

Peter's Bakery School App

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Project overview



The product:

Peter's Bakery School is a small family business. Peter wants to promote his wide range of cooking courses and make it easy for users to find/book them. His customers are men and women of all ages, students, and everyone who wants to learn more about cooking or simply needs a hobby or as a passion for it.



Project duration:

June 2021 to November 2021

Project overview



The problem:

Peter does not have a App to promote his courses and grow his business.



The goal:

Design and develop an app for Peter's Bakery School, so his customers can easily book one or several cooking courses. And engage with more customers.

Project overview



My role:

PM, lead UX/UI designer, designing an App for Peter's Bakery School from conception to delivery.



Responsibilities:

User research, conducting unmoderated usability studies, paper and digital wireframing, lo-fi and hi-fi prototyping.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



For this particular project, I've conducted some unmoderated usability study's and created empathy maps to understand the user needs. The user group identified through research were adults, employed and unemployed ones and students also, who needed a new hobby or wanted to learn/improve their cooking skills.

This group also confirmed our initial assumptions that Peter's customers would be really satisfied if they could have a easier way to engage in this kind of formation/classes. Some other user problems included not having in their nearby residence a place where they could practice and learn new skills.

User research: pain points

1

Personal time

Working adults needed sometime for them after work to chill and clear their mind.

2

New ideas

Users usually struggle with getting ideas for what to do for their family meals.

3

Apps accessibility

Users pointed that they found it a bit “hard” to find a app where they could easily find one or more Courses about cooking.

4

Apps features

Users also realize that the apps didn't have some features they needed (ex. book more than one course at once, have a calendar instead of text boxes to choose dates).

Persona: Mary Doe

Problem statement:

Mary Doe, is an hard working secretary, wife and mother, who needs to find some Cooking Courses to participate in and book them, because she needs to layoff some steam and free her mind from work.



Mary Doe

Age: 46

Education: Administrative Degree

Hometown: Lisbon, Portugal

Family: Married, 2 kids

Occupation: Secretary

"I love cooking. And I need an hobby to get my mind off work for a while."

Goals

- Take the best care of my family
- Enjoy my life and be the best professional as I can be
- Live an healthy life so I can see my children's grow

Frustrations

- "I need sometime for me after work..."
- "I love cooking and bakery and I just don't have the time to do it at home."
- "I usually struggle with getting ideas to do for dinner for my family."

Mary is a 46 years old secretary for 17 years now. Mary is a dedicated mother and wife as well as a good professional. She does all the administrative work in an consultancy firm. She's about to get a promotion on her job. She loves her family but also she would like to have a bit of more time for herself, to explore new things and put her mind a rest for a while.

User journey map

Persona: Mary Doe (Temporarily disable – broken foot)

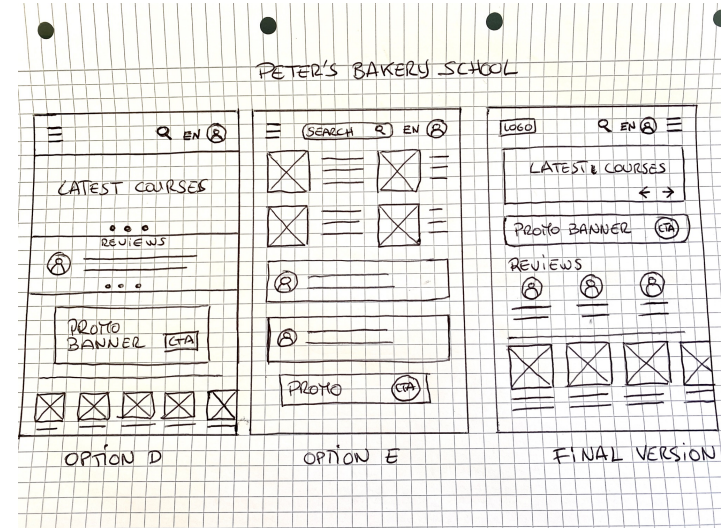
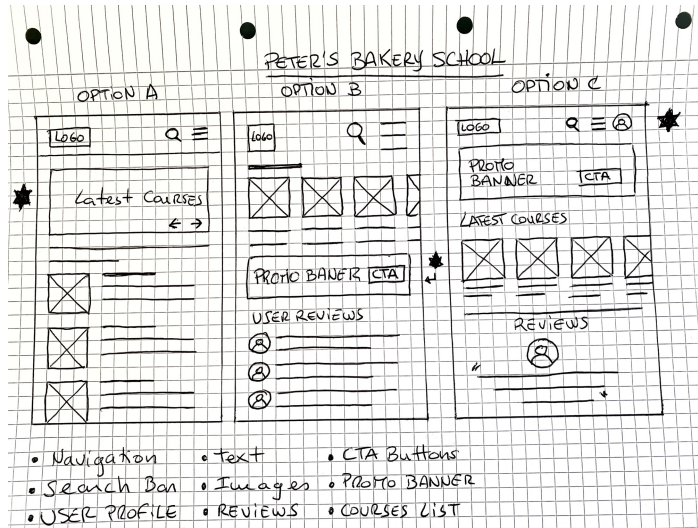
Goal: Attend and book some Courses related to something she likes the most – cooking

Mapping Mary's user journey showed how useful an App would be for Peter's School and at the same time revealed some issues that needed to be addressed.

ACTION	Research	Get the App	Subscribe the Course	Confirmation	Attending the Course	Survey to evaluate the user experience
TASK LIST	<ul style="list-style-type: none"> A. Look in App Store for apps that are inline with her goals B. Read reviews to identify the best one C. Take in consideration her location 	<ul style="list-style-type: none"> A. Download the app B. Register C. Start using and searching the workshops offers 	<ul style="list-style-type: none"> A. Fill out the subscription form B. As a first-time attendee she does not have any of special offer C. Few option to choose from to do the payment 	<ul style="list-style-type: none"> A. Happy and incentive message B. Both in app and email C. Noticed when and where the Course would take place, but with no clear directions to get there 	<ul style="list-style-type: none"> A. Use a map app to get to the place B. Perception that some "working" material were missing C. The start of the Course was delayed and realized that there were several stairs to climb 	<ul style="list-style-type: none"> A. Offered discount for future workshops B. Space for Mary to share her thoughts C. Did not ask about the transportation or directions given earlier
FEELING ADJECTIVE	<ul style="list-style-type: none"> Excited to be able to find something she can relate to. A bit confused with so many Apps to choose from 	<ul style="list-style-type: none"> Thrilled to know the number of different kinds of courses the app shows 	<ul style="list-style-type: none"> Bit annoyed with the fact that there's few options for her to choose the method of payment 	<ul style="list-style-type: none"> Happy the subscription went through successfully Upset for not having a clear route how to get there 	<ul style="list-style-type: none"> Frustrated to have to stand up in a hallway to be called to the workshop Realized that, maybe she had to bring her own material Having temporary disability, frustrated that they didn't have any solution to disabilities in mind 	<ul style="list-style-type: none"> Happy for the discount offered Glad to be able to provide feedback on of the overall experience
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"> Narrow the search based on the user's geographic location 	<ul style="list-style-type: none"> Offer incentive to recommend the app to friends 	<ul style="list-style-type: none"> Add some welcome offer for first-time attendees Add more options for user to choose the way to pay for the courses 	<ul style="list-style-type: none"> Take in consideration the user's location and present the best way to get there and give examples of several means of transportation 	<ul style="list-style-type: none"> Create a cheat-sheet with the materials attendees need or not need to bring to the Course Be more precise with sessions timing Include some chairs on the facilities and consider moving to a ground level 	<ul style="list-style-type: none"> Improve survey to better understand the pain-points that might occur, and include more information after

Paper wireframes

Drafting some examples on paper of the App homepage ensured that some key elements were incorporated into digital wireframes to be well-suited to address user pain points. For this screen, I prioritized a quick view and easy to read of the latest courses to help users save time.



Stars were used to mark elements of each option that would be used in the initials wireframes.

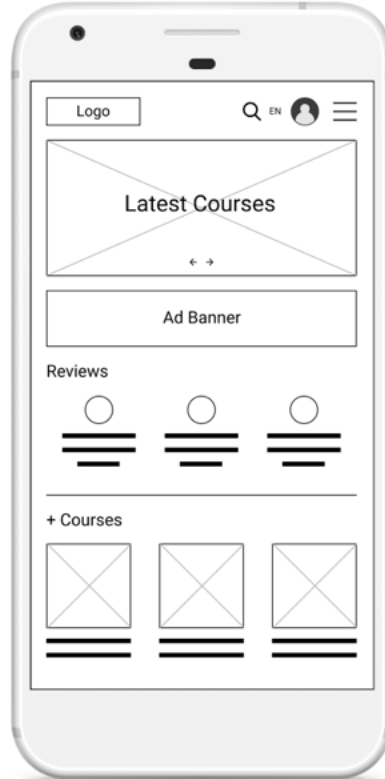
Digital wireframes

This are screenshots of the homepage app low-fidelity prototypes, **before** and **after** updates were made, based on our first research insights.

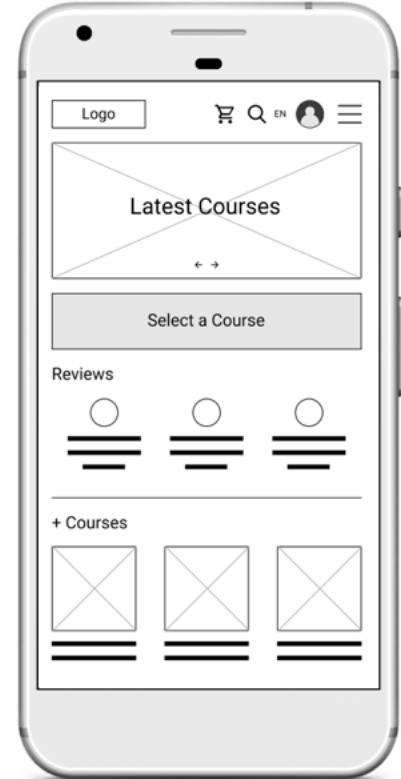
You can the see the **before** prototype, [here](#).

You can the see the **after** prototype, [here](#).

Before



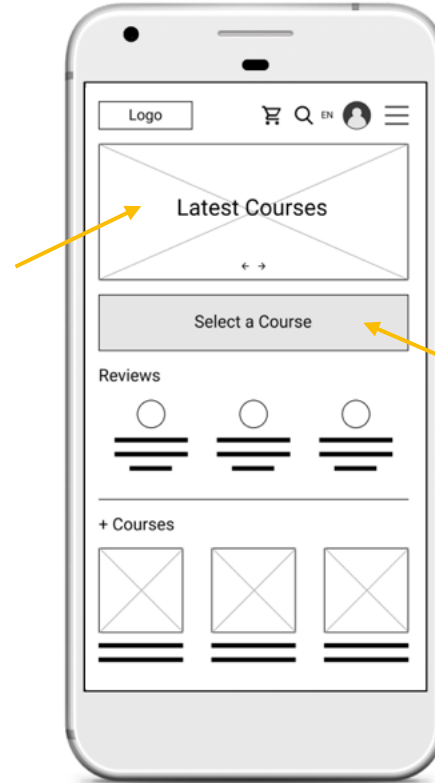
After



Digital wireframes

After gathering feedback and taking in consideration some of the pain points presented by users, updates were made, based the user research insights.

Carousel with images and titles, at the top of the home screen to help users see the latest Courses.

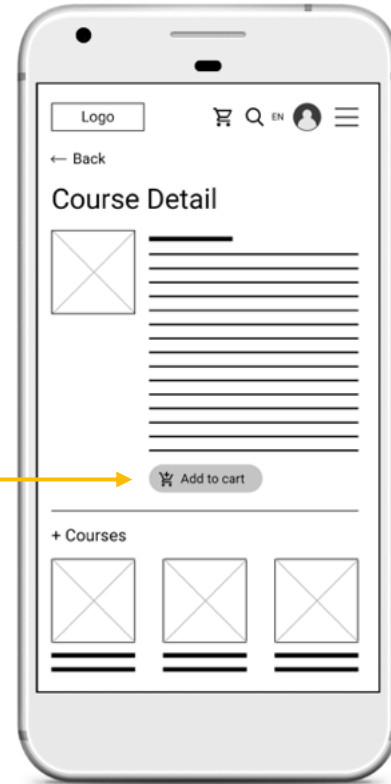


CTA button for users to easily see and browse the list of Courses available

Digital wireframes

Being able to **book more than one Course at once** was a **key feature** that need to be addressed in the designs and in addition to equip the app with AT.

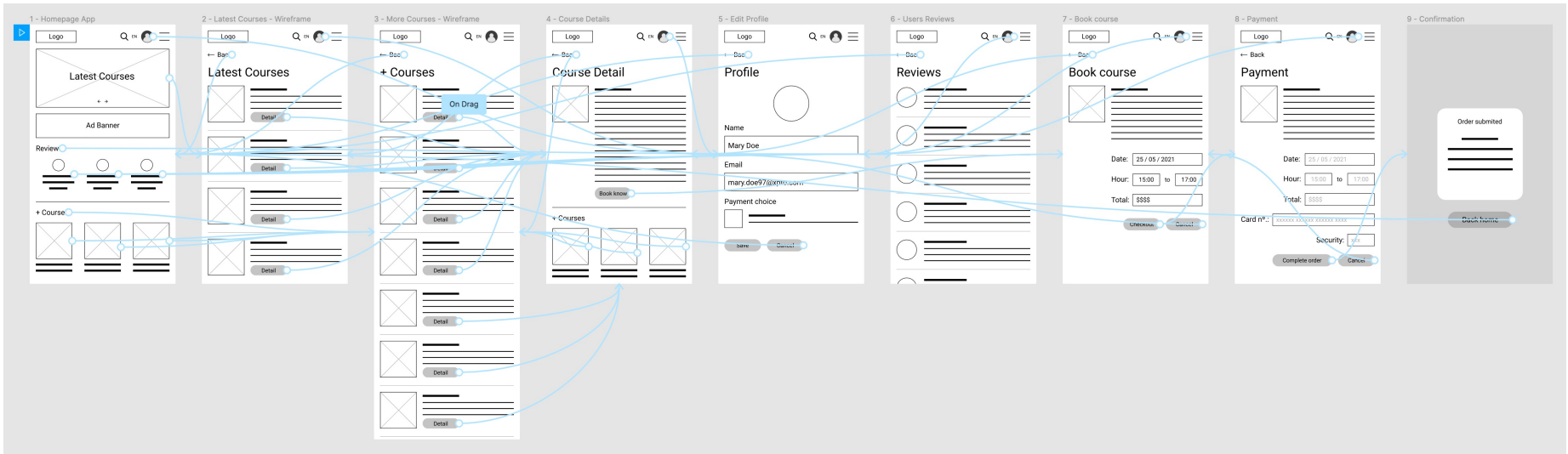
Easy ability to book more than one Course.



Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of choosing and booking a Course, so that the prototype could be used in a usability study with users.

View Peter's School App [low-fidelity prototype](#).



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Portugal - remote



Participants:

5 participants



Length:

15-20 minutes per participant

Usability study: findings

These were the main findings uncovered by the usability study:

1

Useful

People found the app to be very useful to use

2

Efficiency

People wanted an easier way to choose a date to book a Course

3

Customization

People wanted to be able to book more than one Course at once

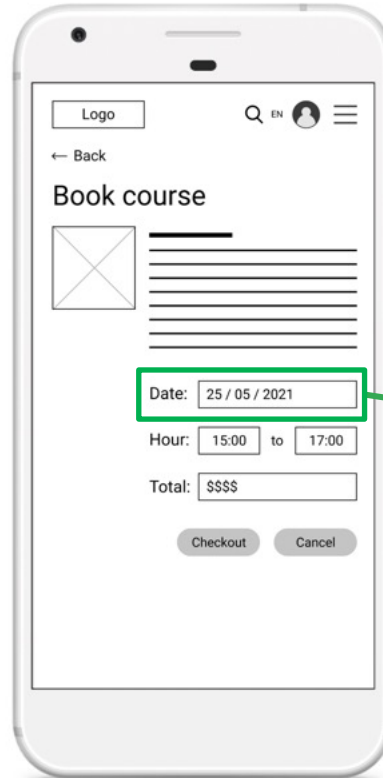
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

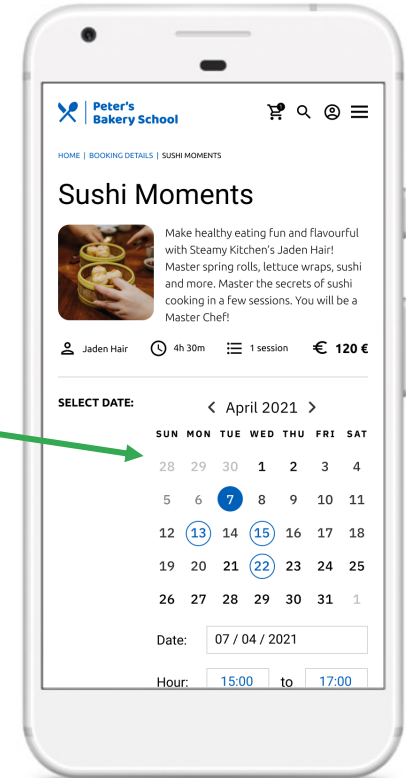
Mockups

There were a few actionable insights I came up with from the usability studies. One of those was **changing the way to choose a date**, instead of a text box users said they preferred a calendar “mode”.

Before usability study



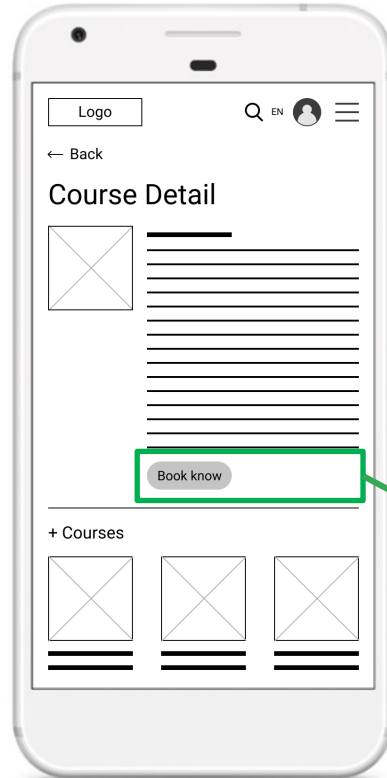
After usability study



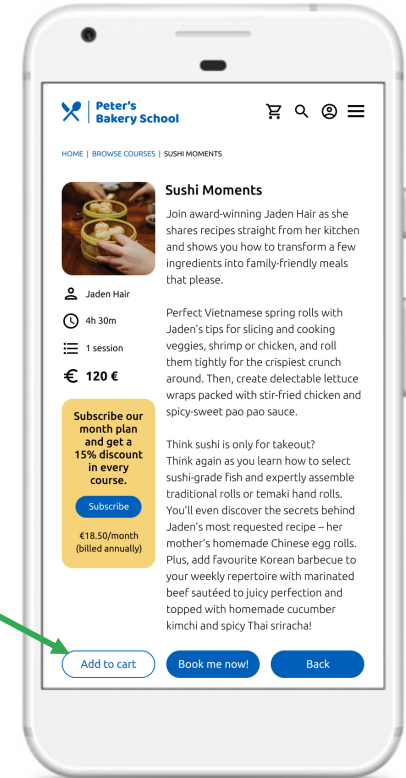
Mockups

In the early designs users were only allowed to book a Course at a time. I added the **option to “Add to cart”**. So users can have the ability to book more than one Course at a time and continue to navigate in the app.

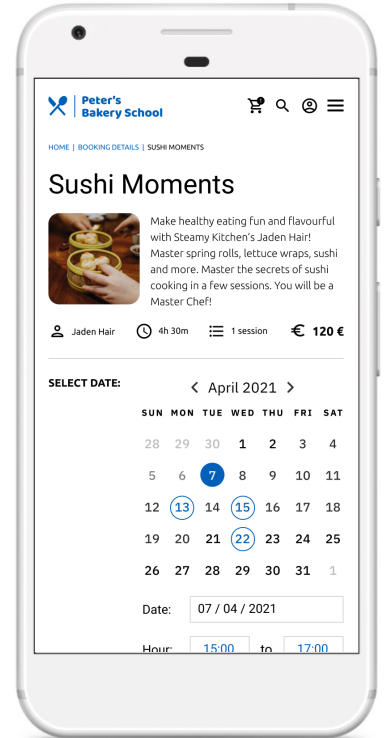
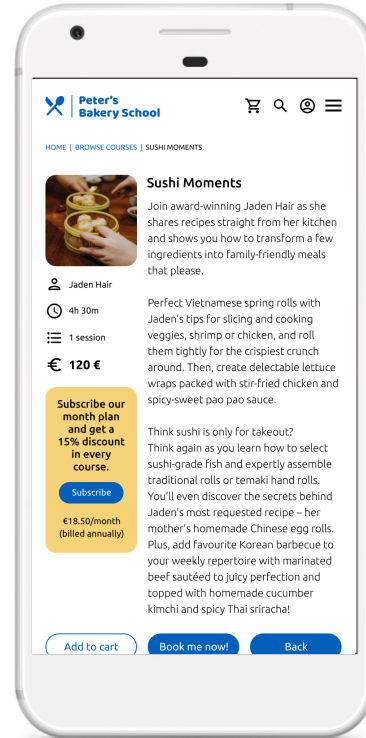
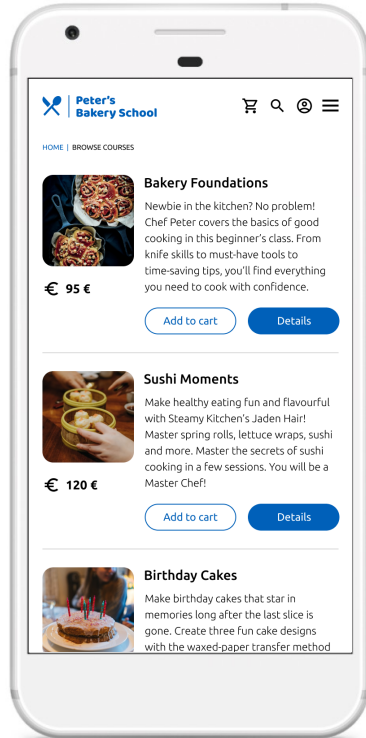
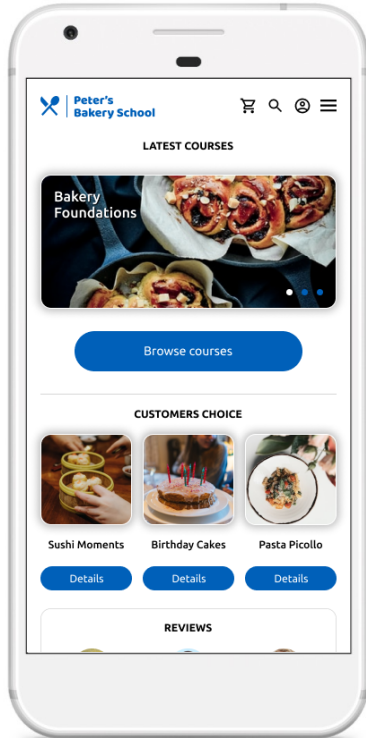
Before usability study



After usability study



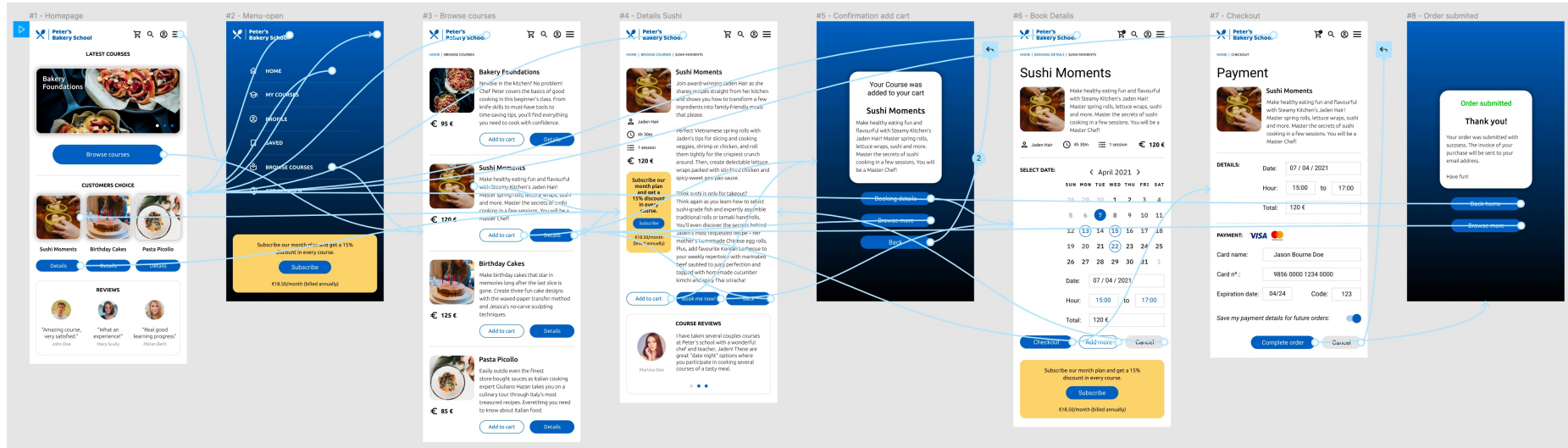
Key mockups



High-fidelity prototype

The hi-fi prototype followed the same “choosing and book a Course” user flow as the lo-fi prototype, and included the design changes made after the usability study.

View the Peter’s Bakery School [high-fidelity prototype](#).



Accessibility considerations

1

I've add in consideration typography hierarchy, so in a layout divisions were created to help/show users where to focus and make it easier to find information.

2

In terms of color, I've applied the 60-30-10 rule. Also used some accent colors to emphasize information, and at the same time all the app is communicating the branding.

3

In addition to color I've also had the caution to use icons, so the overall design will be clearer to more users.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app really made a strong impact on the users, they feel like the app meet their needs.

A quote from peer feedback:

"Using this app it's the easiest way for me to find a way to perfect my skills in cooking, with so much different offers. I already have it in my shortcuts!"



What I learned:

It was a blast, since the first contact with the product and "the problem", throughout the entire process. I've learned a lot, not only on a UI level but the all UX process was a real eye-opening for me. Listening to users and address their pain points and feedback, really made a strong impact in my designs.

Next steps

1

I need to continue measuring (analytics) the engagement with users, to understand the impact our updates made regarding it.

2

I will conduct when possible another Usability Study to have some inputs from new users. So it helps me to continue improving the User Experience.

3

I will want to hear from Peter's experience as well, so he can give his opinion about the impact on his business and see if his goals are being achieved.

Let's connect!



Thank you so much for your time, reviewing my work on Peter's Bakery School app! Please feel free to check out more of my work or just drop me a line to say hello, my contact information is provided below.

Email: eduardo@elvieira.net // Website: <https://elvieira.net/>

Thank you once again!
Stay safe!

Eduardo Vieira