



Beato Designs

Little Cake Bakery

Final Deliverable

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Information Architecture-IMD 200 Section A

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This interactive media project was created by a student for educational purposes at the Art Institute of Atlanta and is in no way intended for commercial gain or as a source of public information.



Table of Contents

Introduction	1
Competitive Analysis	2
User Interviews	13
Personas	29
Site Map	34
Static Wireframes	34
Process Flows	41
Guerilla Usability Test	46
Interactive Wireframes	65
Design Comp	74
Conclusion	75



Competitive Analysis Introduction

The purpose of this document is to construct a competitive analysis for your company. It is meant to assess the strengths and weakness of your current and potential competitors. It is an essential component of corporate strategy and will provide both an offensive and defensive strategic context to identify opportunities and threats.

Company Data

Company Name: Little Cake Bakery

Industry: Bakery/Cupcake Shop

Business Objective: Providing customers with information about the company such as location, cupcake flavors, pricing, and ordering information.

Competitors: Cupcake Shops/Bakeries in the Metro Atlanta Area. Websites: <http://www.gigiscupcakesusa.com/>, <http://camicakes.com/>



Competitive
Analysis
IMD200

	Little Cake Bakery	Gigi's Cupcakes	Cami Cakes	Ruth's Chris
Site URL	http://www.littlecakebakery.com/	http://www.gigiscupcakesusa.com/	http://www.camicakes.com/	http://www.ruthschris.com/
Navigation				
Header	Yes	Yes	Yes	Yes
Utilities	(N/A)	Contact, Franchise Info, Home	Locations	Gift Cards, Email Sign Ups, Contact, Store Locator, Social Media
Menu	Home, Cupcake Flavors, Special Events, Pricing, Orders/Contact, About Us, News	About Us, Store Locator, Cupcake Flavors, Orders	Home, Cupcake Flavors, Contact, Merchandise, About Us	Reservations, Locations, Menu, The Bar, Private Dining, Catering, Promotions



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	Little Cake Bakery	Gigi's Cupcakes	Cami Cakes	Ruth's Chris
Sub Navigation	(N/A)	Today's Menu, Social Media, Email Sign Ups, Rewards	News	Gift Cards, Port Dinner, Classics
Body	Image	Image Scrolling Gallery	Image Scrolling Gallery	Image Scrolling Gallery
Footer Navigation	Home, Customers, Privacy, Top of Page	Home, Store Locator, Cupcake Flavors, Menu, Orders, Careers, Privacy, Terms of Use	Locations	Corporate, Privacy, Terms of Use, Site Map, Contact
Functions				
Cupcake Menu	Yes	Yes	Yes	(N/A)
Ordering	Yes	Yes	Yes	(N/A)



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	Little Cake Bakery	Gigi's Cupcakes	Cami Cakes	Ruth's Chris
Calendar	No	No	No	No
Map	Yes	Yes	Yes	Yes
Photo Gallery	No	Yes	Yes	Yes
Content				
Company Information	Yes	Yes	Yes	Yes
Catalog of Flavors	Yes	Yes	Yes	(N/A)



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	Little Cake Bakery	Gigi's Cupcakes	Cami Cakes	Ruth's Chris
List of Ingredients	Yes	Yes	Yes	(N/A)
Cupcake Images	No	Yes	Yes	(N/A)
Pricing	Yes	Yes	Yes	(N/A)
Directions	Yes	Yes	Yes	Yes
Social Media	No	Yes	Yes	Yes



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Little Cake Bakery

Gigi's Cupcakes

Cami Cakes

Ruth's Chris

Brand Observations				
Description of the Brand	Elegant, Victorian, Neat	Soft, Pops of Color, Playful	Simple, Polka Dots	Bold, All-American
Logo	Victorian with Calligraphic Lettering	Cupcake Graphic, Pink/Green, Playful Cursive Lettering	Cupake Graphic, Simple Sans-Serif Lettering	Block/Stamped Lettering
Palette	Pink, Damask, Gold	Pink, Green, White	Pink, Brown, Beige	Black, Red, White
Audience / Users				
Prospective/New customers	People New to the Area, Women, Children	Women, Tweens, Children	Women	High End, Nightlife
Existing customer	Women, Children	Women, Tweens, Children	Women	High End, Nightlife



Final Recommendations

Key Findings

1. Photo galleries of the location and products help the customer get a sense of what the company offers and to which demographic.
2. Providing photos of different cupcake flavors makes it easier for customers to order online and see the quality of the cupcakes.
3. Special Events page offers customers not much information other than a collection of photos.
4. Providing larger, more up-to-date photos makes site seem more interactive and appealing
5. Including social media (Facebook Page, Pinterest) can increase awareness of company and bring in more business

Conclusion

Most cupcake related websites display their flavors with an array of images, which helps the customer get an idea or what they want to order. Including photo galleries of special events such as weddings or birthday parties may make customers more willing to celebrate with your company. A good idea would be to include a scrolling image gallery on the home page of recent events. Hosting special events such as holiday specific events (Halloween, Christmas) may also draw in more customers. Lastly, consider integrating social media into your site for the customers that find it easier to connect through Facebook or Pinterest. It is another way to get your company's name out there.



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Little Cake Bakery Homepage





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Little Cake Bakery Special Events Page





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Gigi's Cupcakes Homepage

The screenshot shows the Gigi's Cupcakes homepage with a Halloween-themed promotion. At the top, there is a navigation bar with links: Gigi's Story (Discover Our Secret), Find a Gigi's (We're Near You / Or Will Be Soon), Meet Our Cupcakes (Find Your Favorite), and Place Your Cupcake Order (Order for Pickup). The main banner features the text "HALLOWEEN BOO BOX" in large, white, stylized letters above four decorated cupcakes: one with a red candy worm, one with orange frosting and candy carrots, one with a chocolate spider, and one with orange frosting and a red candy apple. Below the banner, a text box reads: "1 and 2 dozen Gigi's Mini Cupcakes - specially decorated for Halloween! Perfect for school parties - Click here to order ahead right now for quick pick-up ▶".

TODAY'S MENU

Each delectable Gigi's cupcake is baked every morning, with only the freshest ingredients.

Our menu changes 

Tuesday, Oct. 16

- BIRTHDAY SURPRISE
- BLACKBERRY COBBLER
- CARAMEL SUGAR MAMA
- CHOCOLATE CHIP COOKIE DOUGH
- GRASSHOPPER

Order your Halloween Boo Box today

Gigi's Halloween Boo Box is now on sale at participating locations. Get one dozen or two dozen assorted mini cupcakes, cutely decorated for Halloween. Perfect for school parties, office gatherings and neighborhood get togethers! ORDER NOW.

Gigi to visit Indianapolis



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Cami Cakes Homepage





User Interviews Introduction

We have identified your target audience and profiles of your potential customers. The purpose of these interviews is to understand your target market's problems, such as what they like/don't like, what they would change, and their online experience. The goal of these interviews is to identify market problems that you could solve to improve your overall business.

Three interviews have been conducted with potential customers that fall into your target market. Listening to actual potential customers can be an enlightening and informative experience, and will provide you with valuable data in the process of defining what your business should contain.



Interview Script

Personal Questions:

Name/Age?

Gender?

What area do you live in or spend the most time in?

Do you eat cupcakes? How often?

Cupcake Shop Questions:

Have you ever been to a bakery/cupcakery?

What is the main thing you expect out of a cupcakery?

What is your favorite cupcakery and why?



What is your favorite cupcake flavor?

Website Questions:

Have you been to any websites for cupcake shops?

Which cupcake website do you visit most often? Why?

What are some other cupcake sites you've explored?

In reference to your favorite site, how would you describe your experience?

Was it easy to navigate? Why or why not?

What do you like about this site? Why?

What don't you like about this site? Why?

What would you change?

Have you ever placed an order online? How was your experience?

Have you or would you ever consider having this company host a special event? (Ex: Wedding, Birthday Party) Why or why not?

How would you describe the incorporation of photos into the site? (Ex: Photo Galleries, Cupcake Flavors)



Do you prefer to order in advance or shop in person? Why?

If your favorite cupcake shop had a social media page such as Facebook or Pinterest, would you visit it?

LCB Questions:

Have you ever been to Little Cake Bakery?

Have you ever been to their website?

Explore the website. How would you describe your experience?

Is it easy to navigate? Why or why not?

What do you like about this site? Why?

What don't you like about this site? Why?

What would you change?

Would you consider ordering cupcakes from this website?



Interview #1

Personal Questions:

Name/Age? 24

Gender? Male

What area do you live in or spend the most time in? Alpharetta

Do you eat cupcakes? How often? No

Cupcake Shop Questions:

Have you ever been to a bakery/cupcakery? Yes

What is the main thing you expect out of a cupcakery? Taste, Level of Sweetness, Moist Cupcakes, Not Dry

What is your favorite cupcakery and why? N/A



What is your favorite cupcake flavor? Strawberry

Website Questions:

Have you been to any websites for cupcake shops? No

Which cupcake website do you visit most often? Why? N/A

What are some other cupcake sites you've explored? N/A

In reference to your favorite site, how would you describe your experience? N/A

Was it easy to navigate? Why or why not? N/A

What do you like about this site? Why? N/A

What don't you like about this site? Why? N/A

What would you change? N/A

Have you ever placed an order online? How was your experience? N/A

Have you or would you ever consider having this company host a special event? (Ex: Wedding, Birthday Party) Why or why not? N/A

How would you describe the incorporation of photos into the site? (Ex: Photo Galleries, Cupcake Flavors) N/A



Do you prefer to order in advance or shop in person? Why? N/A

If your favorite cupcake shop had a social media page such as Facebook or Pinterest, would you visit it? N/A

LCB Questions:

Have you ever been to Little Cake Bakery? No

Have you ever been to their website? No

Explore the website. How would you describe your experience? Informative, Pleasant

Is it easy to navigate? Why or why not? Yes, Description of Tabs/Wording

What do you like about this site? Why? Cupcake Flavor Descriptions

What don't you like about this site? Why? Fonts Should Be Bigger

What would you change? Font Size

Would you consider ordering cupcakes from this website? Definitely



Interview #2

Personal Questions:

Name/Age? B. Crawford

Gender? Female

What area do you live in or spend the most time in? Alpharetta

Do you eat cupcakes? How often? Yes

Cupcake Shop Questions:

Have you ever been to a bakery/cupcakery? Yes

What is the main thing you expect out of a cupcakery? Appearance



What is your favorite cupcakery and why? Jilly's Cupcakery, The Variety

What is your favorite cupcake flavor? Cookies & Cream

Website Questions:

Have you been to any websites for cupcake shops? Yes

Which cupcake website do you visit most often? Why? Jilly's, Flavor of the Day

What are some other cupcake sites you've explored? None

In reference to your favorite site, how would you describe your experience? Easy to Navigate, Good Photos of Everyday Variety

Was it easy to navigate? Why or why not? Yes, Because of Photos

What do you like about this site? Why? Very Cool Appearance, In-Store Display Is Huge, BOGO Specials

What don't you like about this site? Why? They Don't Have Online Pre-Orders

What would you change? Including Online Pre-Orders

Have you ever placed an order online? How was your experience? No

Have you or would you ever consider having this company host a special event? (Ex: Wedding, Birthday Party) Why or why not? Yes, Friendly & Helpful Employees, Great Cupcakes



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How would you describe the incorporation of photos into the site? (Ex: Photo Galleries, Cupcake Flavors) Makes Site Easier to Navigate

Do you prefer to order in advance or shop in person? Why? Depends On If I Know What I Need

If your favorite cupcake shop had a social media page such as Facebook or Pinterest, would you visit it? Yes

LCB Questions:

Have you ever been to Little Cake Bakery? No

Have you ever been to their website? Yes

Explore the website. How would you describe your experience? Decent Website, Basic But Well Organized, Great Variety

Is it easy to navigate? Why or why not? Yes, Simple Site

What do you like about this site? Why? It's Straight to the Point, Daily Specials & Schedule Are Clear

What don't you like about this site? Why? It's Not Very Exciting to Look At. Not Many Photos to See Cupcakes

What would you change? Add More Photos, Include Specials Events Other Than Just Birthdays & Weddings

Would you consider ordering cupcakes from this website? Maybe. Although I Prefer Jilly's



Interview #3

Personal Questions:

Name/Age? 29

Gender? Female

What area do you live in or spend the most time in? Dunwoody

Do you eat cupcakes? How often? Yes, Few Times A Month

Cupcake Shop Questions:

Have you ever been to a bakery/cupcakery? Yes

What is the main thing you expect out of a cupcakery? Taste, Good Representation of Company

What is your favorite cupcakery and why? Gigi's Cupcakes, Location, Store Appearance

What is your favorite cupcake flavor? Red Velvet



Website Questions:

Have you been to any websites for cupcake shops? Yes

Which cupcake website do you visit most often? Why? Gigi's Cupcakes

What are some other cupcake sites you've explored? Jilly's, Callie's Cupcakes

In reference to your favorite site, how would you describe your experience? Pleasant, Informative

Was it easy to navigate? Why or why not? Somewhat, Everything Is Straight to the Point But There Is A Lot of Content

What do you like about this site? Why? Photos of Cupcakes & Special Events

What don't you like about this site? Why? It's Busy

What would you change? Nothing

Have you ever placed an order online? How was your experience? No

Have you or would you ever consider having this company host a special event? (Ex: Wedding, Birthday Party) Why or why not? Yes,
Seems Like An Organized Company

How would you describe the incorporation of photos into the site? (Ex: Photo Galleries, Cupcake Flavors) Makes It Easier to Order

Do you prefer to order in advance or shop in person? Why? In Person, To Smell Them

If your favorite cupcake shop had a social media page such as Facebook or Pinterest, would you visit it? Probably



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LCB Questions:

Have you ever been to Little Cake Bakery? No

Have you ever been to their website? No

Explore the website. How would you describe your experience? Pretty & Simple

Is it easy to navigate? Why or why not? Yes, It is Simple

What do you like about this site? Why? The Theme

What don't you like about this site? Why? The Photos, Seems Out of Date

What would you change? Photos & Layout

Would you consider ordering cupcakes from this website? Possibly



Analysis

Demographics

- Age: 18-40
- Gender: Mostly Female
- Location: Metro Atlanta (Dunwoody, Sandy Springs, Alpharetta)
- Ethnicity: Mostly Caucasian

Values

- In-Store:
 - Taste
 - Variety of Flavors
- Online:
 - Online Ordering
 - Special Events



Preferences

- Prefer pre-ordering online
- Prefer more photos to see cupcake flavors
- Prefer variety

Goals

- Provide more photos of cupcakes and galleries of special events
- Consider hosting a bigger variety of special events (Ex: Baby Showers, Holidays, etc.)



Conclusion

The interviews helped to understand the wants and needs of the target customers. Most customers show most appreciation for taste and variety when it comes to their in-store experience. That appreciation is reflected in their online experience as well by the fact that some complained about the lack of photos. Providing photos gave customers the impression that the company had a variety of cupcake flavors. The inclusion of special events galleries made customers more likely to want to host their own event with that company. Some customers expressed that the LCB site was too simple and that the fonts should be bigger. Still, the customers were more or less satisfied with the overall look.

In the future, it might be beneficial to upgrade the photo content and provide photos of individual flavors. Consider more special events. Incorporating social media may also raise company awareness to those who have never ordered from Little Cake Bakery, and it may also provide a platform for customer feedback.



Personas Introduction

Based on our findings from the user interviews, these are fictional representations of the customers interviewed. They fall into the target market and have various similarities to the interviewees. The use of personas is helpful in considering the goals, desires, and limitations of customers. They help guide decisions about your products and visual design.



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“Nothing makes my daughter smile like a trip to the cupcake shop.”



Gayle Schreiber

Customer Service Representative

Quick Stats

Age: 29

Occupation: Customer Service Representative

Location: Dunwoody, GA

Status: Single

About Gayle

Gayle is a customer service representative for Comcast. She has a 4-year-old daughter and is a single mom. Balancing work with motherhood can be stressful at times so to unwind from a long day of discipline, she takes her daughter to her neighborhood cupcakery. It is the perfect way to treat her daughter and indulge at the same time.

User Behavior

Goals:

- Find a cupcake shop in the area
- Decent variety of flavors
- Nice environment

Actions:

- Visited LCB website
- Looked at flavor variety
- Viewed photos from special events



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Brooke Crawford

Event Planner

Quick Stats

Age: 31

Occupation: Event Planner

Location: Alpharetta, GA

Status: Married

About Brooke

Brooke is an event planner and is constantly on the lookout for the newest place of interest. When she's not planning her next event, she spends time finding great new restaurants to try and the like. With weddings, baby showers, and birthdays as a constant part of the job, knowing the best bakery to plan with is key. Cupcakes are a growing trend for these types of events and she makes sure her clients only go with the best.

User Behavior

Goals:

- Find a bakery with exquisite tasting products
- Capable of planning big special events
- Online ordering

Actions:

- Visited LCB website
- Visited store front
- Considering planning event



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“Swinging by a cupcake shop is my favorite way to bond with my girlfriends.”

Madison Mirabella

Student

Quick Stats

Age: 25

Occupation: Full-Time Student

Location: Sandy Springs, GA

Status: Single

About Madison

Madison is a full-time student who has long day classes and likes to spend time with her friends in the evening. Because she is on a budget and doesn't have a lot of free time, chatting with friends over dessert is a great way to stay social. Without having to shell out a lot of money, she can still have a quaint sit down with her best friends.

User Behavior

Goals:

- Find an affordable way to indulge her sweet tooth
- A place to sit down and socialize
- Variety of flavors

Actions:

- Visited LCB website
- Visited store front close to school
- Ordered Red Velvet



Conclusion

These personas served as a guide to what changes may need to be made in order to better satisfy potential customers. It gives "a face" to the common prospective customer and insight into what may bring them to your business. There are a variety of consumers with different needs that extend beyond just ordering cupcakes. Some may involve children or some may involve referring clients. Overall it reiterates criticisms from consumers with a more personable approach.



Site Map & Wireframe Introduction

Included in this document is a redesigned sitemap for Little Cake Bakery, along with two static wireframes representing a new layout of two potential pages.

The sitemap is a chart display of all the content of the website accessible to users. It is organized into a hierarchical style showing the navigational structure of all the possible pages for your website. Sitemaps are useful for search engine optimization as well as assisting users in navigating your site. This sitemap includes a rough audit of the content already displayed on your website and several restructured content pages.

The wireframe serves as a blueprint for the skeletal framework of a specific web page. They demonstrate the purpose of arranging elements to best accomplish your business objective. Essentially, they are used to simplify the process of redesigning a web site.

Little Cake Bakery Sitemap



CONTACT US



COMPANY LOGO IMAGE

HOME

ABOUT US

FLAVORS

GALLERIES

SPECIAL EVENTS

STORE INFO

NEWS

DESCRIPTION
OF
IMAGE

CAROUSEL GALLERY



CONTACT US

HELP

PRIVACY

CAREERS

CUSTOMERS

SOCIAL MEDIA

SITE MAP

TOP OF PAGE



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Annotations	If/Then Scenario	
<p>Page Description:</p> <p>This page provides the ability for a user to access the homepage</p> <p>User Action:</p> <p>User has simply landed on the homepage by visiting the website.</p> <p>Business Rules:</p> <ul style="list-style-type: none">• Display scrolling image gallery for user to see up to date photos and recent event• Display description of image or event in left nav• Update images on regular basis <p>Potential Enhancements/Changes/Issues:</p> <ul style="list-style-type: none">• Ability to view other scrolling images by clicking corresponding "dot"• Ability to see brief description of displayed images when clicked on <p>Page Title: Little Cake Bakery Home</p>	<p>User Selects</p> <p>Logo</p> <p>Menu Item</p> <p>Main Image</p> <p>Horizontal Scroll</p> <p>Linked Social Media</p>	<p>Action</p> <p>Go to Homepage</p> <p>Go to Corresponding Page</p> <p>Go to Corresponding Page</p> <p>Display Corresponding Image and Description</p> <p>Go to Corresponding LCB Social Media Page</p>



COMPANY LOGO IMAGE

HOME

ABOUT US

FLAVORS

GALLERIES

SPECIAL EVENTS

STORE INFO

NEWS

CUPCAKE FLAVORS

RED VELVET

Red velvet cake with a vanilla filling topped with cream cheese frosting, a white chocolate heart and red sugar crystals

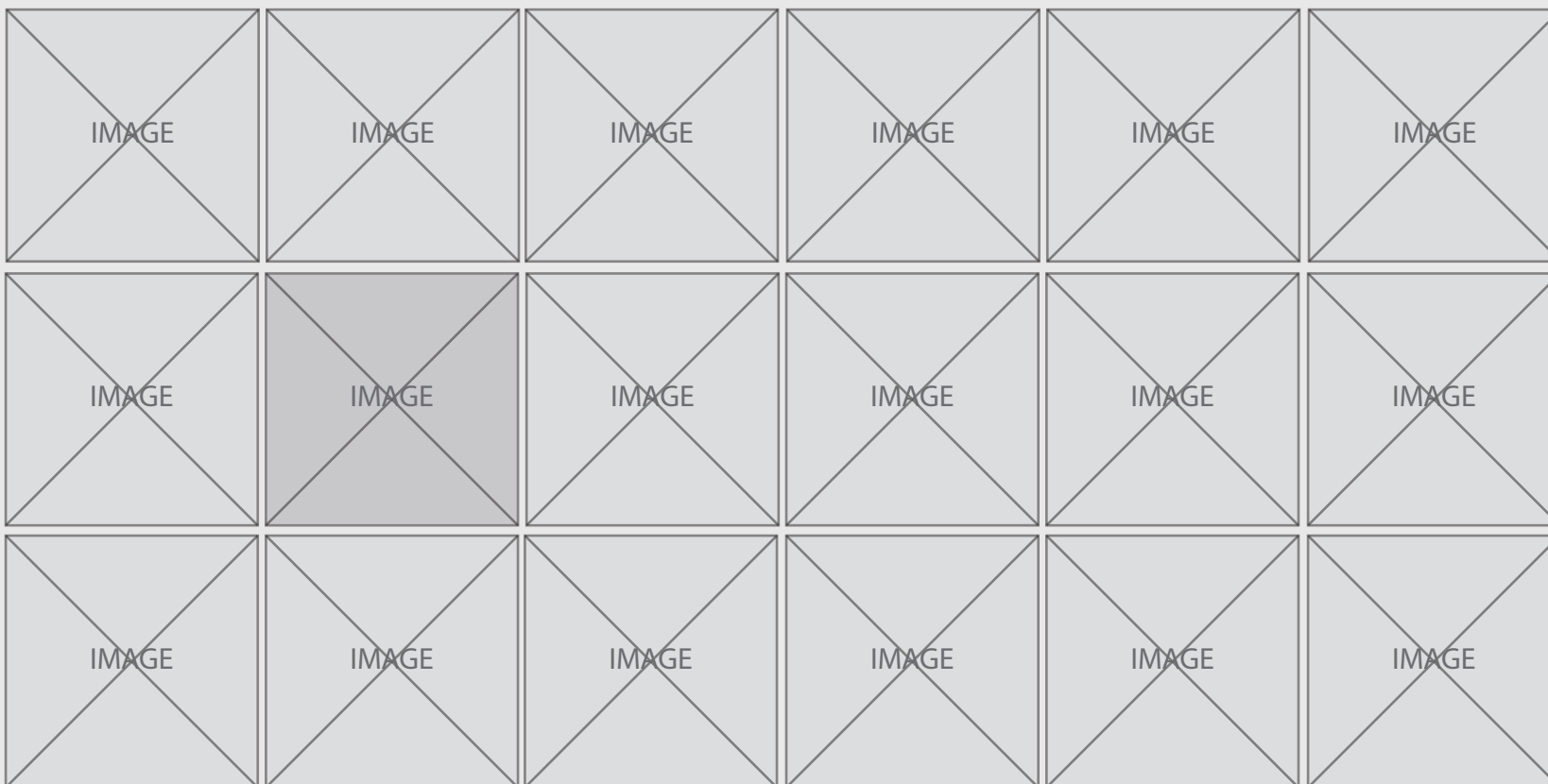
DAILY FLAVORS MENU

\$2.50 ea.

M

W

T





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Annotations	If/Then Scenario	
<p>Page Description:</p> <p>This page provides the ability for a user to access the cupcake menu</p> <p>User Action: User has selected the Flavors tab in the menu nav</p> <p>Business Rules:</p> <ul style="list-style-type: none">• Display images of cupcake selection• Display description of cupcake flavor in description box• Display price and availability day for corresponding cupcake <p>Potential Enhancements/Changes/Issues:</p> <ul style="list-style-type: none">• Ability to view description of cupcake flavor, icing flavor, price, etc.• Ability to select Daily Flavors menu to see which flavors are available what day of the week• Ability to download menu PDF <p>Page Title: Little Cake Bakery Flavors</p>	<p>User Selects</p> <p>Flavors</p> <p>Cupcake Image</p> <p>Daily Flavors</p> <p>Download Menu</p>	<p>Action</p> <p>Images and display list of live text links of all flavors in description box</p> <p>Display flavor description, price and day of availability</p> <p>Display Corresponding Image and Description</p> <p>Go to Corresponding LCB Social Media Page</p>



Analysis/Conclusion

The new layout of your site is designed with the customers in mind. The homepage operates as a more interactive section, presenting the most recent or most enticing features of your company. It now includes a new sitemap structure that can boost search engine optimization so that customers can discover your shop sooner. This feature also helps customers navigate your site with ease. Links to your specific social media pages have been placed on each page to ensure that customers can connect with your shop beyond this site. The horizontal scrolling images provide a way to present more than one piece of news or special event on the homepage. Some of the menu options have been reorganized in a manner that better displays sections of your site. Lastly the varying description box offers the user a way to view more information without having to go to a separate page. These changes are intended to be the most efficient way to promote your business.

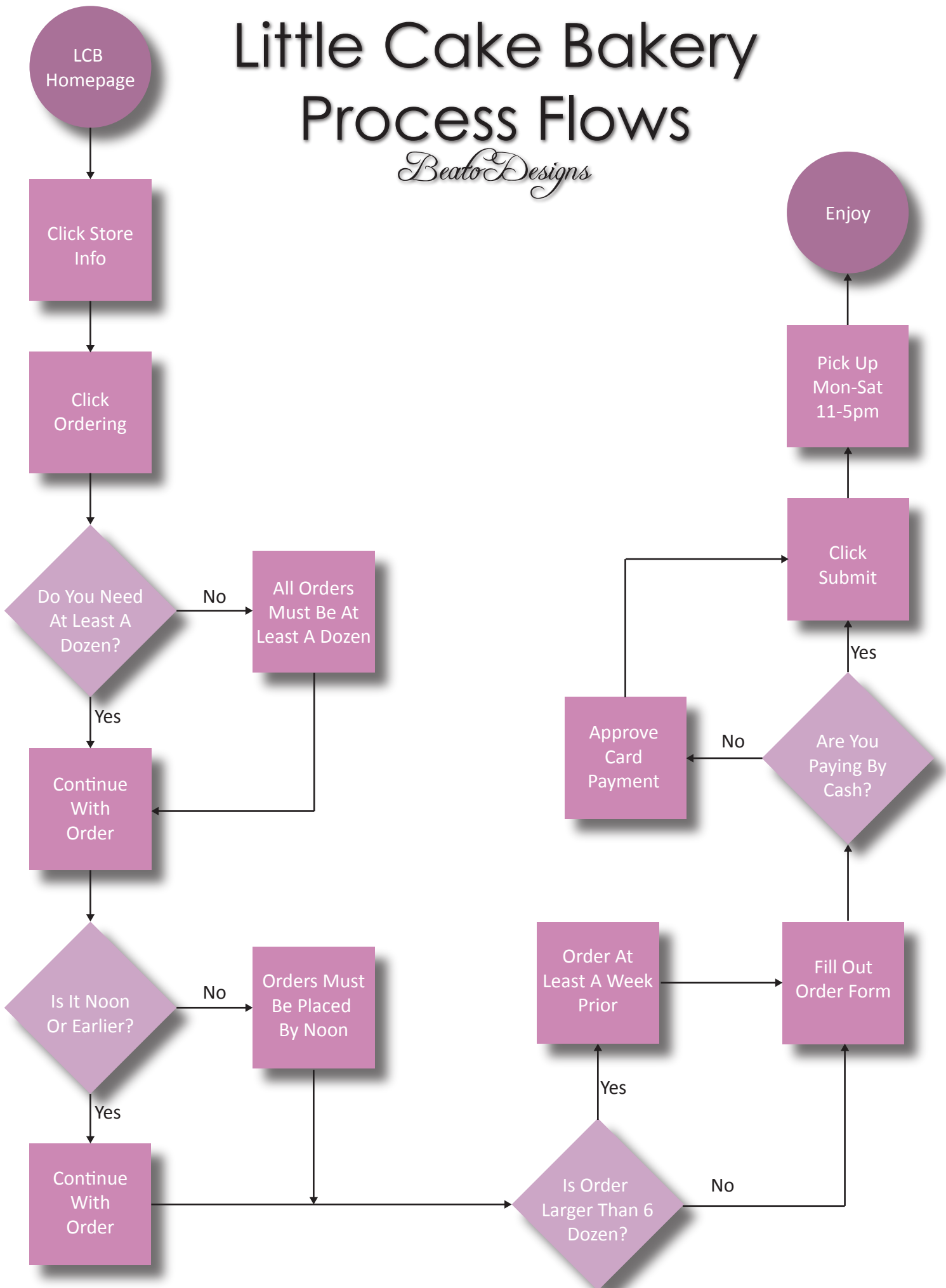


Process Flow Introduction

Included in this document is a visual diagram called a flow chart. The flow chart represents a process that will show a user/persona how to perform a certain task. It contains four basic symbols: A circle that represents the start or end of the chart; a diamond that represents a decision; a rectangle that represents a carried out process; and connector arrows that display the direction of the chart. Flow charts are used while designing processes such as ordering cupcakes or checking out. They also help identify which web pages need to be reformatted, simplified, or even created to improve user functionality. A user can identify flaws and the need for improvement when using a flow chart. The following diagram will represent a flow chart provided for a one of our personas, Ms. Mirabella, wanting to order cupcakes.

Little Cake Bakery Process Flows

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Analysis

Since there is currently no online ordering process, the use of an online ordering web page would simplify the procedure for customers to order cupcakes. It can also provide relief from phone orders to make room for other customer service related needs. An online form with customer info, flavor(s), quantity, payment info, etc. can initiate the layout structure. Once users realize the ease of online ordering, they may be more inclined in the future to order more often or recommend this business to others.



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Conclusion

This is one of many potential examples of outlining a process a user may come across while visiting your website. The flow chart gives step-by-step instructions for a certain task so that a customer can proceed with ease. It helps identify any problems a customer may run into while completing an online task. Utilizing process flows improves the quality of usability and ensures that there is no confusion for both customers and business owners.



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Guerilla Usability Introduction

Usability testing is a step in the design process that allows potential users to test or practice using the real system. It is a good way to discover any glitches or user related difficulties before the site goes live. This is usually done with an interactive wireframe before the final site is built. Usability testing can be done a number of ways. This technique in particular was done more with a qualitative method is volunteering participants evaluating the interactive wireframe. In this test they give their opinions or what is done well and what needs reevaluation. Three participants have been given the same test script for the Little Cake Bakery wireframe.



Test Script

This is a usability test. I have created an interactive wireframe for a website.

The link for the wireframe is http://dominican7chic.aisites.com/IMD_200_Assignments/Beato_Interactive_Wireframe.pdf

This is only meant to show the overall layout and doesn't have any elements of design or color. For the most part, this is all open ended. There are no wrong answers. There are no stupid questions. Try to think aloud as much as possible. If you like something go ahead and say it. If you're confused about something let me know. If you dislike something, tell me. Don't worry about hurting my feelings. This is all in order to make the site the best possible.

PARTICIPANT #1

What is your name?

Brandy Stinson

What is your age group?

30



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Do you eat cupcakes?

Yes

Which is your favorite cupcake shop/bakery?

Sprinkles Cupcakery

Have you ever been to a cupcake website before?

Yes

If so, which one?

Sprinkles, Piece of Cake, Cami Cakes

Do you have a favorite cupcake shop/bakery site(s)?

No

Have you ever ordered online before?

No

Have you ever ordered cupcakes/food online?

No



GO TO HOMEPAGE

What are your first impressions?

Seems pretty easy to understand

How would you describe this page?

User friendly

What do you think you can do or see on the Web site?

Order cupcakes

With your task in mind, what would you do from here?

Click flavors

Are any of these fields unclear?

No

If you wanted to leave this process and go to a different page, how would you do it?

Click back button or home

If you click that button (continue), what would you expect to happen?

Go to a payment or selection page



GO TO CUPCAKE ORDERING PAGE

How would you describe this page?

Easy to figure out

With your task in mind, what would you do from here?

Click continue

Are any of these fields unclear?

No

If you wanted to leave this process and go to a different page, how would you do it?

Click back

FINAL THOUGHTS

What is your overall impression of the site/prototype you have seen today?

It's user friendly, easy to figure out. Sometimes bakery websites have too much content and it's hard to figure out

What was your favorite aspect of the website that you worked with today?

Nothing in particular



What was your least favorite aspect of the website that you worked with today?

Nothing

Is there anything that you feel is missing on this site?

No

Is there anything you would change on the website?

No

Do you have any other final comments or questions?

I don't

PARTICIPANT #2

What is your name?

Christopher Gumbs

What is your age group?

24



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Do you eat cupcakes?

Yes

Which is your favorite cupcake shop/bakery?

N/A

Have you ever been to a cupcake website before?

No

If so, which one?

N/A

Do you have a favorite cupcake shop/bakery site(s)?

N/A

Have you ever ordered online before?

Yes

Have you ever ordered cupcakes/food online?

Yes. Pizza



GO TO HOMEPAGE

What are your first impressions?

I like the layout. It's simple

How would you describe this page?

Put together nicely, Image filled

What do you think you can do or see on the Web site?

Advertise cupcakes. Look at store pictures

With your task in mind, what would you do from here?

I don't know, click flavors, click image of wanted cupcake

Are any of these fields unclear?

Initial ordering is unclear

If you wanted to leave this process and go to a different page, how would you do it?

Click home or logo

If you click that button (continue), what would you expect to happen?



Go to a payment or selection page

GO TO CUPCAKE ORDERING PAGE

How would you describe this page?

Pretty simple

With your task in mind, what would you do from here?

Click continue

Are any of these fields unclear?

The checkout button in order summary is a little unclear

If you wanted to leave this process and go to a different page, how would you do it?

Click back

FINAL THOUGHTS

What is your overall impression of the site/prototype you have seen today?

Other than one or two things it's pretty easy to navigate once you see where everything goes



What was your favorite aspect of the website that you worked with today?

Looking at the flavors

What was your least favorite aspect of the website that you worked with today?

Can't think of anything

Is there anything that you feel is missing on this site?

Log in for returning customers

Is there anything you would change on the website?

Log in

Do you have any other final comments or questions?

No. It's put together

PARTICIPANT #3

What is your name?

Daniel Ortiz



Beato Designs

What is your age group?

34

Do you eat cupcakes?

On occasion

Which is your favorite cupcake shop/bakery?

N/A

Have you ever been to a cupcake website before?

No

If so, which one?

N/A

Do you have a favorite cupcake shop/bakery site(s)?

No

Have you ever ordered online before?

Yes

Have you ever ordered cupcakes/food online?



Yes

GO TO HOMEPAGE

What are your first impressions?

Simple, good layout

How would you describe this page?

Straight to the point

What do you think you can do or see on the Web site?

Display cupcakes, plan events

With your task in mind, what would you do from here?

Not sure, it should have an order option

Are any of these fields unclear?

Yes, Ordering

If you wanted to leave this process and go to a different page, how would you do it?



Click logo or home

If you click that button (continue), what would you expect to happen?

Go to ordering page

GO TO CUPCAKE ORDERING PAGE

How would you describe this page?

Easy once pictures are inserted

With your task in mind, what would you do from here?

Click continue

Are any of these fields unclear?

No

If you wanted to leave this process and go to a different page, how would you do it?

Click back



FINAL THOUGHTS

What is your overall impression of the site/prototype you have seen today?

The ordering is a bit unclear but other than that it's a nice layout

What was your favorite aspect of the website that you worked with today?

Nothing in particular

What was your least favorite aspect of the website that you worked with today?

How to start ordering

Is there anything that you feel is missing on this site?

A menu option that takes you to ordering page

Is there anything you would change on the website?

See previous comment

Do you have any other final comments or questions?

No



Analysis

Most of the participants were satisfied with the overall layout of the site. Some found the initial ordering process confusing. Adding an ordering option directly to the global navigation might be helpful and less confusing. All of the participants found the ordering process easy to navigate once they found the ordering page. One participant suggested a log in system in order to make the process easier for returning customers.



Heat Maps

These are the results from a usability test using heat maps. The participants were given 3 tasks and asked where there are most likely to click for any given task.

Little Cake Bakery

1. **If you wanted to order cupcakes, where would you go?** 7 clicks, 1 skip, Average time taken: 53 seconds
2. **If you wanted to place an online order, where would you click from here?** 7 clicks, 1 skip, Average time taken: 11 seconds
3. **If you wanted to go back a section or go to the homepage, where would you click?** 7 clicks, 1 skip, Average time taken: 6 seconds



COMPANY LOGO IMAGE

HOME

ABOUT US

FLAVORS

GALLERIES

SPECIAL EVENTS

STORE INFO

NEWS

DESCRIPTION
OF
IMAGE

CAROUSEL GALLERY





COMPANY LOGO IMAGE

[HOME](#)[ABOUT US](#)[FLAVORS](#)[GALLERIES](#)[SPECIAL EVENTS](#)[STORE INFO](#)[NEWS](#)

CUPCAKE FLAVORS

RED VELVET

Red velvet cake with a vanilla filling topped with cream cheese frosting, a white chocolate heart and red sugar crystals

[ORDER NOW!](#)[DAILY FLAVORS MENU](#)

\$2.50 ea.

[M](#)[W](#)[T](#)

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE

IMAGE





COMPANY LOGO IMAGE

HOME

ABOUT US

FLAVORS

GALLERIES

SPECIAL EVENTS

STORE INFO

NEWS

ORDERING INFO

PERSONAL INFO

PAYMENT INFO

CONFIRMATION

ORDER PREVIEW

12 RED VELVET EDIT
 DELETE

NOV. 21, 2012 EDIT

11:00 AM EDIT

VISA EDIT

****_****_****-4179 EDIT

CHECKOUT

CARD TYPE

CARD NUMBER

EXP. DATE

SECURITY CODE

WHAT'S THIS?

BACK

PLACE ORDER



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Conclusion

Usability testing is a necessary part of the design process. By testing the wireframe, significant problems were pointed out and can now be fixed before continuing with building the site. This process optimizes the final product. Now that certain flaws can be changed, users will find it easy and simple to use.



Interactive Wireframe Introduction

The following document is the final layout for an interactive wireframe. The interactive wireframe is provided to roughly imitate how the site will function. It is more in depth than the static wireframes in that certain "hotspots" are clickable and take the user to separate pages. This is one of the final steps before designing the actual site.

CONTACT US



COMPANY LOGO IMAGE

HOME

ABOUT US

FLAVORS

ORDERING

GALLERIES

SPECIAL EVENTS

STORE INFO

NEWS

HOLIDAY BOX

4-PACK OF
HOLIDAY
DECORATED
CUPCAKES

ORDER NOW!

CAROUSEL GALLERY



CONTACT US

HELP

PRIVACY

CAREERS

CUSTOMERS

SOCIAL MEDIA

SITE MAP

TOP OF PAGE



COMPANY LOGO IMAGE

CUPCAKE FLAVORS

RED VELVET

Red velvet cake with a vanilla filling topped with cream cheese frosting, a white chocolate heart and red sugar crystals

ORDER NOW!

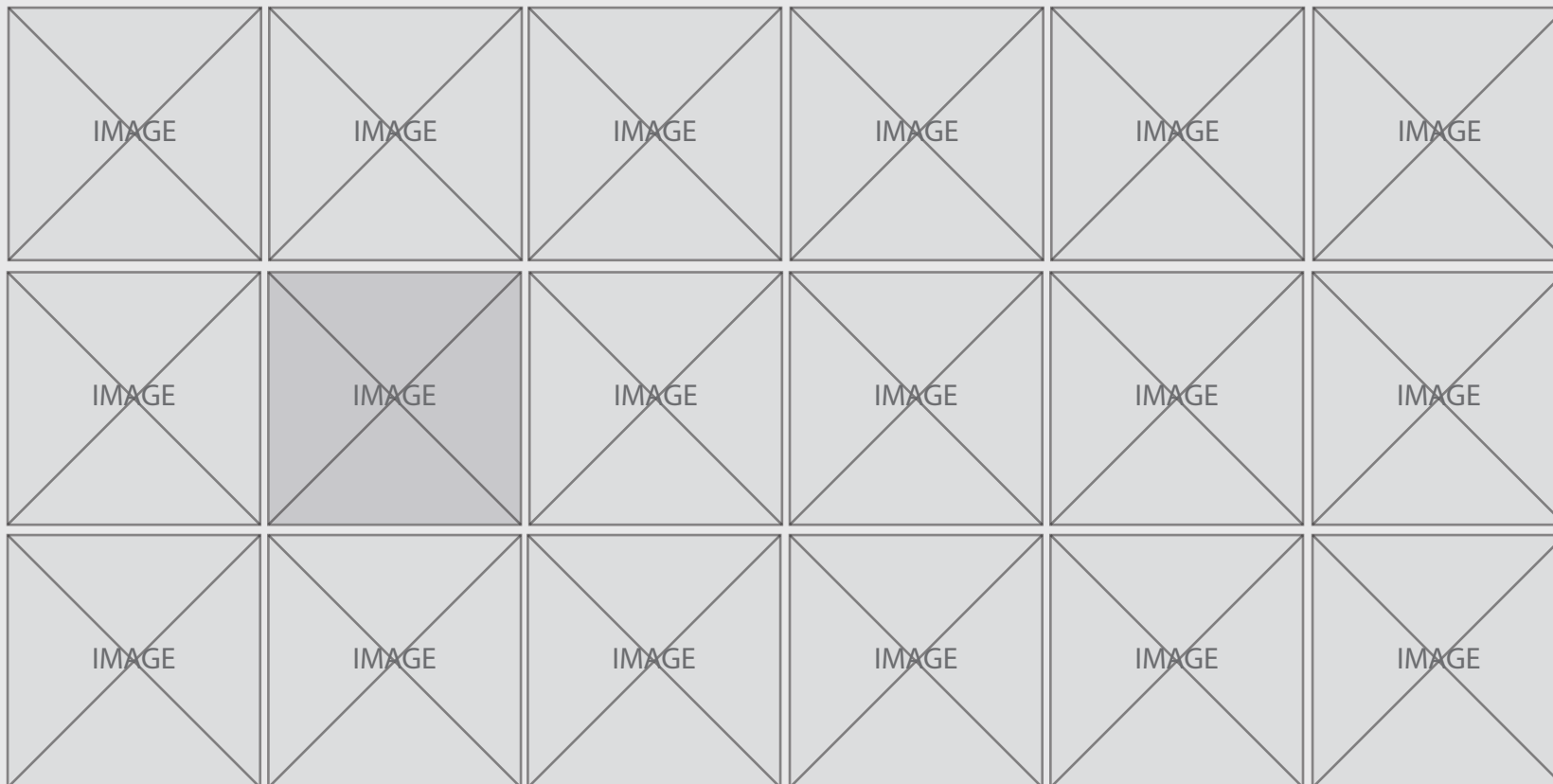
DAILY FLAVORS MENU

\$2.50 ea.

M

W

T





COMPANY LOGO IMAGE

CUPCAKE FLAVORS

RED VELVET

Red velvet cake with a vanilla filling topped with cream cheese frosting, a white chocolate heart and red sugar crystals

ORDER NOW!

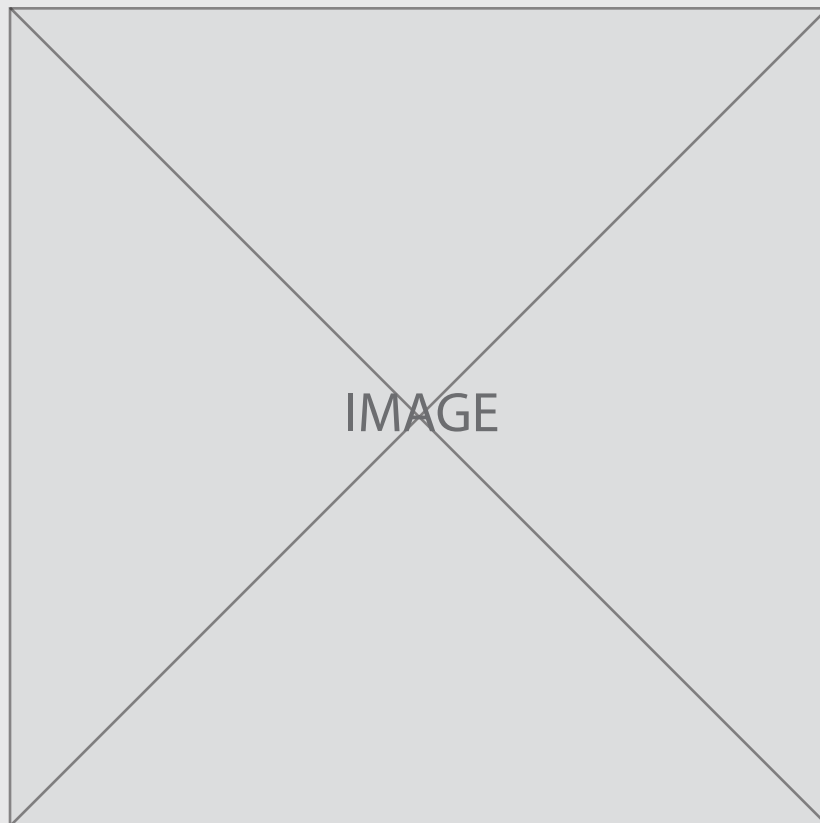
DAILY FLAVORS MENU

\$2.50 ea.

M

W

T



RED VELVET

Red velvet cake with a vanilla filling topped with cream cheese frosting, a white chocolate heart and red sugar crystals

ORDER NOW!

\$2.50 ea.

M

W

T





COMPANY LOGO IMAGE

HOME

ABOUT US

FLAVORS

ORDERING

GALLERIES

SPECIAL EVENTS

STORE INFO

NEWS

ORDERING INFO

PERSONAL INFO

PAYMENT INFO


CONFIRMATION


ORDER PREVIEW

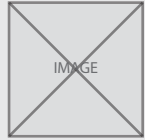
12 RED VELVET


EDIT
DELETE

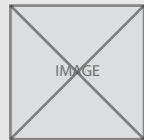
CHECKOUT

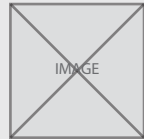
 QTY.
VANILLA

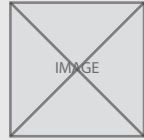
 QTY.
RED VELVET

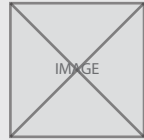
 QTY.
CHOCOLATE

 QTY.
CARROT CAKE

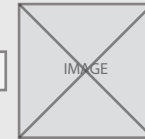
 QTY.
VANILLA

 QTY.
RED VELVET

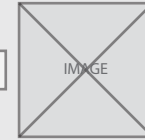
 QTY.
CHOCOLATE

 QTY.
CARROT CAKE

 QTY.
VANILLA

 QTY.
RED VELVET

 QTY.
CHOCOLATE

 QTY.
CARROT CAKE

CONTINUE



COMPANY LOGO IMAGE

ORDERING INFO

PERSONAL INFO

PAYMENT INFO

CONFIRMATION

ORDER PREVIEW

12 RED VELVET EDIT
 DELETE

NOV. 21, 2012 EDIT

11:00 AM EDIT

CHECKOUT

FIRST NAME

LAST NAME

PHONE NUMBER

EMAIL ADDRESS

DATE OF PICKUP

TIME OF PICKUP

11:00 AM ⬆️⬆️

BACK

CONTINUE



COMPANY LOGO IMAGE

HOME

ABOUT US

FLAVORS

ORDERING

GALLERIES

SPECIAL EVENTS

STORE INFO

NEWS

ORDERING INFO

PERSONAL INFO

PAYMENT INFO

CONFIRMATION

ORDER PREVIEW

12 RED VELVET EDIT
 DELETE

NOV. 21, 2012 EDIT

11:00 AM EDIT

VISA EDIT

****_****_****-4179 EDIT

CARD TYPE

VISA



CARD NUMBER

****_****_****_****

EXP. DATE

MM/YY

SECURITY CODE

WHAT'S THIS?

BACK

PLACE ORDER



COMPANY LOGO IMAGE

HOME

ABOUT US

FLAVORS

ORDERING

GALLERIES

SPECIAL EVENTS

STORE INFO

NEWS

ORDERING INFO

PERSONAL INFO

PAYMENT INFO

CONFIRMATION

ORDER PREVIEW

12 RED VELVET EDIT
 DELETE

NOV. 21, 2012 EDIT

11:00 AM EDIT

VISA EDIT

****_****_****-4179 EDIT

ORDER SUBMITTED!

Thank you for your order! You've ordered 12 RED VELVET cupcakes to be picked up on NOVEMBER 21, 2012 at 11:00 AM.
For any questions please call (404) 841-8856.

HOME



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Conclusion

The interactive wireframe is a vital step in usability testing. It allows users to test the functionality of the site without having to design the full site. This step is necessary in order to uncover any flaws in the site design that the creator may have overlooked and may not realize. Usability testing and interactive wireframes go hand in hand to design the best site possible.



Little Cake Bakery

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Holiday Box

4-Pack
of
Holiday
Decorated
Cupcakes

Available in Stores Today!!

[ORDER NOW!](#)



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[Home](#)

[About Us](#)

[Flavors](#)

[Ordering](#)

[Galleries](#)

[Special Events](#)

[Store Info](#)

[News](#)

Red Velvet

Red velvet cake with a vanilla filling topped with cream cheese frosting, a white chocolate heart and red sugar crystals

TUE

THU

SAT

[ORDER NOW!](#)

Cupcake Flavors



Snickerdoodle



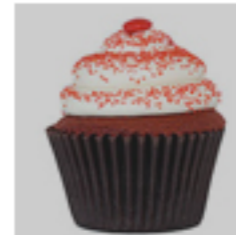
Birthday Cake



Caramel Apple



Cookies N Cream



Red Velvet



Margarita

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