

The logo consists of the letters 'BR' in a bold, black, serif font. The letter 'B' is positioned to the left of the letter 'R'. The logo is centered within a white square that has rounded corners and a thin black border.

UX Presentation

“It’s a Piece of Cake!”



Tasty Delights



Baskin Robbins Project
Tasty Delights Team Members



Jamie

Blaike

Eboney

Zhura

Jackie



Challenge



Baskin Robbins is receiving numerous calls to the store. Customers are not completing their orders online. They want to cut down the number of calls to the store.



Research

The logo consists of the letters 'B' and 'R' in a bold, black, serif font. The 'B' is slightly larger and positioned to the left of the 'R'. They are enclosed within a white rounded square with a thin black border.

We will conduct research utilizing the following methods:

Comparative and Competitive Analysis

Heuristic Evaluation

Usability Test Plan

User Personas

User Testing

Final Testing



Comparative and Competitive Analysis



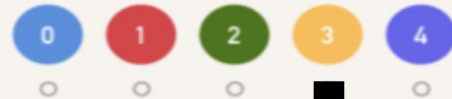
	Baskin Robbins	Sweet E	Cupcake Shoppe
Time on task	5 minutes 4 seconds	10 minutes 44 seconds	7 minutes 45 seconds
Number of steps to completion	23 steps	32 steps	27 steps
Areas/points of frustration	Name didn't auto populate into the payment page	The whole web site & the requirement to customize.	No previews of customization, no search bar, no ice cream cake, only one way of payment through paypal, you have to order at minimum 5 days in advance.
Areas/points of satisfaction	Variety of available choices. Customization was a plus.	Visual layout	Visual layout was heavy and quite disorganized.
Checkout as guest or require login	Check out as a guest.	Not an option until they reach back out to you.	Checkout as guest.
Clarity of UI	Straightforward and clear navigation .	Not easy to navigate. Obstacle was customization.	Navigation was tricky.
Overall Thoughts	Pleased except for being redirected when you sign in as a guest.	No option to order cake. Forced future interaction	Not satisfied because there was several hindrances.

Heuristic Evaluation

3. User control and freedom

Users often choose system functions by mistake and will need a clearly marked "emergency exit" to leave the unwanted state without having to go through an extended dialogue. Support undo and redo.

Severity



Issues Issue by severity

The back button sends user to the homepage instead of last page of cart

Recommendation

Have the button navigate to the correct pages.

7. Flexibility and efficiency of use

Accelerators - unseen by the novice user - may often speed up the interaction for the expert user such that the system can cater to both inexperienced and experienced users. Allow users to tailor frequent actions.

Severity



Issues Issue by severity

The user is forced to enter their name multiple times on two different pages.

Recommendation

Improve guest to pre-populate name at payment or have guest and payment information on one screen.

USABILITY TEST PLAN DASHBOARD



AUTHOR

Tasty Delights

CONTACT DETAILS

Codetalk

FINAL DATE FOR COMMENTS

11/4/2024

PRODUCT UNDER TEST

What's being tested? What are the business and experience goals of the product?

Testing the ease of ordering cake online. Baskin Robbins is an ice cream company that sells ice cream and cakes. That would be great if users could start and complete the process of ordering cakes online and reduce the number of calls to the store.

TEST OBJECTIVES

What are the goals of the usability test? What specific questions will be answered? What hypotheses will be tested?

The goal is to make the ordering process easier online so that there are fewer calls to the store. Questions that will be answered will be the ease of how it was ordering a cake, the timing of it, and the challenges they faced. The overall hypothesis would be the ease of ordering an ice cream cake online.

PARTICIPANTS

How many participants will be recruited? What are their key characteristics?

Two participants will be recruited. Their key characteristics would be their product knowledge, their familiarity with ordering online, and whether they prefer to order online. Characteristics: guardian, accessibility, stay at home mom, business owner.

TEST TASKS

What are the test tasks?

To order a birthday cake.

RESPONSIBILITIES

Who is involved in the test and what are their responsibilities?

The user is ordering a cake online, and the interviewer is tracking the tester's journey.

BUSINESS CASE

Why are we doing this test? What are the benefits? What are the risks of not testing?

To see how long it takes to order cakes online and to see the challenges that customers face while ordering virtually. The benefits are being able to identify bugs on the website. Risks from not testing include losing customers if the website is not user-friendly.

EQUIPMENT

What equipment is required? How will you record the data?

We are using our MacBook Air's and our Google Chrome extensions, and we will record our data through Zoom.

LOCATION & DATES

Where and when will the test take place? When and how will the results be shared?

The test will be taken online on Zoom on Nov. 4, 2024, at 12:00 p.m.

PROCEDURE

What are the main steps in the test procedure?

First, fill out the usability test plan.

Next the testers were interviewed.

Next we tracked the users experience and notated the outcome.

We documented the user experience by taking notes with pencil and paper.

The user was interviewed again to summarize their experience/fustrations.

The test was concluded. We discovered recommendations for improvement.

Persona 1



Age: 34

Location: Los Angeles, California

Occupation: Master Baker at "Two Sweets Bakery".

Status: Married with 2 Children



Personality:

Decisive, Extroverted, Logical, Natural leader, Strong planner, Good communicators, and Focused on results.



Frustrations:

1. Photos of Baked Goods do not depict actual product.
2. Same Day Delivery and Ordering timeout too frequently.
3. Items are frequently left in Cart but may not be available later.

Crystal J. Wilson

Bio:

Graduated from Le Cordon Bleu College of Culinary Arts in 2014. She has two children, Lily and Jacob, with her husband, Richard. She enjoys reading, swimming, and playing tennis. Baking is her passion, she's always had a sweet tooth. She opened her bakery "Two Sweets" in 2016, where two in one flavors reign supreme.



Persona 2



Name Diana Storkman
 Title Baker
 Age 27
 Sex Female
 Location San Francisco, CA

“Baking is a work of Heart”

Hobbies



ABOUT

Diana is a cafe owner of Cakes and Dreams and a catering baker in San Francisco. She developed a love of baking by spending summers with Gran, in the bayou of Louisiana. The rarity of finding one’s passion at an early age propelled her in her training and studies. A graduate of City College of San Francisco, her mission is to make dreams come true with pastries.

Personality



Pain Points

- Very last-minute information or redesign of the menu.
- Communication breakdown (intolerance, allergies and miscount)
- One’s who are not the customer.



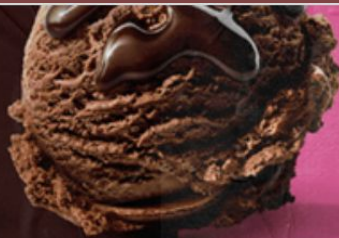
User Testing (1)

BR

Scenario : Testing the ease of ordering an ice cream cake online.

Main Takeaways: When the user had to reload due to a glitch, the website did not save the information typed before entering the checkout section. The user had to go through an additional 12 steps, which included checking out as a guest and re-entering all user info again. The user was delighted that they were able to customize their cake with ease and in a timely manner. The user had plenty of cake options to choose from and would order from the site again. The user would also recommend the site to her family and friends. The user added that the clarity of the site was a plus, & site items were clearly labeled.

BR



BR

User Testing (2)

BR

Scenario: Testing the ease of ordering an ice cream cake online.

Main Takeaways: The user found that ordering from the website itself was quite easy, despite parts of the loading process was slow.

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Problem #1



The back button sends the user to the homepage instead of the last page of the cart.

Order Online Delivery Our Menu Gift Cards Find a Shop Our Story Franchising

911 N La Brea Ave, Inglewood, CA 90302

Your Information

Already have an account? [Log In](#)

First Name

Please enter a first name

Last Name

Phone Number

Email

Yes, send me offers from Baskin-Robbins via email.

[Continue to Payment](#)

Don't have an account yet? [Sign Up](#)


Selected Shop

Wednesday Nov 6 at 01:30 PM [Edit pick up time](#)

911 N La Brea Ave, Inglewood, 90302
310-670-0841

Summary

[Edit Cart](#)

 **Confetti Crazy Cake** \$37.99
Serving Size: 1/3 Sheet Serves 6-8 4"x8"
Cake Type: Confetti Cake
Ice Cream Flavor: Vanilla
Special Message: None

Qty: 1

Order Subtotal	\$37.99
Tax	\$0.00
Total	\$37.99

Charges paid for completed orders are final and non-refundable.


[Privacy - Terms](#)

Order Online Delivery Our Menu Gift Cards Find a Shop Our Story Franchising


911 N La Brea Ave, Inglewood, CA 90302

BASKIN BR ROBBINS


Sign Up Log In



Favorites



Scoops



Beverages

<https://order.baskinrobbins.com/baskinrobbins>

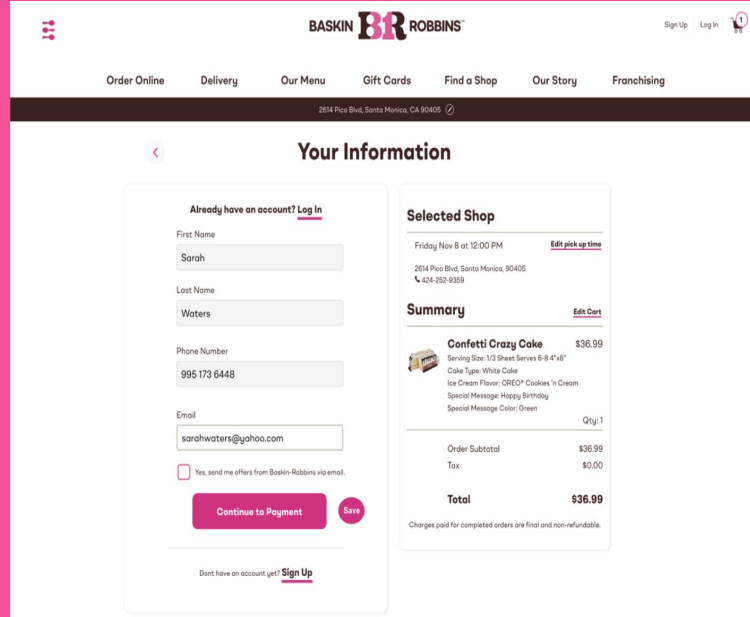
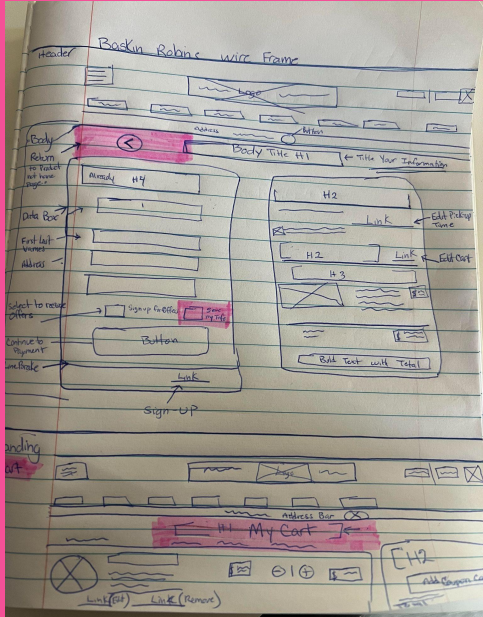
Design Solution #1

The Baskin-Robbins logo, consisting of the letters 'BR' in a bold, black, sans-serif font. The 'B' and 'R' are connected, with the 'R' having a distinctive shape. The logo is centered within a white square that has rounded corners and a thin black border.

The design solution consists of the BaskinRobbins website, back button, navigating back to the “My information” page with order details on it; instead of navigating back to the “home page”.



Wireframe 1 (Low & High Fidelity)



Problem #2



Guest information is not automatically saved when it is inputted on the website.

10941 Ventura Blvd, Studio City, CA 91604

Your Information

Already have an account? [Log In](#)

First Name
Sarah

Last Name
Waters

Phone Number
995 273 6448

Email
sarahwaters@yahoo.com

Yes, send me offers from Baskin-Robbins via email.

[Continue to Payment](#)

Don't have an account yet? [Sign Up](#)


Selected Shop

Friday Nov 8 at 11:15 AM [Edit pick up time](#)

10941 Ventura Blvd, Studio City, 91604
918-755-3255

Summary

[Edit Cart](#)

	Confetti Crazy Cake Serving Size: 1/3 Sheet Serves 6-8 4"x8" Cake Type: Confetti Cake Ice Cream Flavor: Vanilla Special Message: None	\$37.99
Order Subtotal		\$37.99
Tax		\$0.00
Total		\$37.99




Qty: 1

Charges paid for completed orders are final and non-refundable.


Payment

First Name
First Name

Last Name
Last Name

Card Number
1234 1234 1234 1234   

Expiration Date
MM / YY

CVV
Security Code 

Billing Address

Street Address
Address

City
City

State
State

Zip Code
Zip Code


Selected Shop

Friday Nov 8 at 11:15 AM [Edit pick up time](#)

10941 Ventura Blvd, Studio City, 91604
918-755-3255

Summary

[Edit Cart](#)

	Confetti Crazy Cake Serving Size: 1/3 Sheet Serves 6-8 4"x8" Cake Type: Confetti Cake Ice Cream Flavor: Vanilla Special Message: None	\$37.99
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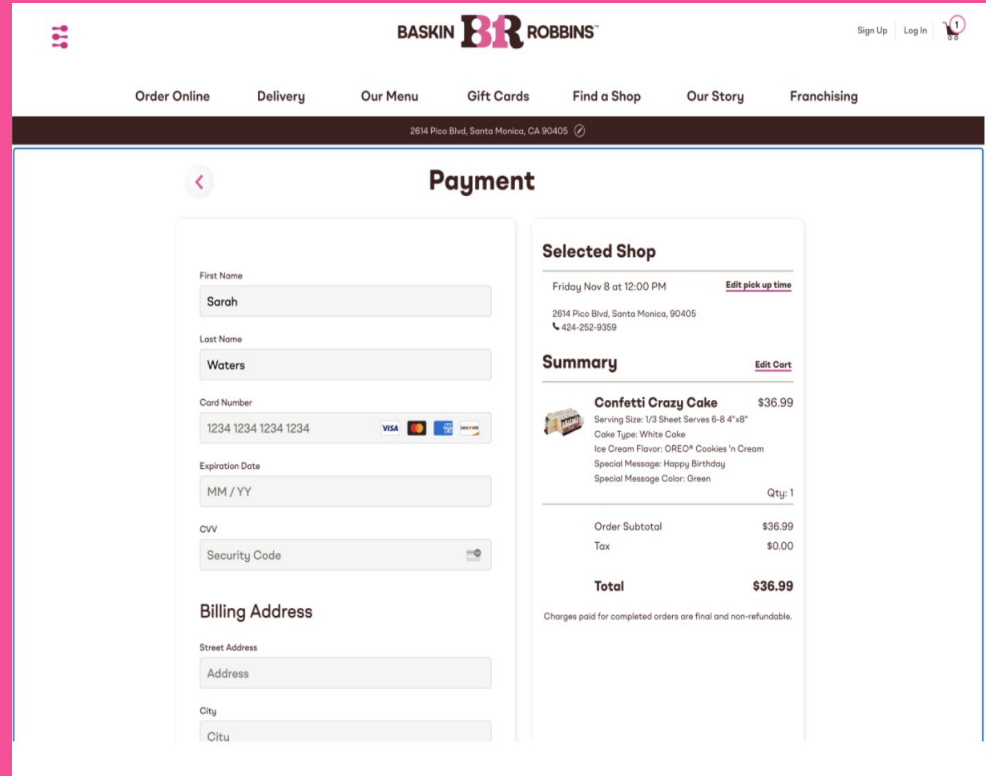
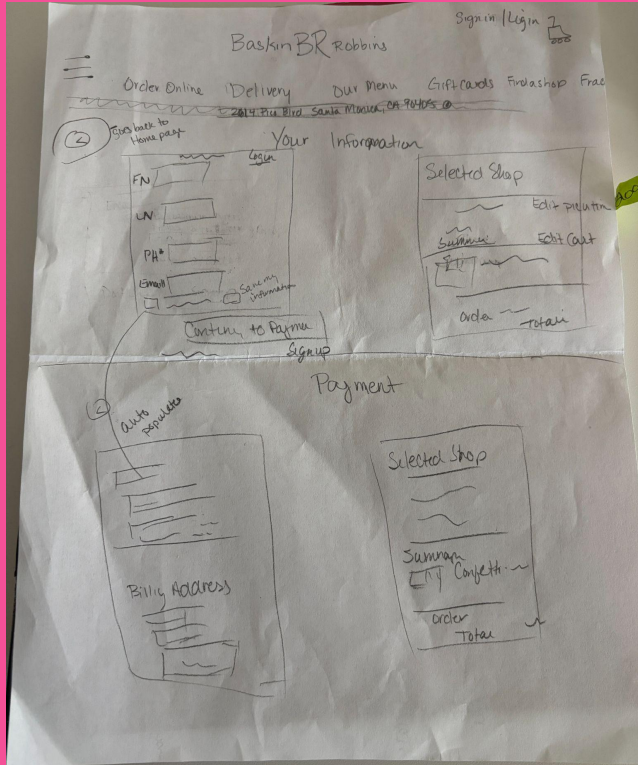
Design Solution #2

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The second design solution is to improve the guest sign in page to pre-populate the information at payment or have guest and payment information on one screen.



Wireframe 2 (Low & High Fidelity)



Final Testing (Prototype)



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Baskin Robbins Redesign

The prototype displays solutions for problems one and two. The site's back button was updated to navigate back to the last page instead of navigating to the home page. The site was also given a save button to save and auto populate from one page to the next.



BR



BR

Next steps

BR

To accomplish this goal are:

Providing a demo of the design solution to the developers.

Then a live trial period for the website can be performed with quality assurance.

BR



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