Sprinkles

CUPCAKES | UX PRESENTATION

OVERVIEW

SPRINKLES CUPCAKES

By UX Designers Gopakanya Echarry, Celine Pivaral, Sydnee K

Table of Context

Challenges
Heuristic Evaluation
Research
Design Solutions
Final Testing
Next Steps

Sprinkles

To minimize the amount of callers to the Sprinkles company in person locations

CHALLENGES

HEURISTIC EVALUATION

VISIBILITY OF SYSTEM STATUS

- **Issue:** When selecting the pickup location, the user can’t see how far away each store is from their location.
- **Solution:** Present the milage from the store to the users' location

USER CONTROL AND FREEDOM

- **Issue:** It is difficult for the user to change from pick up to delivery after placing items in their cart because it will make them start over and the items in their cart are lost.

- **Solution:** Place both delivery and pickup options in the checkout process.

CONSISTENCY AND STANDARDS

- **Issue:** When selecting the pick up option the user is redirected to a different page that is inconsistent with the theme of the landing page.
- **Solution:** Make the pages consistent.

ERROR PREVENTION

- **Issue:** When inputting credit card information the user is able to use letters.
- **Solution:** Restrict the user to only using numbers for credit card details.

FLEXIBILITY AND EFFICIENCY OF USE

- **Issue:** When selecting a pickup time the user is able to change it to a delivery instead, but the option is hard to find.
- **Solution:** Add the ability to switch from pick up to delivery on the same page.

HELP AND DOCUMENTATION

- **Issue:** Due to their minimalistic design, the allergens and ingredients are not found easily. The user has to search for them.
- **Solution:** Make it easier to find by placing the ingredients in the description.

RESEARCH

C.C.A
Interviews
Usability Test Plan
User Testing
User Persona

AUTHOR

Celine Pivaral, Gopakanya Echarry

CONTACT DETAILS

codetalk

FINAL DATE FOR COMMENTS

02/22/24

PRODUCT UNDER TEST

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

Ordering 12 cupcakes
Order effectively, efficiently, and with a great experience for the user
Overall, the user experience was great with a score of 5 and 7 out of 10.
Business goals to increase the traffic on their website
Having a reliable and good reputation

BUSINESS CASE

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

Reduce experience issues of customers calling
Benefits include reduced stress for workers in store
Better customer service fromworkers in store
Risks include losing business to competitors
Benefits the customer experience

TEST OBJECTIVES

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

Better customer experience by creating a smooth user interface.
To determine if the check out process is frustrating.
Easy get to the point simple experience

How do we resolve this issue?
What specific elements on the UI are creating confusion for the user?
Is the website easy to navigate?

Ordering 12 cupcakes.(can that be done smoothly)

PARTICIPANTS

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

Celine: Preference for Convenience, quality conscious, flexible in choices
Gopakanya: curious, vegan, preference for pick up

EQUIPMENT

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

What equipment is required?
How will you record the data?
Tools: Macbook, Google chrome, Google docs, Timer, Zoom, wifi, sprinkles.com

TEST TASKS

What are the test tasks?

Buy 12 cupcakes
1. Get on the website
2. To view what was available (slides, pages)
3. Go to pick/delivery
4. Select desired product (cupcake category)
5. Navigate new page
6. Check out the products (viewing the different types of cupcakes)
7. Selecting the products (individual cupcakes)
8. Checking out

RESPONSIBILITIES

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

Customer: answer interview questions and navigate the website to buy 12 cupcakes. Share their experience.
Notator : Track Time on task,Number of steps to completion,Areas/points of frustration, Areas/points of satisfaction (and delight), Checkout as a guest or require login, Clarity of UI (user interface), Overall thoughts/rating of the experience

LOCATION & DATES

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

02/22/24 on Zoom 10amPST
Google docs, slack, codetalk
Presenting our findings to the class

PROCEDURE

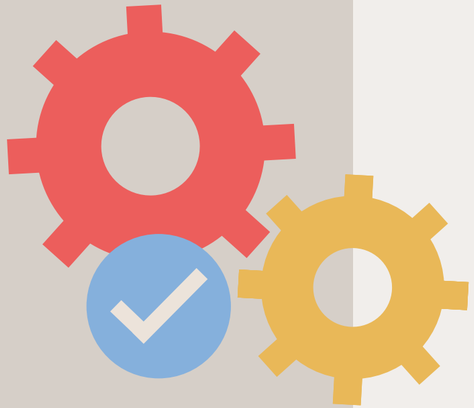
What are the main steps in the test procedure?

1. Get demographic (individual interviews)
2. Tester goes through the website
3. Tester communicates their overall experience navigating the ui
4. Notator tracks the testers users experience.
5. Tester gave overall thoughts and ratings.
6. Notator gathered all information and organized it.

CCA

	Sprinkles	Vanilla Bake Shop	Cupcake Shoppe
Time on task	Approx. 3 minutes 36 sec	Unable to order. No communication.	5min 42 seconds
Number of steps to completion	9 to Checkout	No checkout process.	36 steps
Areas/points of frustration	Could not see allergent and ingredient information. Also the order restarted after I wanted to switch from delivery to pickup.	menu is a list is just not as appetizing as images would be its overwhelming to look at make it simpler	no delivery option, nothing available for order online for today. Only payment method is through paypal. Log in option is not easy to find.
Areas/points of satisfaction	The images and addition of cupcakes was satisfying.	Nice images	nothing noticable
Checkout as guest or require login	You can use both methods to checkout. Log in not required.	where is the login?	both, login option is hard to find
Clarity of UI	7/10 easy to navigate at the beginning or if you know what you want. Becomes more challengning when you want details.	Low clarity. Landing page looks like a gallery. Menu should have buttons with images descriptions etc. you shouldnt have to use nav bar to actually see whats available (its playing hard to get), the order button is not seen easily !!!, no call number	Its was nice they added a disclamer to read instructions at first until I realized how conviluted the process to check out was, Unclear IA; Later found clickable link
Overall Thoughts	The website was somewhat easy to navigate through. Although some difficulties arose when looking for the ingredients and when switching between pickup and delivery.	Can not order, its an informational website! So weird	not intuitive, not descriptive with images [1]

INTERVIEWS & USER TESTING



INTERVIEW #1

With Gopakanya

Have you ever ordered food online?

Yes on her phone.

Have you bought cupcakes recently? From where?

No, because of dietary restrictions. Makes her cupcakes or looks for a vegan shop.

Ask how long ago. (how often) (Desktop or mobile)

On her phone, two days ago.

Did you enjoy your experience? Why or why not?

Yes, the packaging was cute.

If yes, ask from where.

Pizza shop

Do you shop from a bakery or online?

Bakery because of her diet. If ordered online they might look different than what it looks like on the website.

What did you like or dislike about the experience?

Ordered through Uber Eats. Missing items. Service fees. Overall, okay experience.

Delivery or pick-up? Why?

Pick up because she wants to make sure that everything goes smoothly.

TESTING #1

Time on task

4min 45sec

Areas/points of satisfaction

Pretty and inviting landing page

Number of steps to completion

28 steps

Clarity of UI (user interface)

Added the cupcakes to her cart, but when checking out they weren't there. Where did they go? Easy to find and place them in the cart.

Areas/points of frustration

Items are not added to the cart after clicking the plus symbol. Limited vegan options.

Overall thoughts/rating of the experience

Nice website. More vegan options. Experience is a 5/10. Visually appealing. Both log-in and guest checkout are available.

INTERVIEW #2

With Celine

Have you ever ordered food online?

Yes, she got Jack-in-the-box recently.

Have you bought cupcakes recently? From where?

Not recently, but she did buy a birthday cake in September from Paris Baguette.

Ask how long ago. (how often) (Desktop or mobile)

On her phone, four days ago.

Did you enjoy your experience? Why or why not?

The workers were busy/overwhelmed so it did not allow her to get the best experience.

If yes, ask from where.

Uber Eats

Do you shop from a bakery or online?

A bakery because it has more variety and tastes fresher.

What did you like or dislike about the experience?

Quick and convenient. The food arrived hot. Missing items, but due to user error.

Delivery or pick-up? Why?

On special occasions, she prefers pick-up to ensure the food is up to standards. For everyday delivery is best.

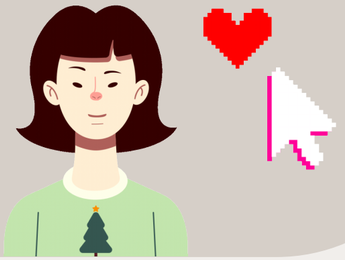
TESTING #2

Time on task

5min 50sec

Areas/points of satisfaction

Great visuals.
Aesthetic design.



Number of steps to completion

50 clicks

Clarity of UI (user interface)

Straight forward and clear. She did not have any challenges until the end.

Areas/points of frustration

When adding cupcakes the quantity is not shown at checkout. No warning for same-day pick-up cupcake availability.

Overall thoughts/rating of the experience

7/10 as it didn't feel cluttered, has good visuals and is easy to navigate. Both log-in and guest checkout are available.

USER PERSONA

Dianne Cyrus

Demographic

Age: 52
Sex: F
Occupation: Event Planner

Bio

Tech-savvy event planner orchestrating unforgettable celebrations while spoiling grandkids rotten. Passion for parties runs deep, making life one big fiesta! 🎉 #EventPlannerExtraordinaire #GrandmaGoals

Personality

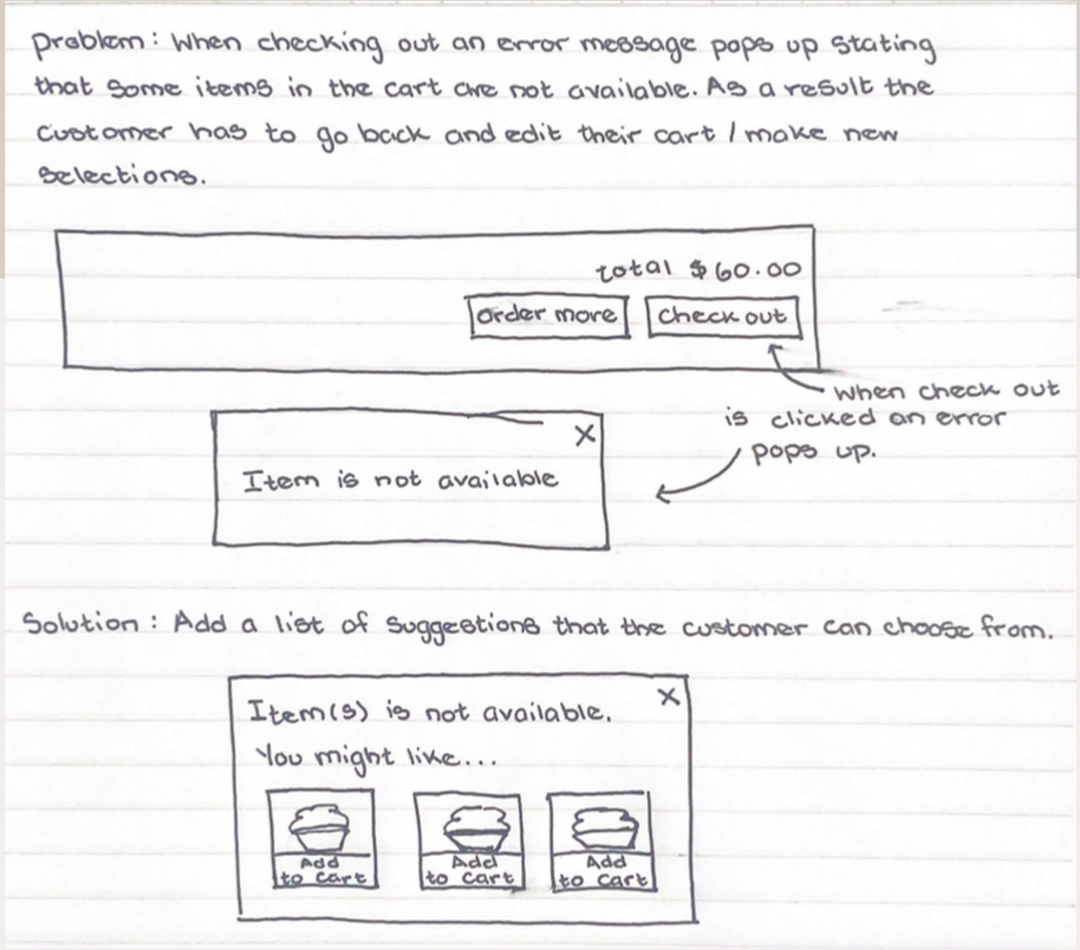
- Balances event planning expertise with spoiling her grandkids, embodying a mix of family love and professional skill.
- Radiates warmth and charm, effortlessly connecting with clients and grandchildren alike, showing genuine care.
- Balances professionalism with playfulness, earning admiration as #GrandmaGoals in both her work and family circles.

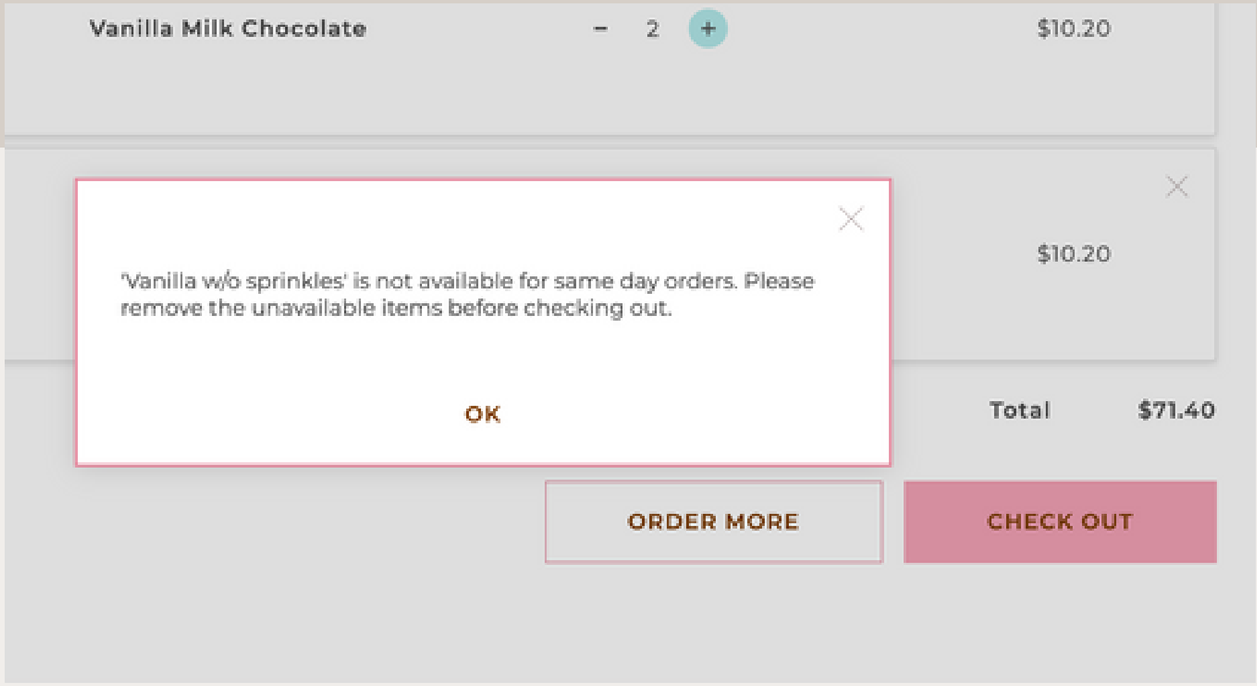
Pain Points

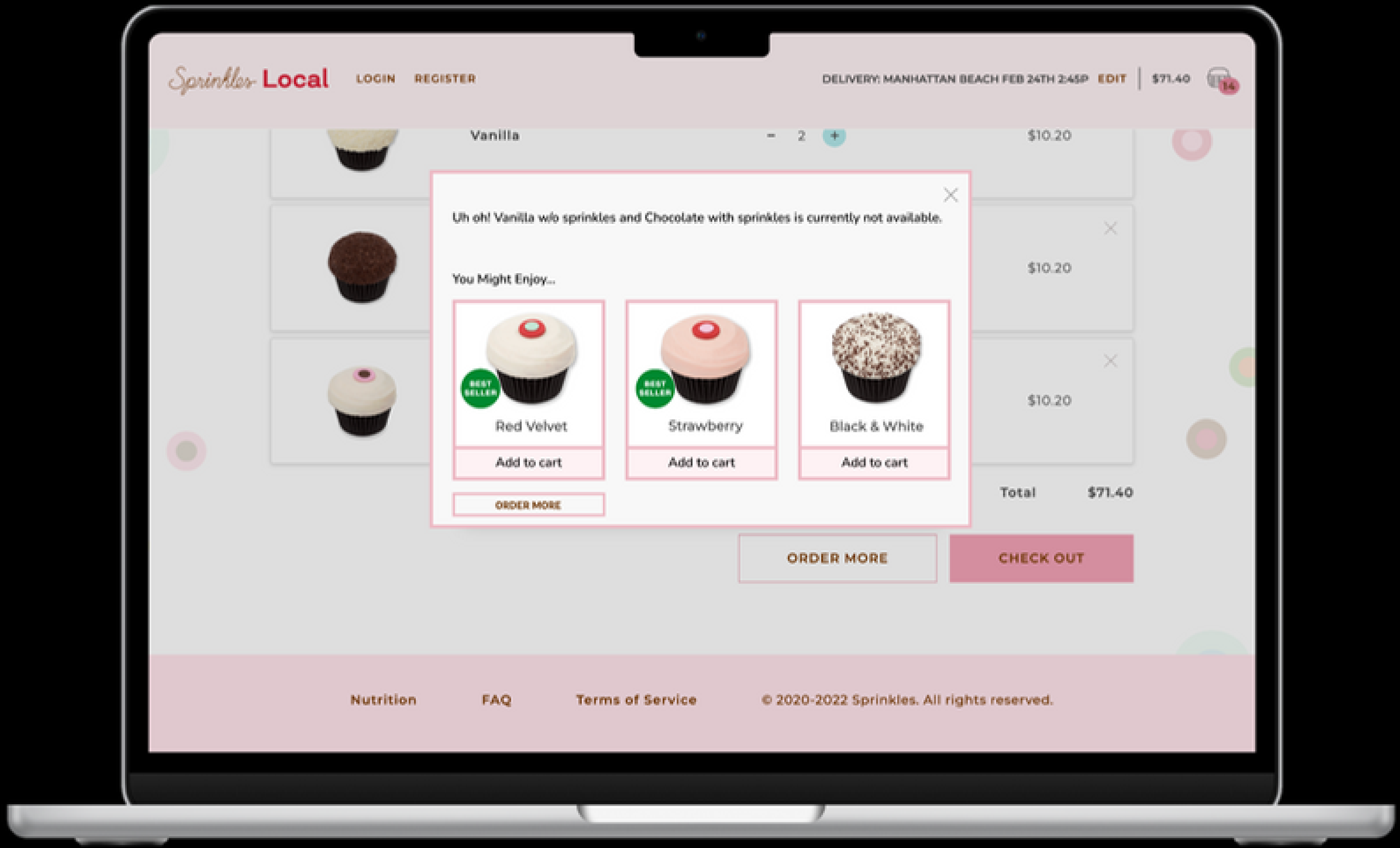
- Busy woman balancing work-life balance.
- Client Expectations
- Physical Demands

DESIGN SOLUTIONS

Issue 1






Sprinkles Local
LOGIN
REGISTER
DELIVERY: MANHATTAN BEACH FEB 24TH 2:45P
EDIT
$71.40
14
Vanilla
2
$10.20
$10.20
$10.20
Uh oh! Vanilla w/o sprinkles and Chocolate with sprinkles is currently not available.
You Might Enjoy...
BEST SELLER
Red Velvet
Add to cart
BEST SELLER
Strawberry
Add to cart
Black & White
Add to cart
ORDER MORE
Total
$71.40
ORDER MORE
CHECK OUT
Nutrition
FAQ
Terms of Service
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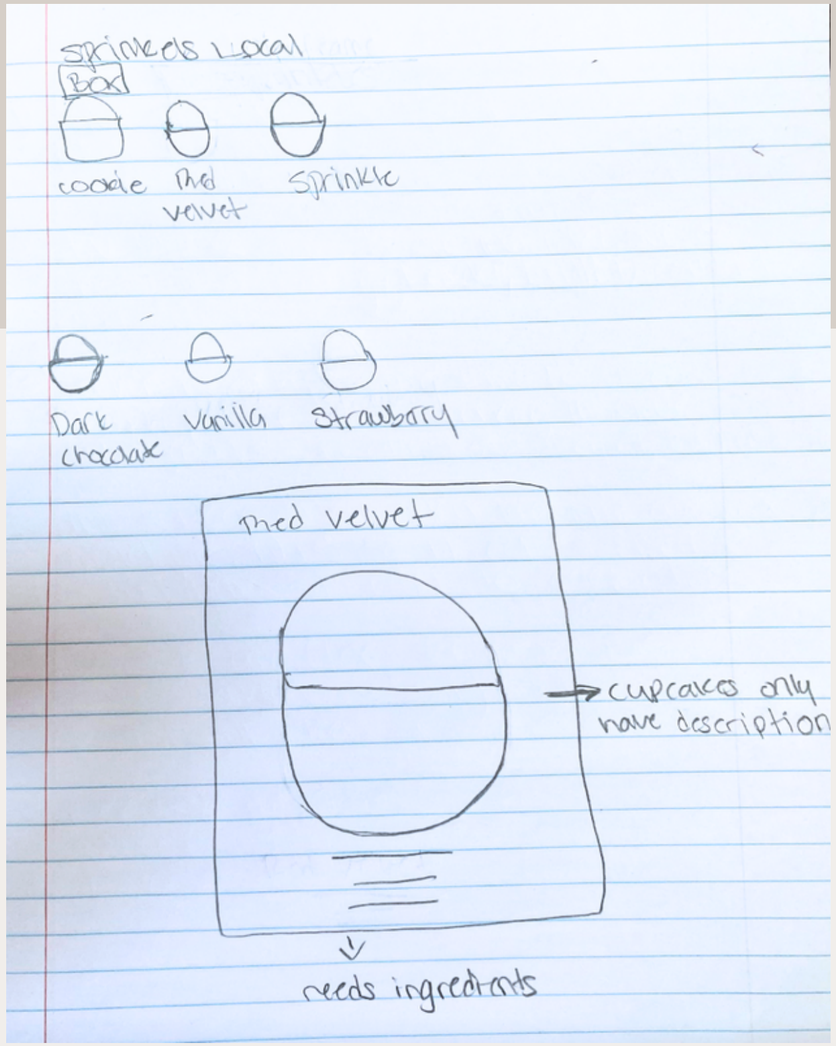
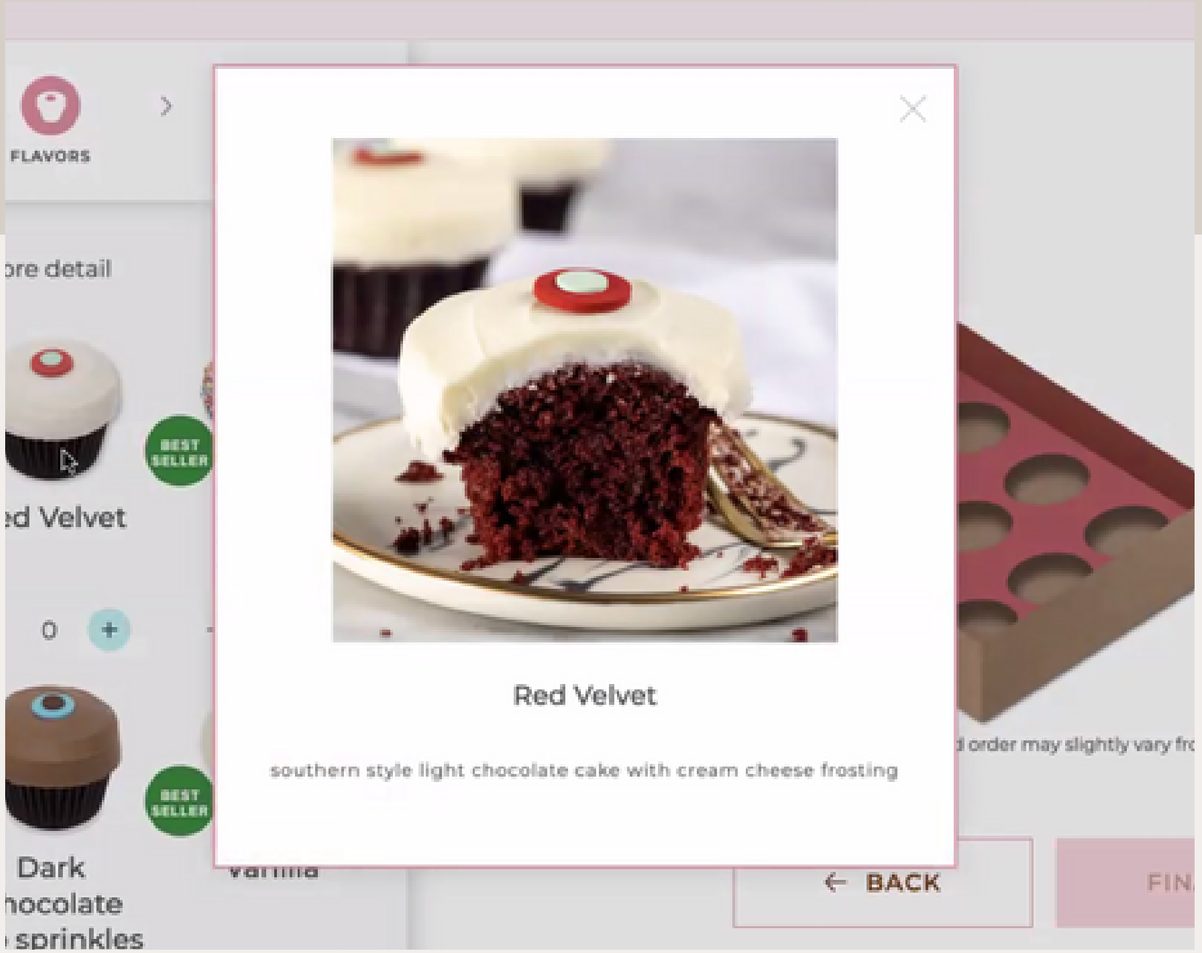
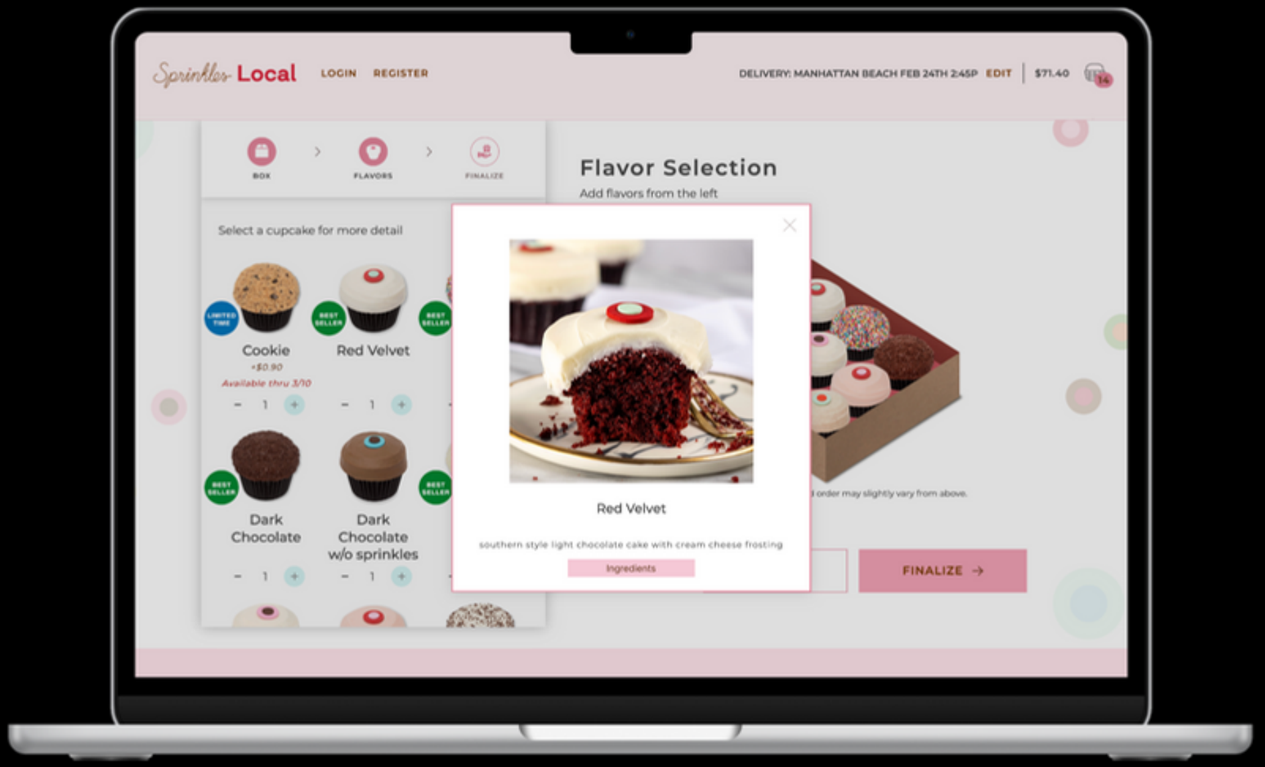
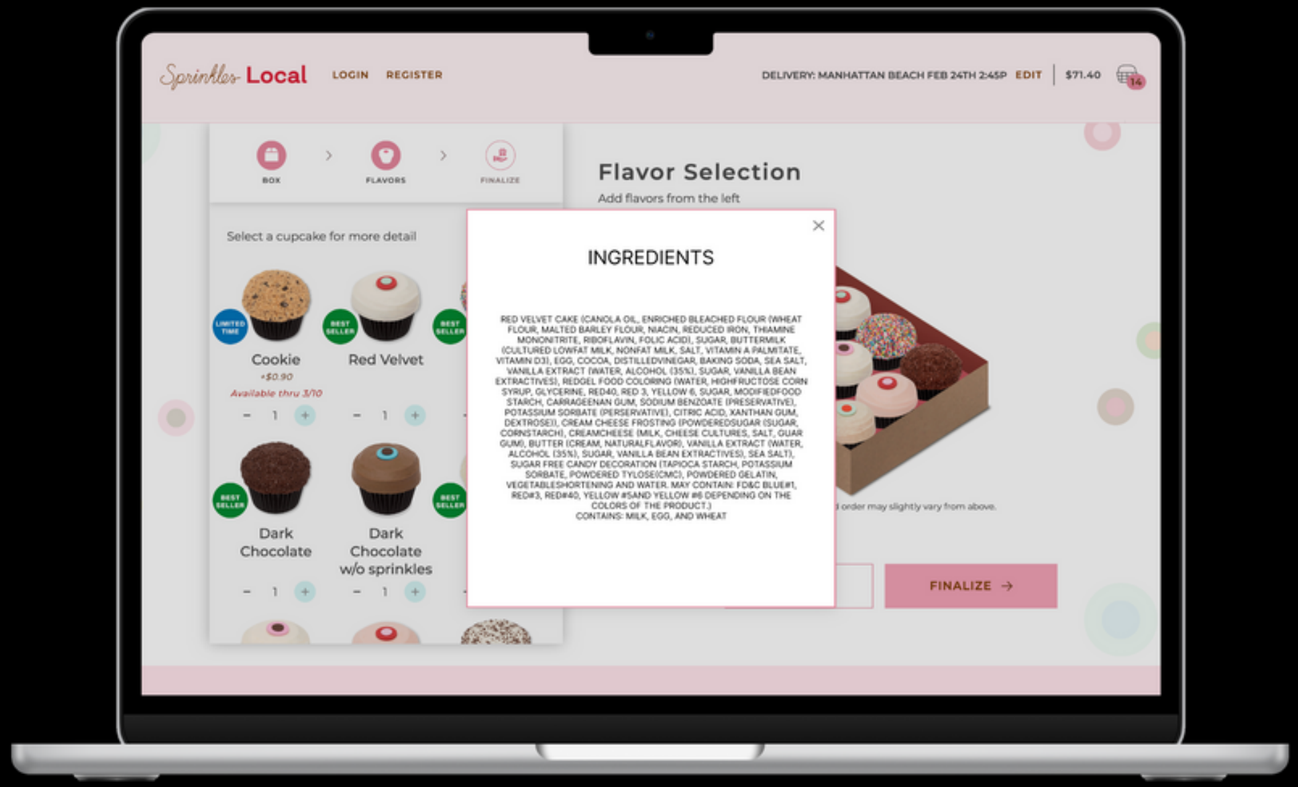
DESIGN SOLUTIONS

Issue 2



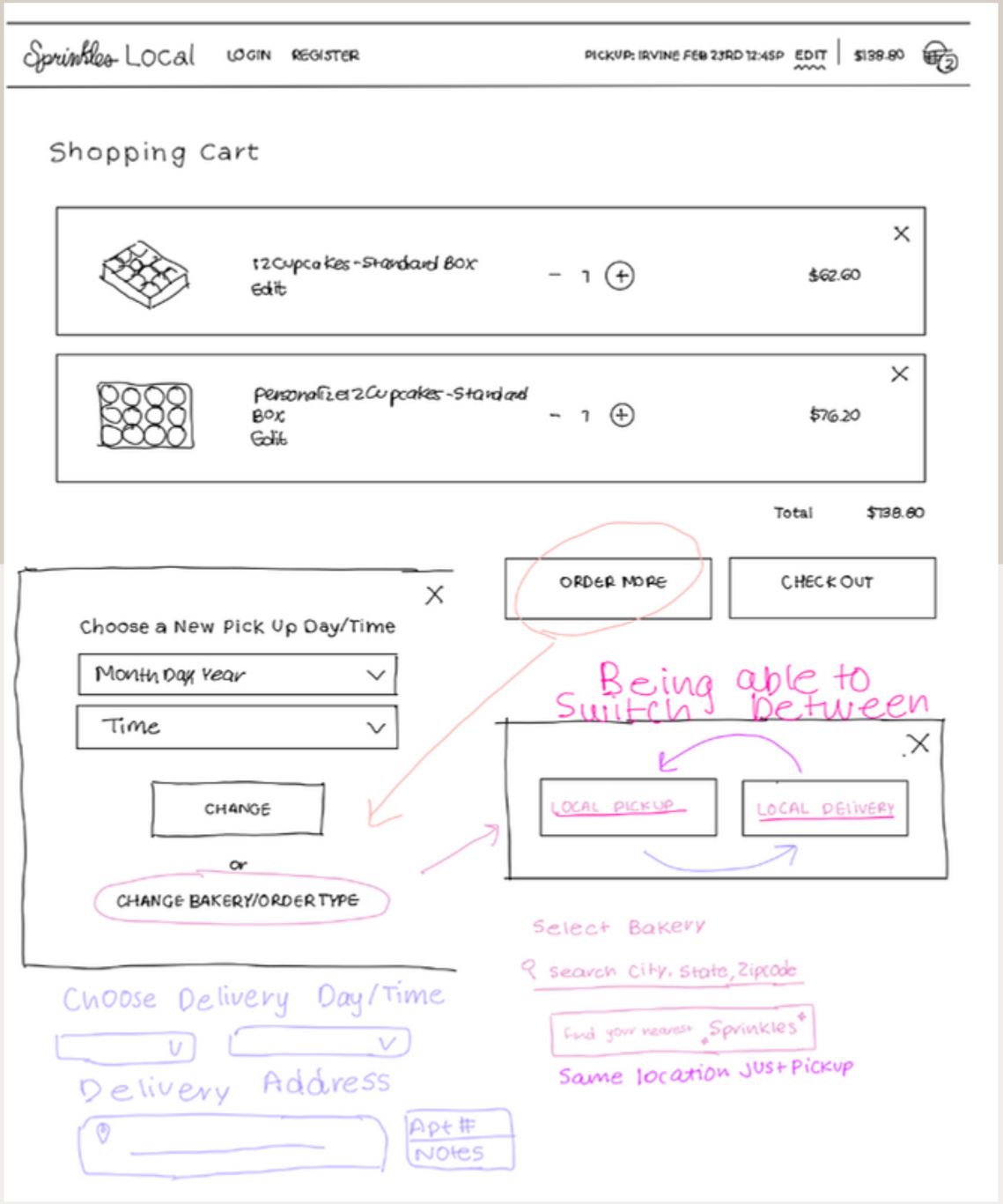


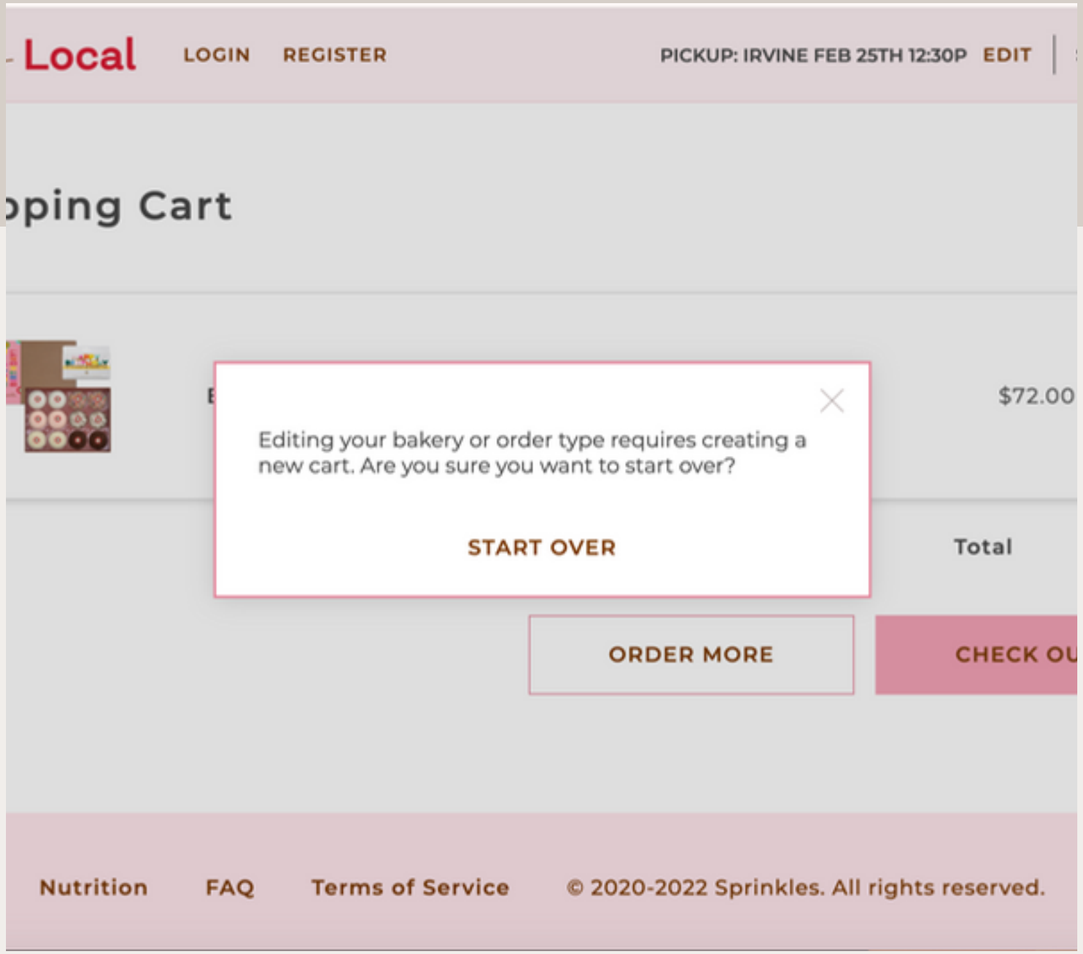

Sprinkles Local
LOGIN
REGISTER
DELIVERY: MANHATTAN BEACH FEB 24TH 2:45P
EDIT
$71.40
BOX
FLAVORS
FINALIZE
Flavor Selection
Add flavors from the left
Select a cupcake for more detail
Cookie
+$0.90
Available thru 3/10
Red Velvet
Dark Chocolate
Dark Chocolate w/o sprinkles
Red Velvet
southern style light chocolate cake with cream cheese frosting
Ingredients
FINALIZE

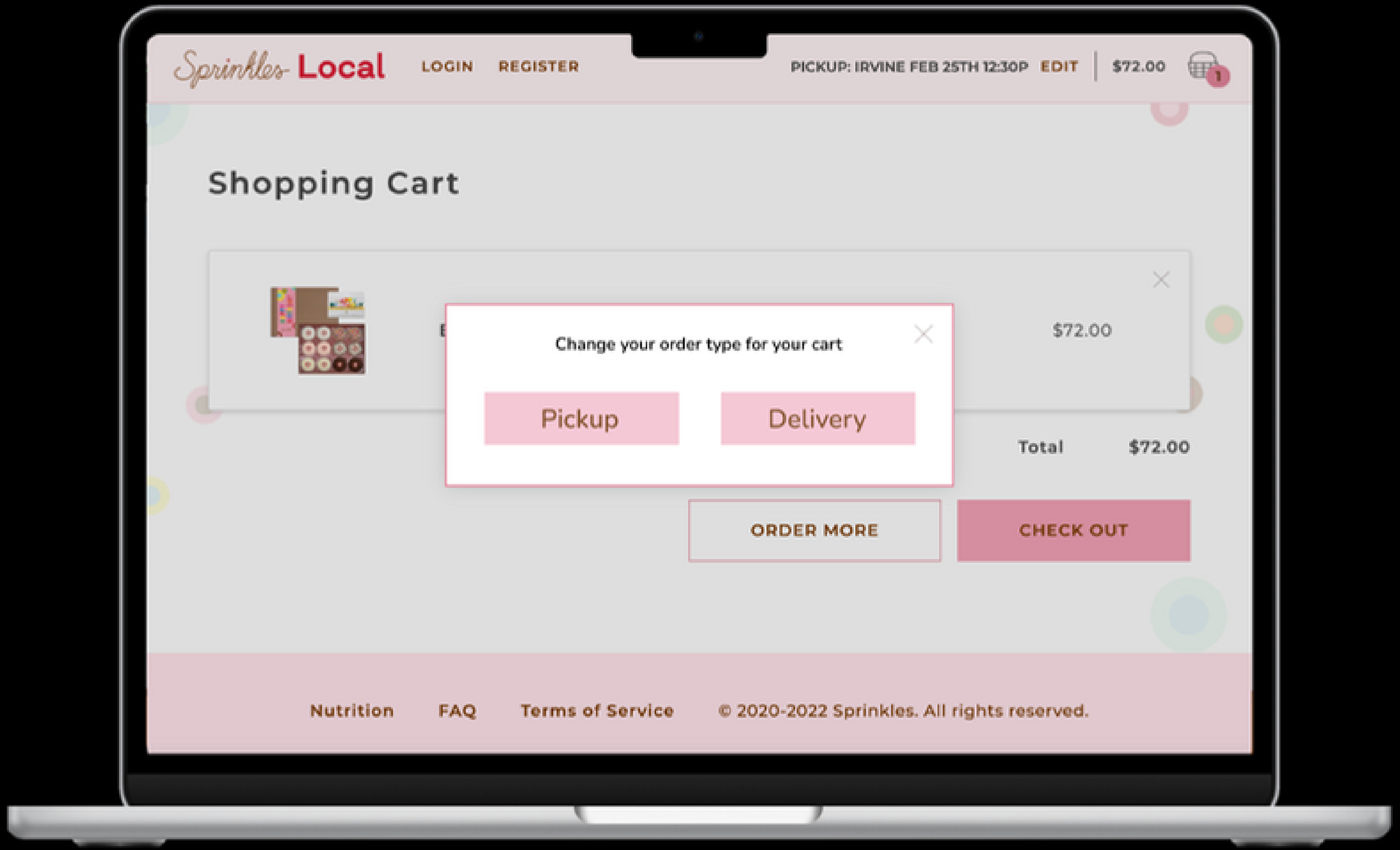

Sprinkles Local
LOGIN
REGISTER
DELIVERY: MANHATTAN BEACH FEB 24TH 2:45P
EDIT
$71.40
BOX
FLAVORS
FINALIZE
Flavor Selection
Add flavors from the left
Select a cupcake for more detail
Cookie
+$0.90
Available thru 3/10
Red Velvet
Dark Chocolate
Dark Chocolate w/o sprinkles
INGREDIENTS
RED VELVET CAKE (CANOLA OIL, ENRICHED BLEACHED FLOUR (WHEAT FLOUR, MALTED BARLEY FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRITE, RIBOFLAVIN, FOLIC ACID), SUGAR, BUTTERMILK (CULTURED LOWFAT MILK, NONFAT MILK, SALT, VITAMIN A PALMITATE, VITAMIN D3), EGG, COCOA, DISTILLEDVINEGAR, BAKING SODA, SEA SALT, VANILLA EXTRACT (WATER, ALCOHOL (35%), SUGAR, VANILLA BEAN EXTRACTIVES), REDGEL FOOD COLORING (WATER, HIGHFRUCTOSE CORN SYRUP, GLYCERINE, RED40, RED 3, YELLOW 6, SUGAR, MODIFIEDFOOD STARCH, CARRAGEENAN GUM, SODIUM BENZOATE (PRESERVATIVE), POTASSIUM SORBATE (PERSERVATIVE), CITRIC ACID, XANTHAN GUM, DEXTROSE)), CREAM CHEESE FROSTING (POWDEREDSUGAR (SUGAR, CORNSTARCH), CREAMCHEESE (MILK, CHEESE CULTURES, SALT, GUAR GUM), BUTTER (CREAM, NATURALFLAVOR), VANILLA EXTRACT (WATER, ALCOHOL (35%), SUGAR, VANILLA BEAN EXTRACTIVES), SEA SALT), SUGAR FREE CANDY DECORATION (TAPIOCA STARCH, POTASSIUM SORBATE, POWDERED TYLOSE(CMC), POWDERED GELATIN, VEGETABLESHORTENING AND WATER. MAY CONTAIN: FD&C BLUE#1, RED#3, RED#40, YELLOW #5AND YELLOW #6 DEPENDING ON THE COLORS OF THE PRODUCT.)
CONTAINS: MILK, EGG, AND WHEAT
FINALIZE

DESIGN SOLUTIONS

Issue 3






Sprinkles Local
LOGIN
REGISTER
PICKUP: IRVINE FEB 25TH 12:30P
EDIT
$72.00
1
Shopping Cart
$72.00
Change your order type for your cart
Pickup
Delivery
Total
$72.00
ORDER MORE
CHECK OUT
Nutrition
FAQ
Terms of Service
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FINAL TESTING

Our Prototype

NEXT STEPS

After researching the users' issues and coming to a solution the prototypes are ready to be sent out to the developers.

We believe that our designs are the best and most efficient to be implemented. We noticed the website is in ongoing redesign and these were the biggest issues we faced.