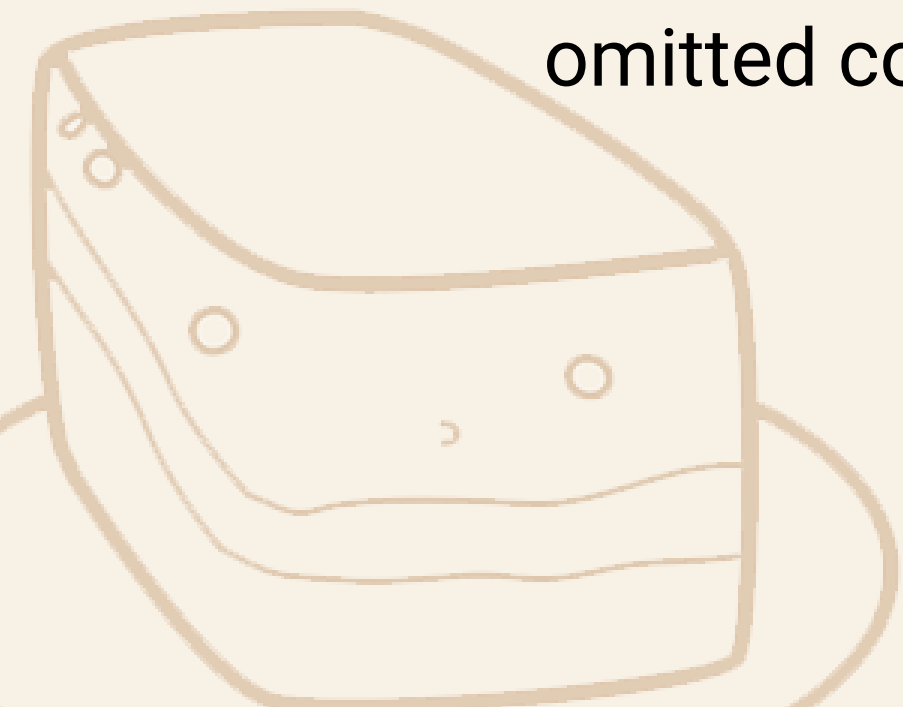# Cherry Pie

"Bakery at your doorstep"

NIVA PALANISWAMY
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Project Overview

Cherry Pie is a regional bakery having branches spread in Bangalore, India. Sales of the bakery dropped due to COVID-19 and they are striving to get back to business.

The project aims to develop a **mobile ordering app for Cherry Pie Bakery** to bring back their affected sales and provide more convenience to their customers. This project was done for my Google UX Design Professional Course and to comply with my Non-Disclosure Agreement (NDA), I have omitted confidential information.

MY ROLE:

Product designer, designing Cherry Pie from conception to delivery.

RESPONSIBILITIES:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

TYPE:

Mobile Application

TOOLS USED:

Figma, Illustrator, Photoshop, Adobe After Effects

THE PROBLEM

COVID-19 pandemic has significantly impacted the sales of Cherry Pie Bakery due to the lockdowns and government restrictions.

The **demand for Baked products was still rising** since people preferred to stay at home and rely on food that can be stored. The supply remained an issue.

There is **no online delivery service for baked products** at present.

⭐ THE GOAL

Develop a **Fast Track app service for Cherry Pie**, which uses advanced features designed to provide a seamless ordering experience. The app will include **home delivery, pick-up and pre-book services** to cater to the needs of people.

Research

I conducted interviews and created empathy maps to understand the users and their needs. Using this knowledge, I was able to drive my design process forward.

RESEARCH INSIGHTS

I conducted user interviews with 4 existing customers of the bakery. From the user interviews and research, I made several insights from user behaviours. These are some main points observed and learned during the questionnaire.

All participants stated that they prefer to stay at home and get the food delivered during this pandemic and due to many other reasons as well.

A few pain points are the difficulty for the customers to travel during the pandemic, stocks getting over, sometimes long queues at the bakery, and many others related to covid worries.

Swiggy and Zomato

75 percentage of the participants' order food on Swiggy and Zomato and they are the most popular food delivery service.
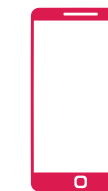
75 percentage of the people claimed they use mobile apps to quickly order food or initiate pickup.

USER PAIN POINTS

1

Safety

Prefers to stay at home and travel less during the COVID-19 pandemic.

2

Price

Affordable snack and bakery products ordering options with better convenience is not available

3

Product

The online platforms have very few options for bakery items

4

Time & Unpredictability

Due to the busy work schedules, working adults wanted to minimise the time waiting at a place for buying food during work hours. Many food items on demand get out of stock at times in the Bakery.

PERSONA CREATION

NAME: Abhilash
AGE: **25**
LOCATION: **Bangalore**
OCCUPATION: **IT Professional**
FAMILY: **Single**
 (shared accommodation)

" **I love to visit bakeries and hang out with friends in the evenings. One of my go tos is "Cherry Pie" Bakery. But due to COVID, I rarely go outside for snack cravings.**

Abhilash often has a tight schedule for work on the weekdays. He is working from home with his roommates due to COVID-19. He and his roommates don't prefer to go outside just for bakeries since most of the time stocks will be out for their favourite foods and it is unpredictable. He prefers to have a service where he can do a quick pickup by himself or any of his roommates.

NAME: Susan
AGE: **39**
LOCATION: **Bangalore**
OCCUPATION: **Entrepreneur**
FAMILY: **Lives with Husband and two children**

" **I often visit Cherry Pie bakery since the food is fresh and healthy. "Cherry Pie" is one of the favourite places for my kids and colleagues as well"**

Susan John usually has many clients and colleagues interactions. Due to COVID-19 lockdown, she often has meetings happening at her home studio. She always prefers buying snacks from *"Cherry Pie"* for her business needs and for her family. Now it seems difficult for her as the bakery is far and has no online booking option.

COMPETITIVE AUDIT

I had to choose indirect competitors mobile applications similar to "Cherry Pie" since there was no other direct competitor available in the market. I evaluated several features deemed vital from user surveys and identified which ones could capitalize on.

	Uber Eats	Pizza Hut	Domino's Pizza	zomato
BAKERY PRODUCTS	○	○	○	○
PRE-BOOKING	○	○	○	●
DELIVERY SERVICE	●	●	●	●
PICK-UP	●	●	●	●
FOOD IMAGE REPRESENTATION	○	●	●	○

USER FLOW

I constructed a user flow of what a basic start to finish of ordering a bakery product from "Cherry Pie" will look like. This helps me to understand ways users can interact with the product, as well as allows me to see navigation through user goals.
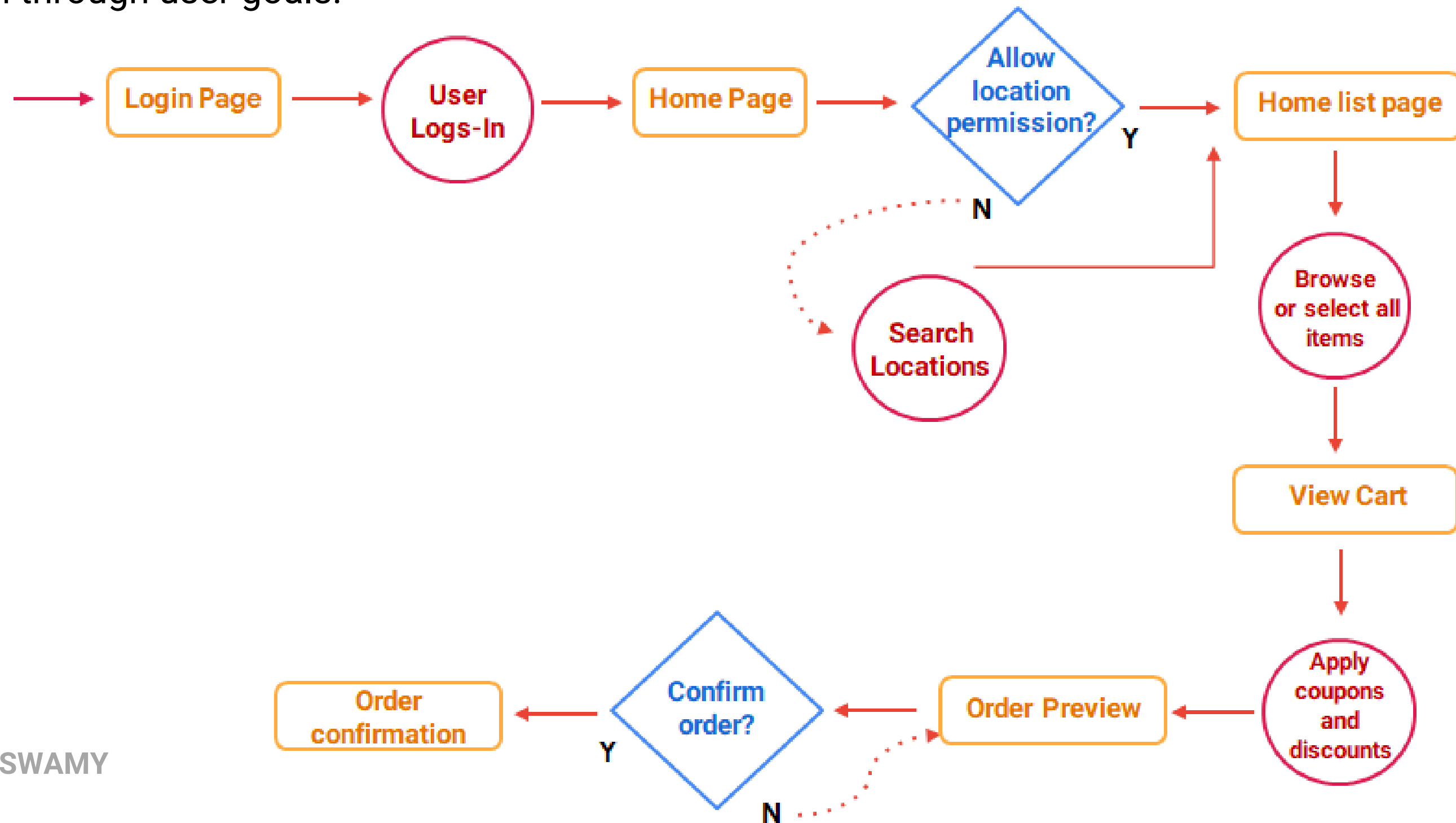
Preliminary Design

The application starts to take form from this section. This section includes all the initial phases followed to achieve the final design.
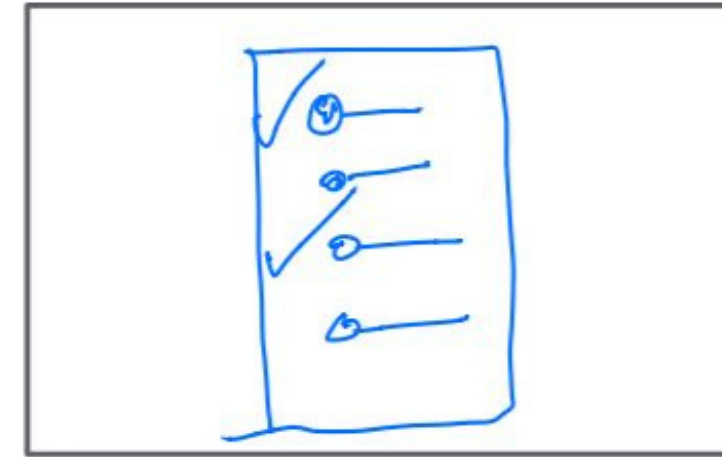
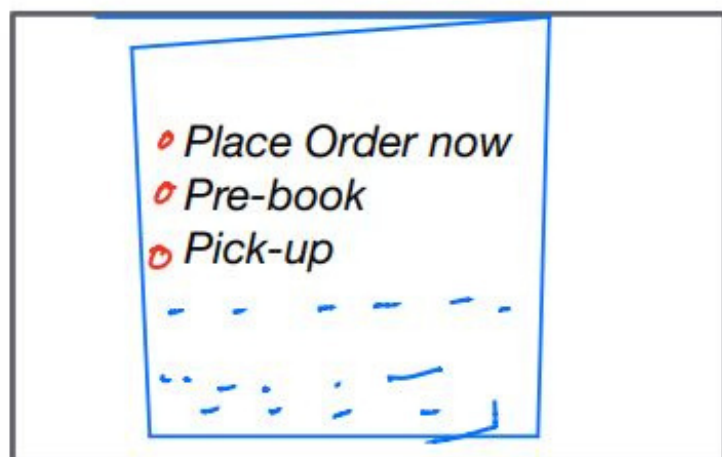# STORYBOARD

Scenario: Use the "Cherry Pie" app to order an item and deliver it to home.
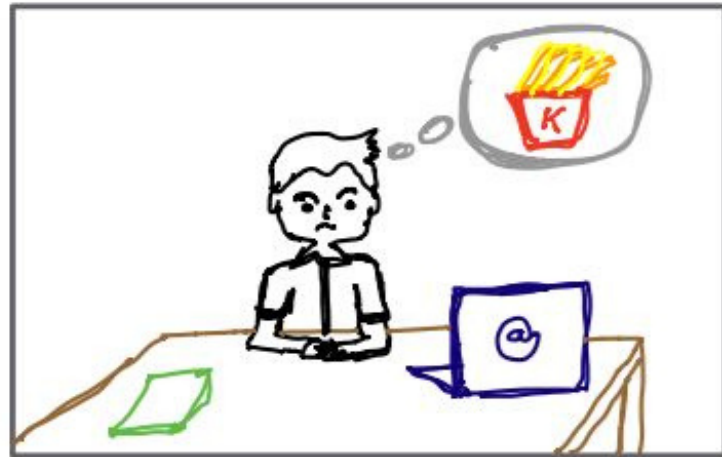
Abhilash wants to have snacks from Cherry Pie. He doesn't want to go out in this COVID situation.
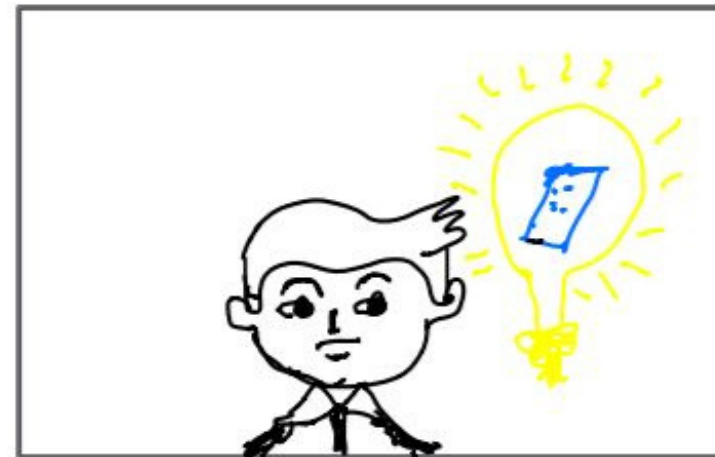
Abhilash suddenly thought about the new app by Cherry Pie Bakery

Abhilash can select his favourite foods

Options to Place an order, pre-book or schedule a pick-up
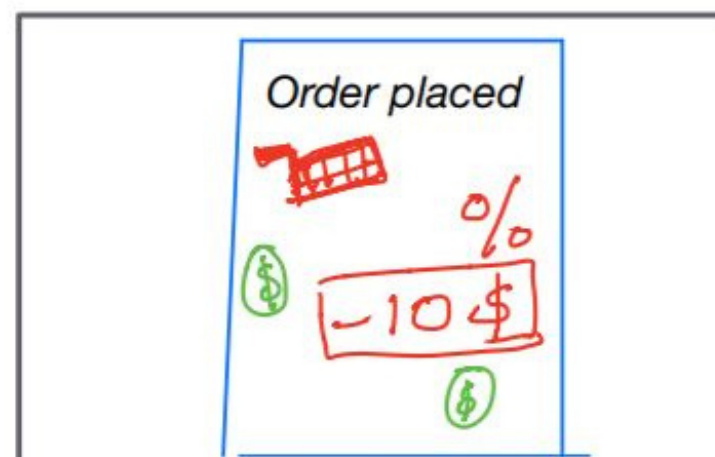
Abhilash gets discounts / cash back / vouchers for the app usage

Order reaches home and he feels happy with his snack cravings

SKETCHED WIREFRAMES

NIVA PALANISWAMY   Research
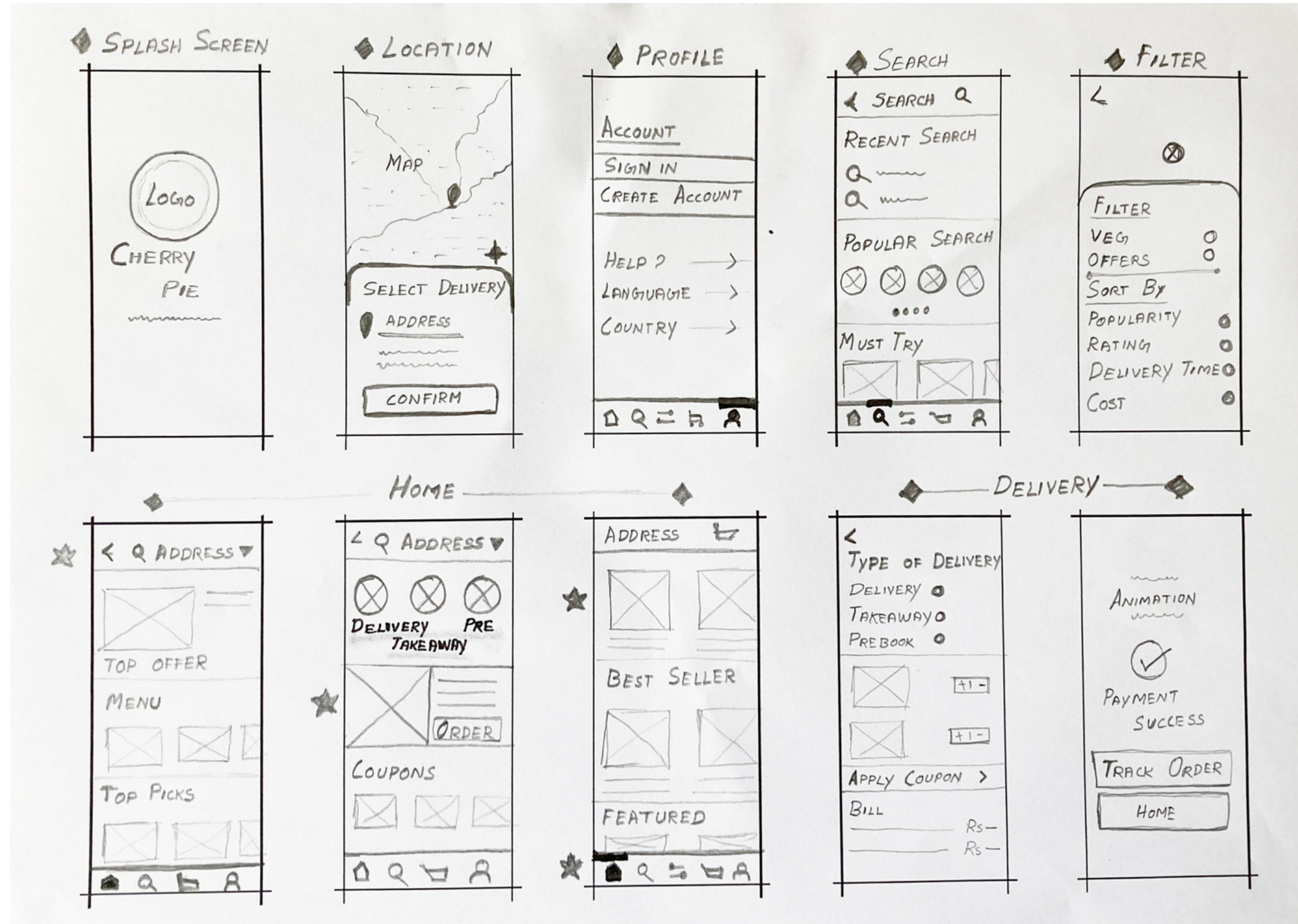
LO-FI PROTOTYPE

To prepare for usability testing, I created a low-fidelity prototype that connected the user flow to **order an item and get delivery to home.**

USABILITY TESTING

The research goal is to figure out the efficiency of user flow and the pain points of users while using the app since it is new to the market.

1. **How long** does it take for a user to select and order an item in the app?

2. Are the users expecting **any other features**?

3. What can I learn from the **steps users took** to order an item?

4. Are there any parts of the ordering process where **users are getting stuck**?

5. Is the **payment process** easy for the customer?

Study type: Unmoderated usability study

Location: Bangalore, India

Participants: 4 participants

USABILITY STUDY FINDINGS- LO FI

Before   After

1

Confusions

Participants were confused and ignored to change the type of order provided on the home page. So the type of order is removed from the home page and provided near checkout.
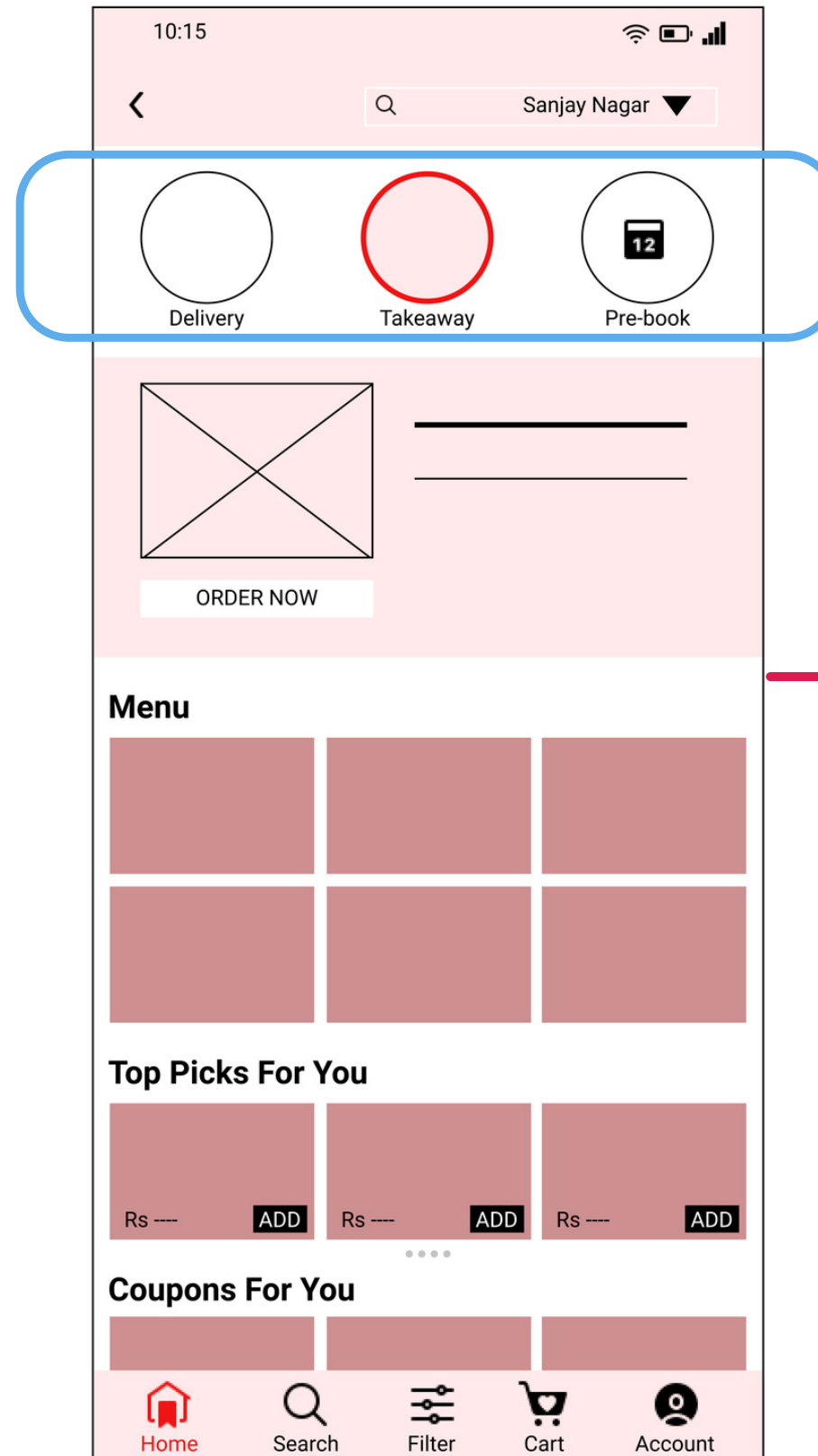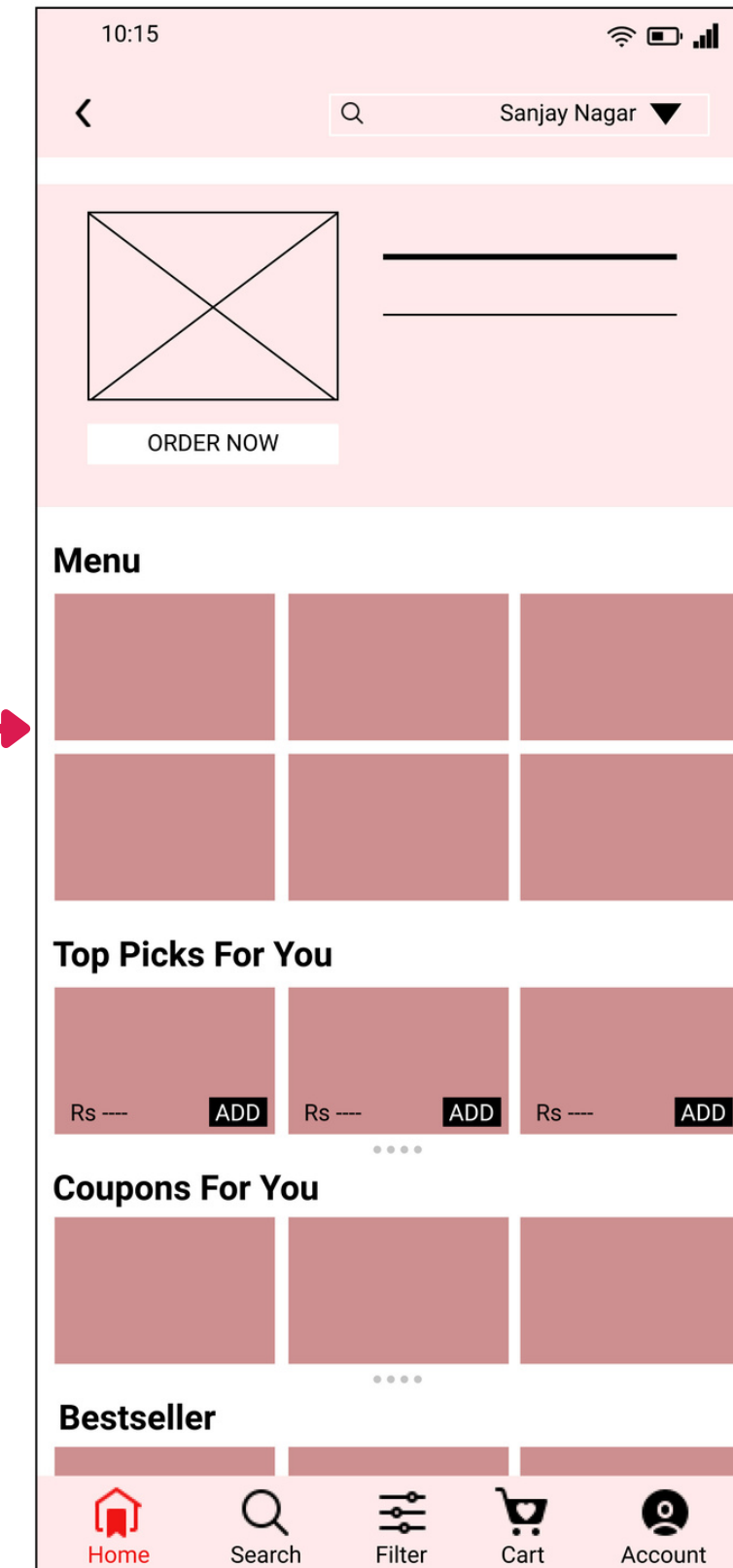
USABILITY STUDY FINDINGS- LO FI

2

Additional Features

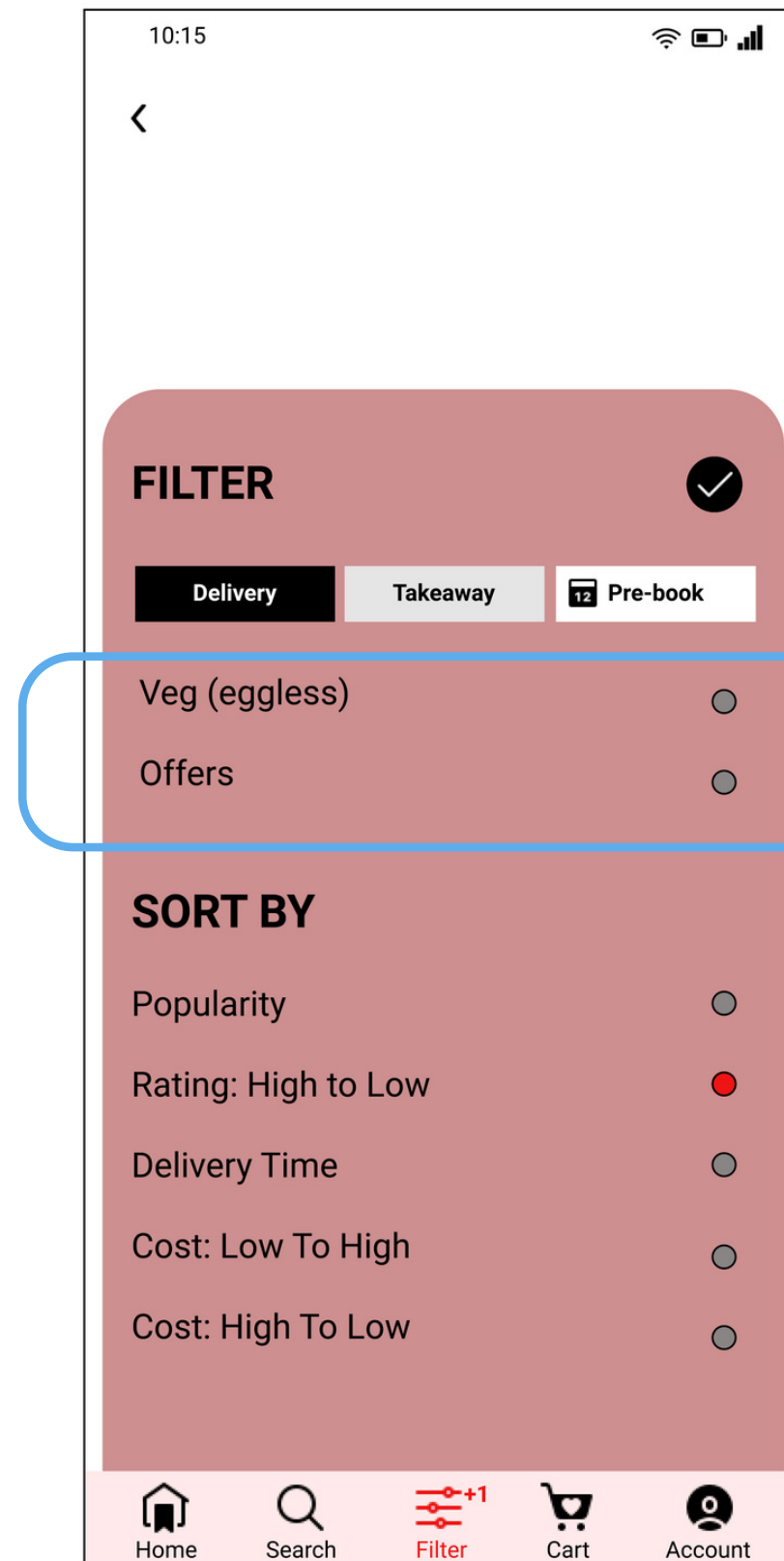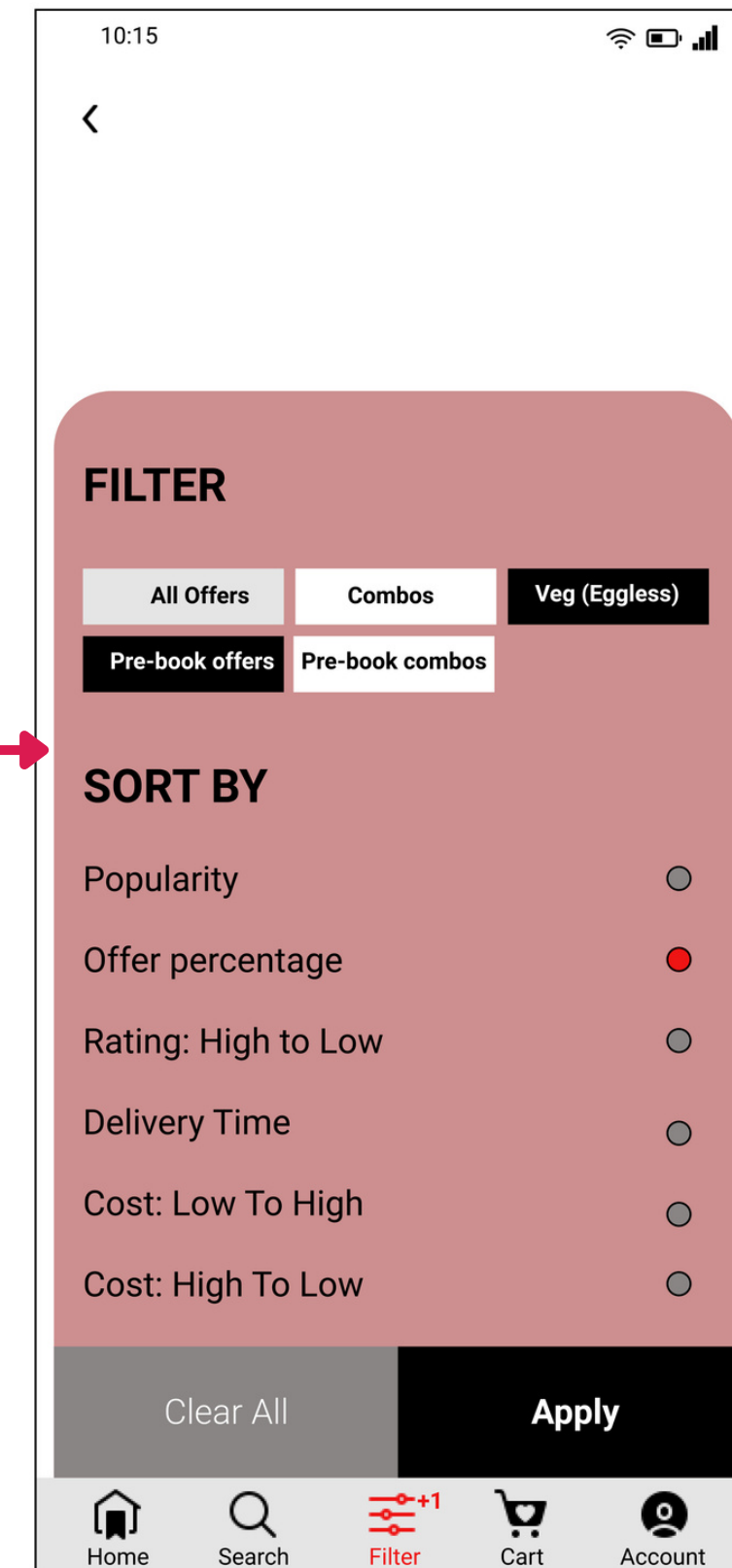Participants preferred to have more 'filter' options and more 'sort' options. The format has been also changed for the easy selection.

3

Language

Participants were confused with wordings and phrases on the payments page. Received suggestions to use easy to understand wordings
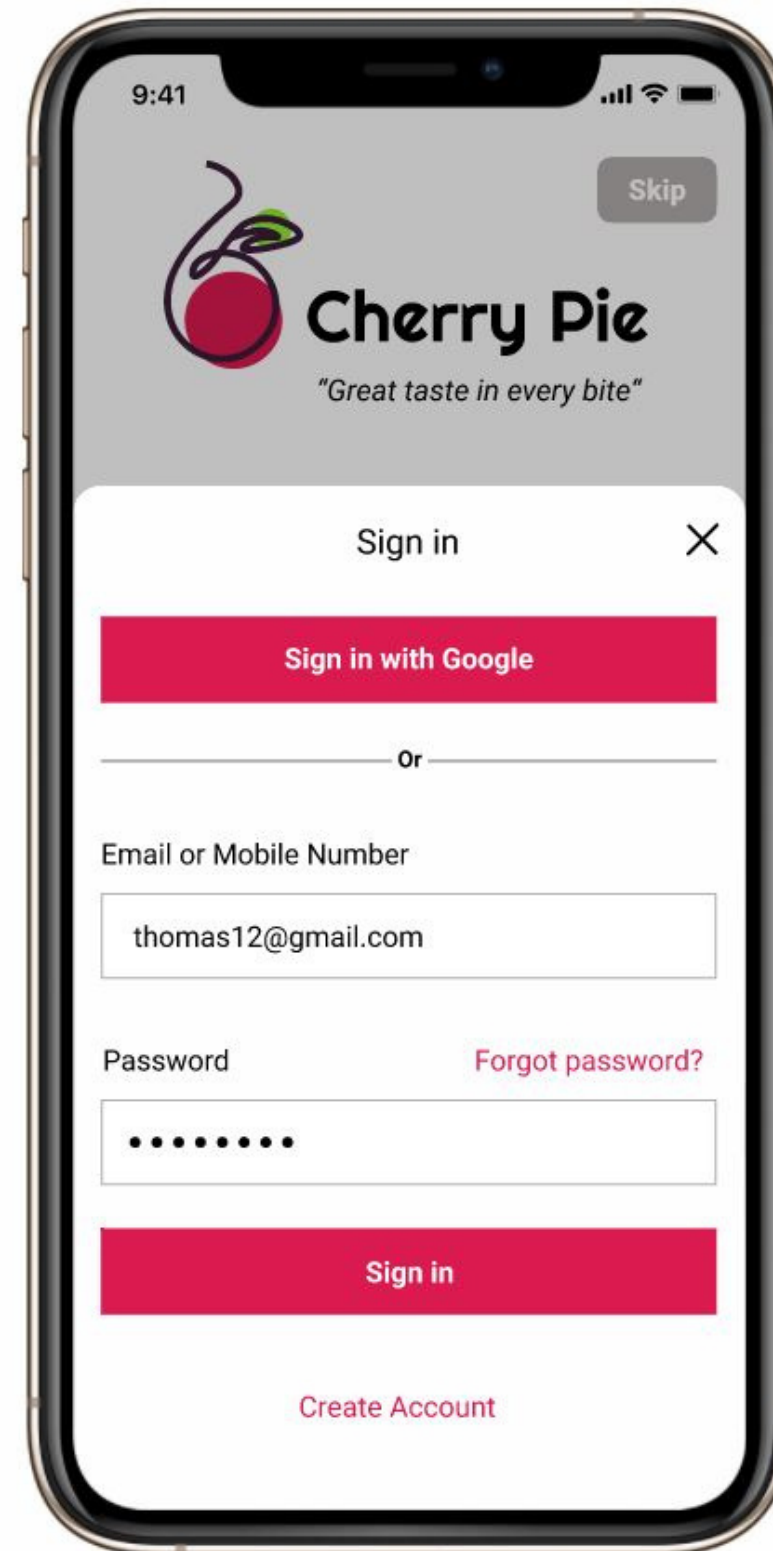
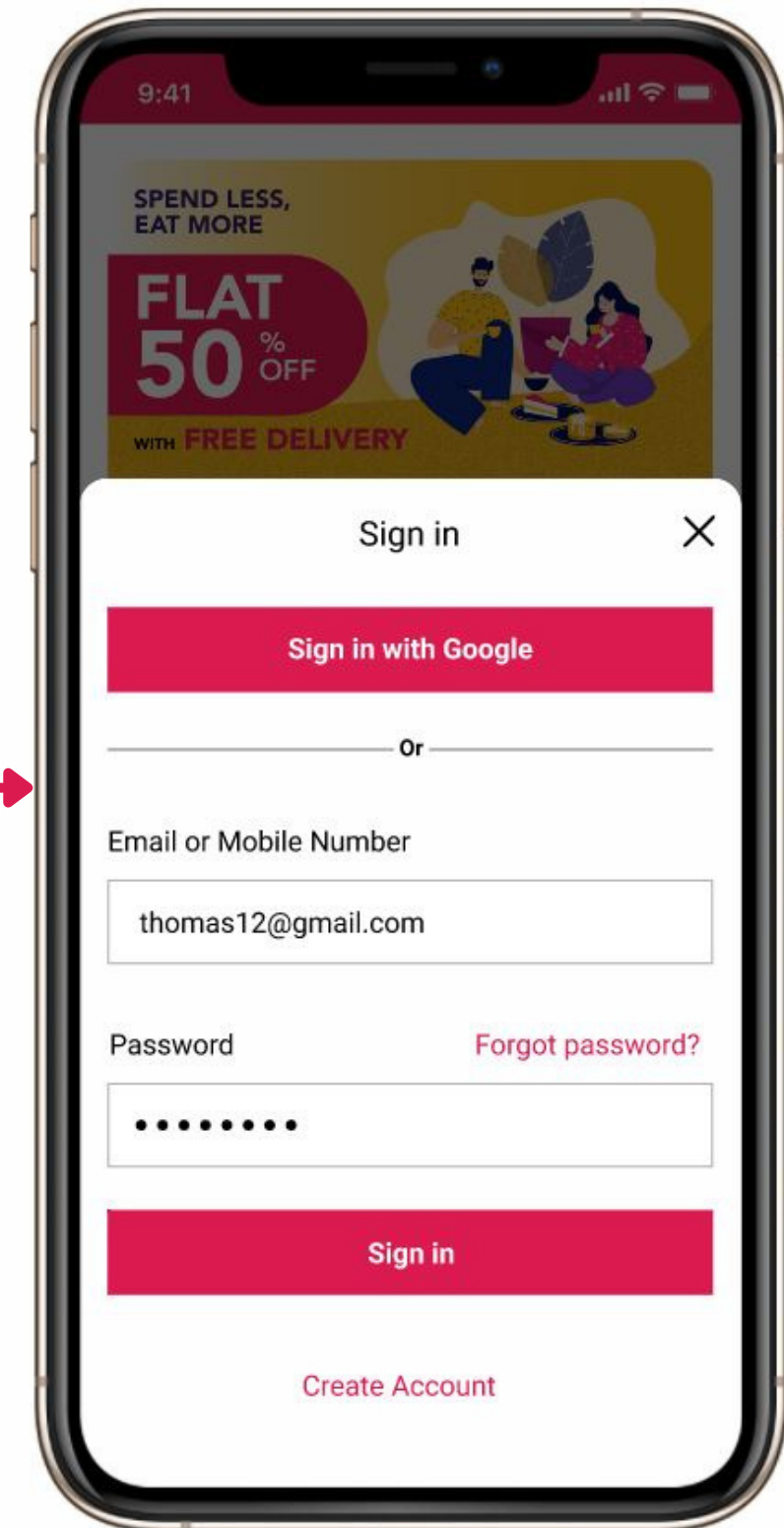Before

After

USABILITY STUDY FINDINGS- HI FI

Before

After

4

User Flow

Participants preferred to view the app first before they sign up. The user flow was changed and sign in was made compulsory when placing the order.

Final Design

Based on the insights from the usability studies, I applied design changes, did several revisions and started forming the final compositions.

01.

Upon launching "Cherry Pie" the user will be greeted with a classic **splash screen.** The user can continue to signup or choose to skip the signup and explore the products.

02.

The initial important step is to **set a location** to locate a nearby "Cherry Pie" bakery branch and act as a part of the new user signup. The **autoplay image sliders** provide an introduction to the app's initiatives and purpose.
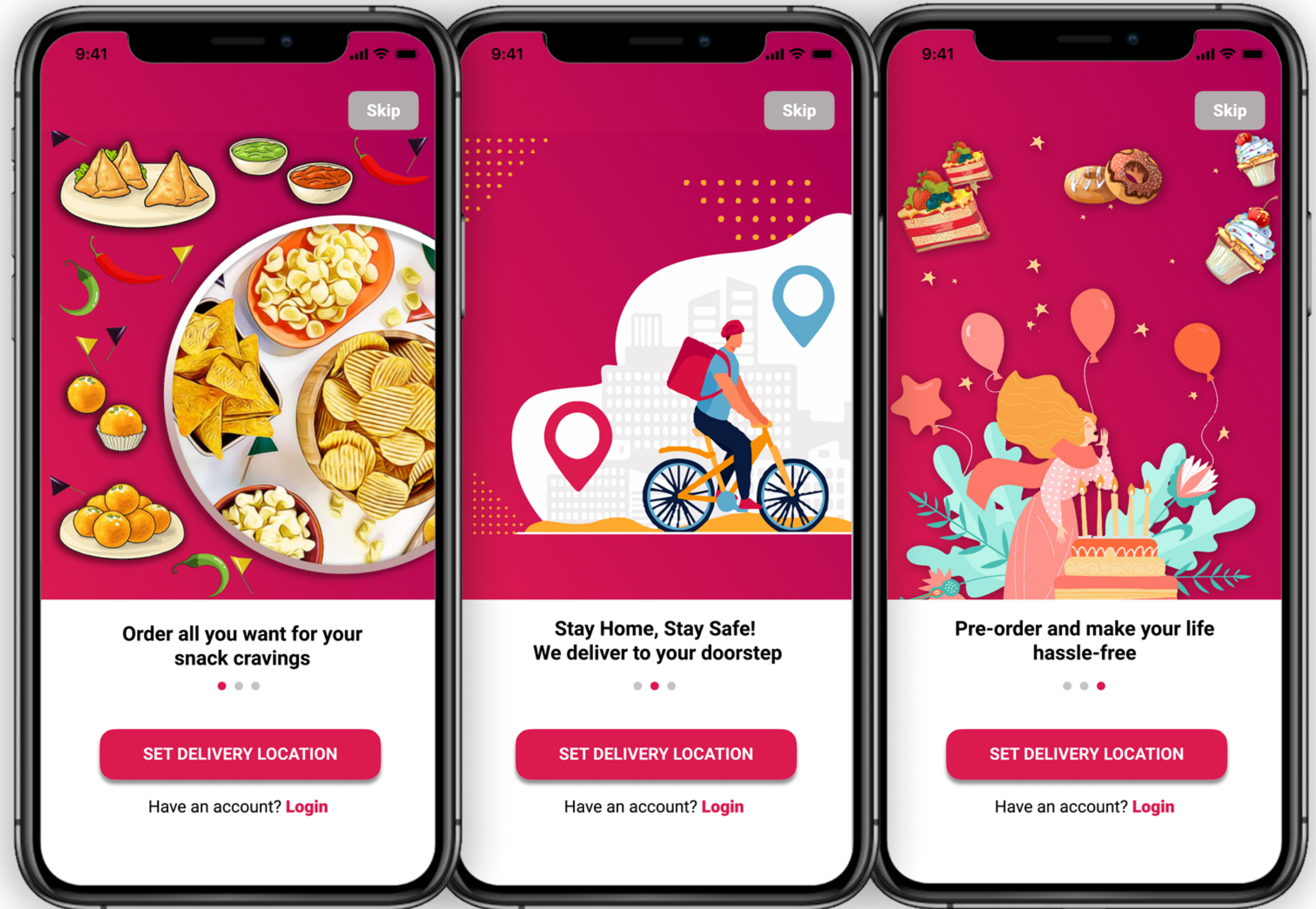
03.

The home screen is made **easy to navigate** and the information considered vital for the users to quickly select the food item are added. Cards of food items can be **easily flipped on touch** to get detailed descriptions.
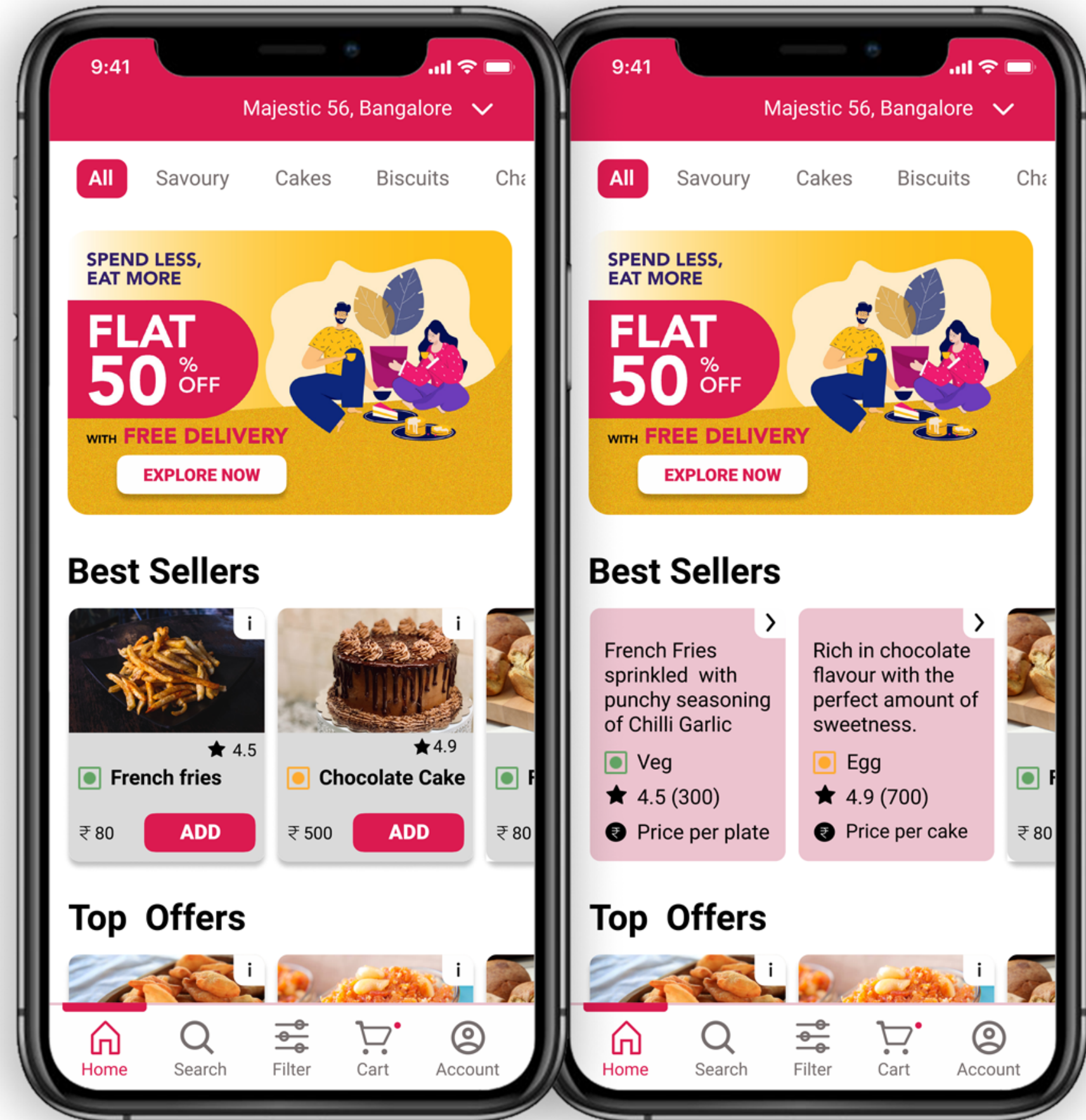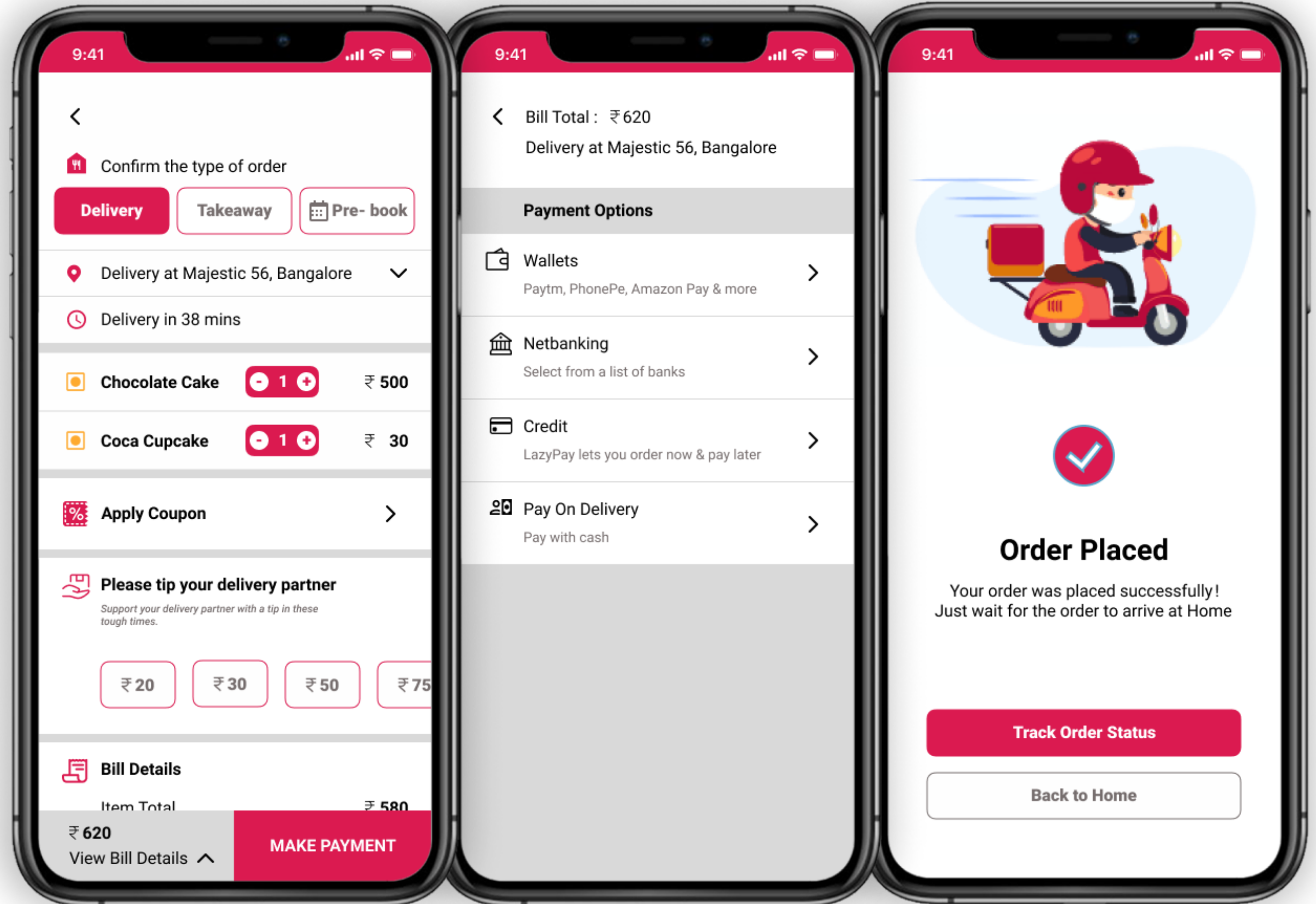
04.

The navigation bar includes features that can help the user to tap between functionalities and quickly place an order. Search the item, filter the type and add to cart.
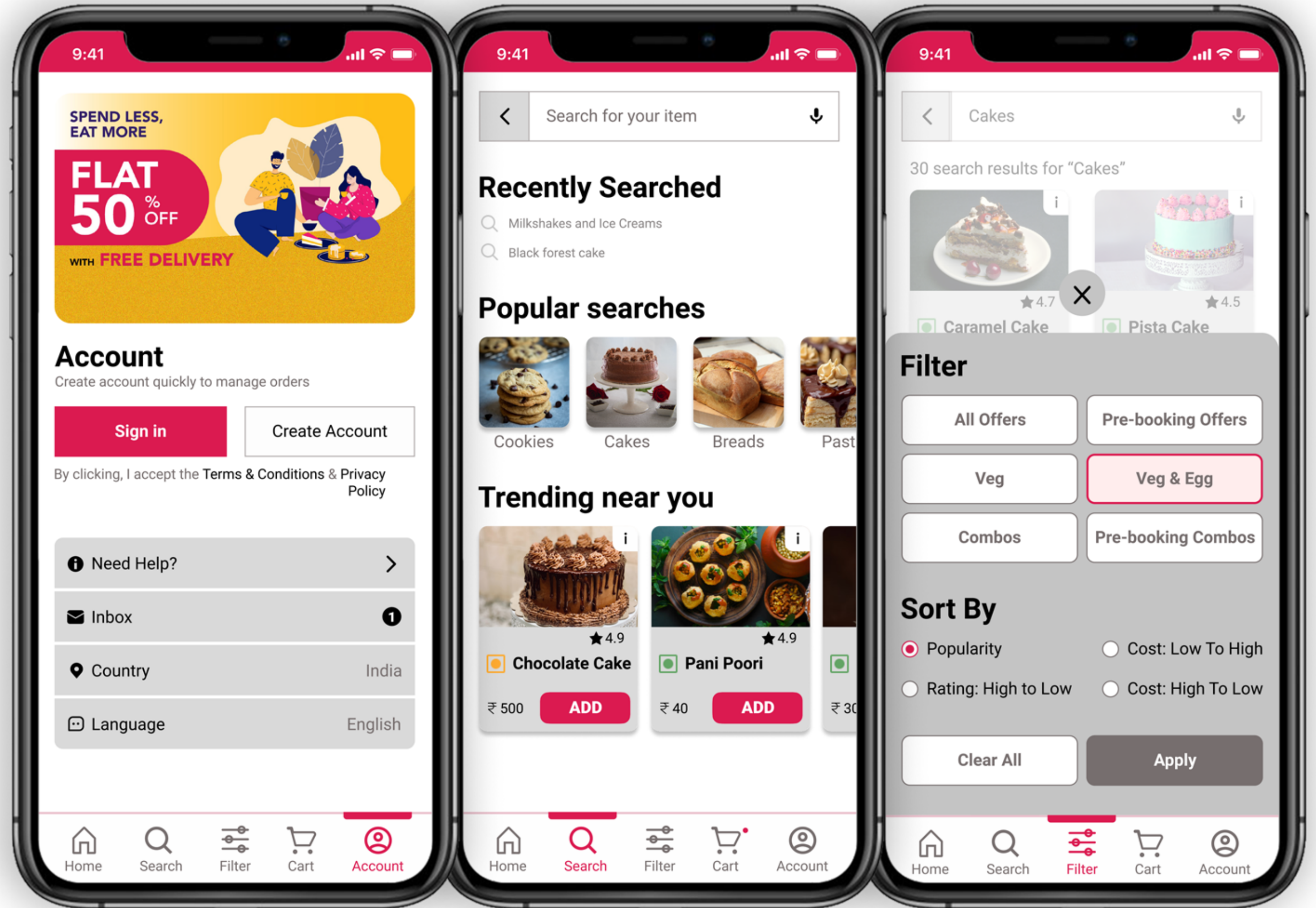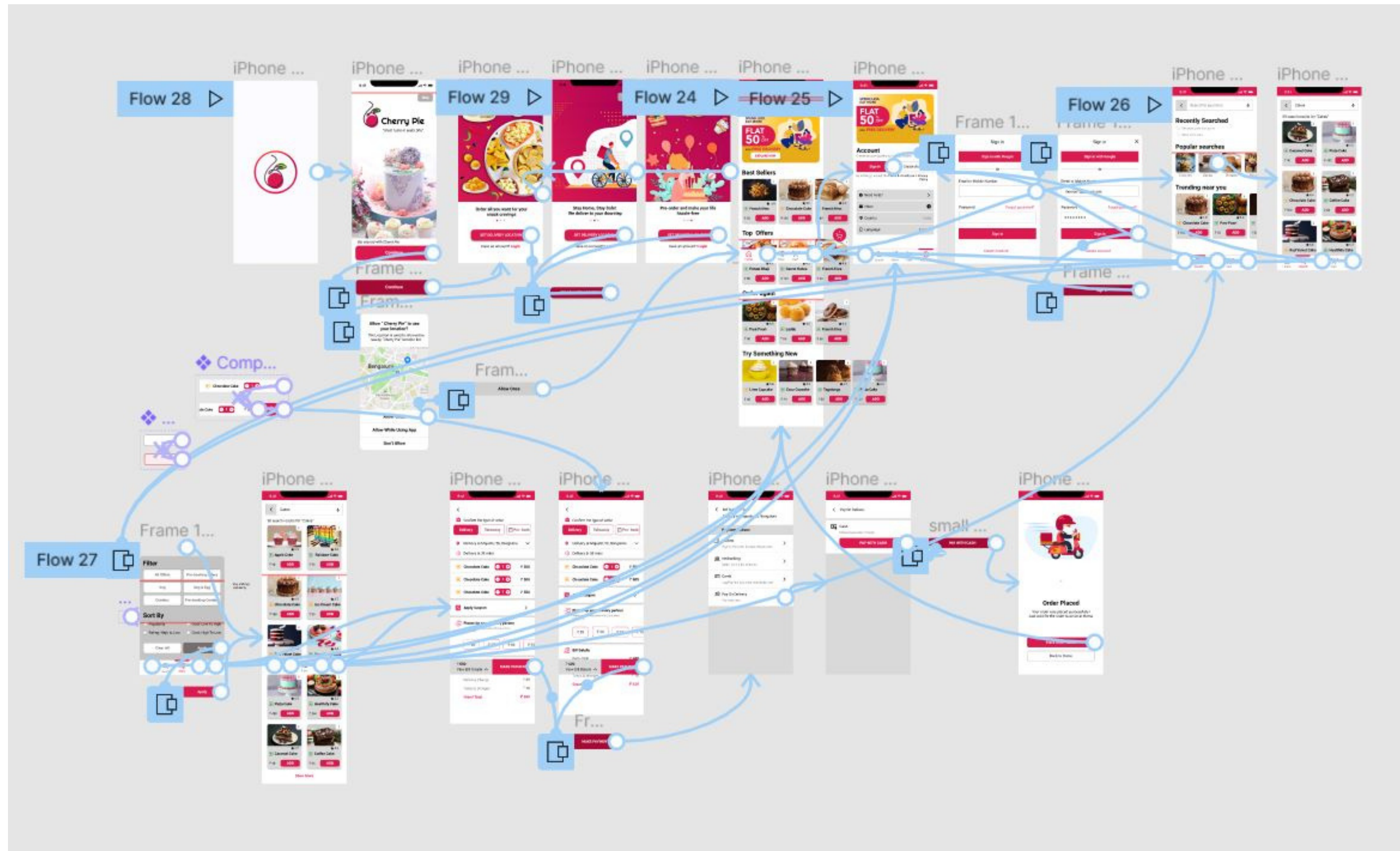
05.

Users have the flexibility to change the type of order as a delivery, takeaway or pre-book. Find the detailed bill, apply coupons and select the payment method from a variety of options.
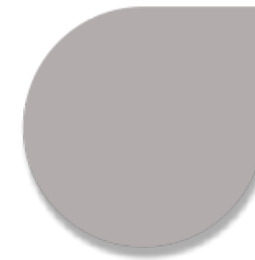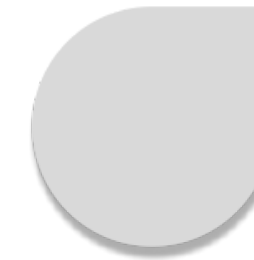
HI-FI PROTOTYPE

STYLE GUIDE

COLORS

#DB1A50   #A50B36   #B2ACAC   #D9D9D9   #FEAA2F

TYPE

H1
AaBbCc
20pt- Bold
Roboto

H2
AaBbCc
16pt- Bold
Roboto

Body
AaBbCc
16pt- Regular
Roboto

BUTTONS

Clipboard

NORMAL

HOVER

Filter selection

Normal

Clicked

Add to cart

ADD

– 1 +

– 2 +

– 3 +

LOGO

Cherry Pie

Key Takeaway

Products take time and patience to create. I got to experiment with some of the new Figma features and narrow down my design process. I conducted validation testing of the clickable prototype with 5 users. From the results and as a future improvement, I would like to spend more time looking into improving add to the cart option prototyping, the pickup and pre-book page. I will continue to iterate on Cherry Pie in the foreseeable future.

Cherry Pie

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