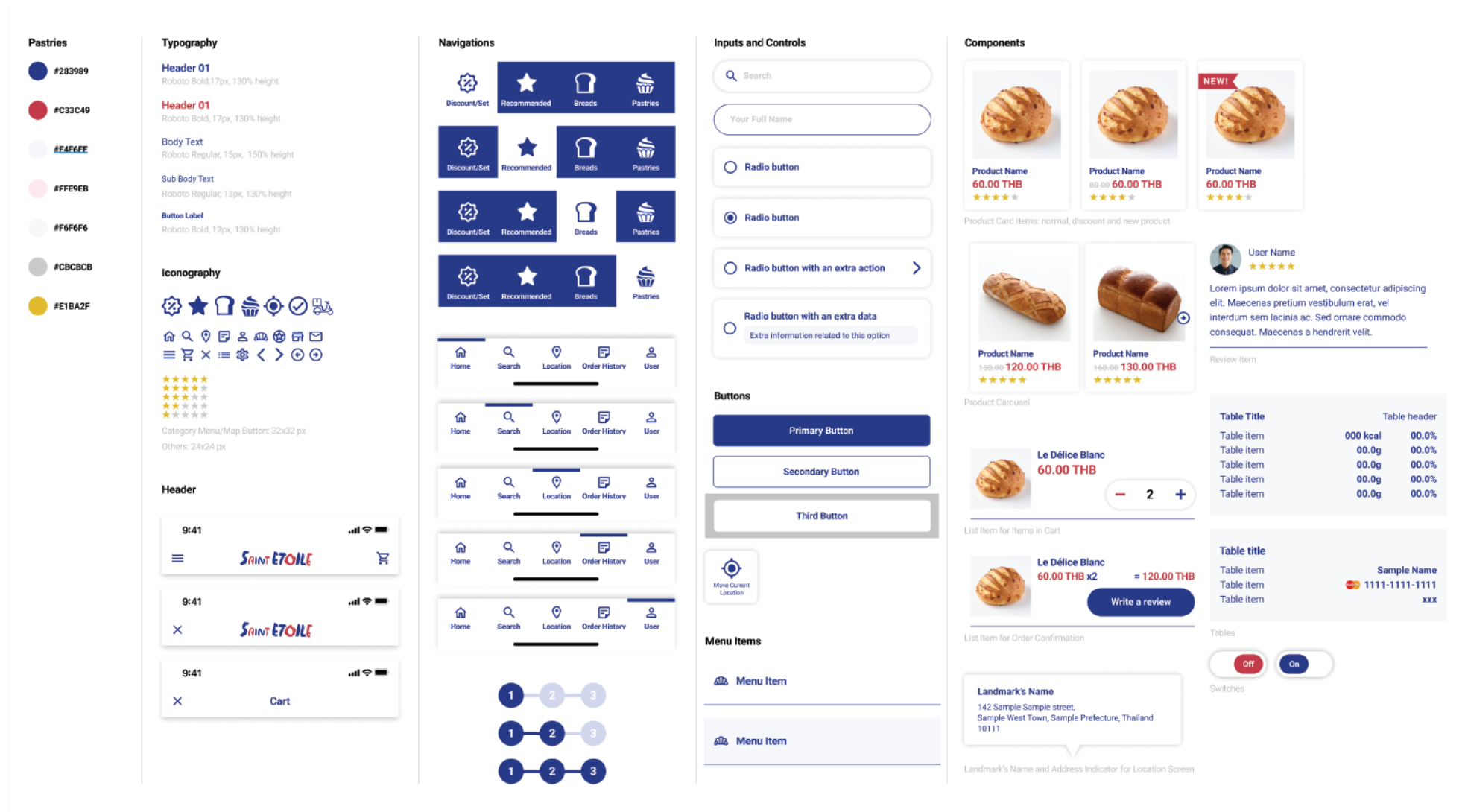
- "Reorder" button in Order History is also now in a fixed position.
- Added ability to change the amount of item in "Cart".
- Added more icons along side with text to increase visual impression.

## FURTHER IMPROVEMENTS

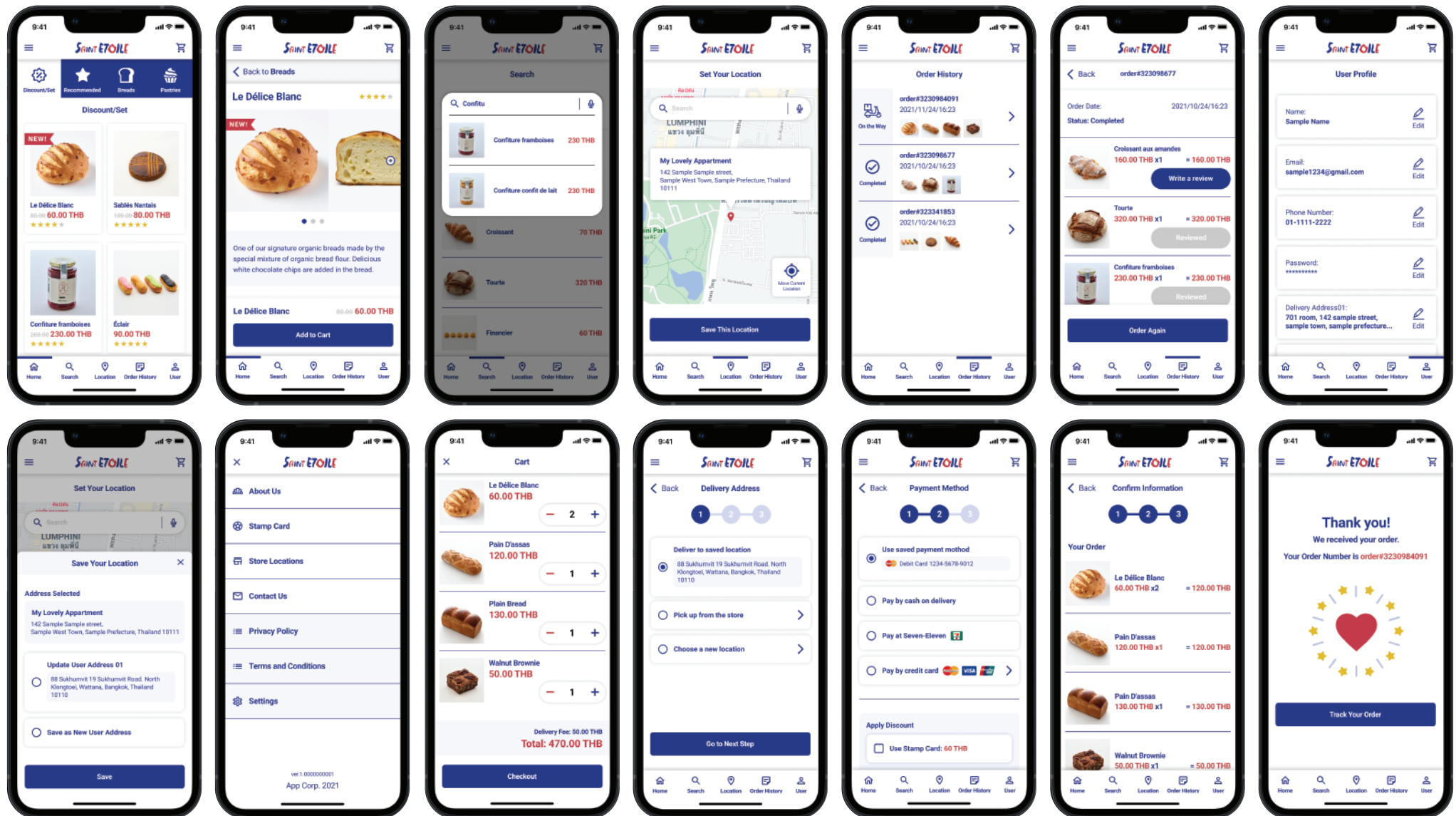
Adjusting spacing, font size, font weight, positioning of each element will be considered when making a high fidelity mockups.



# CREATING A DESIGN SYSTEM



# CREATING A HIGH FIDELITY MOCKUP





# TAKEAWAYS

As a Japanese pastries lovers, Saint Etoile App is an idea that is near and dear to my heart. I wanted to communicate the importance expressing myself through different creative outlets. This was my first time fully using the goal-directed design process. I can definitely see it being useful in future projects. The idea of honing in on the persona hypothesis creation to help further the goals of not only the user, but also the business is a step that I had taken for granted up for a long time. I learned that designing for the business goals is just a part of it, it is essential that the design is based on user's need throughoutly in order to creat something that really works.

Special thanks to those who had participated the intereview and usability study for giving the opportunity to gain the useful insights.

**FULL PROCESS BOOK IS AVAILABLE UPON REQUEST**

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