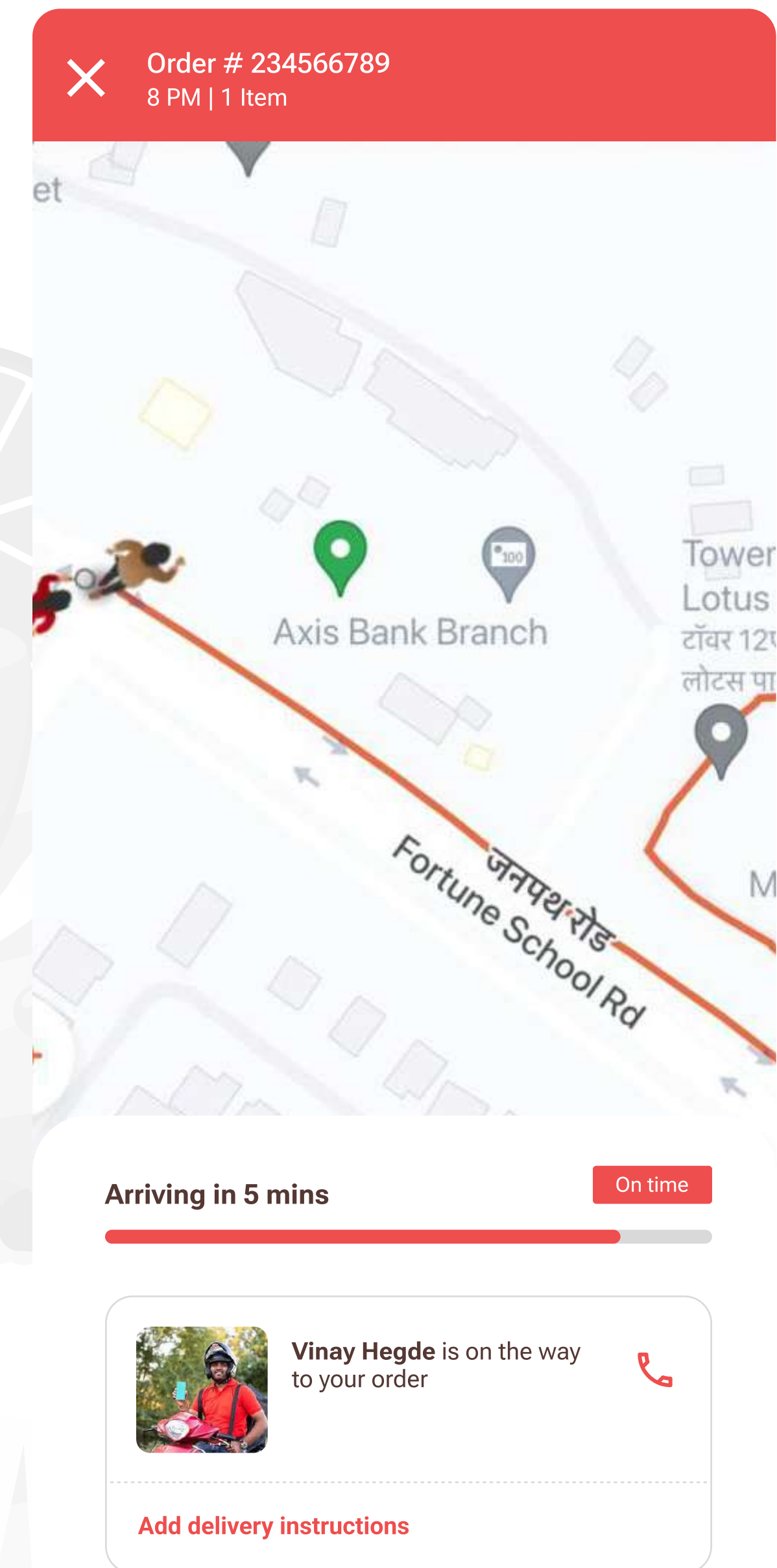
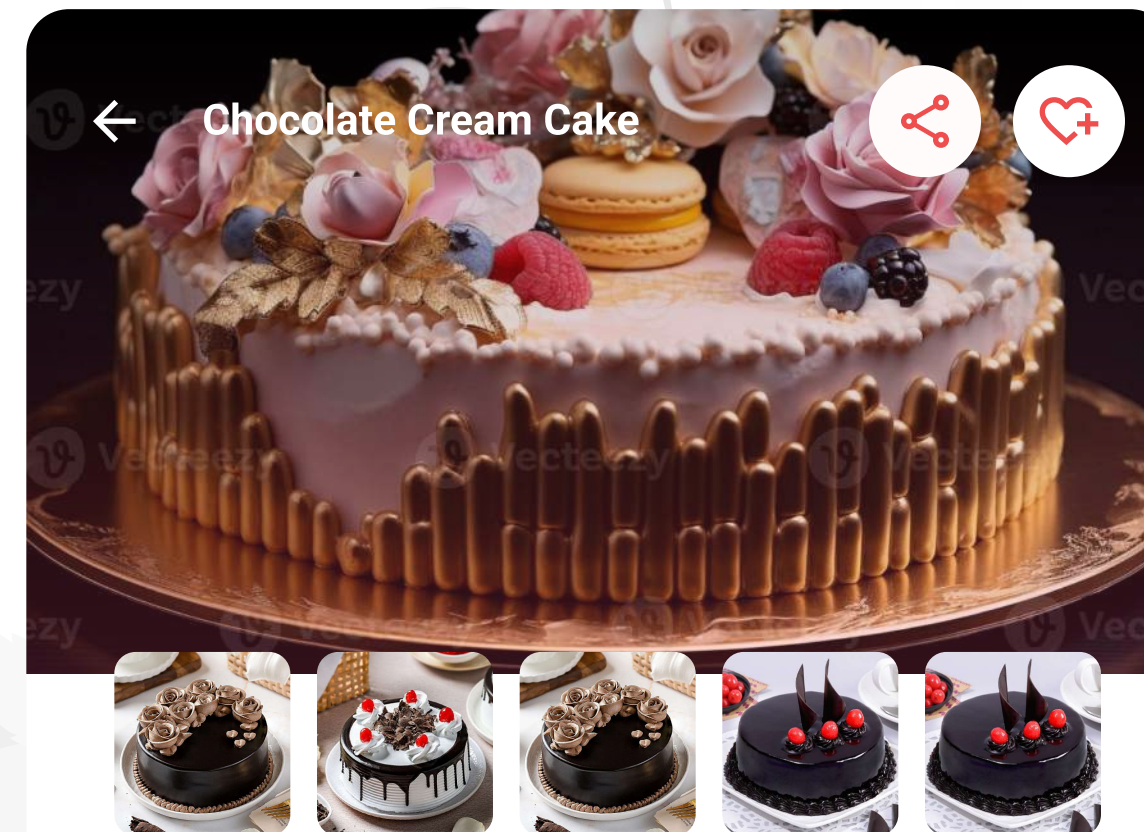
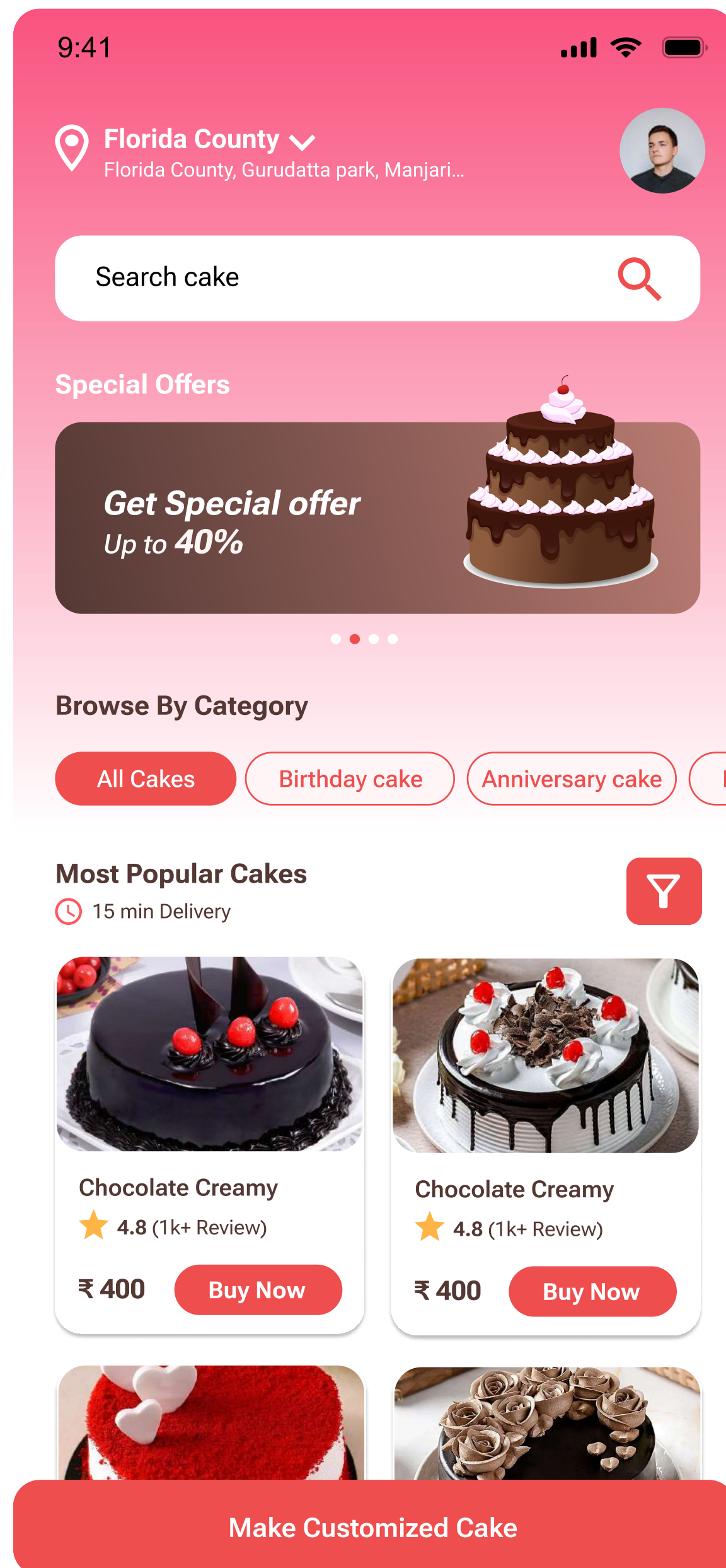


FreshCake

Enhancing Sales for an Online
Cake Sale App



1 Item added

View Cart >

Design Brief:-

To increase the sales and market presence of FreshCake by improving its user experience, simplifying the customization process, ensuring reliable delivery, and implementing effective marketing strategies.

The Problems

- The app interface is not intuitive, making it hard for users to browse and order cakes.
- The customization options are too complicated, leading to cart abandonment.
- Concerns about delivery times and cake freshness deter potential buyers.
- The app does not effectively highlight what sets FreshCake apart from competitors.



Possible Solutions



- Redesign the app interface for intuitive navigation, with clear categories and easy-to-use filters.
- Implement a seamless checkout process with multiple payment options.
- Introduce a step-by-step customization wizard that guides users through the process.
- Provide visual previews of customizations (e.g., colors, toppings, messages) in real-time.
- Offer popular pre-set customization options to simplify decision-making.
- Partner with reliable delivery services to ensure timely and fresh deliveries.
- Provide real-time tracking of orders and delivery updates.

FreshCake Target Audience

To effectively enhance sales and improve user experience, it's essential to identify and understand the target audience for FreshCake. The target audience consists of specific groups of people who are most likely to use the app and benefit from its services. Below are the primary segments of FreshCake's target audience:

Primary Target Audience

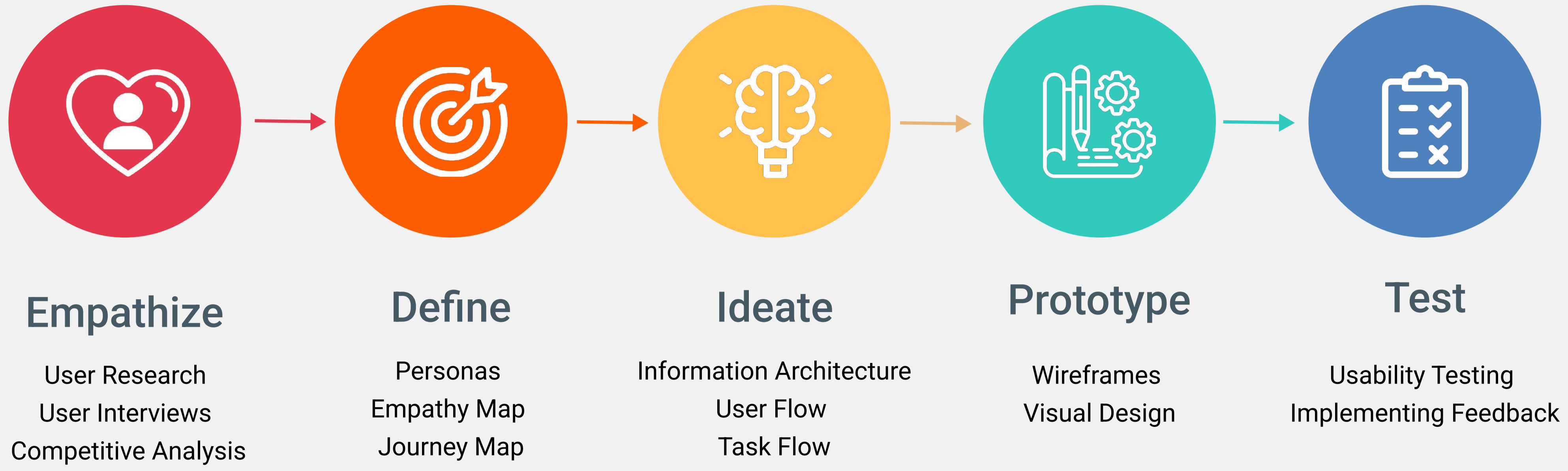
Young Professionals (Ages 25-40):- Tech-savvy, busy lifestyles.

Secondary Target Audience

Gift Givers:- Individuals looking to send cakes as gifts for special occasions

Design Process

Design Thinking is a user-centered approach that involves **understanding users, challenging assumptions, redefining problems, and creating innovative solutions** to prototype and test. Here's how the Design Thinking process can be applied to enhance the FreshCake app:



Empathize Phase

To understand the users' **needs, experiences, and challenges**.

FreshCake User Research

Objective: To understand the needs, preferences, and pain points of FreshCake's target audience to improve user experience, increase customer satisfaction, and boost sales.

Primary Research

Primary research involves gathering firsthand information directly from potential and current users of FreshCake. This can be done through **surveys, interviews, focus groups, and usability testing**.

Qualitative Research

This Research is totally based on the **User Interviews** with Q&A's which can help us to collect some necessary information, aspects and important factors to improve the overall experience of the product. So Here are the Questions which are asked to conduct User Interviews for further research:-

- How often do you order cakes online?
- How did you first hear about FreshCake?
- How do you rate the quality of the cakes you've ordered from FreshCake?
- How satisfied are you with the variety of cakes and flavors available?
- Can you describe your overall experience using the FreshCake app?
- What do you like most about the app?
- What do you find most frustrating or challenging about using the app?
- How easy or difficult do you find the process of browsing and selecting cakes on FreshCake?
- Have you used the customization options? If so, how was that experience?
- How important is the ability to customize your cake (e.g., flavors, designs, messages)?
- How satisfied are you with the customization options available on FreshCake?
- How satisfied are you with the delivery times and reliability of FreshCake?
- Have you ever had any issues with the delivery of your order (e.g., late delivery, damaged cake)?
- How important is real-time order tracking to you?
- How intuitive do you find the FreshCake app's interface?
- Have you ever encountered any technical issues or bugs while using the app?
- Have you ever contacted FreshCake's customer support? If so, how was your experience?

Key Insights from Interviews

- Young professionals value their time and seek a quick, hassle-free ordering process. They prefer a streamlined app experience that allows them to order cakes swiftly without unnecessary steps.
- Users appreciate the ability to customize cakes with specific flavors, designs, and messages. The customization process should be intuitive and offer a wide range of options.
- There is a demand for accommodating dietary preferences such as gluten-free, vegan, and low-sugar options. Users want clear information about these options during customization.
- Punctuality is critical. Users have faced issues with late deliveries, which can disrupt their plans. Real-time tracking and reliable delivery windows are highly desired.
- Ensuring that cakes arrive in perfect condition is crucial. Users have experienced issues with damaged or misshaped cakes upon delivery.
- Quality of ingredients is a top priority. Users want assurance that FreshCake uses fresh and high-quality ingredients.
- A diverse range of cake flavors, designs, and sizes is essential. Users expressed a desire for innovative and trendy cake options that stand out for special occasions.
- The checkout process needs to be seamless and efficient. Complicated or lengthy checkout procedures can lead to cart abandonment.

Competitive Analysis

To enhance FreshCake's competitive positioning, it is essential to analyze key competitors in the online cake-ordering market. This analysis will identify the strengths and weaknesses of competitors, allowing FreshCake to leverage opportunities and address potential threats.

Key Competitors

- **FNP**
- **Bakingo**
- **Floraindia**

SWOT Analysis

SWOT with Competitor analysis to list and compare all our competitor's **strengths, weaknesses, opportunities, and threats**.

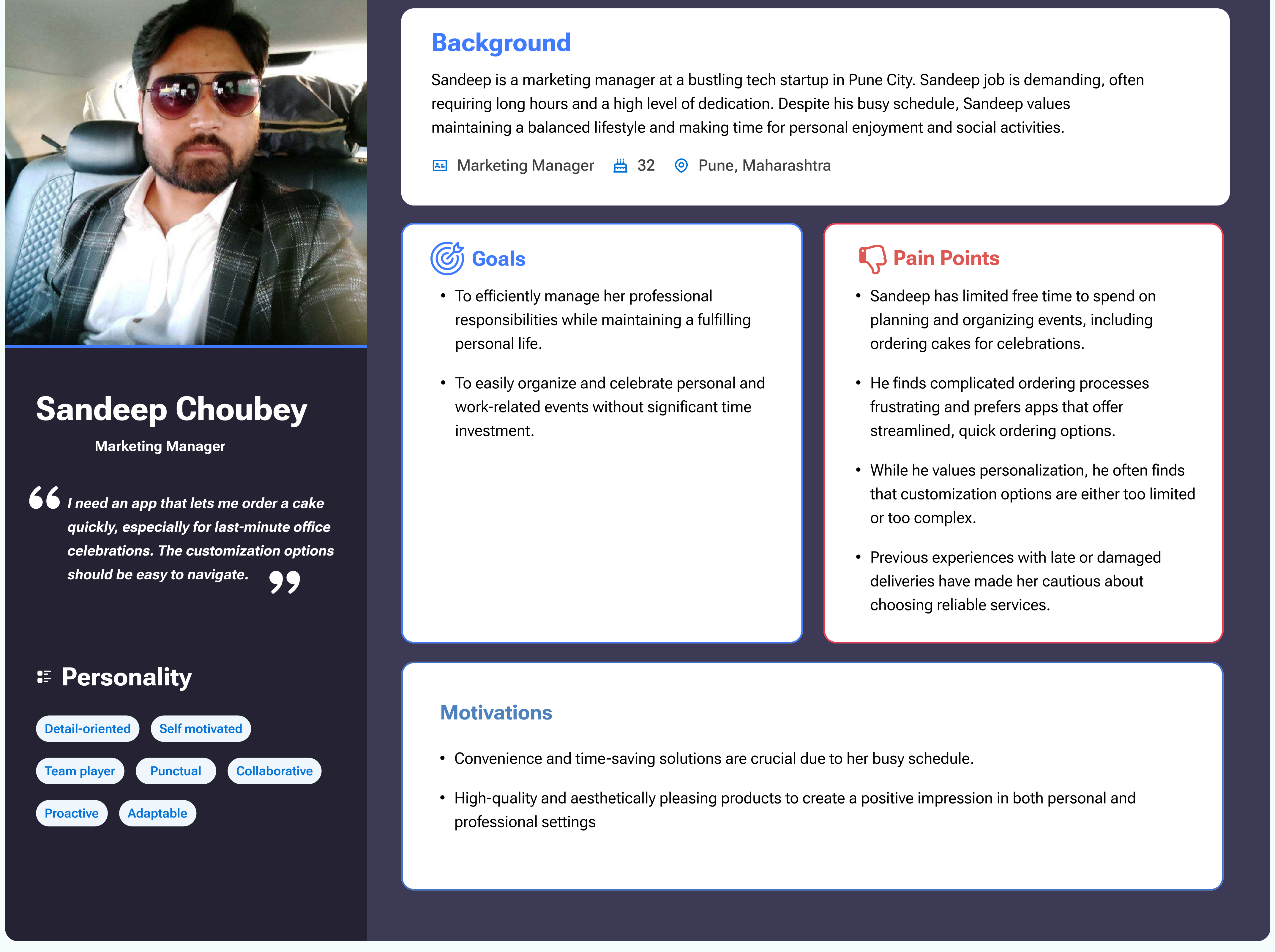
Competitor	Strengths	Weaknesses	Opportunities for FreshCake
FNP	User-friendly interface, wide variety, fast delivery	Limited customization, higher prices	Enhance customization, introduce competitive pricing
Bakingo	Extensive customization, high-quality ingredients	Complex ordering process, limited delivery areas	Simplify customization, expand delivery areas
Floraindia	Innovative designs, loyalty programs	Inconsistent quality, and customer service issues	Maintain consistent quality, enhance customer support

Define Phase

In Define phase I understand user penpoints & frustration, I am creating **User Persona, Empathy Map & Journey Map**.

User Personas

By creating user personas, I gained necessary insights about the user's aims, needs, and goals. These representations of users helped me to empathize with their experiences and create design solutions that can provide more user-focused, seamless, and intuitive digital experiences.



Background

Sandeep is a marketing manager at a bustling tech startup in Pune City. Sandeep job is demanding, often requiring long hours and a high level of dedication. Despite his busy schedule, Sandeep values maintaining a balanced lifestyle and making time for personal enjoyment and social activities.

📍 Marketing Manager 🗓 32 📍 Pune, Maharashtra

Goals

- To efficiently manage her professional responsibilities while maintaining a fulfilling personal life.
- To easily organize and celebrate personal and work-related events without significant time investment.

Pain Points

- Sandeep has limited free time to spend on planning and organizing events, including ordering cakes for celebrations.
- He finds complicated ordering processes frustrating and prefers apps that offer streamlined, quick ordering options.
- While he values personalization, he often finds that customization options are either too limited or too complex.
- Previous experiences with late or damaged deliveries have made her cautious about choosing reliable services.

Motivations

- Convenience and time-saving solutions are crucial due to her busy schedule.
- High-quality and aesthetically pleasing products to create a positive impression in both personal and professional settings.

Personality

Detail-oriented Self motivated

Team player Punctual Collaborative

Proactive Adaptable

Quote: "I need an app that lets me order a cake quickly, especially for last-minute office celebrations. The customization options should be easy to navigate."

Empathy Map


An empathy map helps to visualize what Sandeep thinks, feels, says, and does, providing deeper insights into his experiences and needs. This will help FreshCake design a more user-centric app.

What User Says !

- I need a cake that's both delicious and beautifully presented.
- Can I customize this quickly?
- How soon can it be delivered?
- I don't have time for long processes.
- I hope there are no issues with the delivery.

What User Thinks !

- I need this to be quick and efficient.
- Will the cake arrive on time and in good condition?
- I hope the customization options are straightforward.
- I don't have time to deal with customer service issues.
- I want the cake to look impressive for the event.



What User Does !

- Uses his smartphone to browse and order cakes during short breaks.
- Quickly navigates through app features, looking for efficiency.
- Chooses cakes based on visual appeal and available customization options.
- Tracks her order closely to ensure timely delivery.
- Shares positive experiences with colleagues if satisfied

What User Feels !

- Due to his demanding job and tight schedule.
- About the reliability of delivery services
- Prefers tasks that can be completed swiftly.
- When processes are smooth and seamless.
- When his efforts to celebrate colleagues are recognized.

Pain Points

- Limited time to spend on ordering and organizing.
- Frustrated by lengthy or complex customization processes.
- Concerns about late or damaged deliveries.
- Worries about the cake meeting her expectations in terms of taste and presentation.

Goals and Needs

- A quick and streamlined ordering process
- Timely and intact delivery of the ordered cake.
- High-quality ingredients and impressive presentation.
- Easy and intuitive customization options that do not consume much time.

User Journey Map

A user journey map outlines the steps User takes when interacting with the FreshCake app, highlighting her experiences, pain points, and opportunities for improvement at each stage.

Stages	Consideration	Decision	Ordering	Delivery	Post-Delivery
Action	Downloads the FreshCake app from the App Store. Browses through the cake options and customization features.	Selects a cake from the available options. Customizes the cake with a message and preferred flavors. Reviews delivery options and selects a date and time.	Adds the customized cake to the cart. Completes the checkout process using her preferred payment method. Receives an order confirmation and delivery details.	Tracks the delivery status via the app. Receives notifications about the delivery progress. Accepts the delivery at her office.	Receives a follow-up email requesting feedback. Shares her experience with colleagues. Considers leaving a review or rating the app.
Thoughts	"How easy is it to navigate this app?" "Do they offer the customization options I need?"	"Can I customize this cake easily?" "Will it be delivered on time?"	"I hope this checkout process is quick." "Did I select the right options?"	"Is the cake going to arrive on time?" "Will the cake be in good condition?"	"Was the cake worth the price?" "Should I use this service again?"
Feelings	Hopeful Critical	Determined Anxious	Impatient Reassured (after receiving confirmation)	Anxious (before delivery) Relieved (after successful delivery)	Satisfied (if the experience was positive) Disappointed (if there were issues)
Pain Points	Potentially overwhelming number of options. Navigation complexity.	Complexity in the customization process. Uncertainty about delivery reliability.	Lengthy or complicated checkout process. Lack of immediate confirmation.	Anxiety about punctuality and condition of the cake. Lack of real-time updates.	Potential dissatisfaction with cake quality or delivery service. No easy way to provide feedback.
Opportunities	Ensure a clean, intuitive app interface with easy navigation and clear categories. Provide a quick tutorial or guided tour for first-time users.	Offer an easy and straightforward customization process. Provide clear and flexible delivery options with guarantees.	Simplify the checkout process with minimal steps. Provide instant order confirmation and detailed delivery information.	Provide real-time tracking and regular updates on delivery status. Ensure high-quality packaging to protect the cake.	Send a follow-up email thanking the user and requesting feedback. Provide incentives for leaving a review, such as discounts on future orders.

Ideate Phase

To generate a wide range of ideas and solutions to address the defined problems. In Ideate phase I am creating **Unique Features, Information Architecture, User flow, Task Flow.**

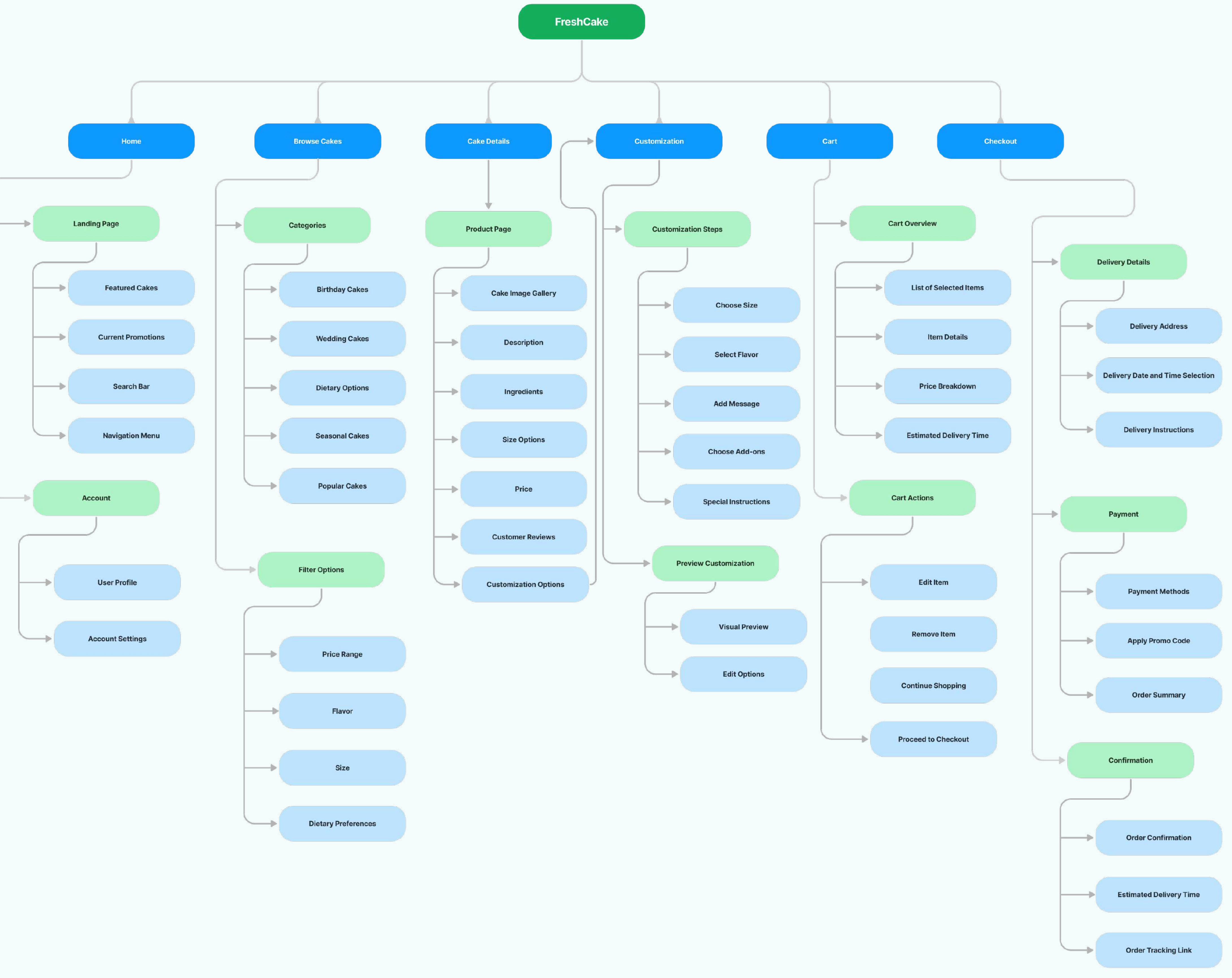
Unique Features

FreshCake's standout feature is its **Augmented Reality (AR) Cake Customization tool.** This innovative feature allows users to visualize and design their cakes in real-time, using AR technology to see how their customized cake will look in their own environment before placing an order



Information Architecture

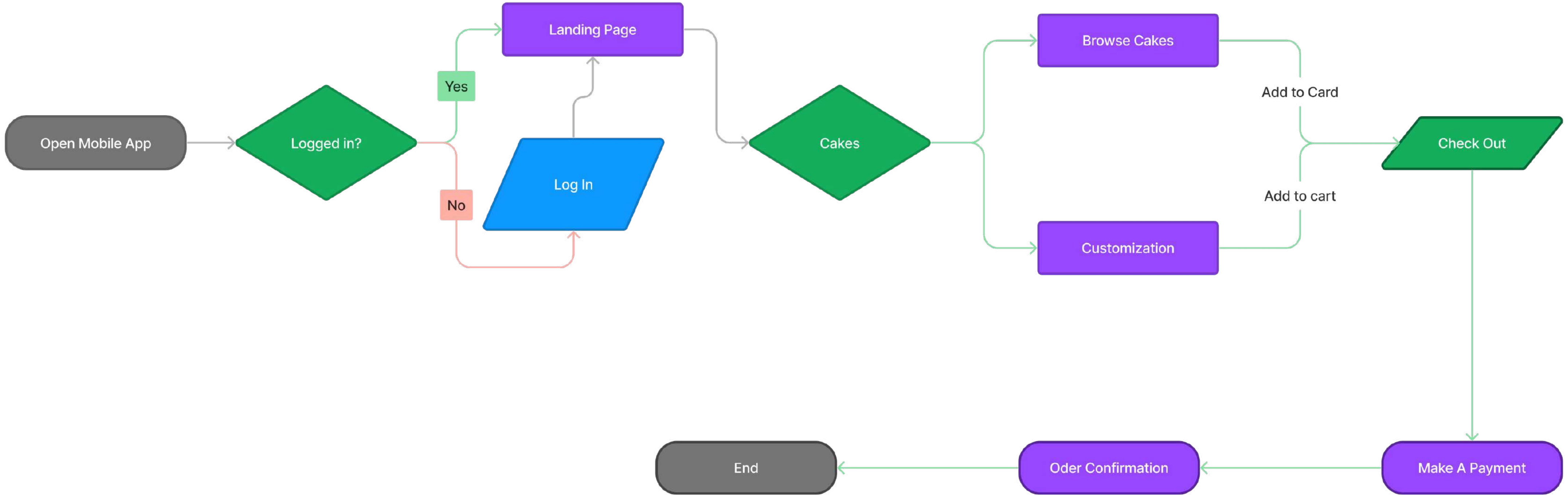
The Information Architecture (IA) for FreshCake outlines the structure of the app, detailing how information is organized and how users will navigate through the app. This structure ensures a logical and intuitive user experience, making it easy for users like Sarah to find what they need quickly and efficiently.



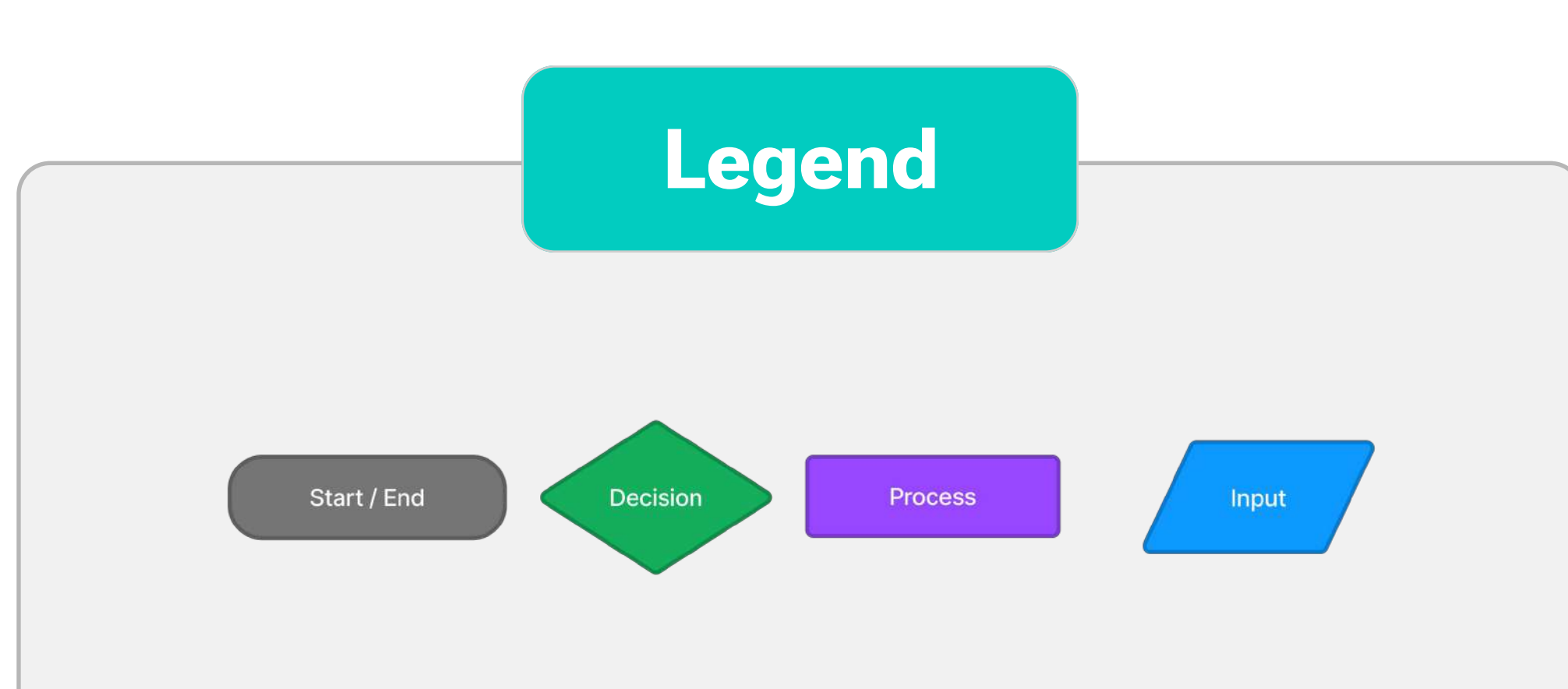
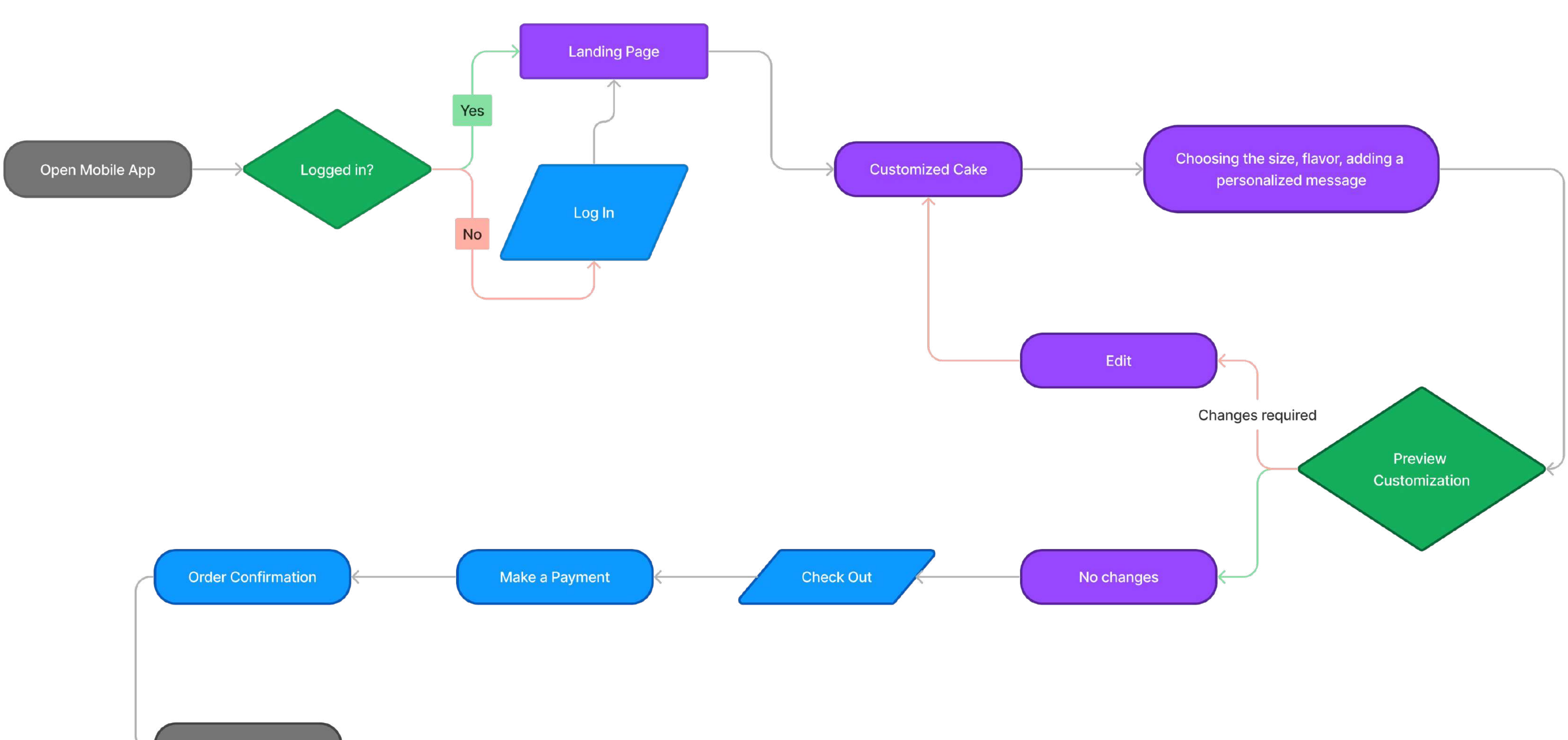
User Flow

User flow helps to map out the logical sequence of actions and screens that users will encounter while using the app, ensuring a smooth and intuitive navigation experience. It allows us to identify potential bottlenecks and optimize the user journey, ultimately improving user satisfaction and achieving the desired goals efficiently.

Generic user flow



Cake Customization User Flow



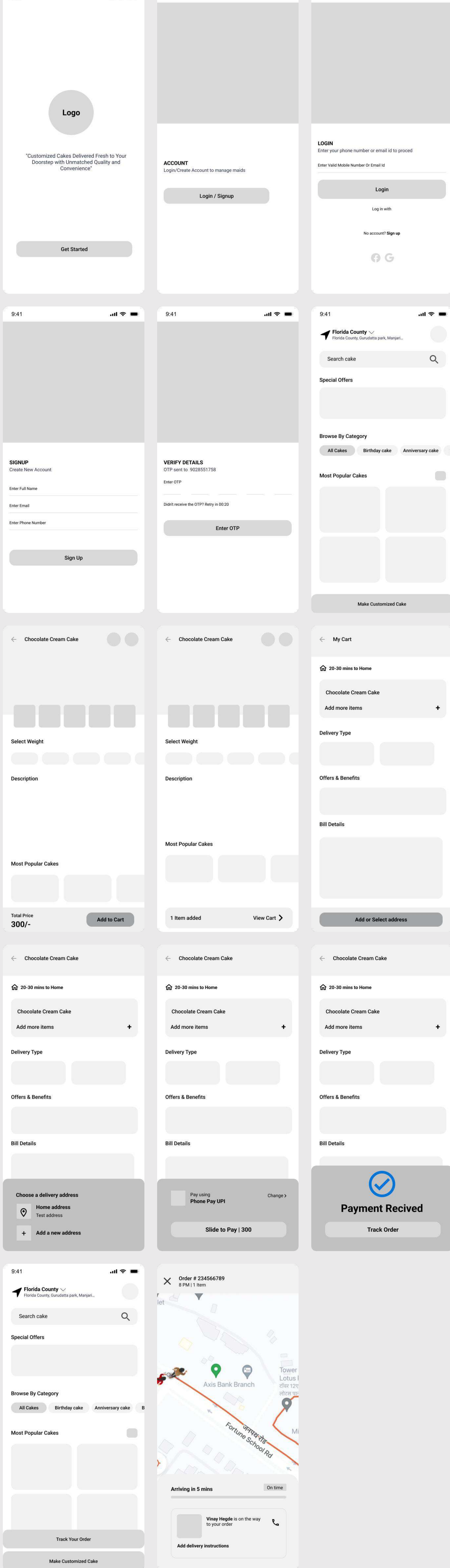
Prototype Phase

Based on Information architecture & Task Flow, I sketched various ideas for each screen. This way of rapid sketching and divergent ideation allowed for the exploration of a wide range of ideas quickly and efficiently.

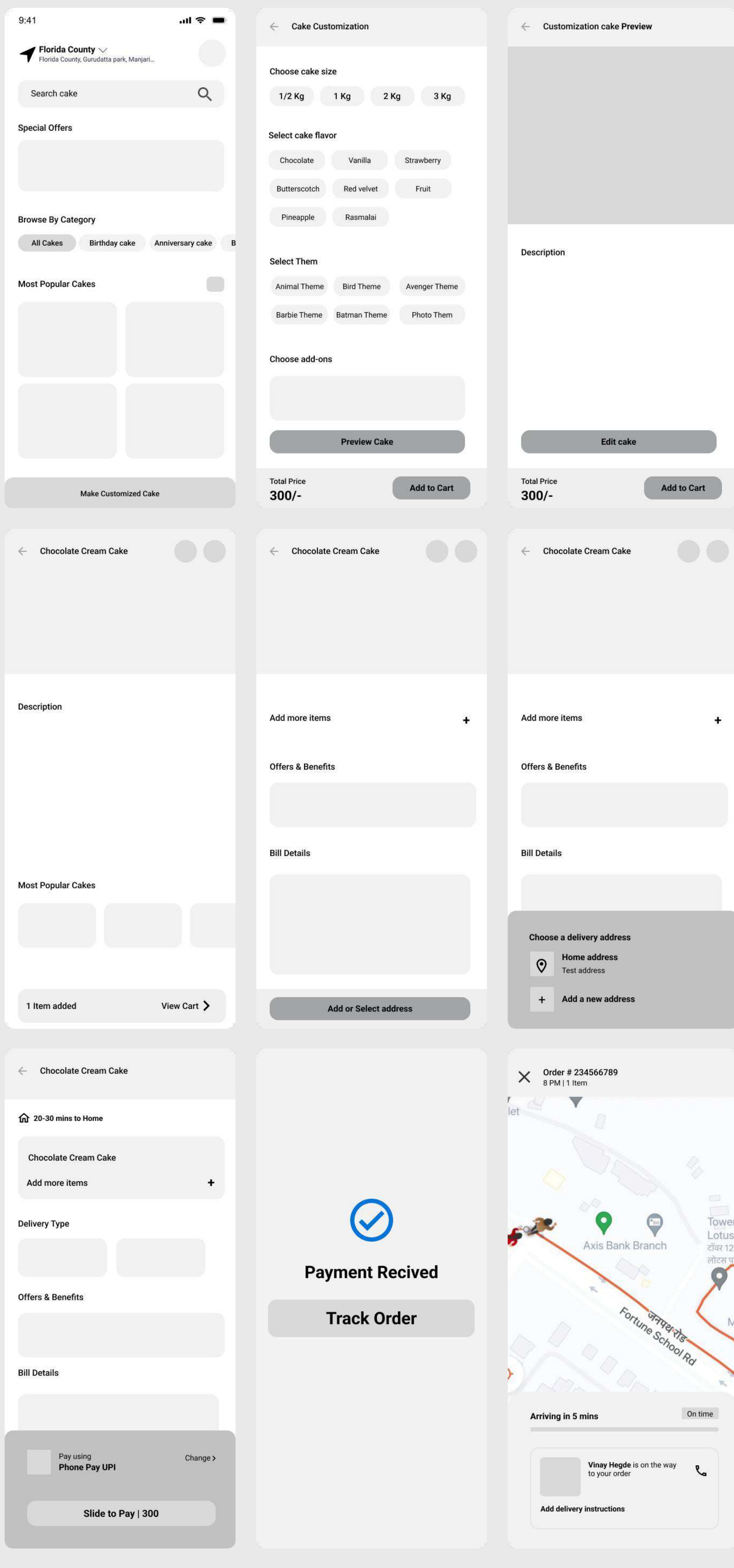
Low-Fidelity Prototypes

- Develop low-fidelity wireframes and paper prototypes to quickly test basic concepts.
- Focus on the layout, structure, and flow of the app.

Generic User Flow



Cake Customization User Flow



Design System

Creating a design system for a maid app involves establishing a set of guidelines, components, and patterns that ensure consistency, usability, and scalability across the app. Here's a breakdown of key components and considerations for developing a design system for a FreshCake.

BRAND COLOR

Our color palette has three sets: primary, secondary, and tertiary, each with its own mix of colors. Lean heavily on the primary Blue, but use supporting sets to build color schemes that are complementary and balanced. White, black, and gray are also allowed to be used in combination with these colors.

PRIMARY COLOR



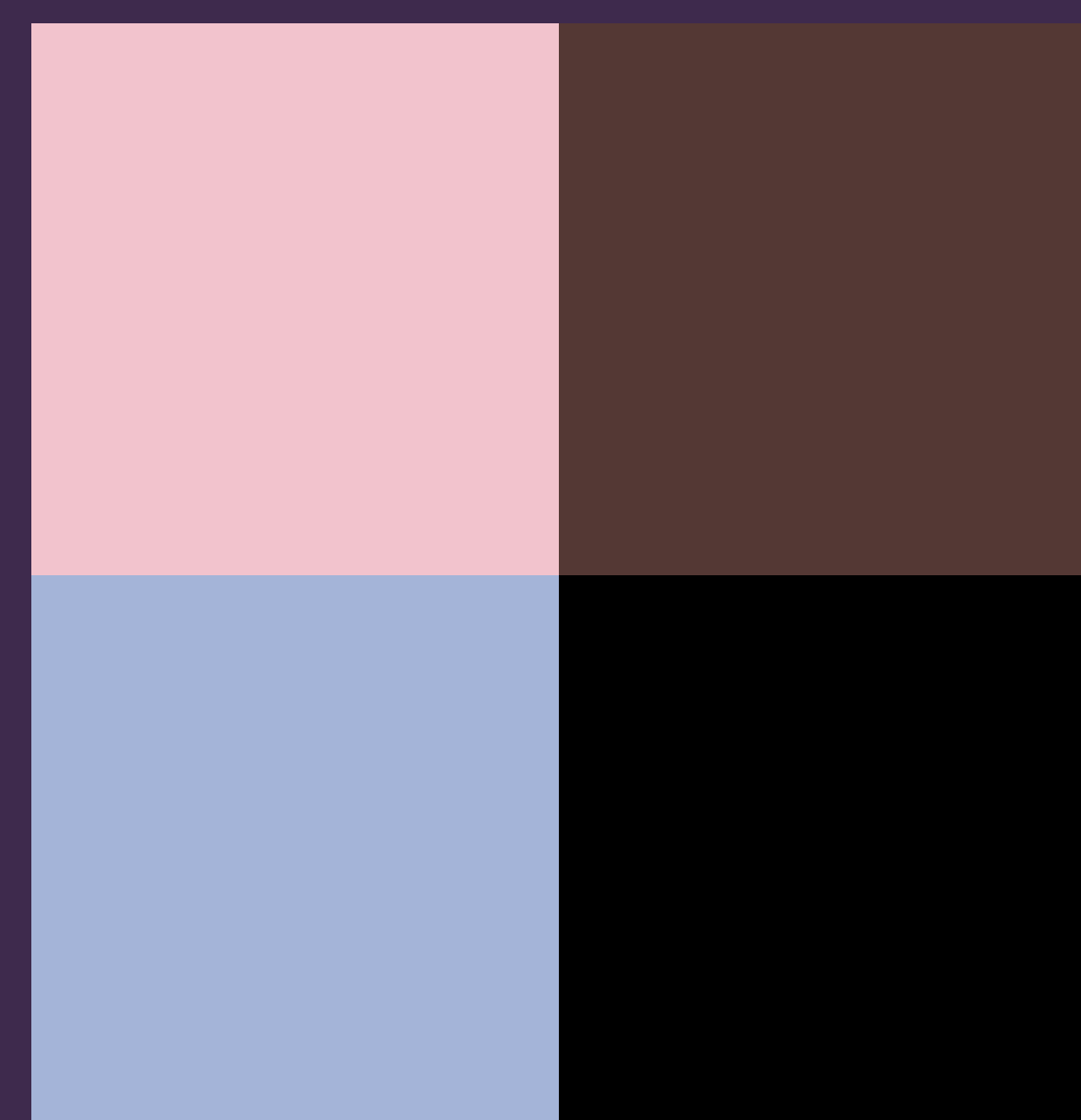
60%

SECONDARY COLOR



30%

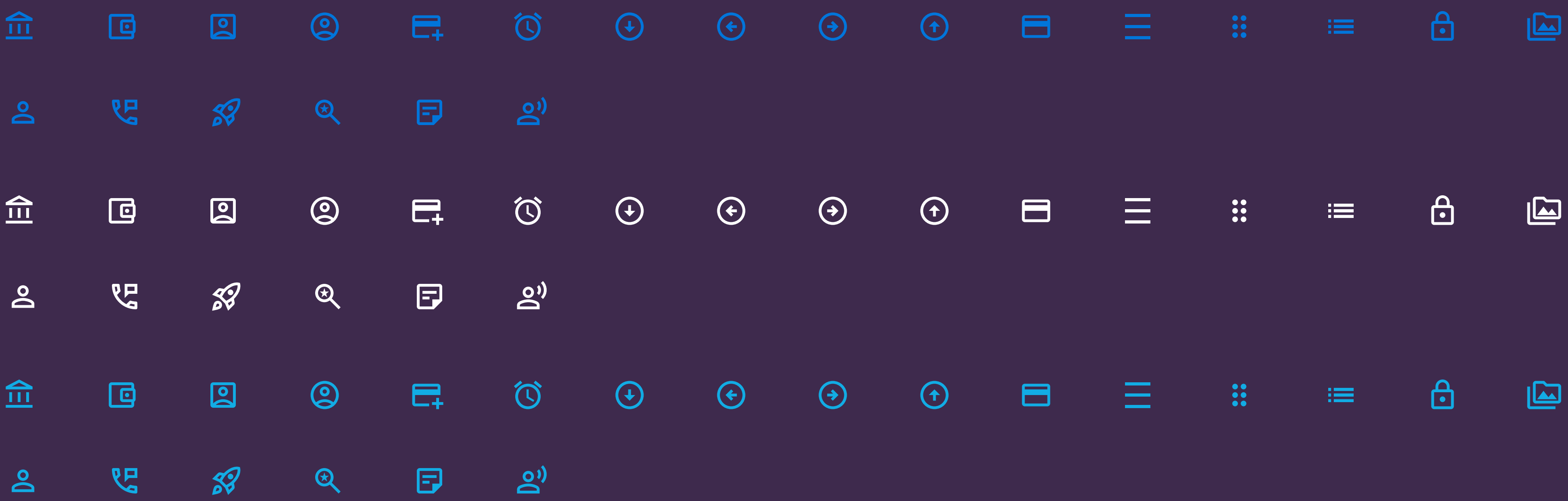
TERTIARY COLOR



10%

ICONOGRAPHY

Our icons are created to bring clarity to their environments and draw attention to specific messaging and navigation. They should be concise and representational, making our content easily scannable.



GRID SYSTEM

Grid systems in graphic design align screen elements based on columns and rows. Designers use these to organize content on a page neatly. They create a consistent and harmonious user experience.

Mobile - 4 Grid Columns

Column Width: auto | Gutter Width: 20px



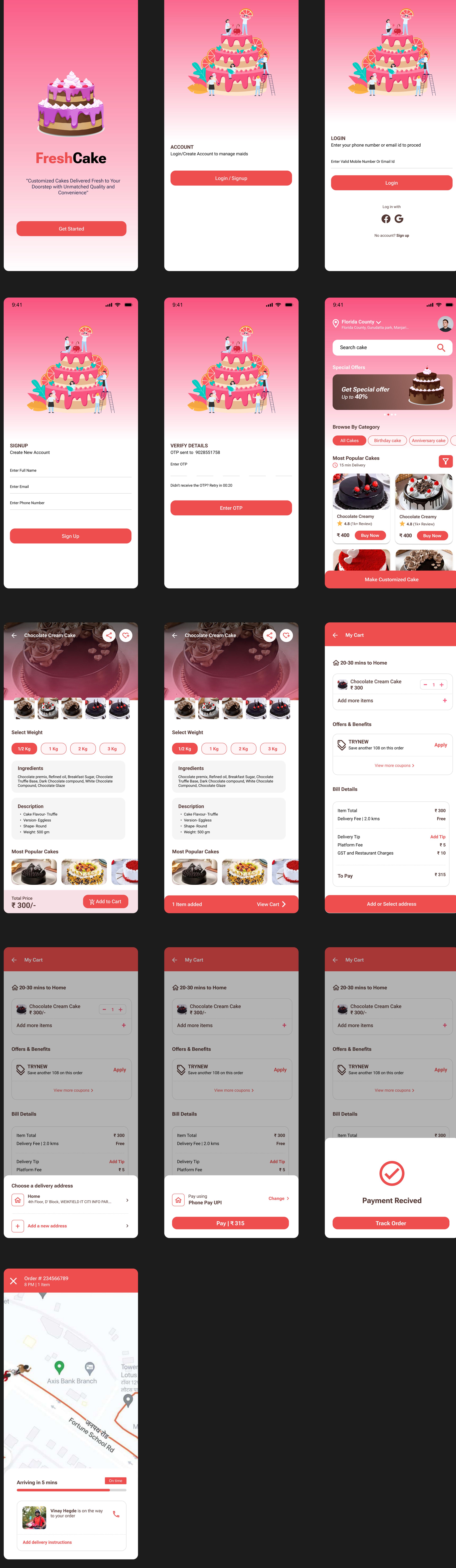
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Hi-fidelity Prototypes

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Generic User Flow



Cake Customization User Flow

