



Sweet Treats Case Study

Capstone One

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Project Overview

For my capstone project for Springboard, the task was to create an application from research to a prototype. The project tested the different skills learned throughout the course along with my previous skillset.

Project breakdown

- ★ Research into the topic
- ★ Conducted surveys and interviews
- ★ Categorised data collected in visual ways
- ★ Created sketches, low fidelity, and high fidelity mockups
- ★ Created brand guides
- ★ Conducted usability testing
- ★ Created prototypes of Sweet Treat

The Idea

Discovering new bakeries or cafes can be a difficult task for new travellers along with residents in the area. Review sites such as Google and Yelp can become over cumbersome by the number of shops on their sites. Having a specific application which brings a community together can benefit a small business, as these users are their main target audience. Creating brand trust in addition to encouraging local business is important in supporting the community and the economic structure of that area.

Sweet Treat in an app which allows users to locate bakeries and cafes in their area. Features on the app allow users to discover new places based on their preferences. Along with adding detailed reviews about their experience. They can communicate with other users by commenting on the posts they've made or by following their account.

My Role

I am the project owner conducting the research in addition to designing the UI of Sweet Treat. I as well conducted the user interviews along with coordinating the usability testing.

Tools Used

- ★ Adobe XD
- ★ Adobe Illustrator
- ★ InVision

Research

The research conducted for this project found the importance of small business in addition to how they influence the community and economic structure. Accompanying the importance of brand trust, which is the reason users leave reviews on products or business. The research conducted on different applications which hold a similar goal, such as beer or coffee review apps. Found that their focus is to bring these communities together to share their experiences with certain products or food.

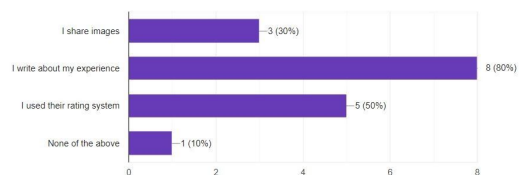
User Survey

The screener survey gathers information on potential users for Sweet Treat. This survey gathered insight on different needs of users, along with finding participants to conduct an in-depth interview. 10 participants interacted with the screening survey.

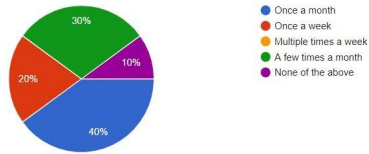
Which best describes you?
10 responses



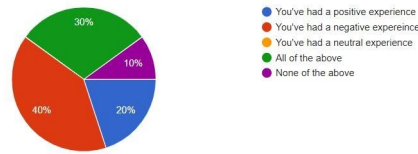
Which best describes you when you leave a review for a shop? (Can select multiple options)
10 responses



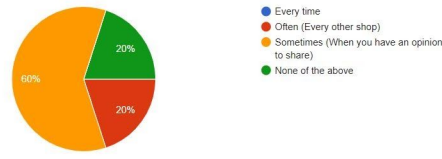
How often do you visit bakeries/cafes in a month?
10 responses



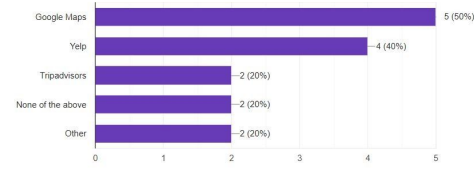
Do you review a shop when...
10 responses



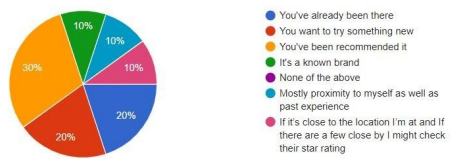
How often do you review a shop you've visited?
10 responses



What review applications have you used? (Can select multiple options)
10 responses



What is your decision making for picking a bakery and cafe?
10 responses



Screenshots of the screener survey results

Target Audience

The target audience for Sweet Treats are users who enjoy going to bakeries and cafes, who also enjoy sharing their opinion online. They'll have a basic understanding of a smartphone.

User Interviews

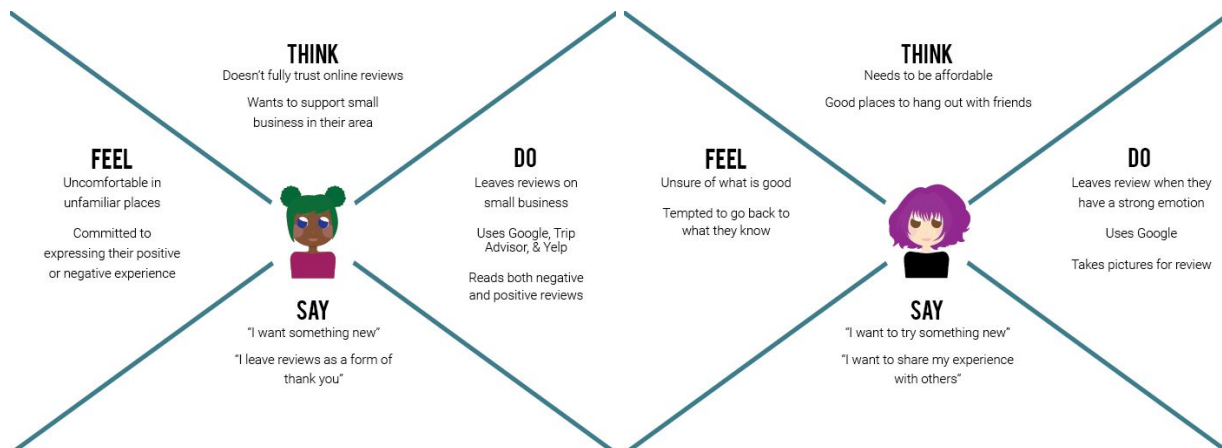
After the screener survey data was collected three participants from the survey were interviewed. Thirteen questions were asked surrounding review applications they've used, what they liked about them, along with questions about why they leave reviews. After the qualitative data was collected it then was categorised into users desires and needs by creating an affinity map. From here it turned into two empathy maps in addition to two personas to help visualise the data.



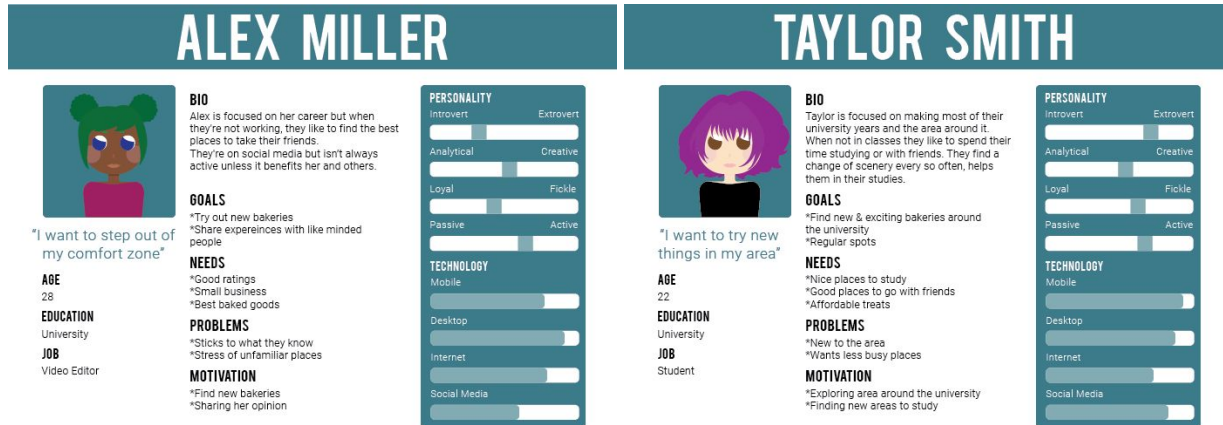
Affinity Map

Empathy Maps & Personas

The two empathy maps created are to showcase the attitudes and behaviour of a user. The two personas created are to understand users needs, behaviour, and goals. These helped visualize the data when thinking of the target audience.



Empathy Maps: Alex Miller & Taylor Smith



Personas: Alex Miller & Taylor Smith

User Stories & MVP

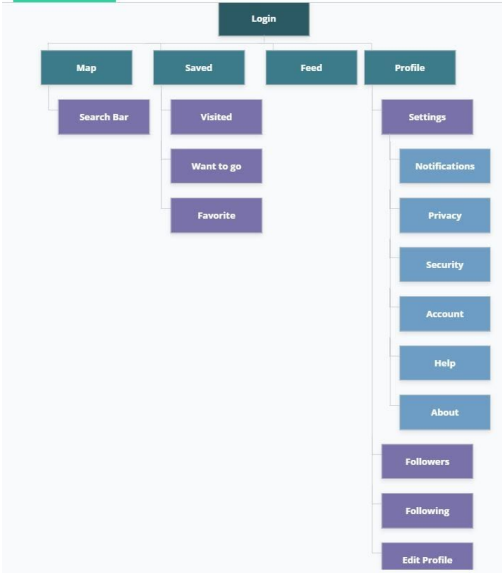
User stories allowed the identification of the functional needs of Sweet Treat. By determining a task and the outcome. These user stories are based on the user interviews conducted along with early ideations of the app.

User Types	Task	Outcome
As a new user	I want to create a new account	so that I can interact with the app
As a new user	I want to add review	so that I can share my opinion in-depth
As a new user	I want to leave a star rating	so that I can share my opinion
As a new user	I want to add a bakery	so that others can find it
As a new user	I want to add an image to my review	so that people can see the place
As a new user	I want to talk to other users	so that I can communicate with like-minded people
As a new user	I want to view a map	so that I can find bakeries around me
As a new user	I want to view ratings of a bakeries	so that I can decide if I want to go there
As a new user	I want to view what foods they have	so that I can decide if I want to eat there
As a new user	I want to create a meetup	so that I can meet other bakery enthusiasts
As a new user	I want to add a bakery to my favourites	so that I can go back to it
As a new user	I want to like a review	so that that user knows I found their review

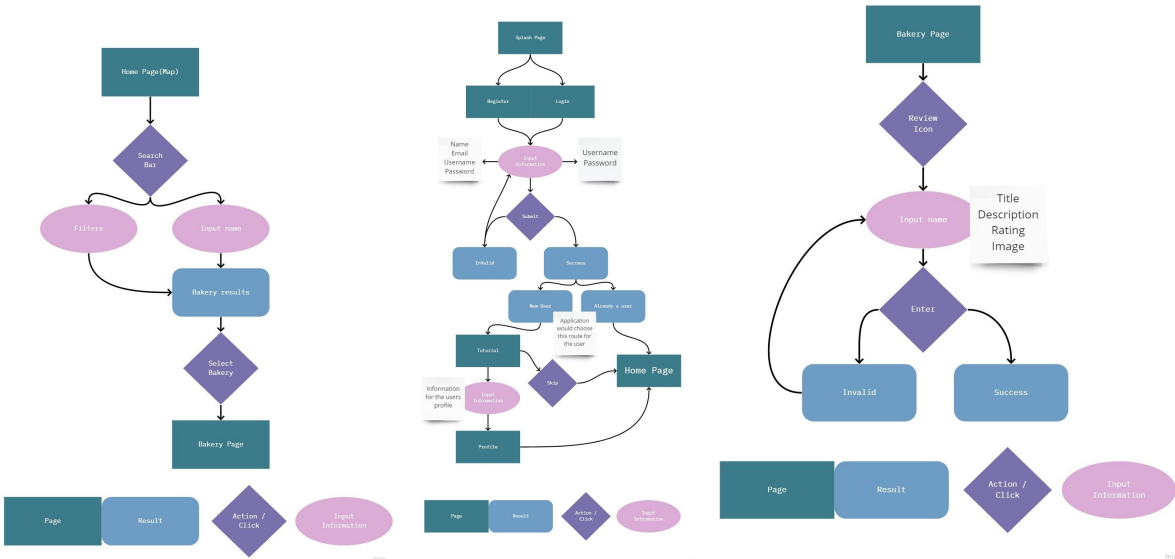
		helpful
As a new user	I want to follow a user	so that I can see their reviews on my feed
As a new user	I want to friend a user	so that I can communicate with them

Site Map & User Flows

The sitemap was created to determine the hierarchy of the app. The user flow helped plan the pages needs and possible success/exit messages. Throughout the creation of Sweet Treat the sitemap in addition to users flow evolves based on usability testing and design changes. The section Major Changes goes into more detail behind the reasoning for the development throughout Sweet Treat.



Early sitemap



Early user flows

Ideation

For the early ideations of Sweet Treat, How Might We questions were created to help determine features within Sweet Treat.

How Might We questions:

- ★ How might we motivate users to try new bakeries/cafes?
- ★ How might we help a small business boost their visibility?
- ★ How might we motivate users to share their opinion?
- ★ How might we bring bakery connoisseurs together?
- ★ How might we provide users with resources to find new bakeries/cafes?

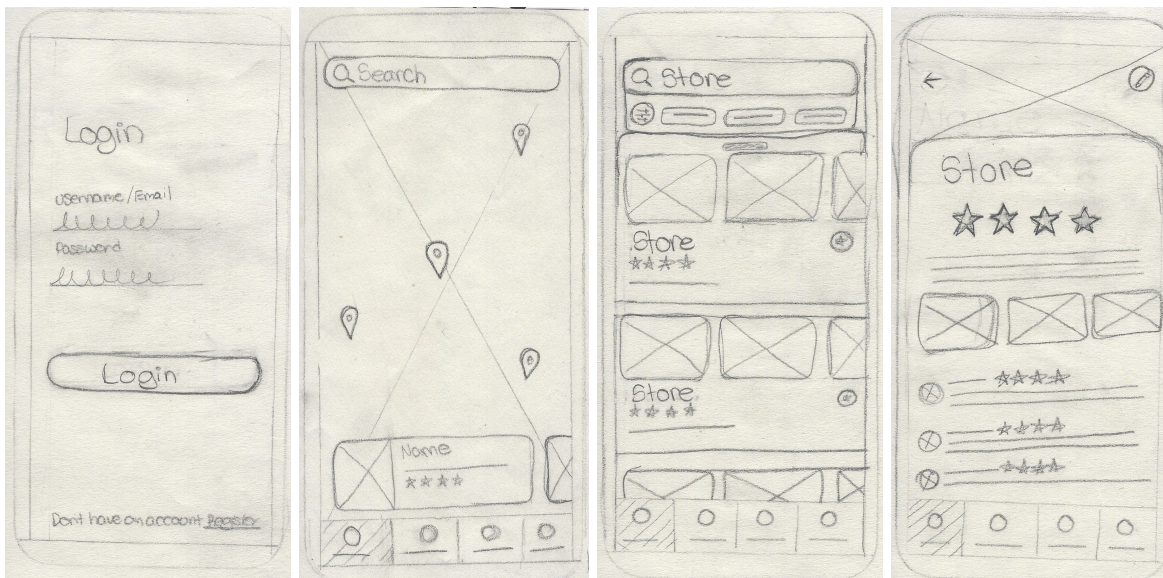
From these came a Discover feature which would allow users to filter through the different options to find new bakeries. A detailed review system to ensure that users can share their opinion accurately. During a user interview, a participant had this to say.

"I think it's important for people to leave a review because some people have really high standards and low standards. And I feel like I have pretty middle standards, not too over the top. I feel like having a good mix of the number of reviews. Some people will leave four stars and say this is good, so why is it just four shouldn't it be five." - Participant 1

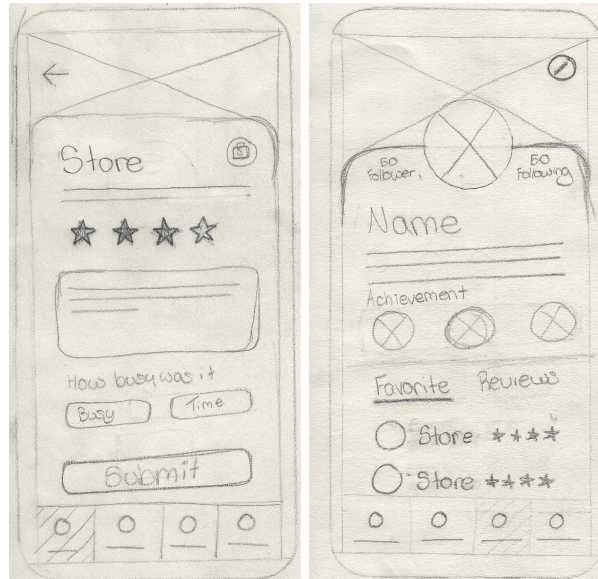
This encouraged the creation of a detailed review system to ensure the user's true opinion came across accurately. A "Want to go" element will allow the user to keep the bakeries they wish to visit separate from their favourites. To help motivate users to leave reviews and interact with different features of Sweet Treat, achievements were created. When completing certain tasks or leaving reviews the user earns achievements which are displayed on their profile. As one of the goals of this app is to bring bakeries connoisseurs together, a feature which allows users to interact with each other is important. A messaging feature was the original early ideation for the communication system. However, after usability testing, this feature later changed. The section Major Changes goes into more detail behind the reasoning for developments throughout Sweet Treat.

Sketches

When beginning to design Sweet Treat important screens were sketched out. These are the map page, profile, add review page, search results, store page, and the login page. At the time of sketching, certain elements were unclear on how to feature them. Along with waiting for feedback from interviews to help flesh out these elements and goals.



Sketches: Login, map page, search results, and store page



Sketches: Add review page and profile

Guerilla Usability Testing

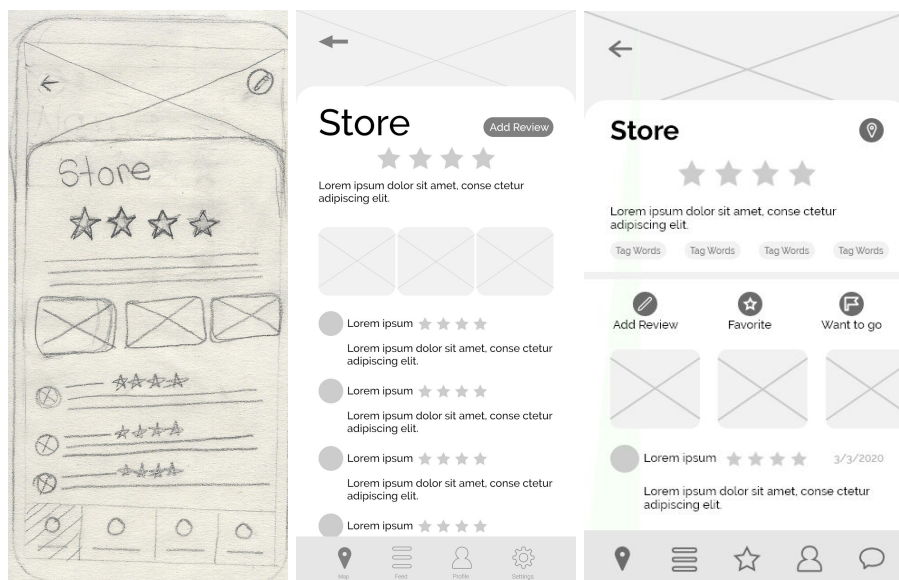
For the first set of usability testing, the method paper prototyping was used to test the functionality of Sweet Treat. Paper prototyping is sketched screens on paper and as users interact with the prototype the tester changes the screens based on the interaction. Along with providing verbal feedback to the participants about any possible animation that could correlate with the interaction. A script and tasklist were created to keep each test consistent.

Tasklist

1. Login into an account
2. Register an account
3. Leave a review on a bakery

When testing the interface participants had trouble locating the 'add review' button on the sketches. The placement of the button changes to be more distinct in the wireframe

versions as this is a major feature. The button uses both text and an icon to clearly indicate what the element does.



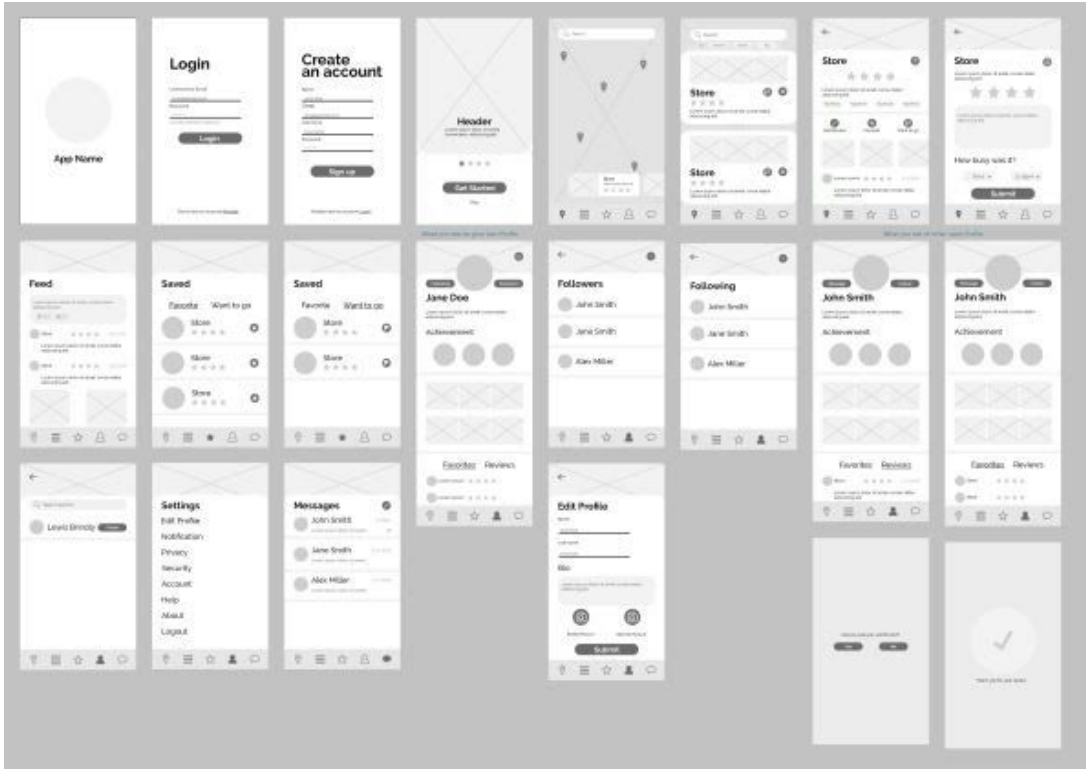
The store page: Sketch, the first version and second wireframe

For the task Register an account, the end result would be once the user registers they're directed to the map page. Participants recommended that it end on an Edit Profile page to allow users to change the information they want to display before continuing with the app.

Through the guerilla testing, the importance of feedback messages was clear as users indicated that feedback when interacting with certain elements would ensure that users are on the correct path.

Digital Wireframes & Prototypes

Adobe Illustrator and Adobe XD were used for the low fidelity and high fidelity wireframes. Certain assets such as icons were created in Adobe Illustrator, while the layout was conducted in Adobe XD. The built-in prototype feature in Adobe XD was useful when planning in addition to testing routes the user would take.



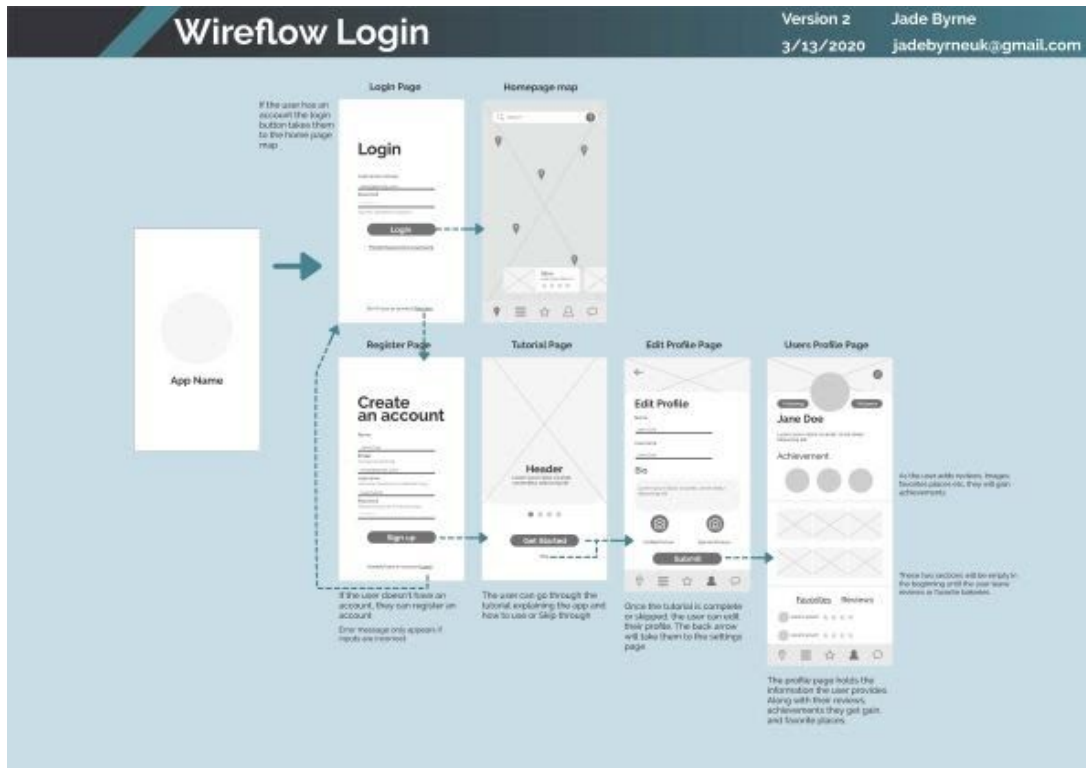
Low Fidelity Screens Version 1



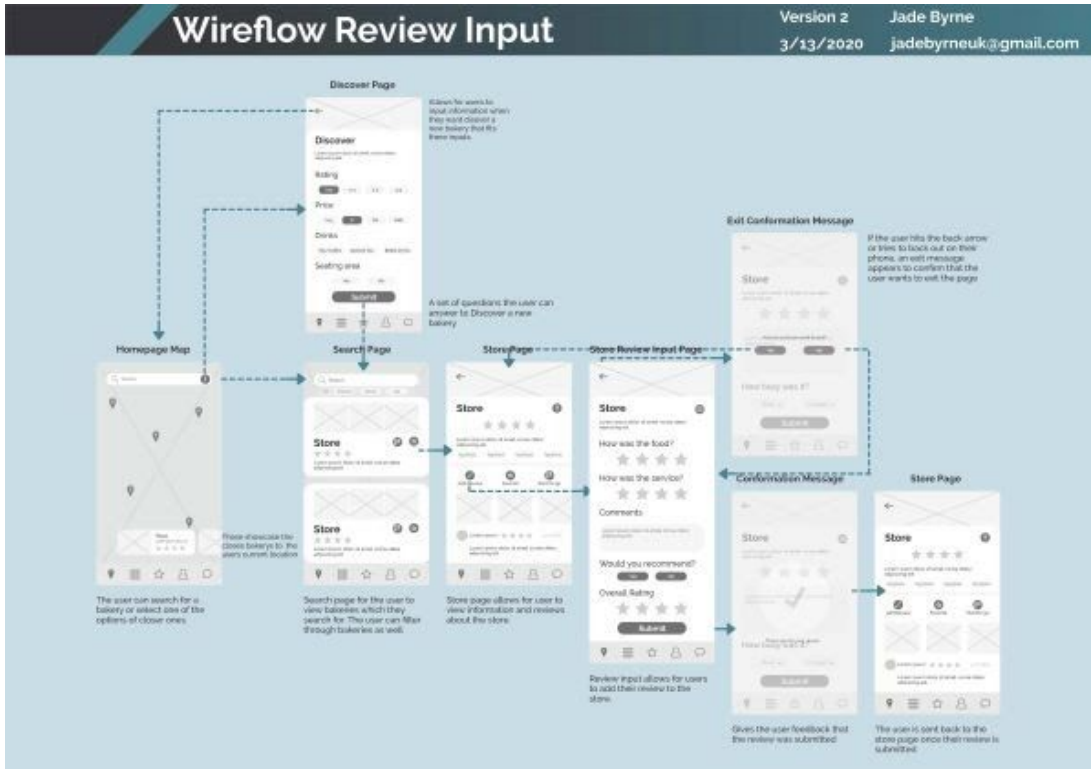
Low Fidelity Screens Version 2

Wireflows

These low fidelity wireflows showcase the paths a user would take to complete a certain task. Three wireflows were created to follow the tasks for creating an account, logging, adding a review to a bakery page and searching for a bakery.



Wireflow: Login & register account Version 2



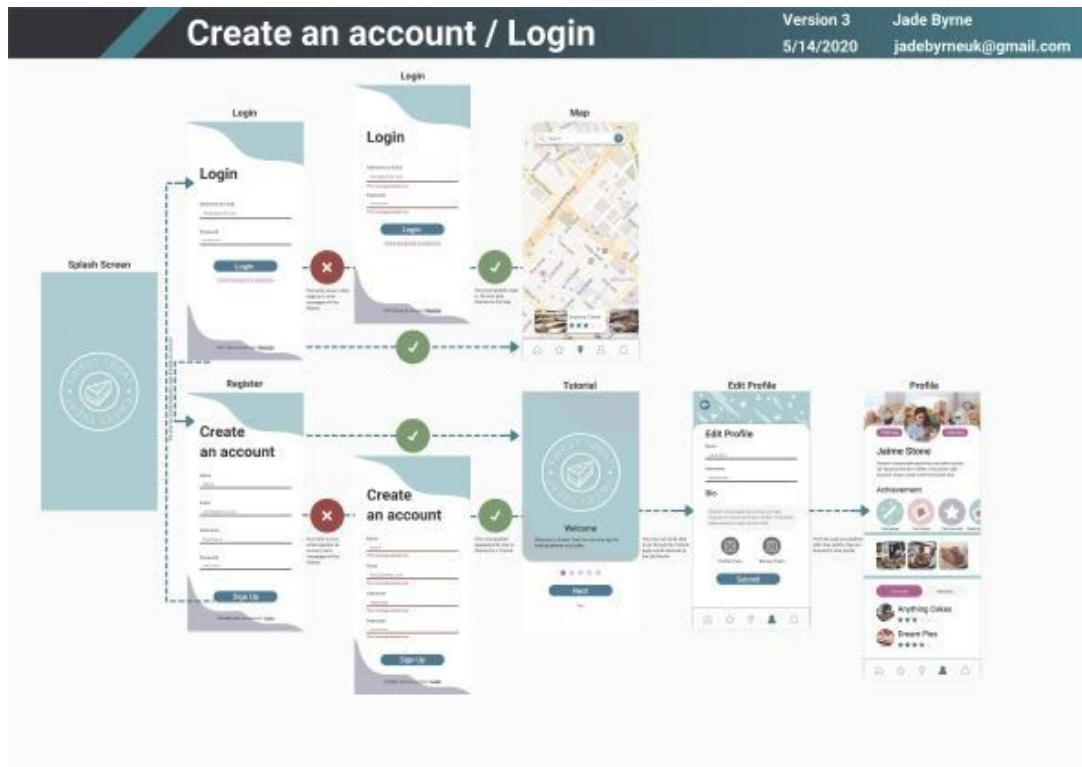
Wireflow: Add review Version 2



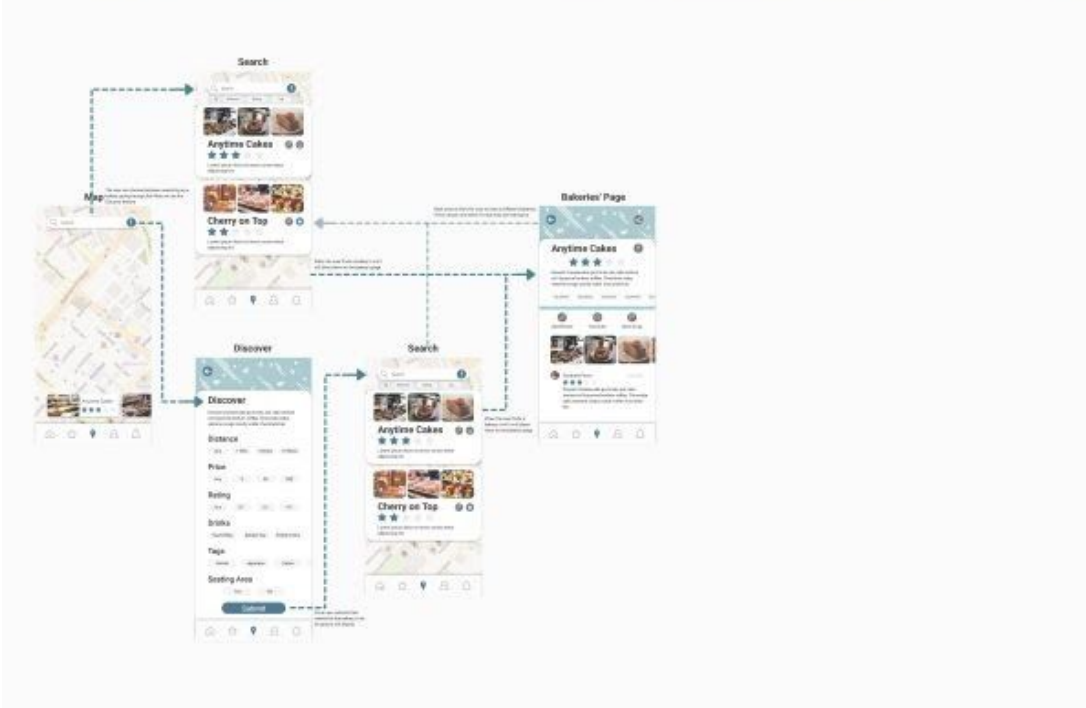
Wireflow: Search for bakery Version 2

Red Routes

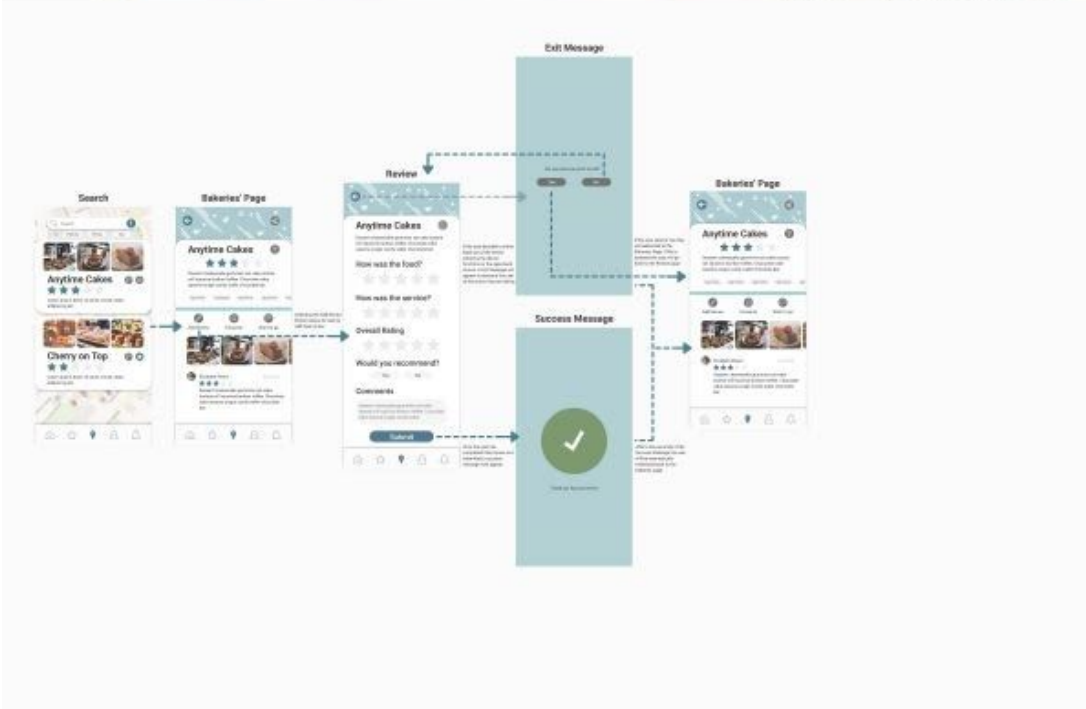
These red routes hold the high fidelity wireframes of paths a user takes to complete a task. These tasks are creating an account, logging, searching for a bakery, and adding a review.



Red Route: Create an account/Login Version 3



Red Route: Search for bakery Version 3



Red Route: Add a review Version 3

Mood Board

The mood board helped when visualising different aspects of Sweet Treat such as the colour palette and inspiration from other applications. The Sweet Treat colour palette took inspiration from the interior of different bakeries and cafes, following a pastel theme. The UI design of Sweet Treat took inspiration from the different UI shown in the mood board. Having a plain white body background to ensure that the content stands out, with a colourful header or elements.

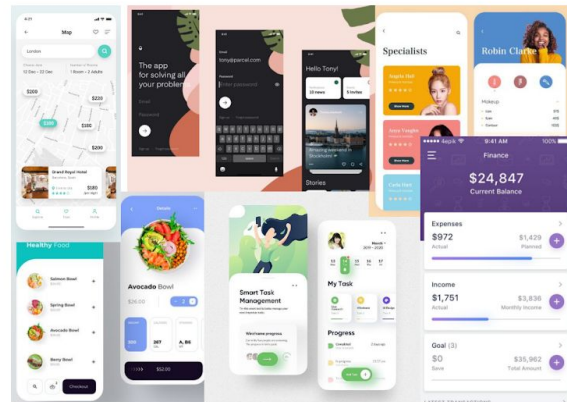
Brand Personality

Sweet Treat motivation is to bring community and business together.
I chose this personality because it is important that brands listen to their audience.



Brand Attributes

Exciting, Flexible, Caring, and Personable
Exciting products bring users back and are more willing to share with others. A flexible product allows for users to use whenever and wherever. When a product is personable users feel more included in the product and brand, along with feeling cared for as a customer.



Brand Imagery Inspiration

- *I chose these images as they represent the business the app will be representing
- *These images represent part minimalism and creativity
- *The colours within these images inspire the pastel / pale colour palette

UI Inspiration

- *I chose these images because I want Sweet Treat to be a simple and easy app for users to use
- *The UI design should be simple with splashes of colours to make certain features stand out
- *The use of round corners is easy on the eye for users

Sweet Treats mood board

Brand Guide

A branding guide was created for Sweet Treat to keep the design consistent. Different pages were created to hold different design elements, feedback messages, fonts, colours, and images. The brand guide is regularly referenced through the process of creating Sweet Treat to ensure that the UI design stays consistent.

SWEET TREAT

Brand Platform

Our brand platform makes up our applications image and is the foundation of how our customers think of and associate with our application

Mission/Vision
Connecting people with taste treats and like minded people. We provide an application that makes it easier to find bakeries and cafes in an area.

Brand Personality
Sweet Treat motivation is to bring community and business together.


Brand Attributes
Exciting, Flexible, Caring, and Personable

SWEET TREAT


Logo

When creating the Sweet Treat logo, the image of a pastry, along with text, was an important aspect of the logo. A cake was chosen as they're the most recognisable treat. Two styles of logos were created for different aspects and devices.

Mobile Header



Web Header



Brand guide: Brand Platform & Logos

SWEET TREAT

Colour Palette

Inspiration for Sweet Treat's colour palette were taken from different bakeries. Most bakeries uses pastel or pale colours between browns to purples and blues.

Primary, Secondary, & Accent Colours

- Pastel Blue #AAC9CE
- Pale Purple #B6B4C2
- Dusty Pink #E5C1CD
- Dark Blue #44758D

Grey Colour

- Raisin Black #252525
- Dim Grey #6B6B6B
- Grey #F9F9F9
- Pale Grey #BDBDBD

SWEET TREAT

High Contrast & Low Contrast

When selecting the colour palette for Sweet Treat it was important to take into account the different background these colours could be placed on.

Primary & Secondary


- Pastel Blue #AAC9CE
- Pale Purple #B6B4C2
- Dusty Pink #E5C1CD

Accent

- Dark Blue #44758D

Success, Error, & Disable

- Russian Green #759369
- Smoky Topaz #993E3D
- Davy's Grey #505050



Brand guide: Colour palette & colour palette high and low contrast

SWEET TREAT

Typography

The typography chosen for Sweet Treat is a well known font and an industry standard font. Roboto is a legible font due to its sharp designs and high contrast.

Font Family
Roboto

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Header and Body

This is the Title Size & Weight 30px, Bold

This is the Header Size & Weight 24px, Medium

This is the Body size and weight, 13px, Regular

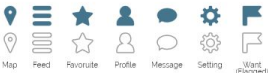
This is the Error & Success Message size and weight, 10px, Medium

SWEET TREAT

Icons

The Sweet Treat icons are kept simple. The colours are the primary accent colour and a shade of grey to keep attention on the content.

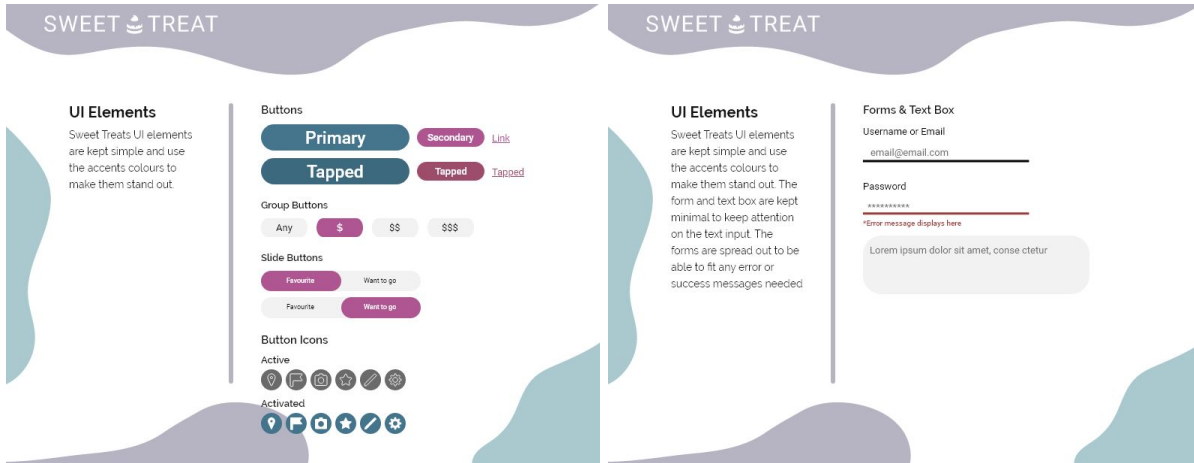
Style



Colours

- Dark Blue #44758D
- Grey #F9F9F9

Brand guide: Typography & Icons



Brand guide: UI and button elements & form

UI Design

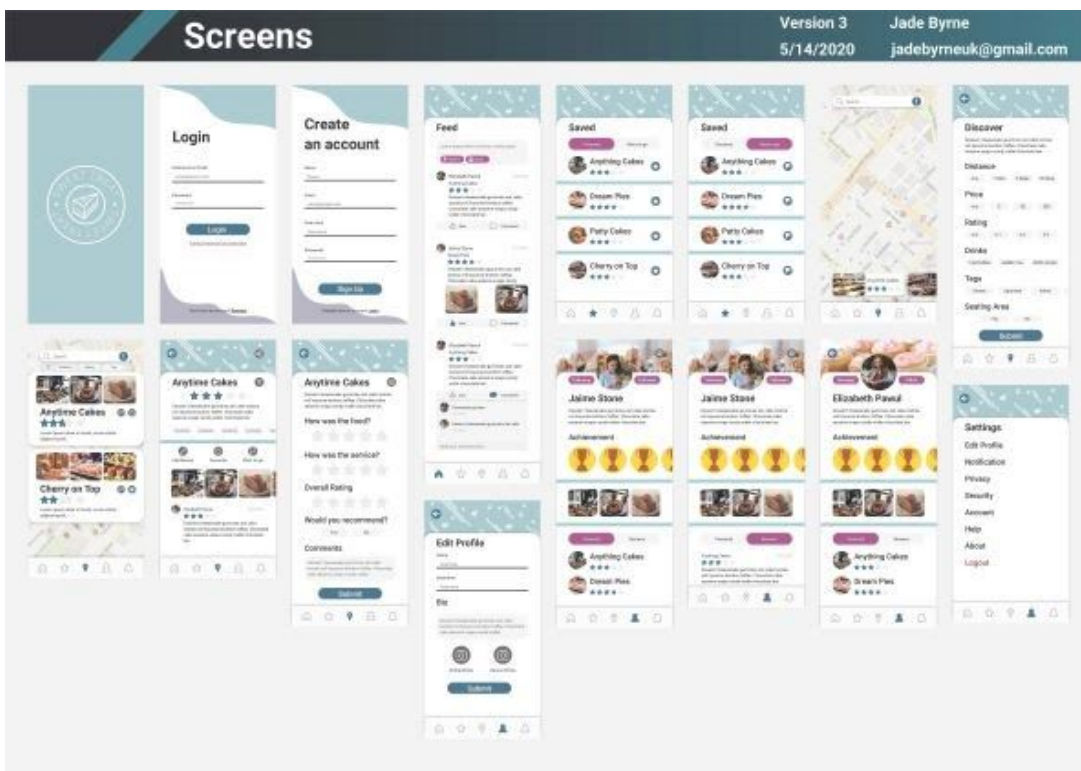
Once the low fidelity mockups were complete the next step was adding colours and images to mockup the high fidelity wireframes. The brand guide is heavily used to keep the screen consistent with the design. The UI and page amount changes based on the usability test feedback received.



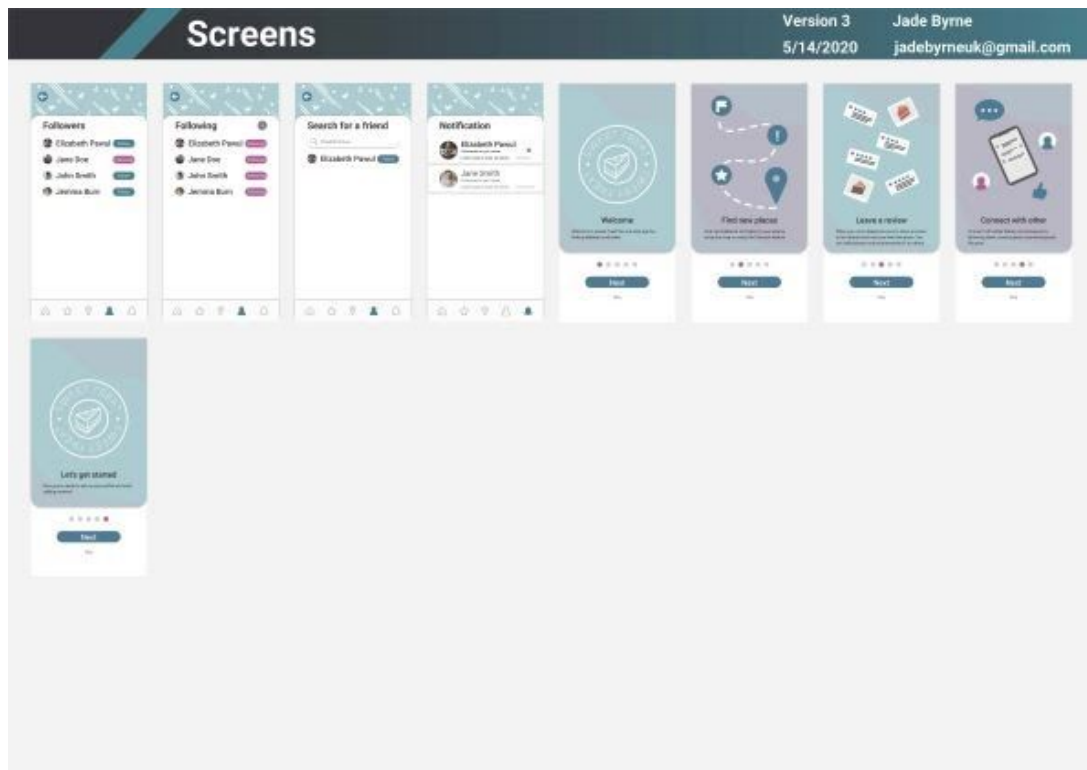
High fidelity screens version 1



High fidelity screens version 2



High fidelity screens version 3 part 1



High fidelity screens version 3 part 2

Usability Testing

Two sets of user testing were conducted to test the design and interface of Sweet Treat. The test was managed by using InVision for an interactive prototype. Five participants each went through a set of tasks to test the interface as well as design.

Tasklist:

1. Create an account for Sweet Treat
2. Search for a bakery and go to the Anything Cake store page
3. Add a Review to the bakery
4. Add bakery to favourite
5. Message another user

Usability Issues by priority

Priority	Issue	Recommendation
Critical	Participants found the feed icon to be confusing	Changing the feed icon to a house icon
Major	Participants found the messaging feature to be unnecessary	Remove the messaging feature and replace it with the comments section
Major	Placement of icons in the navigation	Move the map icon to the centre of the navigation. Move the feed icon to the far left of the navigation
Minor	One participant found the discover icon (!) confusing	Change to a different icon. Keep the icon and explain its purpose in the tutorial

Participants were asked to speak aloud of what they were doing along with any comments they had about Sweet Treat. This led to valuable feedback which improved Sweet Treat. These elements which were modified replaced the Message page with a Notification page, changing the layout and icon designs of the navigation, and adding comment sections to users' posts. To correct the minor issue the tutorial pages explains what the Discover feature is. More detail about these changes can be found in the Major Changes section.

Once the improvements were complete, five participants were asked to participate in the second round of user testing. Four of the participants had participated in the first round of testing. Due to the changes in Sweet Treat, one of the tasks was removed.

Tasklist:

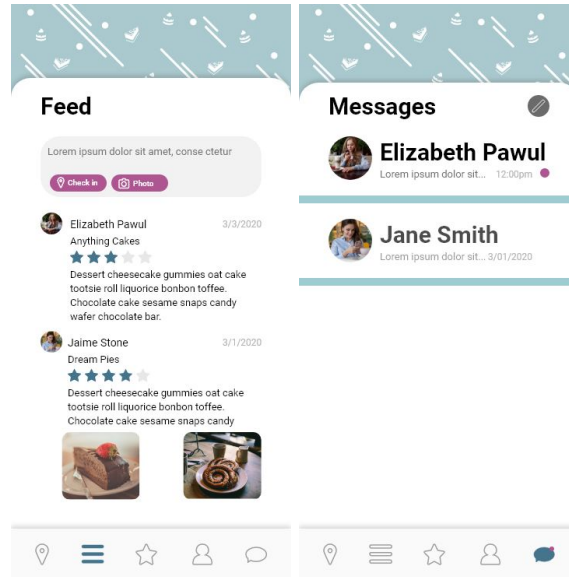
1. Create an account for Sweet Treat
2. Search for a bakery and go to the Anything Cake store page
3. Add a Review to the bakery

4. Add bakery to favourite

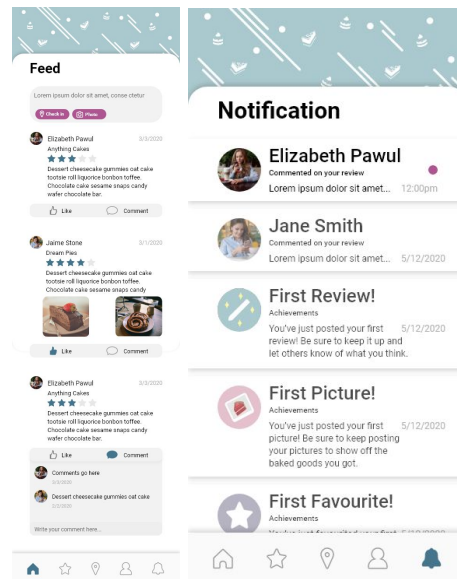
Previous participants liked the improvements to Sweet Treat. The only recommendations received were about the tutorial pages. Participants had mixed reviews on the number of tutorial pages and what was on them. Certain participants thought adding more detailed tutorial pages could be beneficial. Others mentioned if there were more than five pages they'd be more inclined to skip them. However, some participants liked how the tutorial pages were on the prototype. Further testing is required to conclude how the tutorial pages can be improved.

Major Changes

Throughout the process of creating Sweet Treat certain elements of the UI design changes based on new ideas, trying to fit certain elements on one page and user feedback. Usability testing in addition to user interviews was a great way to test the design and functionality of the app to see what works and what needs improvement. A major change Sweet Treat faced was the messaging feature. Early ideations were to use a messaging feature for the user to interact with one another. After the first round of user testing, participants noted that they disliked the feature as there are platforms specially made for messaging. These critiques were taken into consideration and the feature was removed. Replaced with the ability to comment and like users' posts. The messaging page was replaced with a Notification page which displays notification the user may receive when users comment on their post or like a post. Accompanying by when a user received an achievement.

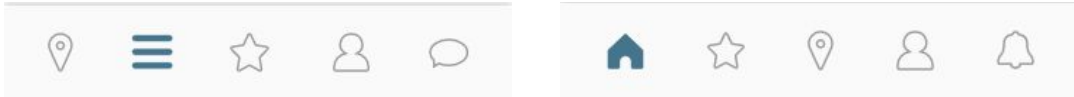


First Versions of usability testing for the Feed and Messages page



Final Version of Feed and Notification page

Another major change Sweet Treat went through was the icons and layout of the navigation. The removal of the messaging feature causes the messaging icon to be removed and replaced with a notification bell icon.



Old Navigation Vs Final Navigation, both highlighting the Feed Page

During the usability, testing participants were confused by the three-lined icons in the navigation. The icon is supposed to represent a feed but participants stated that it looked like a hamburger menu or a settings icon. From this feedback, the icon was changed to a house along with the location of the icon on the navigation. The new Feed icon was moved to the far left and the map icon relocated to the centre. A participant suggested moving the map icon to the centre of the navigation would help solidify the importance of the map page. The message icon was replaced with the bell icon and the other two icons stayed the same.

Project Takeaway

Major project takeaways were to be flexible and ready to adapt. Through the process of creating Sweet Treat it went under different developments. Having user feedback was beneficial to get a viewer perspective from a different angle. Accompanying with testing certain elements which after working on may seem simple to the designer but difficult to the user. Another takeaway was the importance of creating a brand guide and how beneficial it is to the process. Creating a brand guide was helpful when designing each page consistently in addition to making the process quicker. The third takeaway was the importance of usability testing. Even though designers know the importance of usability testing, going through this project showcases how much of an impact it can have on a project.