



Beato Designs

Little Cake Bakery

User Interviews

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Information Architecture-IMD 200 Section A

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10/24/2012

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.



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



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.