

UX UI CASE STUDY

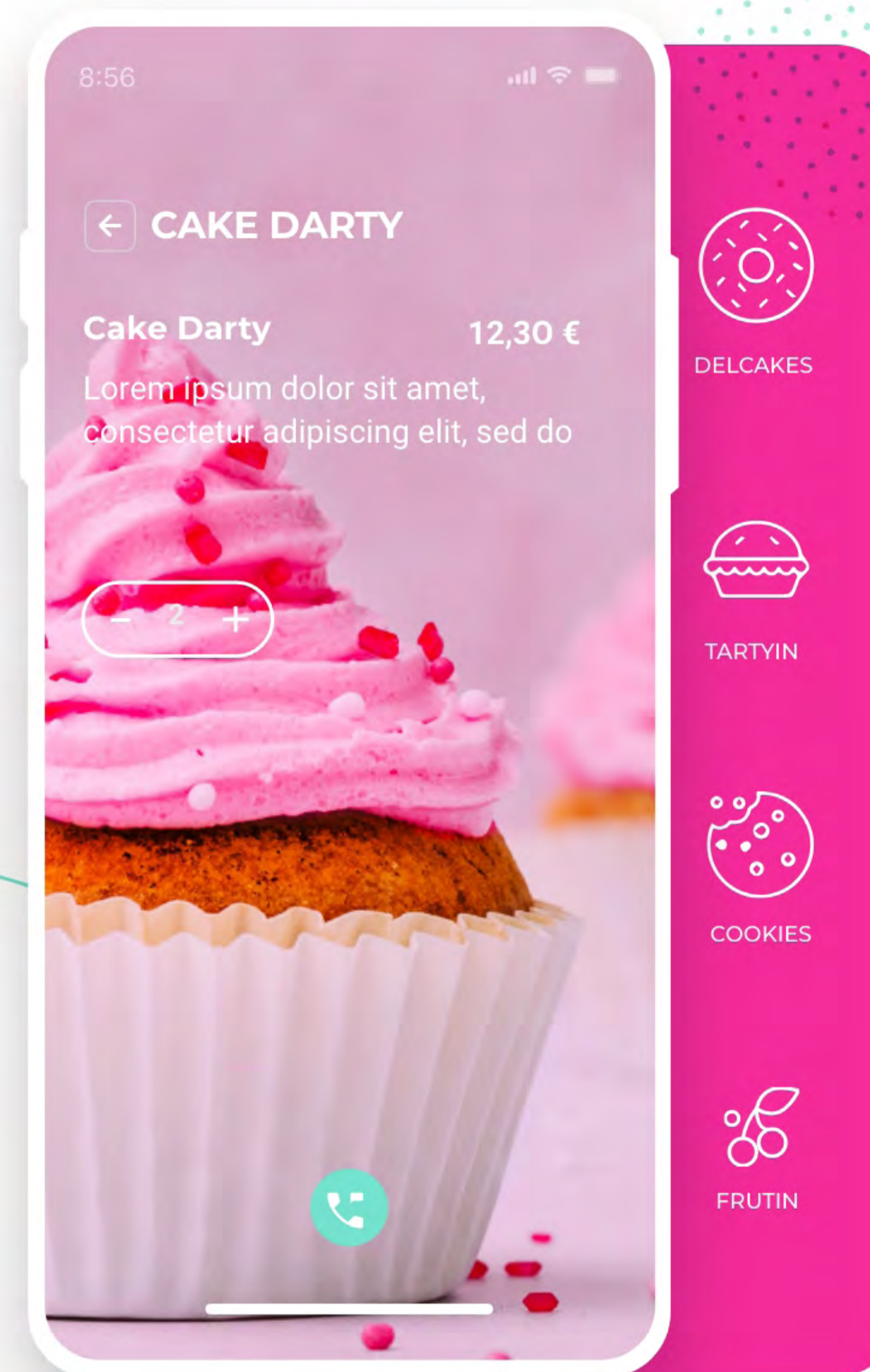
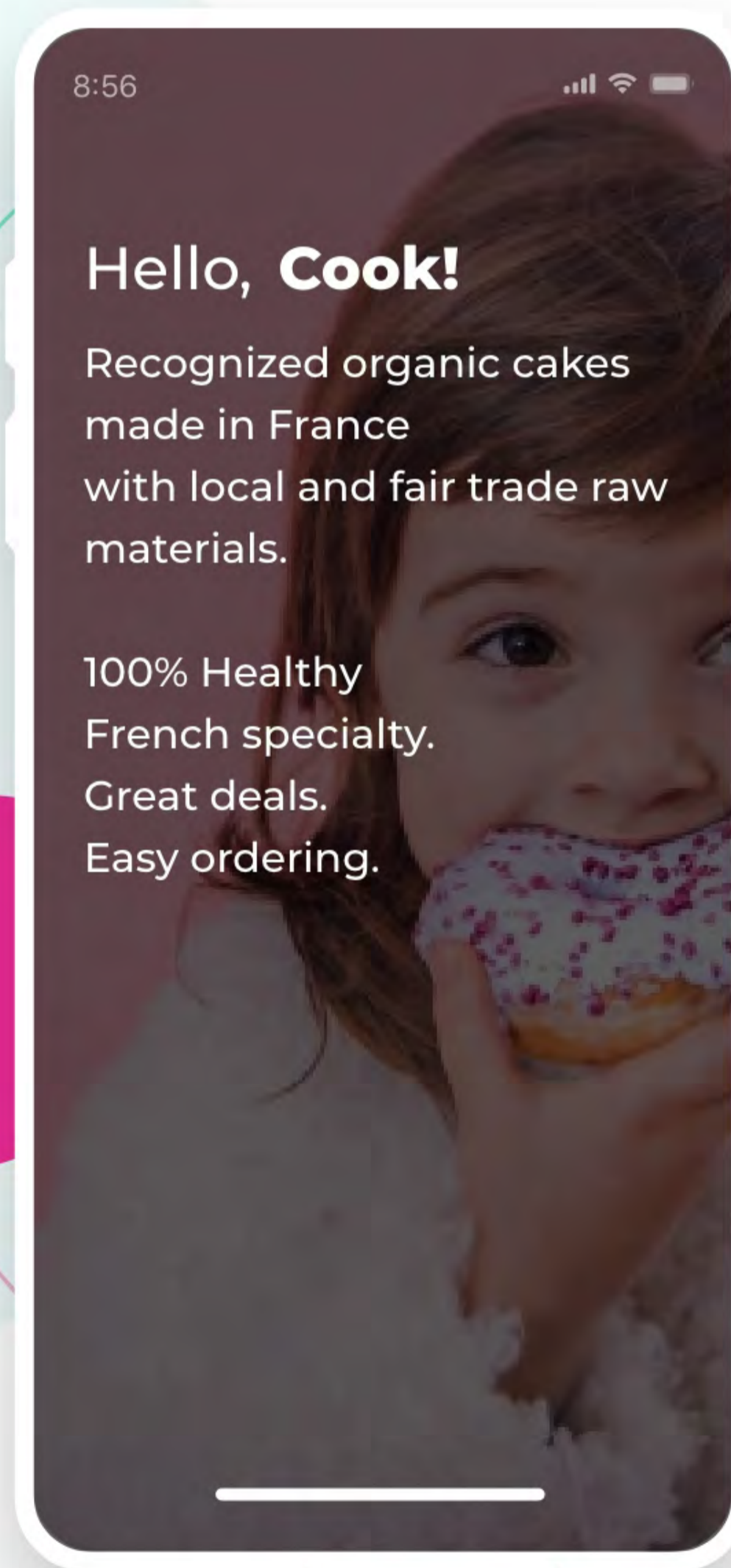
Mobile app

for your favorite Cake shop
Delivery service

© designed by Bechir Bejaoui

ux design process

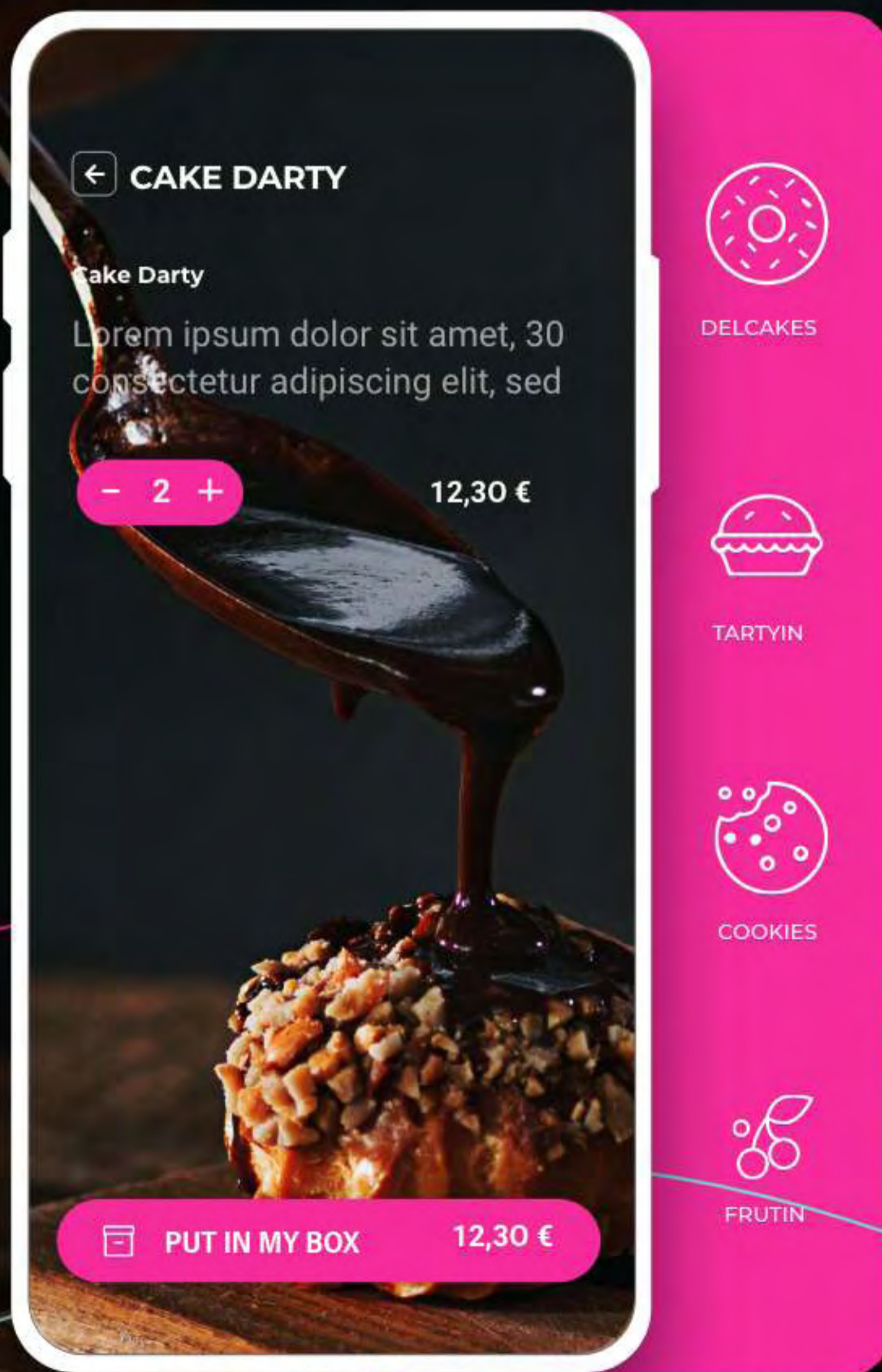
LIVE PREVIEW



FREE Mobile app

© designed by Bechir Bejaoui

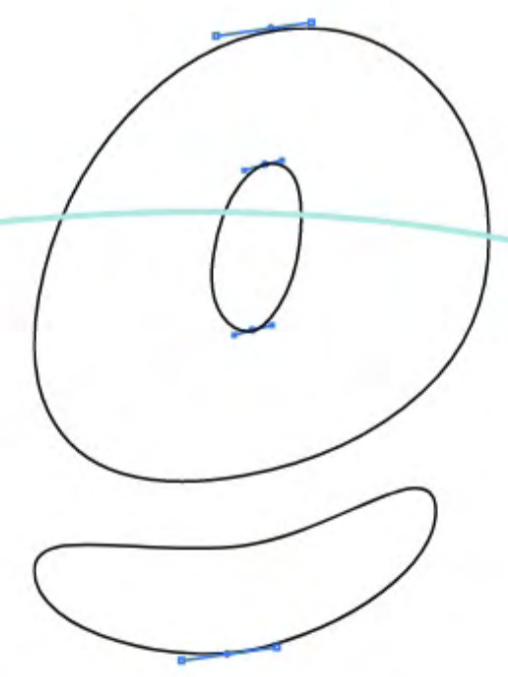
UX DESIGN PROCESS





cookieCake

FRANCE PÂTISSERIE



2022 © FRANCE PÂTISSERIE
designed by Bechir Bejaoui

DESIGN PROCESS



DISCOVER

Secondary Research

DATA :

data collection, data analysis

User Research:

Empathy card,

Interview,

User story, User journey



DEFINE:

Brainstorming

Define Problem space, ...

Define opportunity space, ...

User flow,

benchmark

Competitor Audit/ Rapport,

Inspiration Board

Wireframe,



DESIGN:

Wireframe,

Low/high fidelity solution,

Prototype

DESIGN SYSTÈME:

Colors Test:

test compatibility, visibility, Readability,

Iconography,

Typography,

CTA interaction, animation

Kit UI audit,



USER TEST:

Audit expert, Evaluation

Early test A B

Test Prototype

Accessibility Consideration,

Test usability

TOOLS



DESIGN CHALLENGE



Problem space

To help the customers to order and pay through our app and then pick up at any convenient time. or contact delivery services.

To make the ordering process smooth and quick, without wanting in line to order.
Ability to order by phone

Design goals

cookie wants to position itself differently.

to address a wider clientele, in particular young people, generation Z.

also want to move from Regional to National without losing the neighborhood spirit. while also keeping the artisanal spirit.

more Easy ordering for people with disability or the elderly,

RESPONSIVE LOGOS

CookieCake
FRANCE PÂTISSERIE



DISCOVER

Target audience

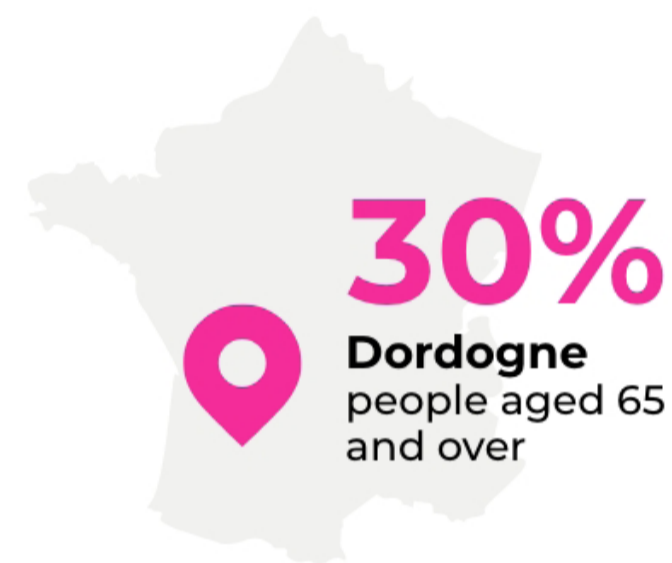
Secondary research should be a the first step in any rigorous research practice, to explore our Target audience

it is necessary to dig into the psychic sociological depth of the clients, hence the importance of having a clear idea of the psychology, sociology, demography, etc.



DISCOVER

Target audience



DEMOGRAPHY

Dordogne:
Population 413,223 inhab. (2019)
Density 46 inhab./km2
Demographic specificities :
more than 30% seniors

- 30% of the inhabitants are seniors.
- 1 / 2 is English or of English descent

81%



MADE IN FRANCE

81% of French people prefer "made in France".
The majority

93% say they are willing to pay more for a food
product if it contains quality ingredients.

Made in France is the guarantee of having a
product that meets standards and is reliable.



PSYCHOLOGY

26% without telephone contact, customers feel less
reassured.

The telephone is the preferred channel for customer
relations in France

The French prefer local products
The most effective stimulants for the French are ecological
and ethical



Women consume 72% of sweet products.

50% of French people use their smartphone to make
purchases

86 Billion € total annual spend on line consumption in
France, increase +16% every year

DISCOVER

User personas



Marya Perfectinist

Age: 44 years
Education: Technical diploma
Hometown: San Francisco
Family: Married, 2 children
Occupation: Graphic designer

"I'm difficult to satisfy, I'm always looking for the Healthy & quick solutions"

GOALS:

- + available 24/7
- + possibility to modify the ingredients
- + promotion if more than 3 orders

FRUSTRATIONS:

- + can be more healthy
- + the choices are not varied enough
- + less comfortable navigation
- + **text too small to read**
- + no option for **disability** users.

Marya lives with her husband and 2 children. sometimes she goes back home a little late, she can't cook, so she choose to order her breakfast online but she always insists that the food must be natural, fresh and ecological



SANI Friendly

Age: 23 years
Education: high school
Hometown: San Francisco
Family: single
Occupation: Student at University

"I'm always busy and fast, I love share my experience with friends & classmate"

GOALS:

- + known shop
- + local & near from house
- + share experience with classmates
- + Healthy food

FRUSTRATIONS:

- + order spend too long
- + options impossible to add
- + a bit expensive
- + each time, you have to start the same ordering process

SANI is a student in terminal. Very busy, especially during the exam period. he orders cake for himself and sometimes for his classmates, this solution allows him to save more time.



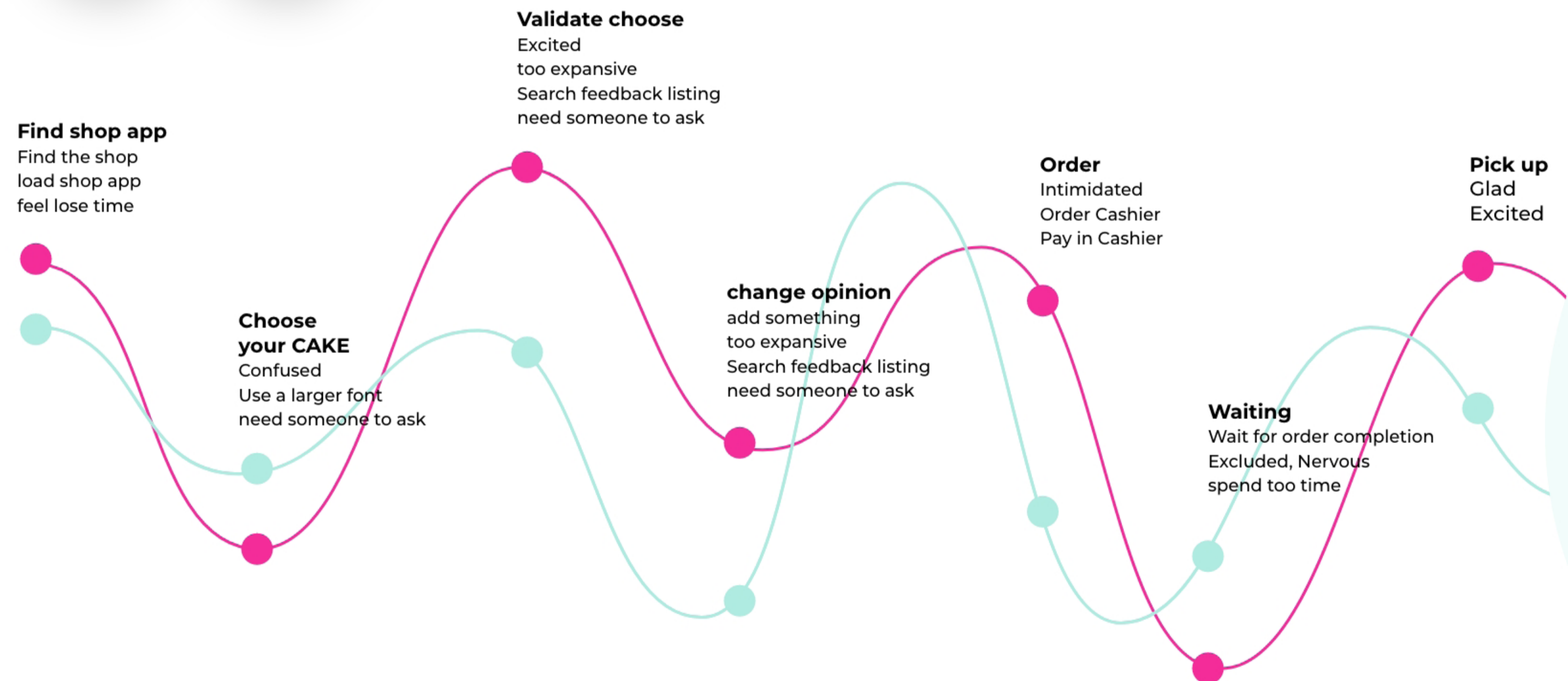
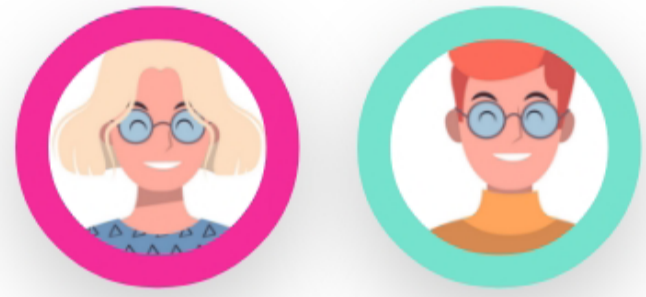
DISCOVER

User journey map

User journeys help you think and feel like the user.

A journey map helps us to identify the behaviors, pain points, and **feelings** might go through while ordering in the traditional way.

you can also, explore some insights and opportunities from the map.



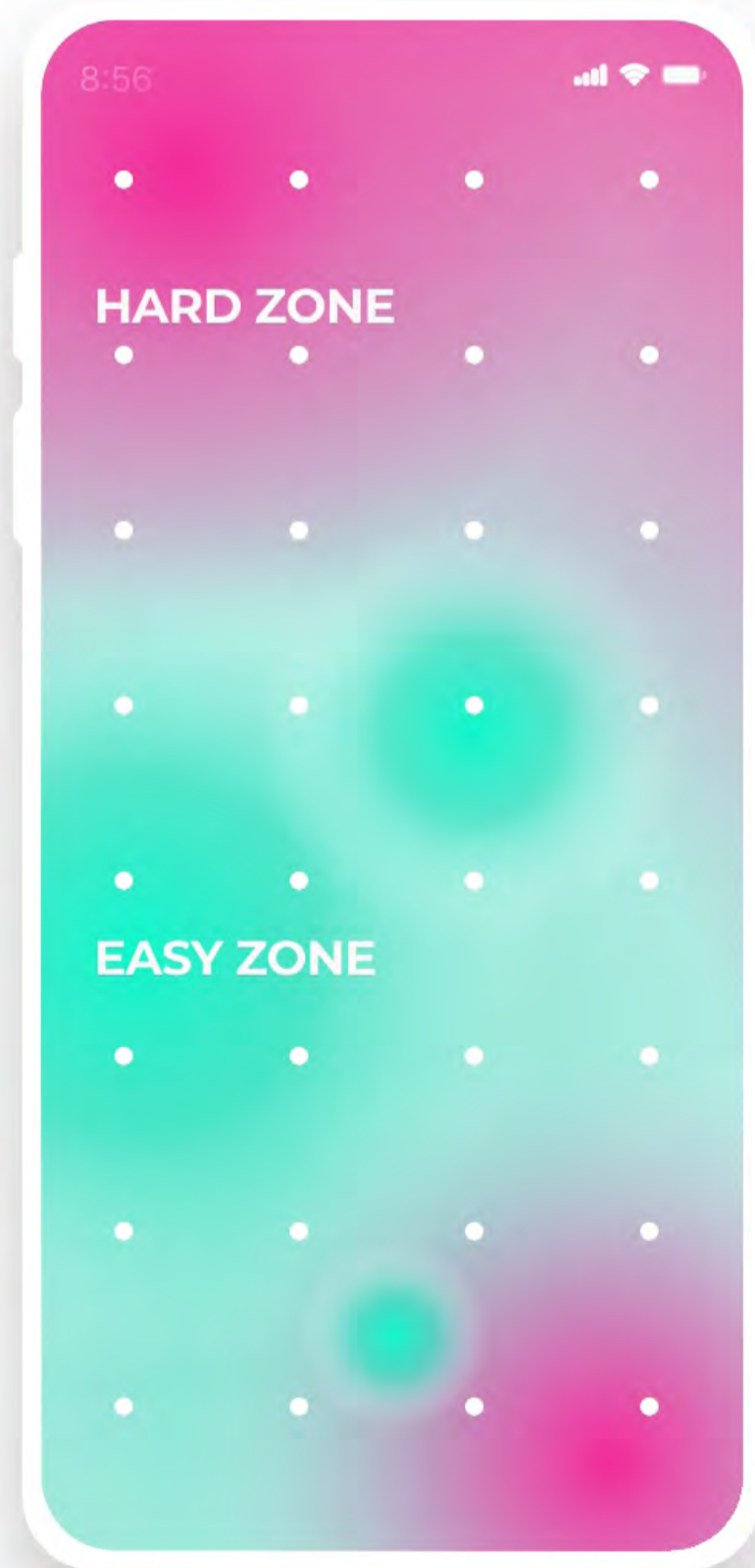
opportunity

- More quickly table Activity to spend less time
- Use a larger font for clearly reading
- keep Thumb Zone consideration
- Follow Delivery service or GPS
- Order online or by phone or pick up services
- Offer a way to easily collect multiple orders

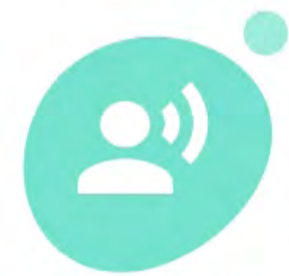
DISCOVER Accessibility consideration

accessibility is not just to include users with varying abilities. Instead, it extends to anyone who is experiencing a permanent, temporary, or situational disability; It's important to empathize with people with disabilities and immerse yourself in the assistive technology that they might use.

keeping in mind their disabilities: permanent, temporary, or situational
keeping in mind The Thumb Zone: use the CTA only on touchezone



easy Thumb Zone hard



Text that can be read by a screen reader
Consider people with dyslexia or other visual disabilities-reader text



Consider The Thumb Zone
mean contenu must be on le comfortable Zone.
assist users with clear taskflows.



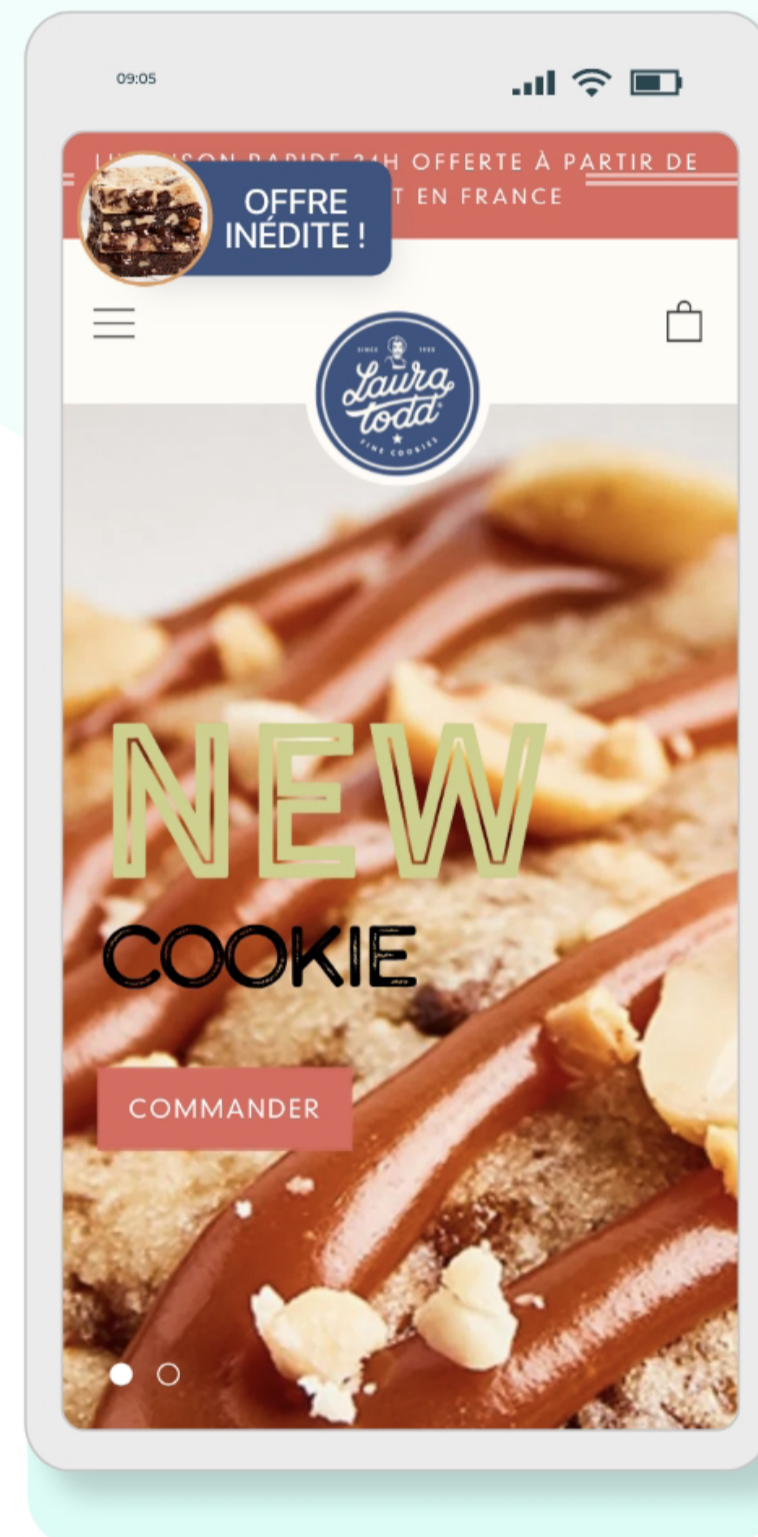
For clear visual
Use a larger font to help the reader
if not you can use customizable text.
Design the app with high contrast colors.



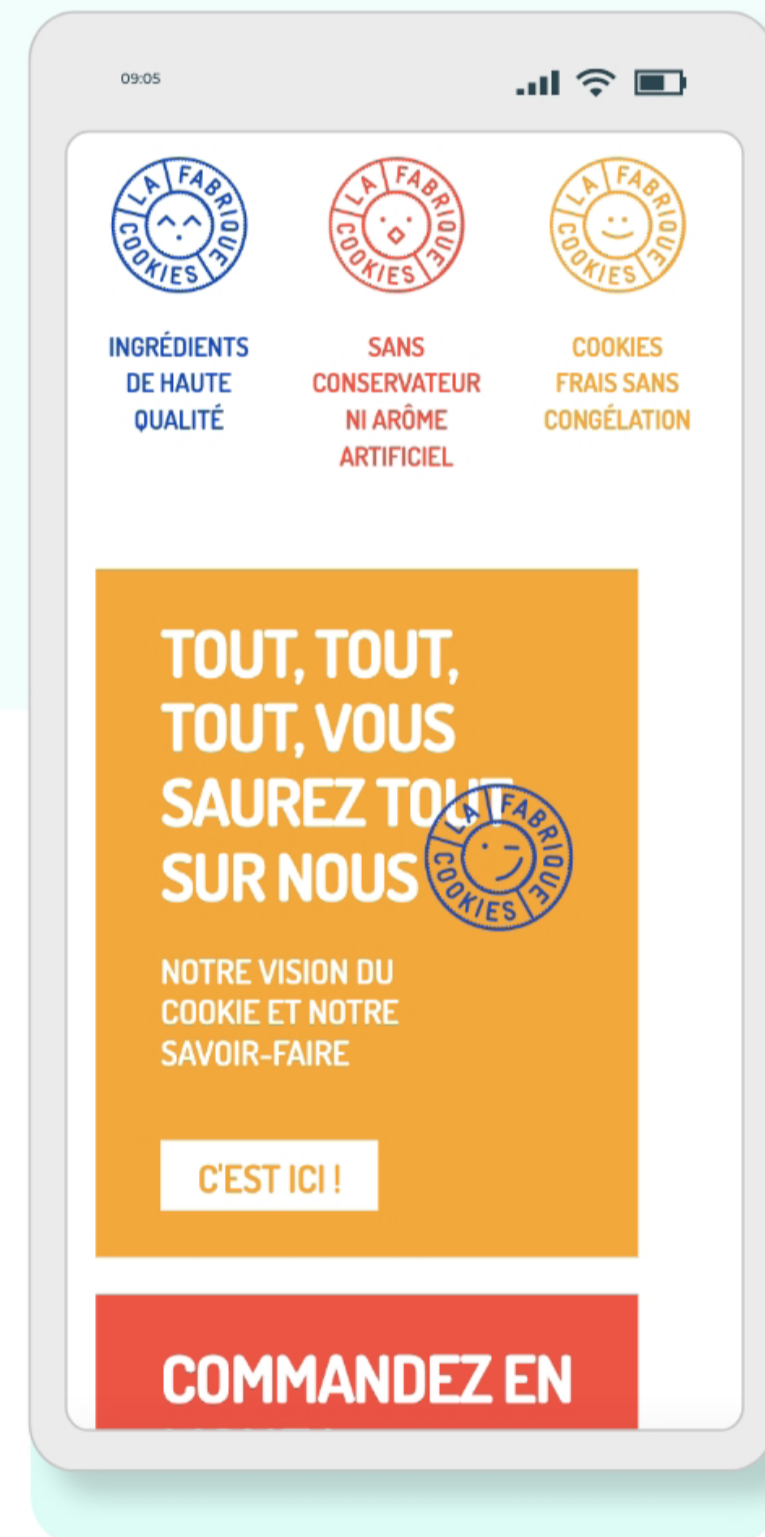
DISCOVER Competitor Audit/ Rapport



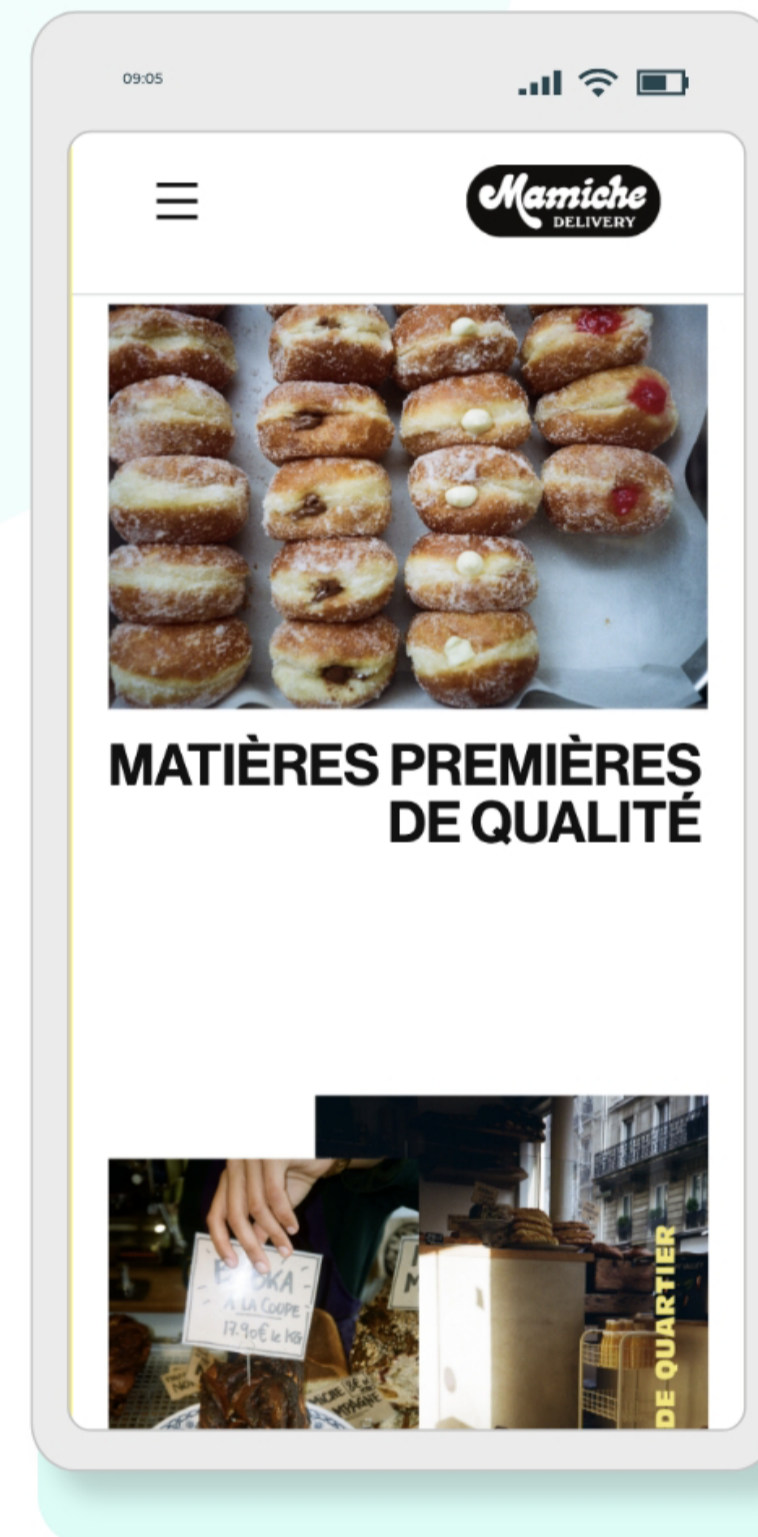
auratodd.com



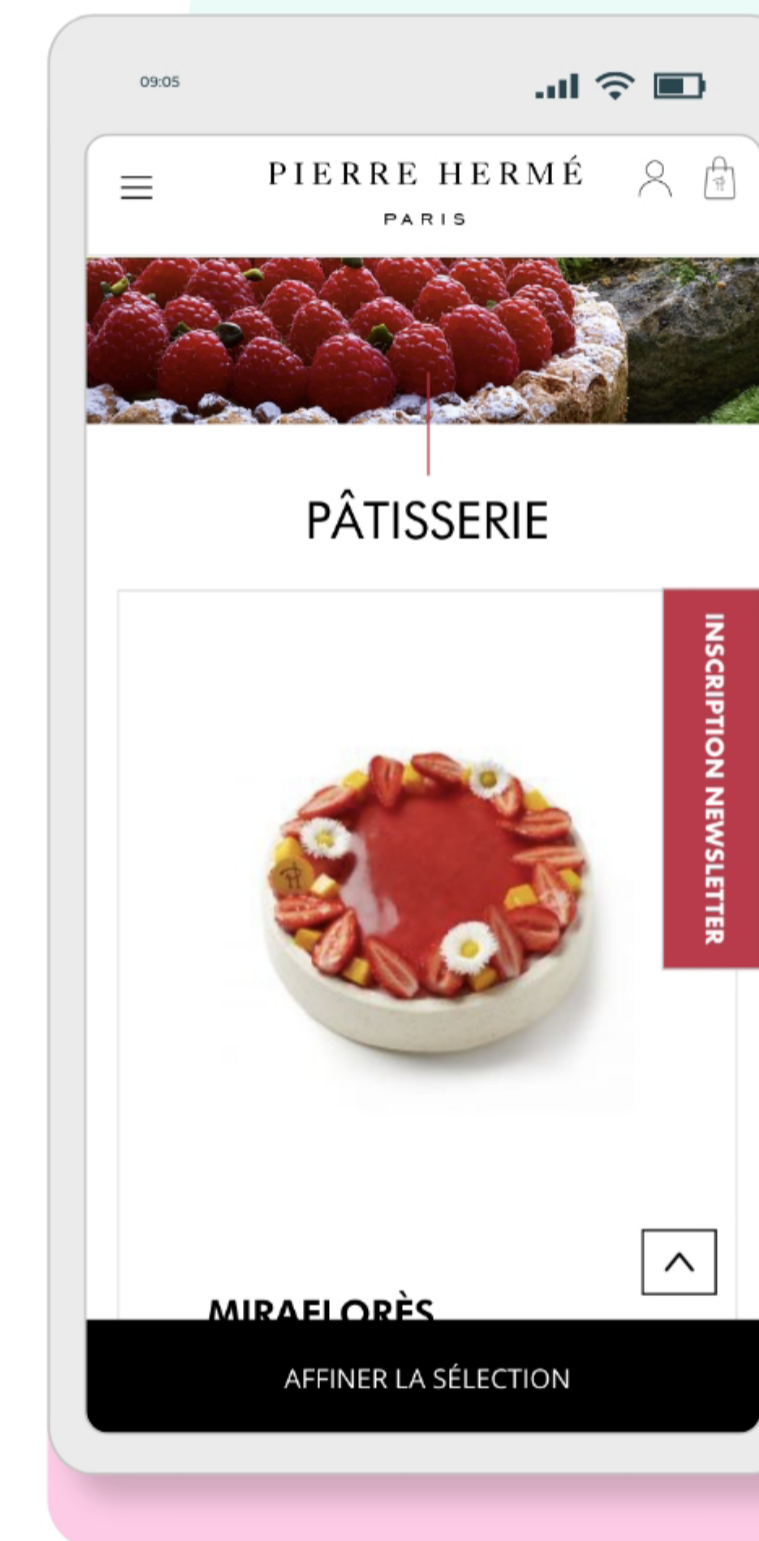
lafabrique-cookies.fr



www.mamiche.fr



PIERRE HERMÉ
PARIS TOKYO
www.pierreherme.com



Direct Competitor

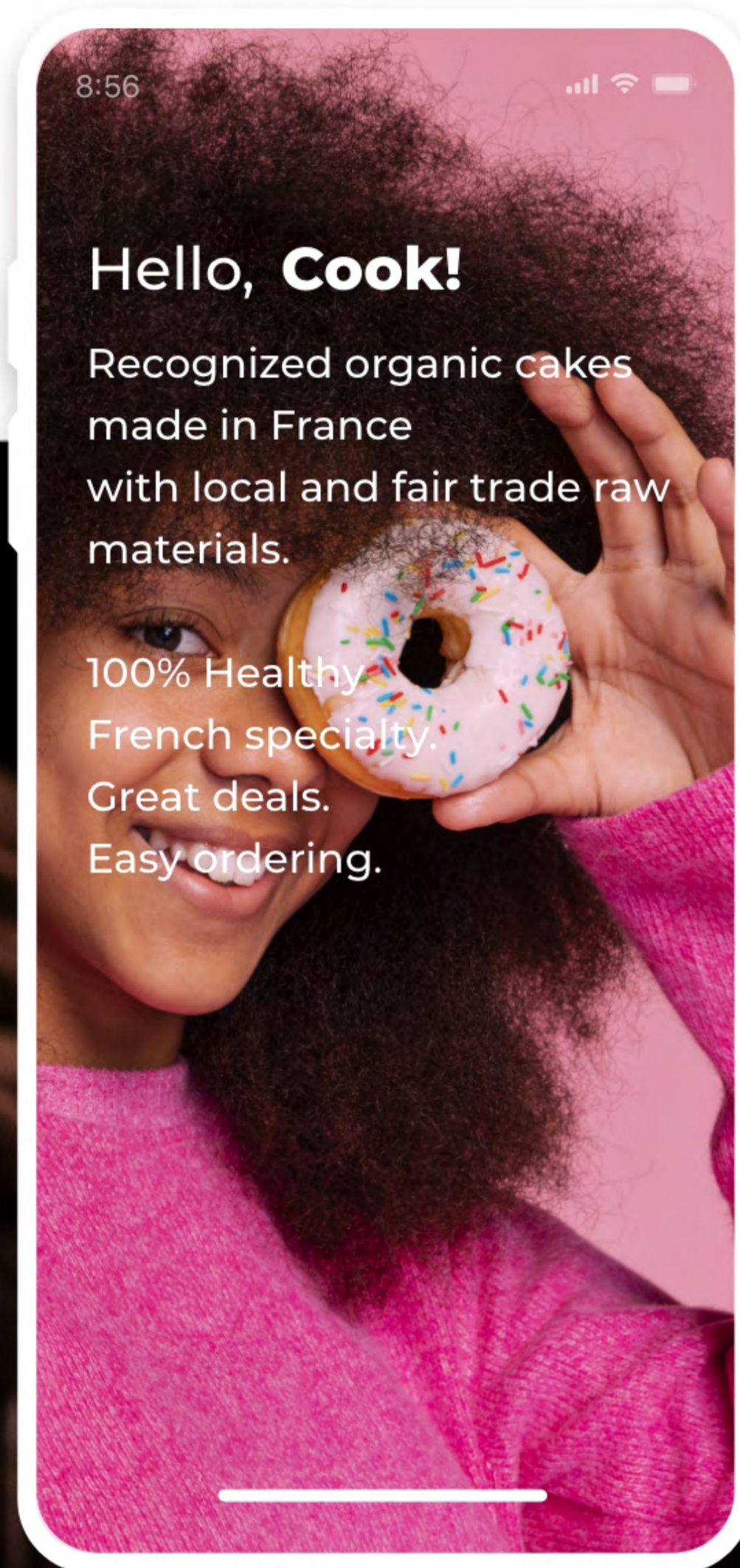
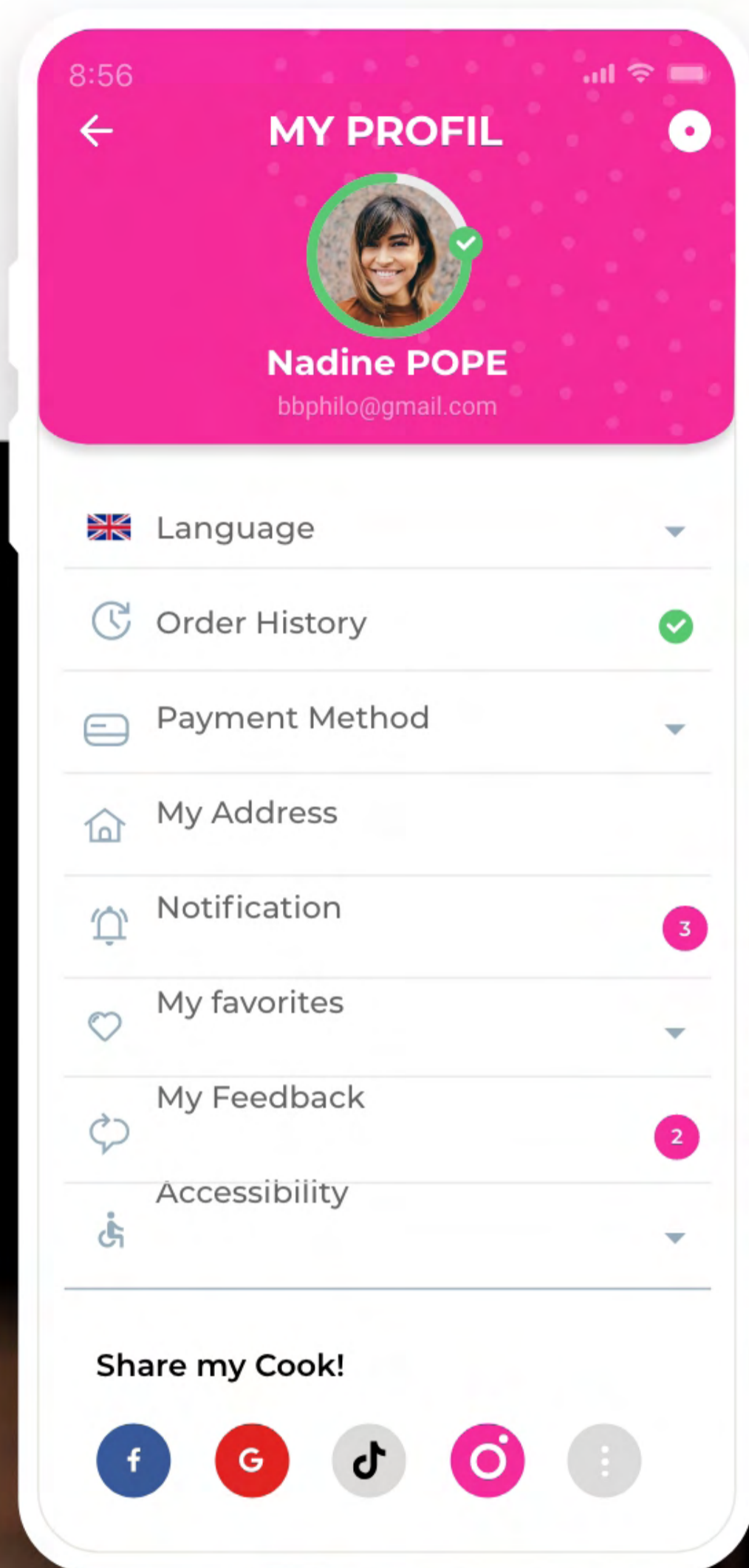
- mobile web has simple, modern, and clean design with big headings + colors with high contrast.
- The ordering process is smooth + The app is available in different languages
- The navigation ARCHITECTURE takes time to get used to. + Thus, it should be folded on default.
- There is no possibility to create an account using social links.
- You can't + follow the delivery service, so it's impossible to order by phone.
- Any accessibility consideration.

Indirect Competitor

Confidential information

lorem carruchis cultu ipsis sinistra
summum decus summum collis
lacernarum lacernarum varietate
nimia eas subtegminum

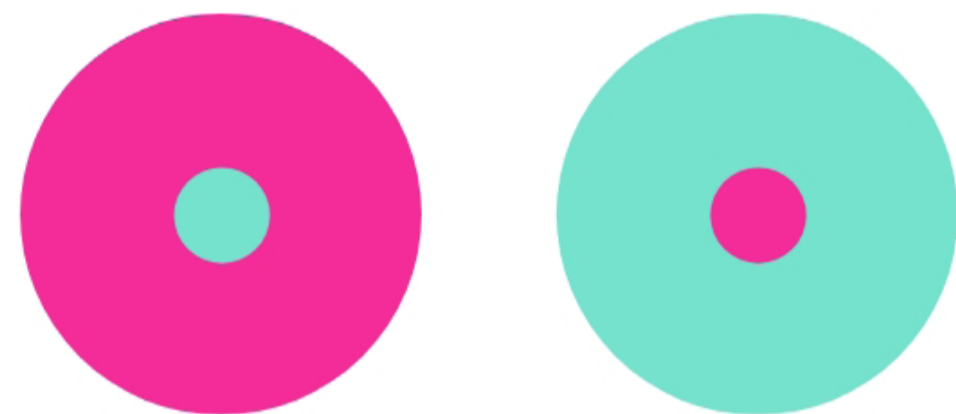
agitationibus luceant et animalium
tenuitate lacernarum ipsis va



DESIGN SYSTEME

COLORS TEST & WCAG

COMPATIBILITY:



Rapport de contraste [?]

4,5 / 1

READABILITY:

Texte standard

Plus le contraste de couleur est élevé, plus la lecture est facilitée

Réussite pour 17 pt et moins

Texte grande taille

Plus le contraste de couleur est élevé, plus la lecture est facilitée

Réussite pour 18 pt et plus / gras 14 pt et plus

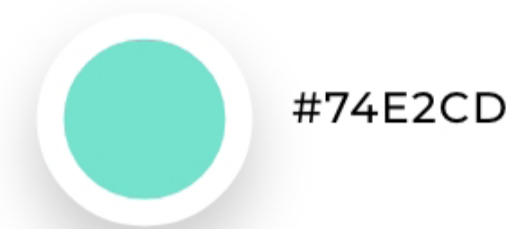
Composants graphiques



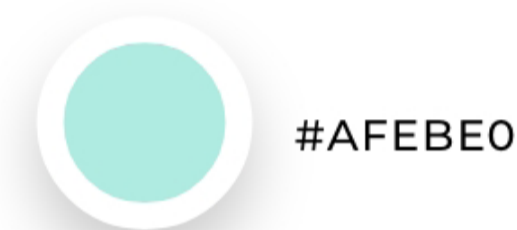
Réussite pour les icônes et graphismes actionnables



#F42C9A



#74E2CD



#AFEBE0



- COMPATIBILITY,
- VISIBILITY,
- READABILITY,
- WCAG TEST

TYPOGRAPHY

MONTERRAT

<https://fonts.google.com/specimen/Montserrat>

Designed by Julieta Ulanovsky, Sol Matas, Juan Pablo del Peral, Jacques Le Bailly

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Aa

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AZERTYUIOPQSDFGHJKLMWXCVCBN
0123456789

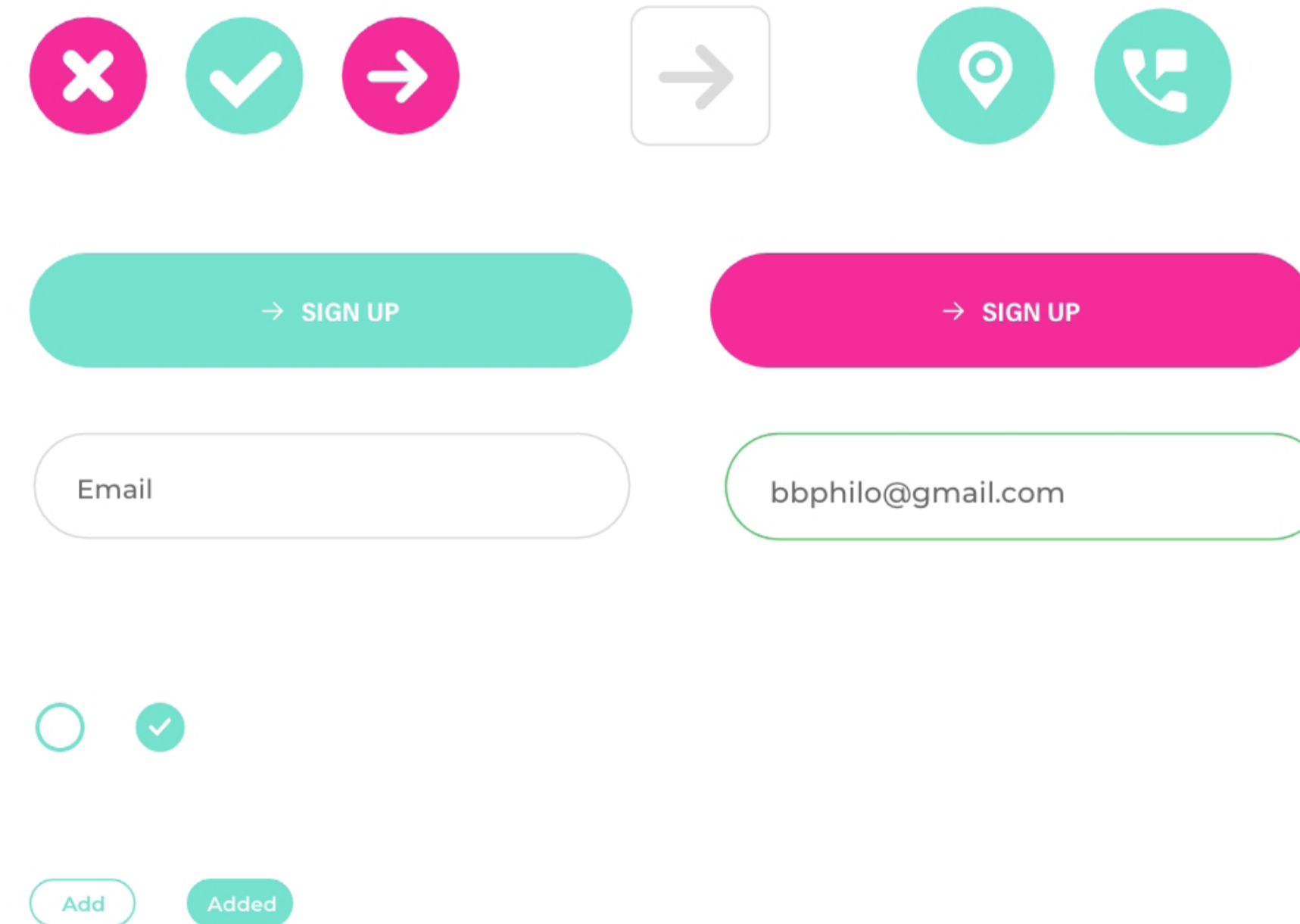
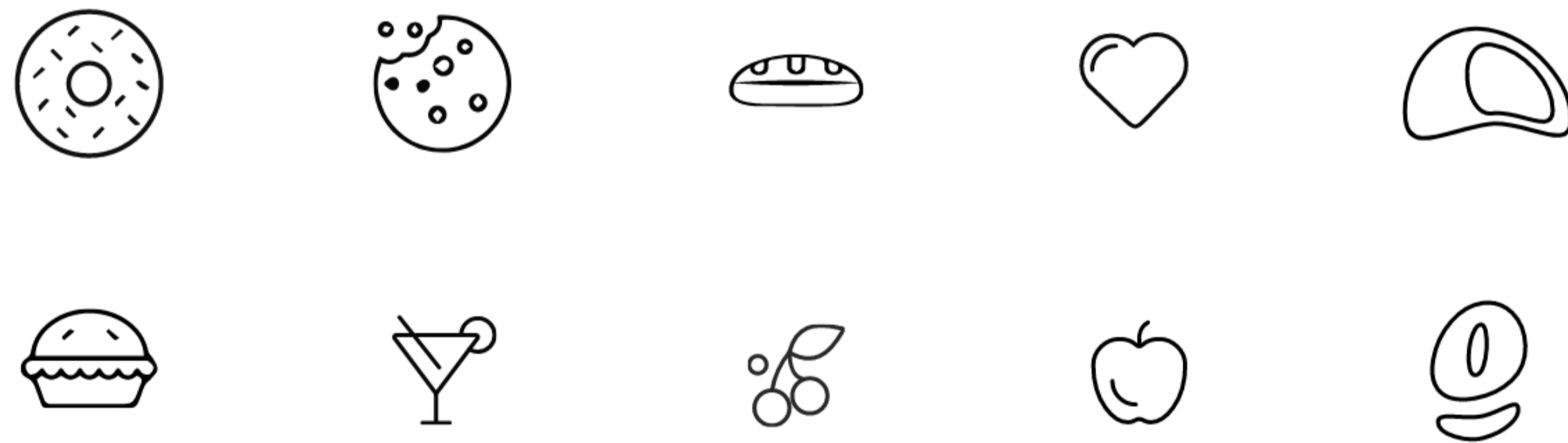
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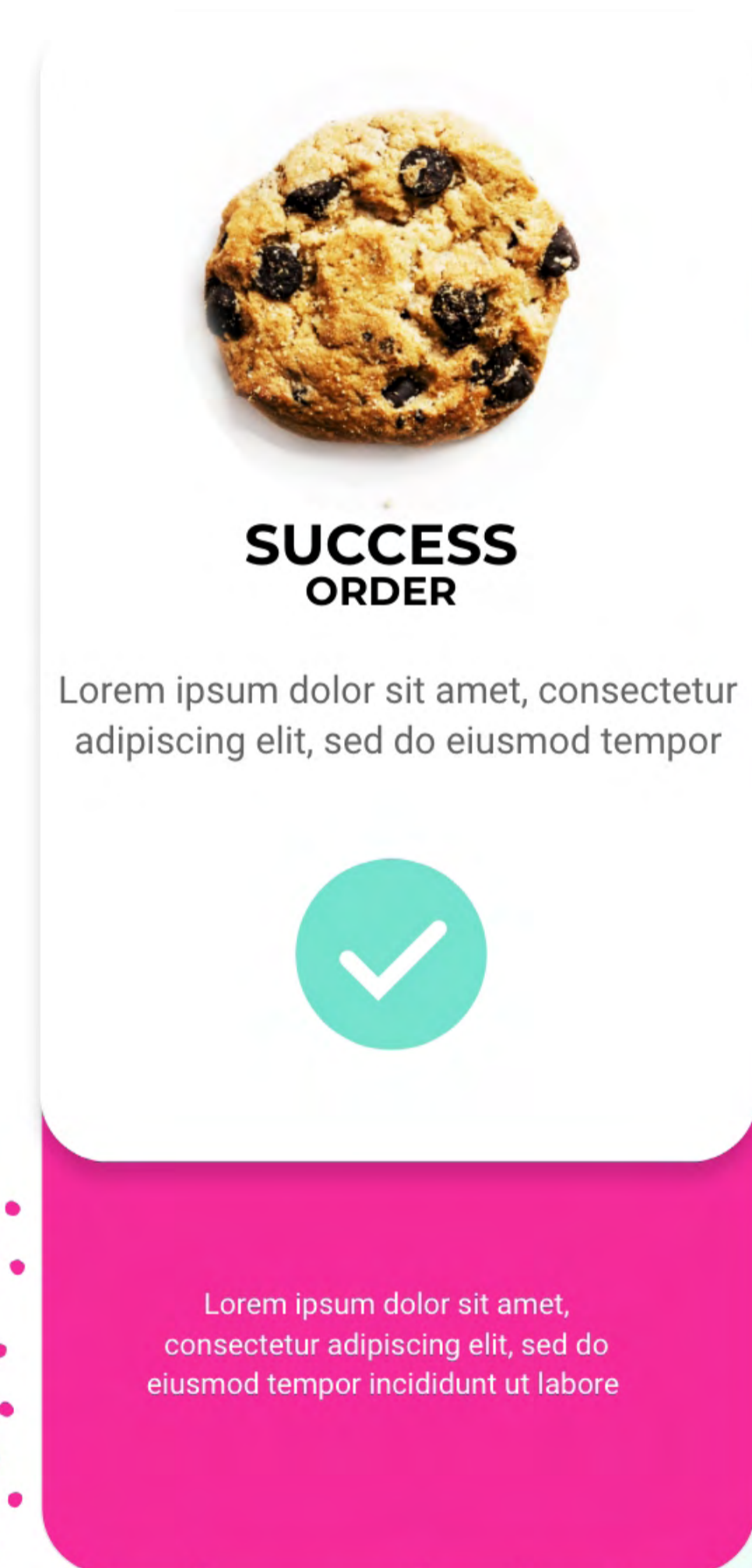
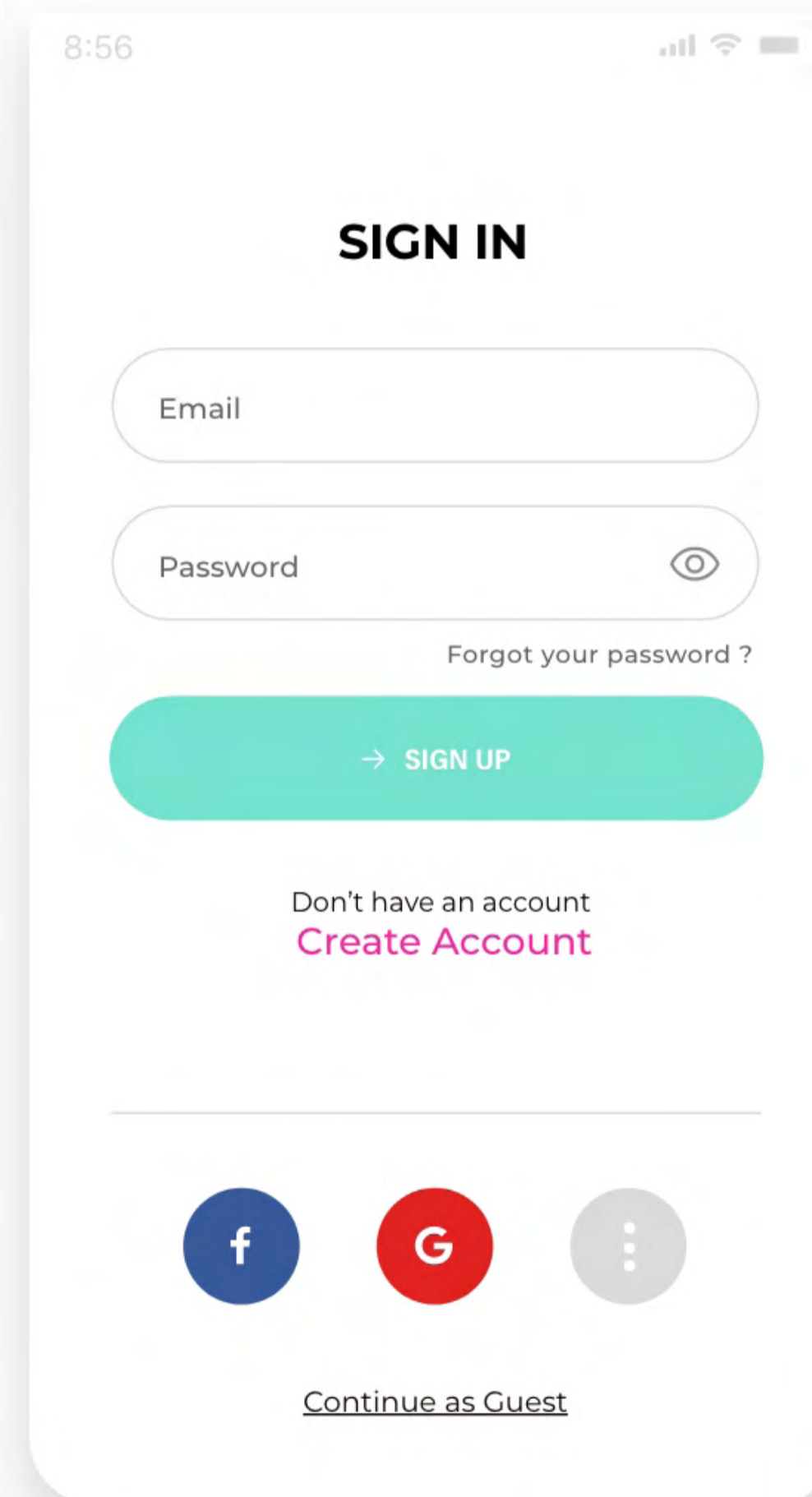
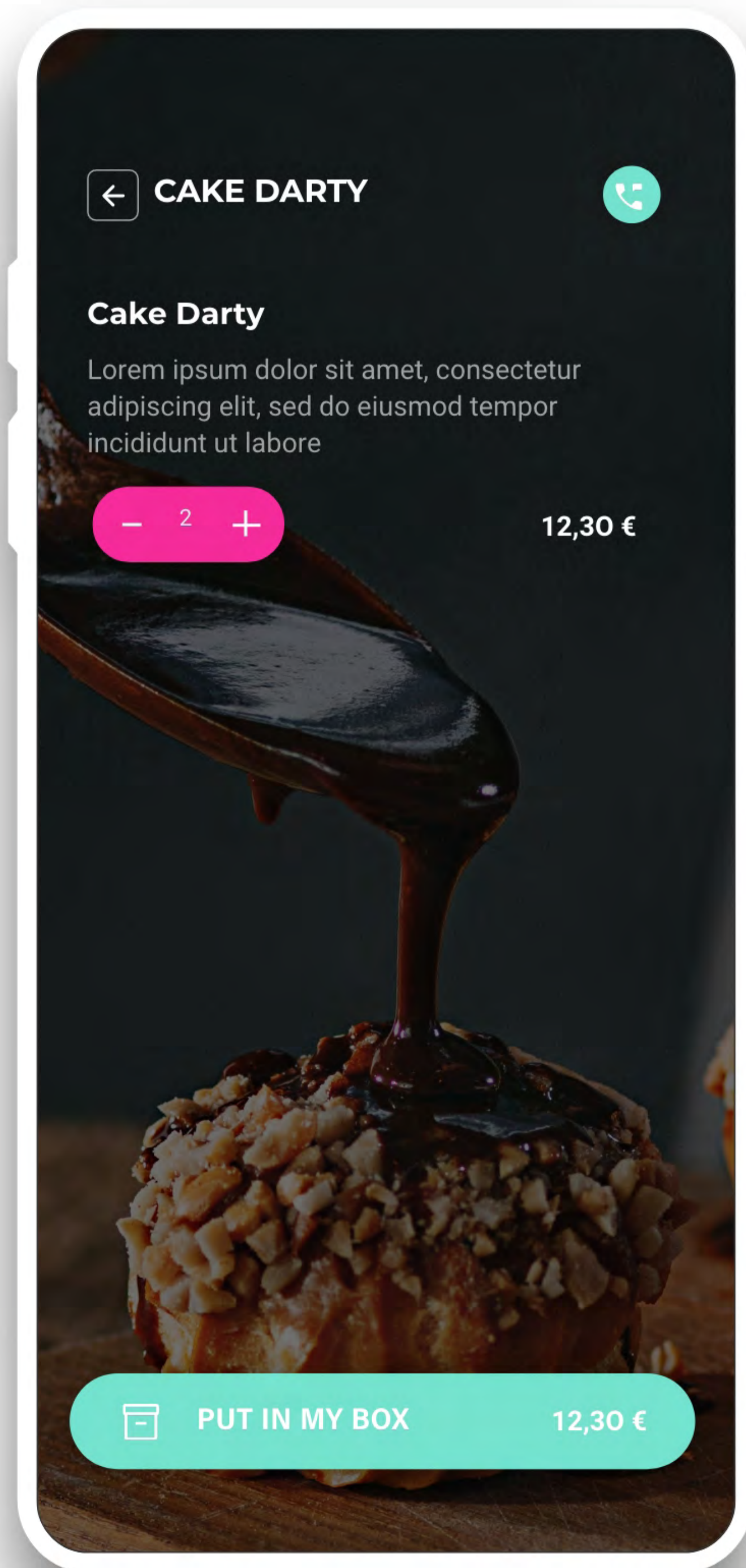
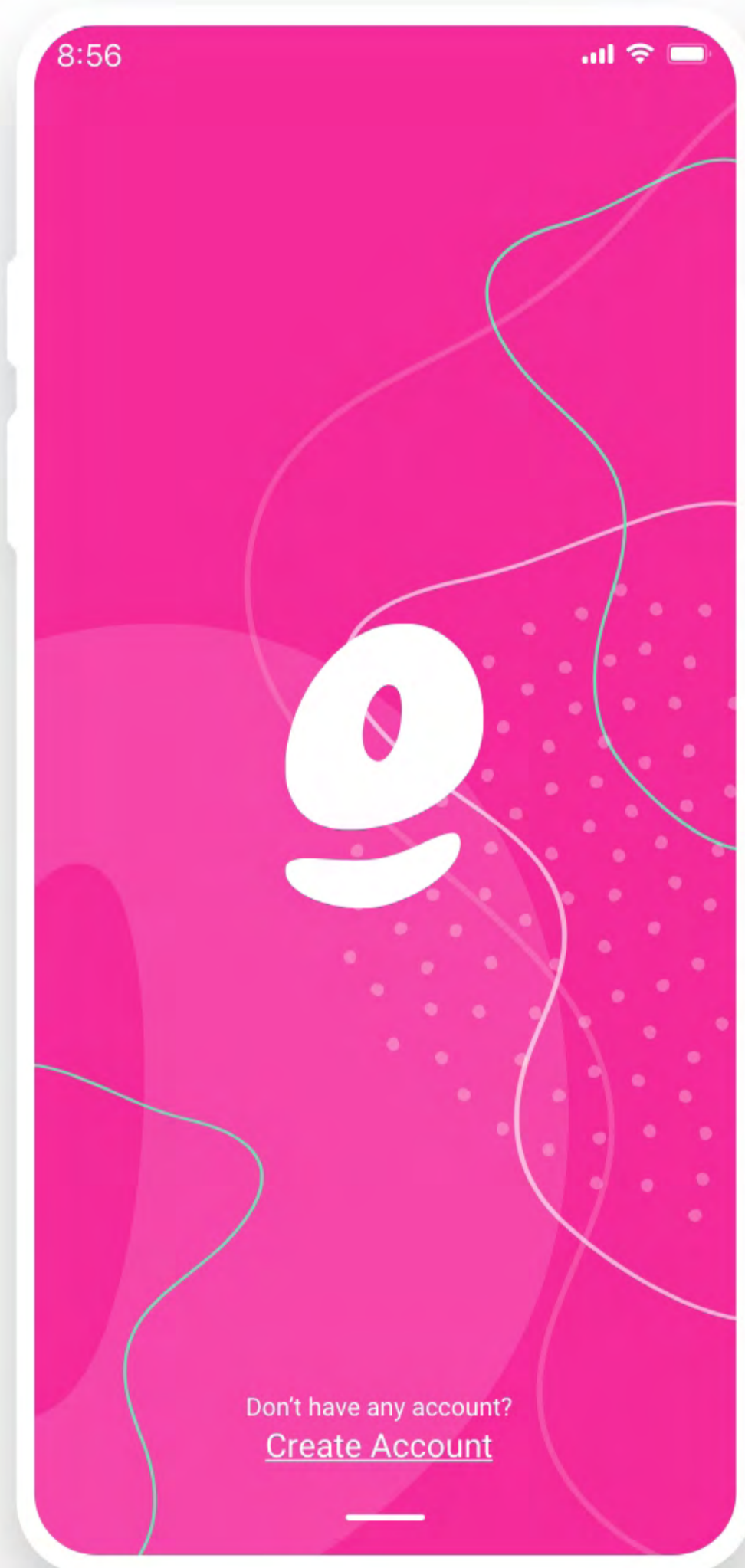
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0123456789**

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я а б в г г д ѓ е ё є ж з ѕ и і ї й ј к л љ м н њ о п р с т ћ у љ ф х ц ч џ ш щ њ ы ь э ю я Ă Â Ê Ô
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ICONOGRAPHY





← CAKE DARTY



Cake Darty

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do

- 2 +

12,30 €



PUT IN MY BOX

12,30 €

DESIGN

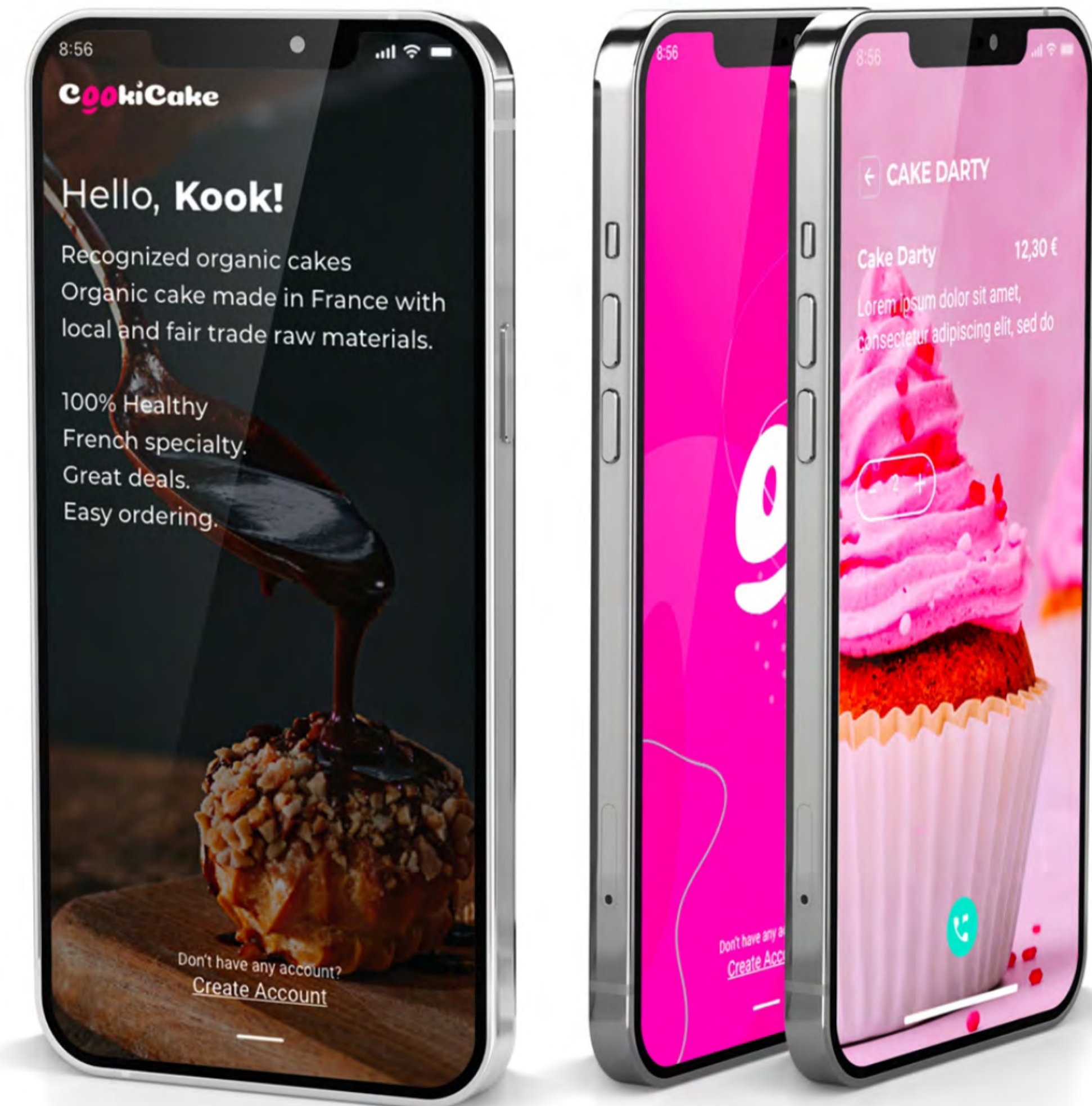
User Interface

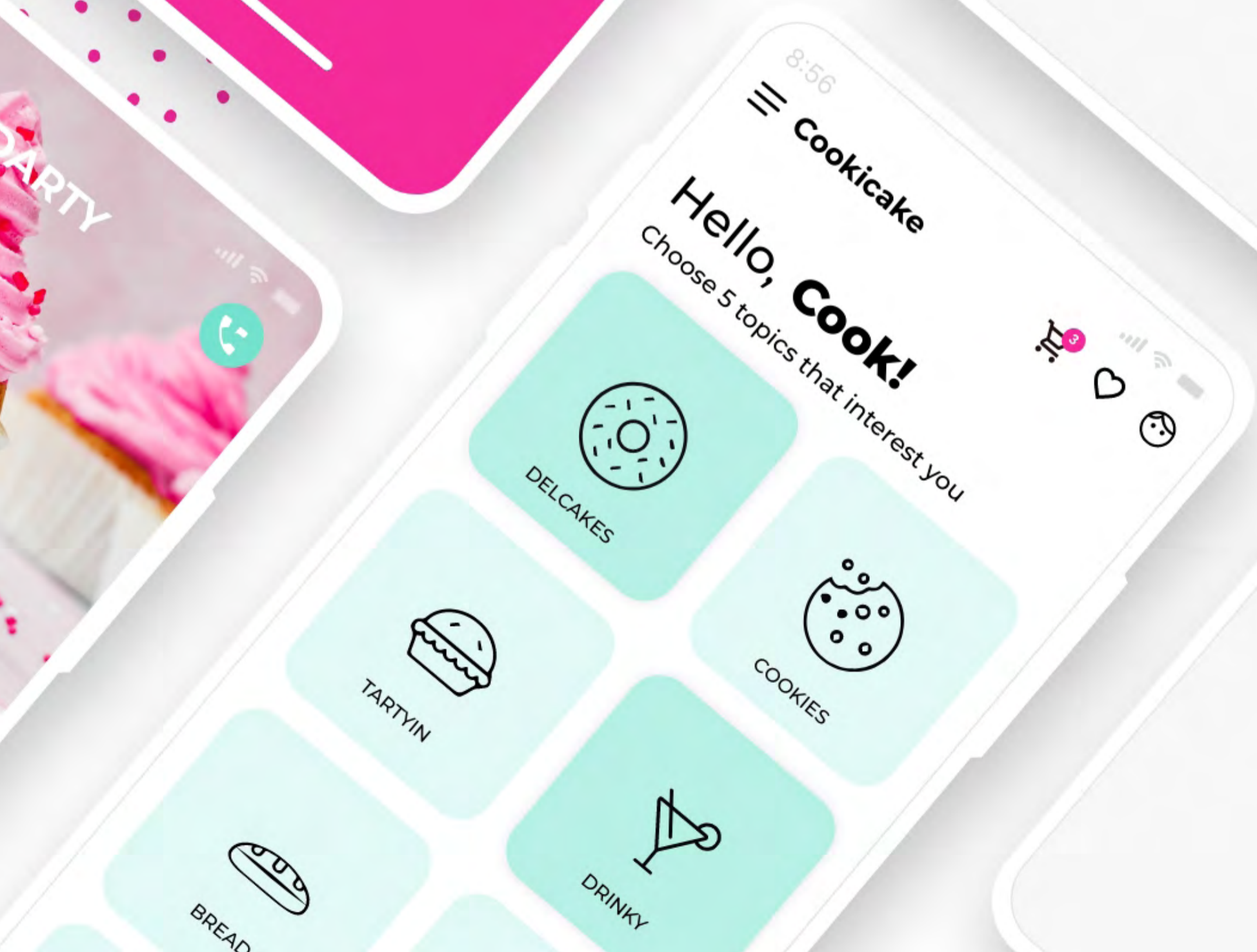
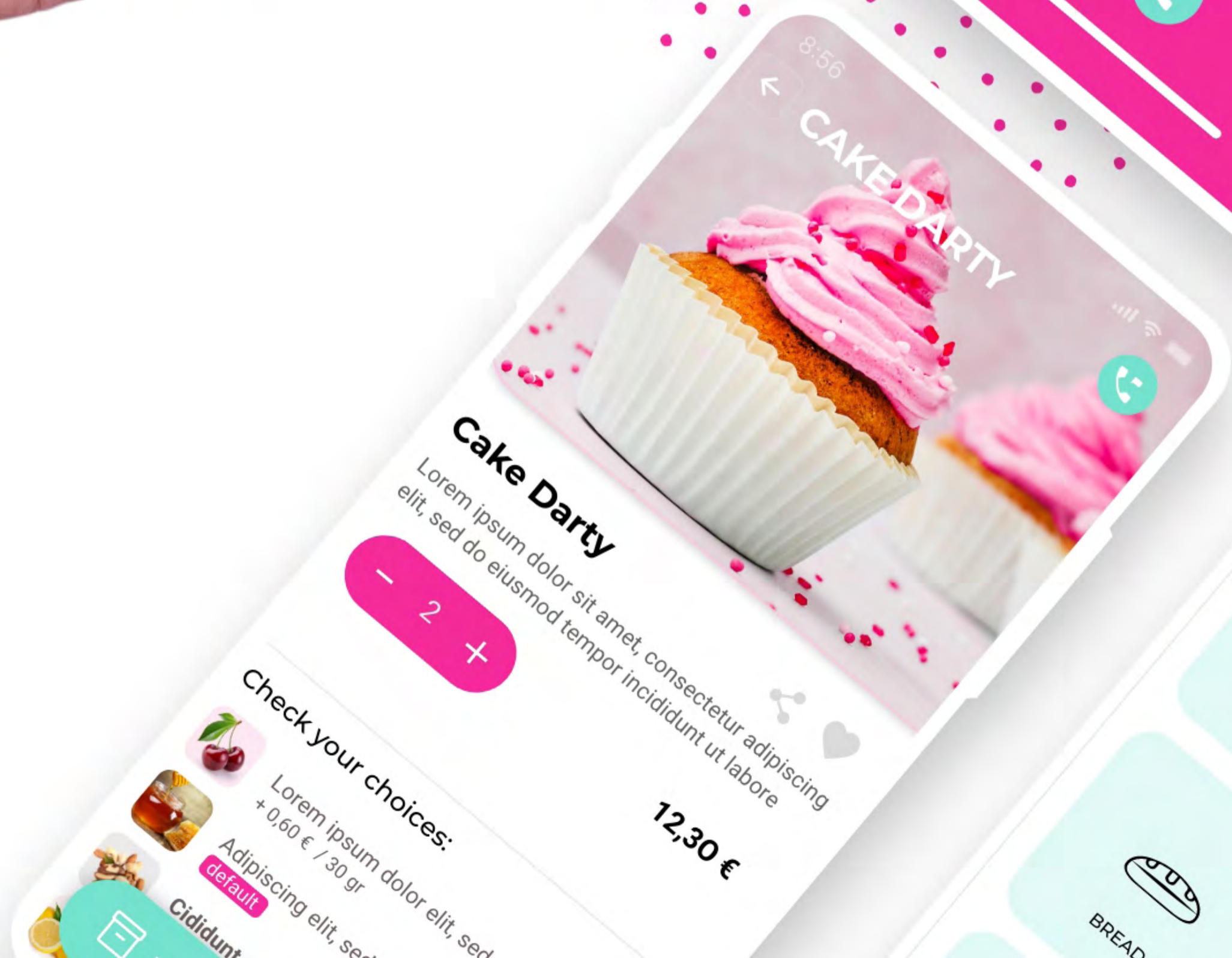
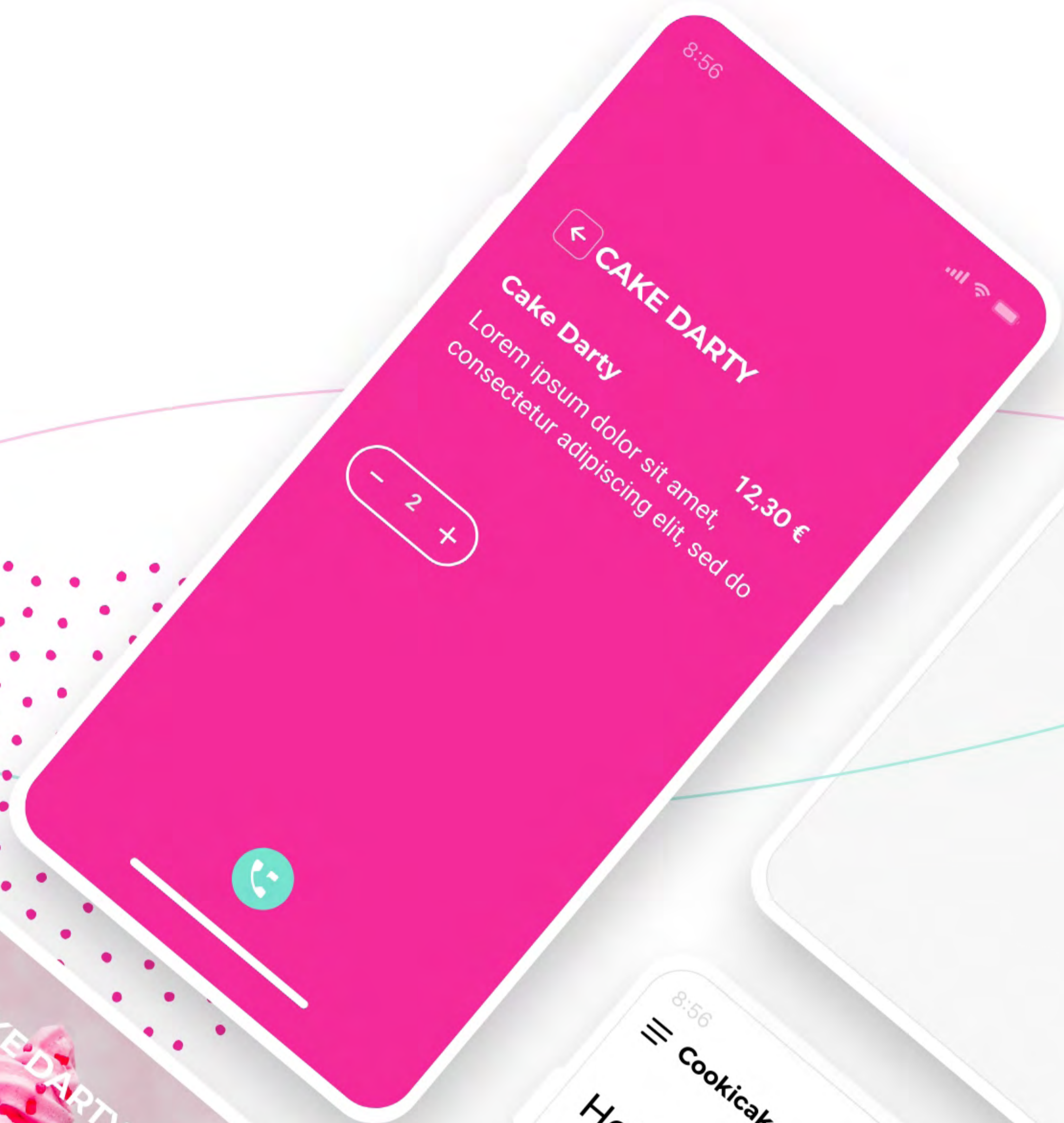
Cake shop mobile app
Delivery service

DESIGN opportunities

- Most of our consumers are women >> choose colors & design
- 50 % are English >> must use the English language
- keep in mind the demography target audience: people aged 65

LIVE PREVIEW





DESIGN

User Interface

