BRAW

CHOCOLATE | BAKERY

DESIGN SPECIFICATION

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INTRODUCTION

This Design Specification Document details Braw Chocolate & Bakery's new ecommerce website's design requirements and deliverables. This document enables our design team to develop a user-centered design and meet project goals while.

PRODUCT OVERVIEW

COMPANY

Braw Chocolate + Bakery

LOCATION

Store in Limerick, Dublin based

PRODUCT

Small-batch luxury chocolate and pastries

WEBSITE

https://www.brawchocolate.com

ETHICAL COLUMBIAN CHOCOLATE   **EPASTRY CHEF BACKGROUND**

SMALL BATCH   **PROUD**   **LUXURY**   **HIGH END**
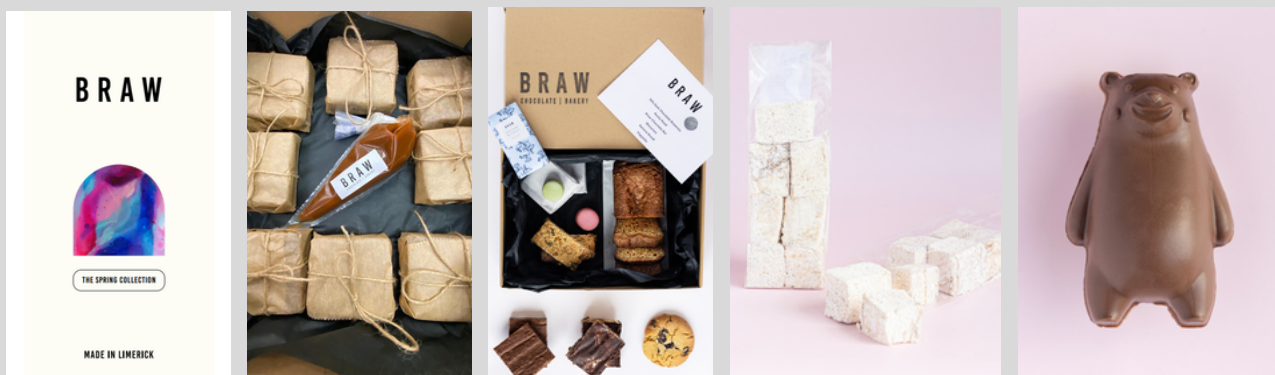

Fig 1.1 *Products available from Braw Chocolate + Bakery*

USER GOALS AND EXPECTATIONS

Braw Chocolate + Bakery's client base is 25 to 50, consisting of 81% women.

- *Direct E-Commerce Functionality*: Users expect seamless shopping, secure online payments, and a fast buying process.

- *Click and Collect*: Users want convenient online shopping and store pickup.

- *Extensive Product Catalogue*: Clear product descriptions, high-quality photos, and easy access to product information are expected.

- *User Profile*: Users prefer personalized experiences and efficient newsletter subscriptions.

- *Captivating Content*: Users value detailed product information, business values, and ethical ingredient sourcing information.

- *Usability and Navigation*: A user-friendly website with intuitive menus and efficient product search filters.

- *About Pages*: FAQs, shipping and delivery details, and customer support contact details.

- *Mobile Responsiveness*: A uniform, optimized experience across multiple devices.

ORGANIZATIONAL GOALS AND OBJECTIVES

BRAW GOALS

- *One Stop Shop:* Create a catalogue that displays all of Braw's items in an intuitive and structured manner.

- *Improve Brand Interest:* Boost user interaction with the business by developing one, user-friendly website that is easily accessible.

- *Expand Customer Database:* Promote sign up by offering motives, such as exclusive promotions or reduced prices, and functions like order tracking.

- *Design Enhancement:* Update the visual components and presentation in order to create a unified and aesthetically pleasing website that effectively expresses the brand's identity.

- *UX and Navigation:* Make it easier for customers to locate products, obtain information, and finish deals on the website by improving the UX design and navigation structure.

DESIGN DECISIONS

Design Goals:
- Site with immersive content, to engage and encourage users to stay and return in the future.
- A visually captivating experience that is user-friendly.
- Create brand awareness of BRAW by its value. Offering Newsletter too.
- Allow social media sharing and engagement of products and site
- Allow for expandability and easier grouping of Partnerships, by creating partner-specific accounts with discounts, higher quantity order limits, specific vouchers, etc.

Visual Design:
- Imagery around the whole site. They are showcasing products making them easily recognisable across the site.
- Icons with text Across the site, allowing users to recognize symbols easily and confirm what they do with the text provided.
- White Space around images and text to provide an uncluttered appearance improving also readability and navigation.
- Visual Hierarchy with text through clear size patterns throughout the site.

Typography:
Font Size:
- 40pt for Heading - Used to stand out, to be quickly identifiable
- 32pt for Sub-Headings - Further organization structure, Not overpowering.
- 24pt for Paragraphs - Sized to remain easily readable and not overwhelming
- 20pt for Certain Buttons - To not overshadow any elements, but be legible.

This font size group was used for Hierarchy and emphasis on each section's importance. Used to make the website easily readable and user friendly, but in no way overpowering with text bulks across the site.

Line Spacing: FontSize + 5

Font type:
- Inter
  1. A geometric Sans-Serif family Font
  2. It is optimized for Digital Screens ensuring great legibility and readability regardless of resolutions or size.
  3. Supports various language systems, and allows for expansion of the site.

Color:

- Based on Caramel Brownie Background
- Aligns with Brand Identity
- Provides appetite stimulation. Orange is known to stimulate appetite.
- Provides High Contrast and an opportunity for good readability.
- Psychological Impact by using comforting colors that could be related to a chocolate and bakery business.

Third-Party Integrations:

Social Media links, & ads from own social media such as TikTok, Facebook, or Instagram. Also to encourage customer interaction.

Compliance Requirements:

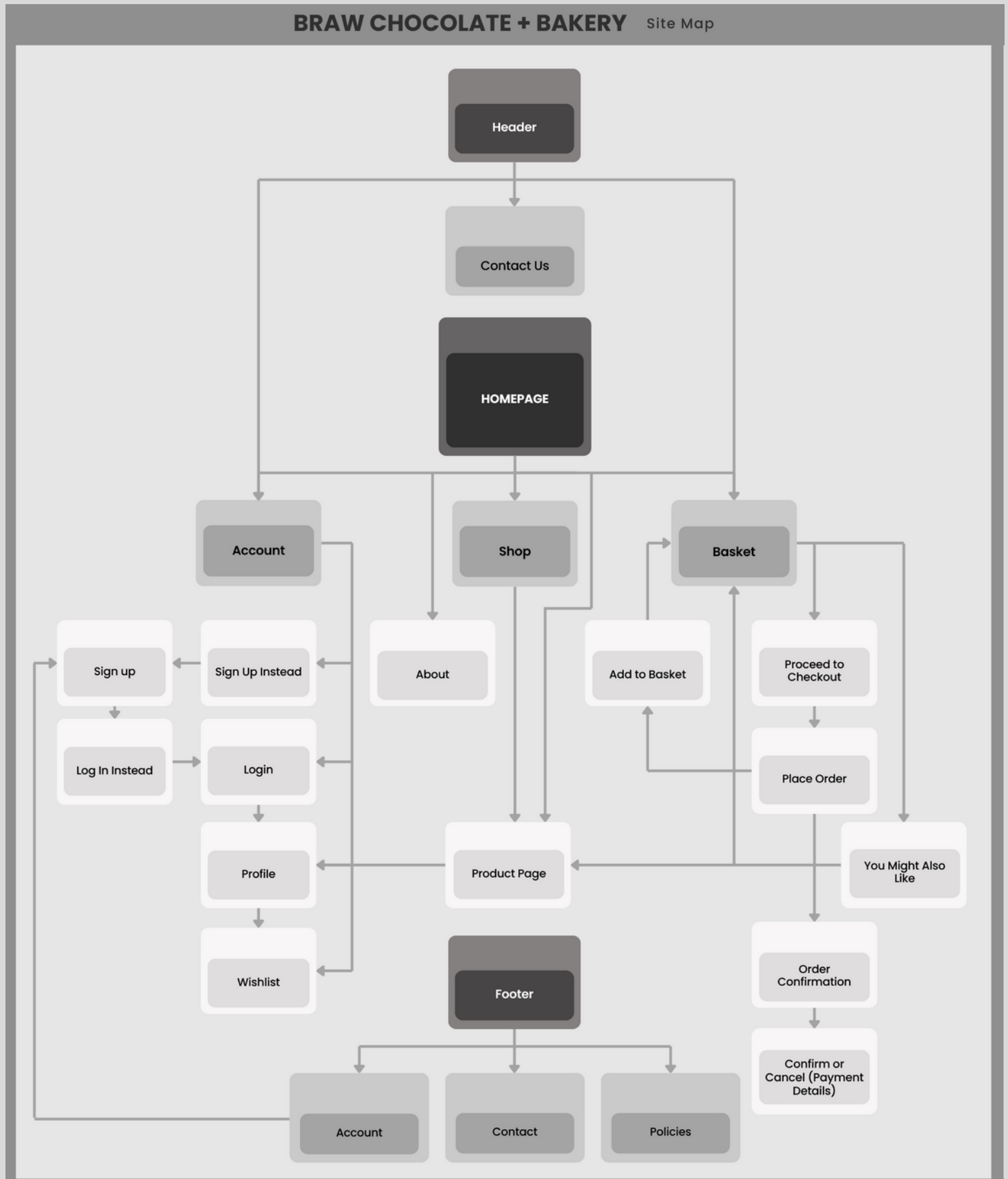GDPR, Advertising Standards, Environmental Regulations, Food Safety Regulations.

INFORMATION ARCHITECTURE

SITE MAP

BRAW CHOCOLATE + BAKERY Site Map

Fig 6.1 *Site map showing hierarchical structure of the website*

SITE MAP

The sitemap is designed to offer users convenient access to important sections and features. The homepage functions as a central hub that enables users to access various pages of the website. Users can navigate to the about page, shop page, basket page, and their account page from this location. In additionally, users have the choice to click on products on the homepage in order to navigate the detailed product pages. Each page on the website features a footer that contains buttons for a contact us page, account page, and business policies page. The navigation remains consistent across the whole website. In addition, the header has links that provide convenient access to the user account page, contact the business page, and basket page. When users arrive at the account page, they can choose to either create an account or log in. Upon completing the registration or login process, users are automatically prompted to their account in which they have the ability to oversee and customise their account information and settings. By clicking on the shopping basket, users can proceed to the checkout process and complete purchases. The basket additionally includes product suggestions that customers might find appealing, along with the ability to return to the items page for more exploration. The products page offers customers an extensive listing of available products, allowing them to employ filters and the search tool for enhanced navigation. In addition, the account page incorporates a wishlist functionality, enabling users to store their preferred items for the future.

PAGES OF WEBSITE

Homepage:
The main focal point of the website.
Grants access to important areas and features.

Header (On every Page):
Facilitates fast and convenient access to crucial functionalities like Contact Us, Account, and Basket.

The footer (On every Page):
Buttons to the Account, Contact, and Policies pages.
Ensures uniform navigation choices throughout the entire website.

The Shop Page:
Easy and efficient user browsing of products.
Offers a diverse selection of chocolate and pastry products.

Product Pages:
Comprehensive pages providing detailed information, images, pricing, ingredients lists, about products.
Lists all currently accessible items.
Provides filters and search capabilities to facilitate navigation.

Basket:
Shows the things that have been chosen for purchasing.
Allows users to go to the checkout and complete their orders.

Wishlist (Accessible via Account Page):
Enables users to store their preferred items for the future.

Checkout Page:
Enables users to evaluate and verify their orders.
Secure purchasing process.

The Account Page:
manage and regulate account and settings.
Save products for the future using wishlist functionality.

About Page:
Information about the business and the owner.
Emphasises the morals, ethics and values of the brand.
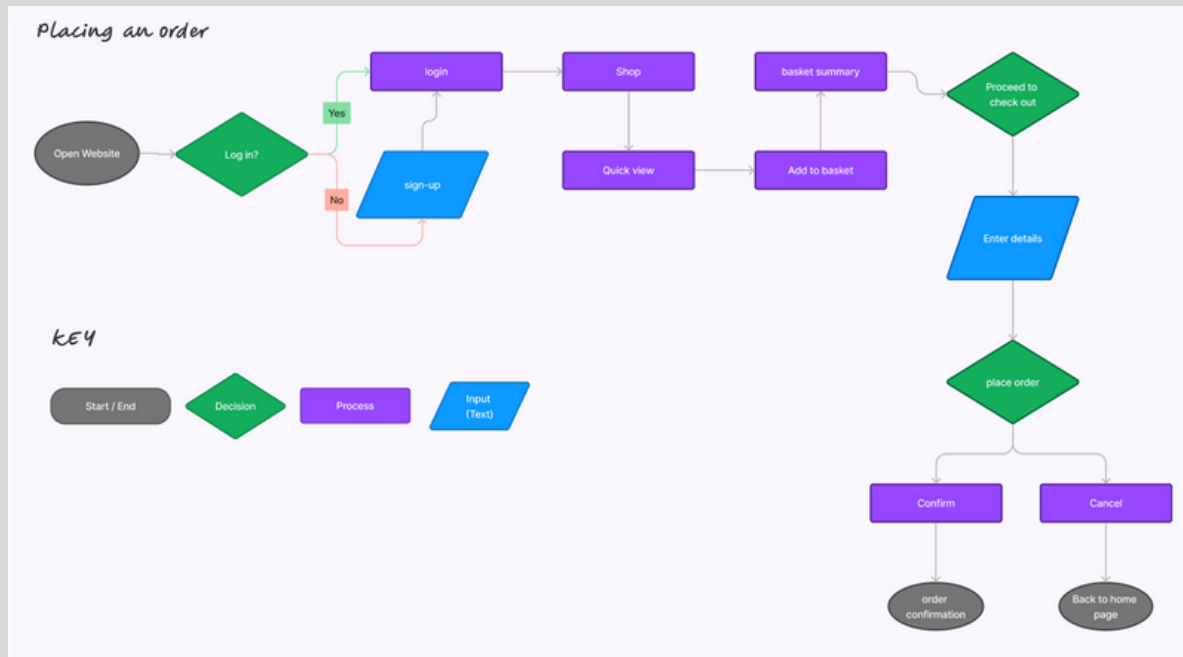
USER FLOWS

MAIN USER FLOW

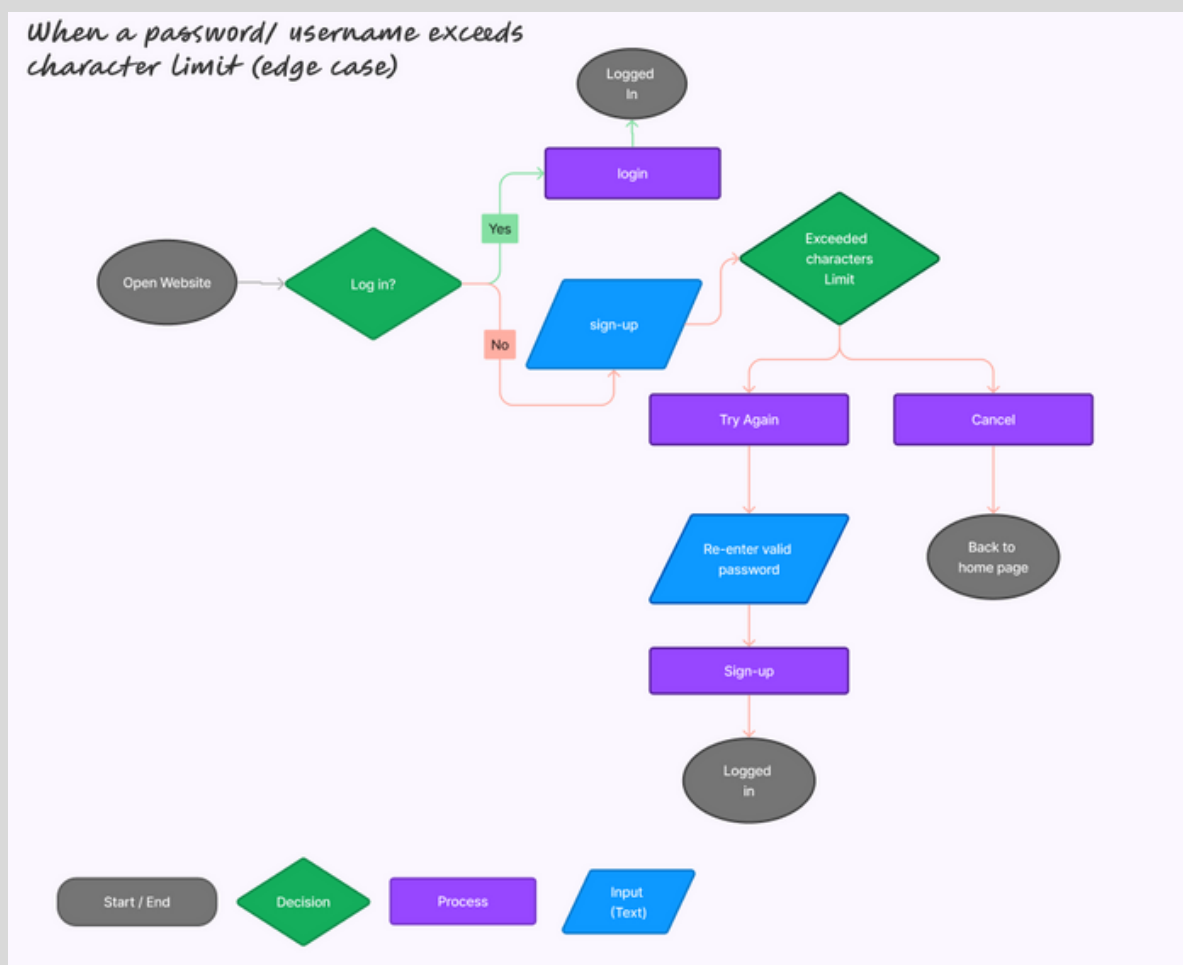**Fig 7.1** *Main User Flow Diagram*

EDGE CASE USER FLOW

Fig 7.2 *Edge Case User Flow Diagram*

WIREFRAMES

PREVIOUS WIREFRAME

HOME PAGE

Logo | User | Basket

Slideshow of products / promotions / occasions.

E.g Sign up for newsletter for exclusive updates / discounts etc.

Home | Shop | About | Contact
Search

Best Selling / New / Sale / Seasonal Promotional

Short Desc.. | Short Desc.. | Short Desc.. | Short Desc..
Button | Button | Button | Button

← ○ ○ ○ →

Newsletter + socials

Reviews / Testemonials

Footer

STORE PAGE

Logo | User | Basket

Slideshow of products / promotions

E.g Sign up for newsletter for excl updates / discounts etc.

Home | About | Contact
Shop
Search

Filters / Category Sort by

Short Desc.. | Short Desc.. | Short Desc..
Button | Button | Button

Short Desc.. | Short Desc.. | Short Desc..
Button | Button | Button

Short Desc.. | Short Desc.. | Short Desc..
Button | Button | Button

< Page >

Footer

ACCOUNT PAGE

Logo | User | Basket

Home | Shop | About | Contact
Search

Welcome NAME

Orders...

Short Desc.. | Short Desc.. | Short Desc..
Button | Button | Button

Wishlist

Short Desc.. | Short Desc.. | Short Desc.. | Short Desc..
Button | Button | Button | Button

Vouchers | GDPR | Addresses

Footer

LOGIN PAGE

Logo | User | Basket

Home | Shop | About | Contact
Search

Email
Password
Log in
Sign up instead

Newsletter + socials

Footer

SIGNUP PAGE

Text
Input
Text
Input
Text
Input
Text
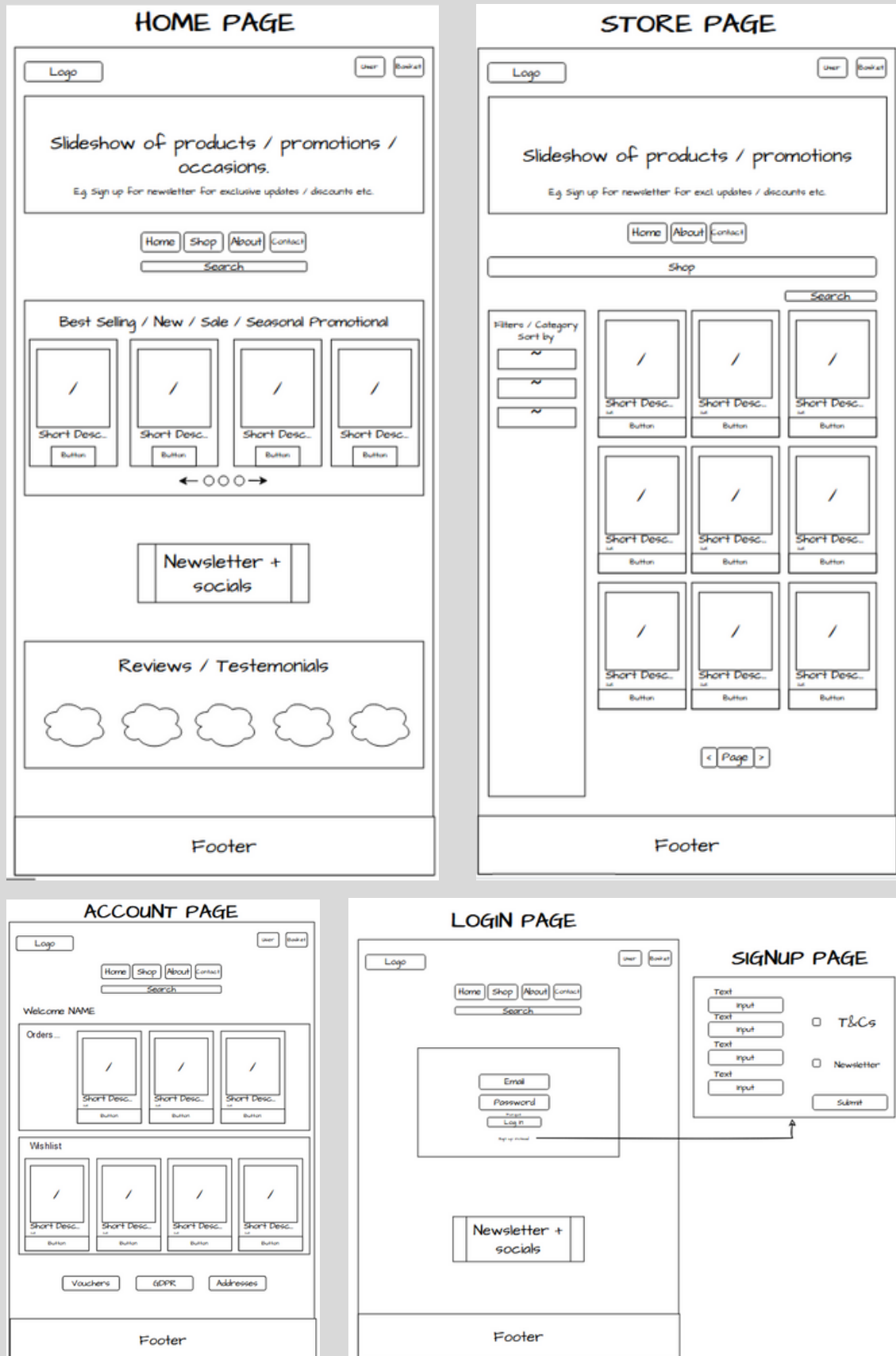Input

☐ T&Cs

☐ Newsletter
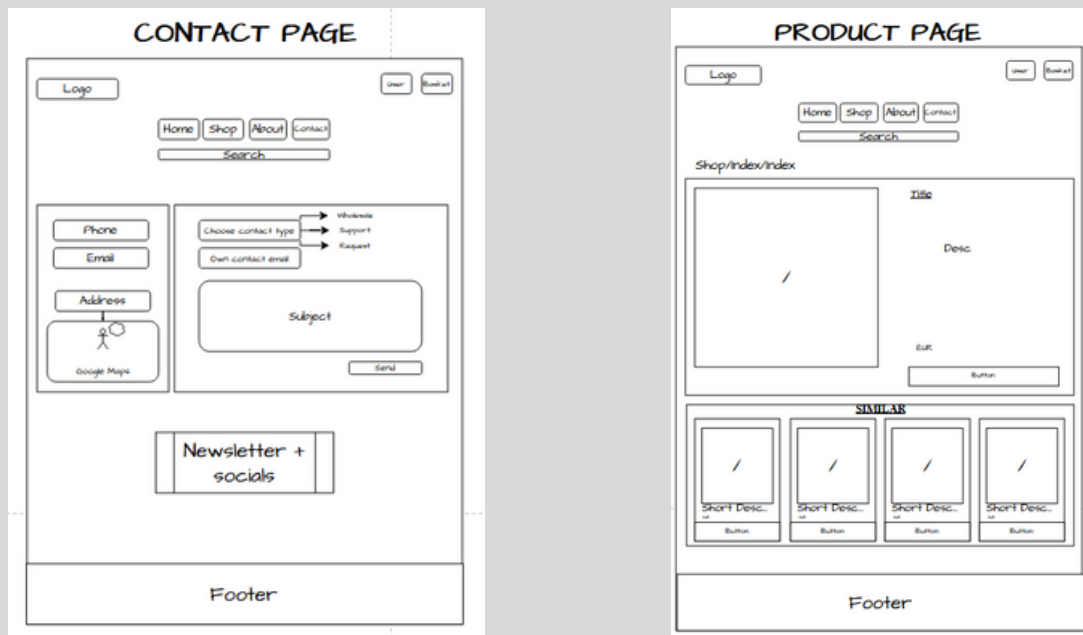
Submit

Fig 8.1 *Initial Wireframe Sketches*

Fig 8.2 *Initial Wireframe Sketches*

UPDATED WIREFRAME

Viewable on Figma page 2 (Wireframes) By Pressing here

or copying this link:
https://www.figma.com/file/ycqhLohh4NfCLj7VCkxvS0/BRAW-Chocolate?type=design&node-id=138-179&mode=design&t=DPkOMeKExahCMOvZ-0

Fig 8.3 *Updated Wireframe Sketches*

LINK TO INTERACTIVE PROTOTYPE

[Press here to see Demo](#). (Please use "Fit Width" Option)

Figma Board Overview:
https://www.figma.com/file/ycqhLohh4NfCLj7VCkxvS0/BRAW-Chocolate?
type=design&node-id=0%3A1&mode=design&t=498K5NFPSCi60PH3-1
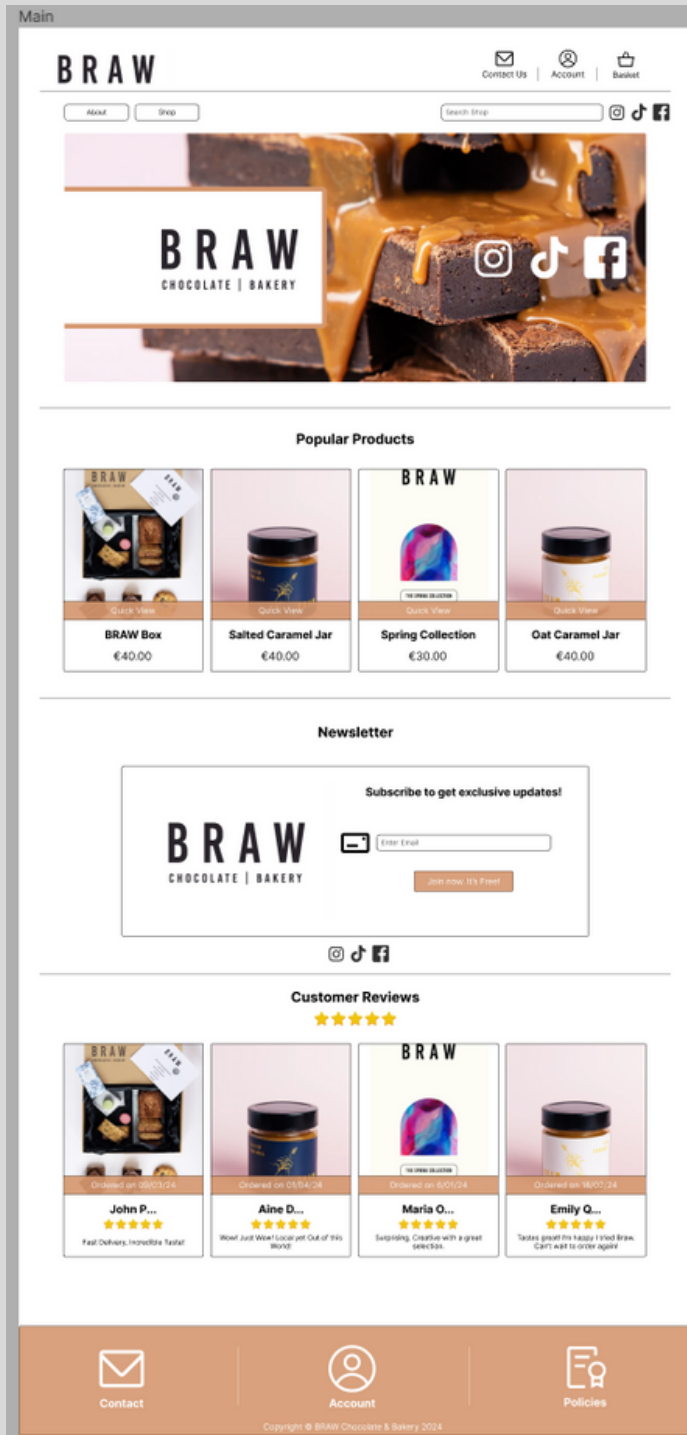
MAIN PAGE

Fig 9.1 *Prototype website main page*

STORE
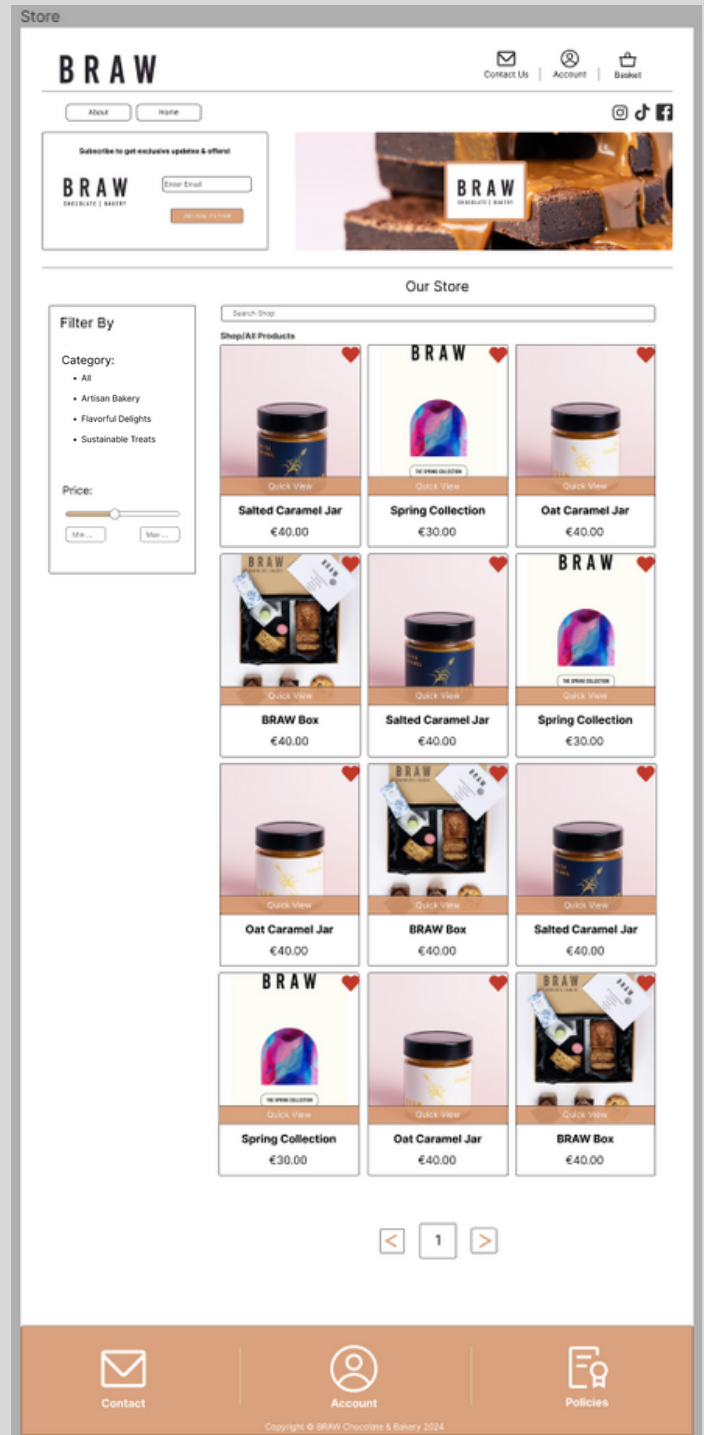
Fig 9.2 *Prototype website store page*

PRODUCT PAGE
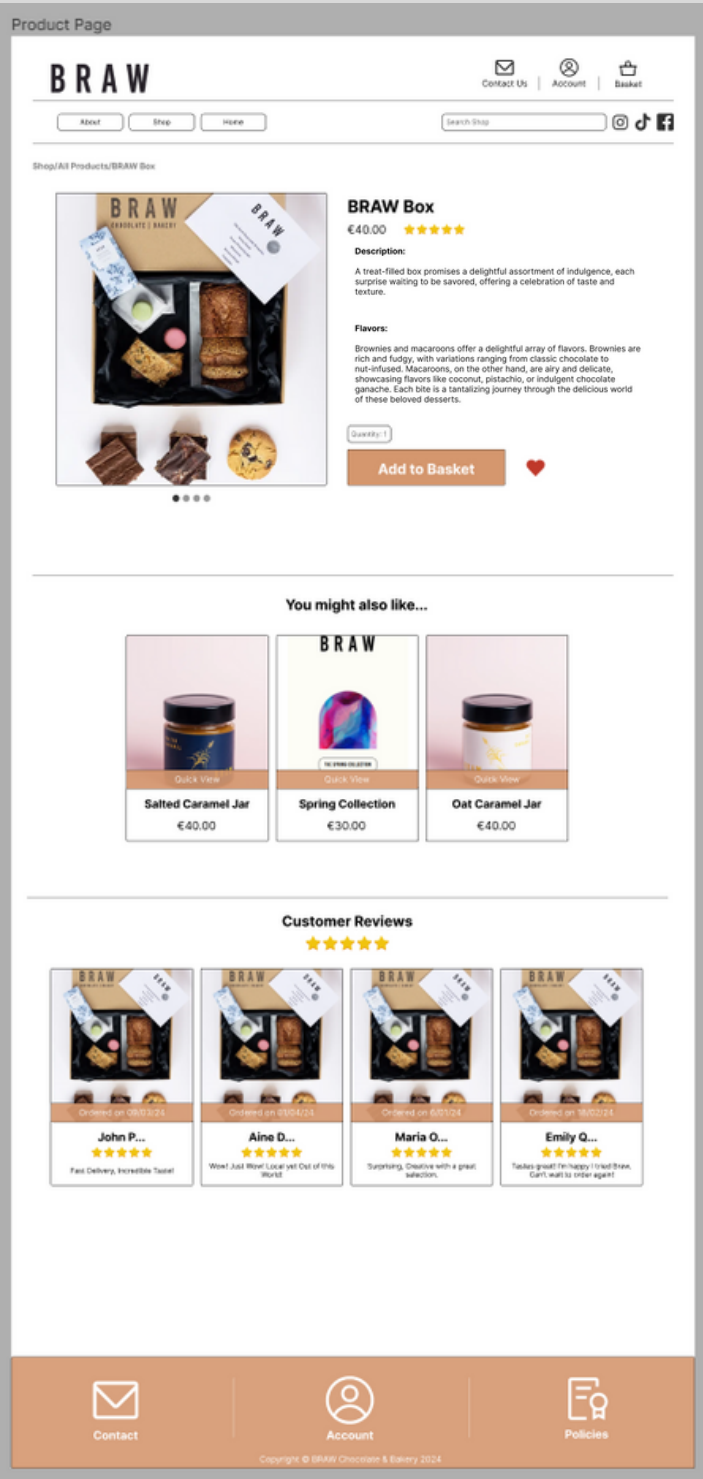
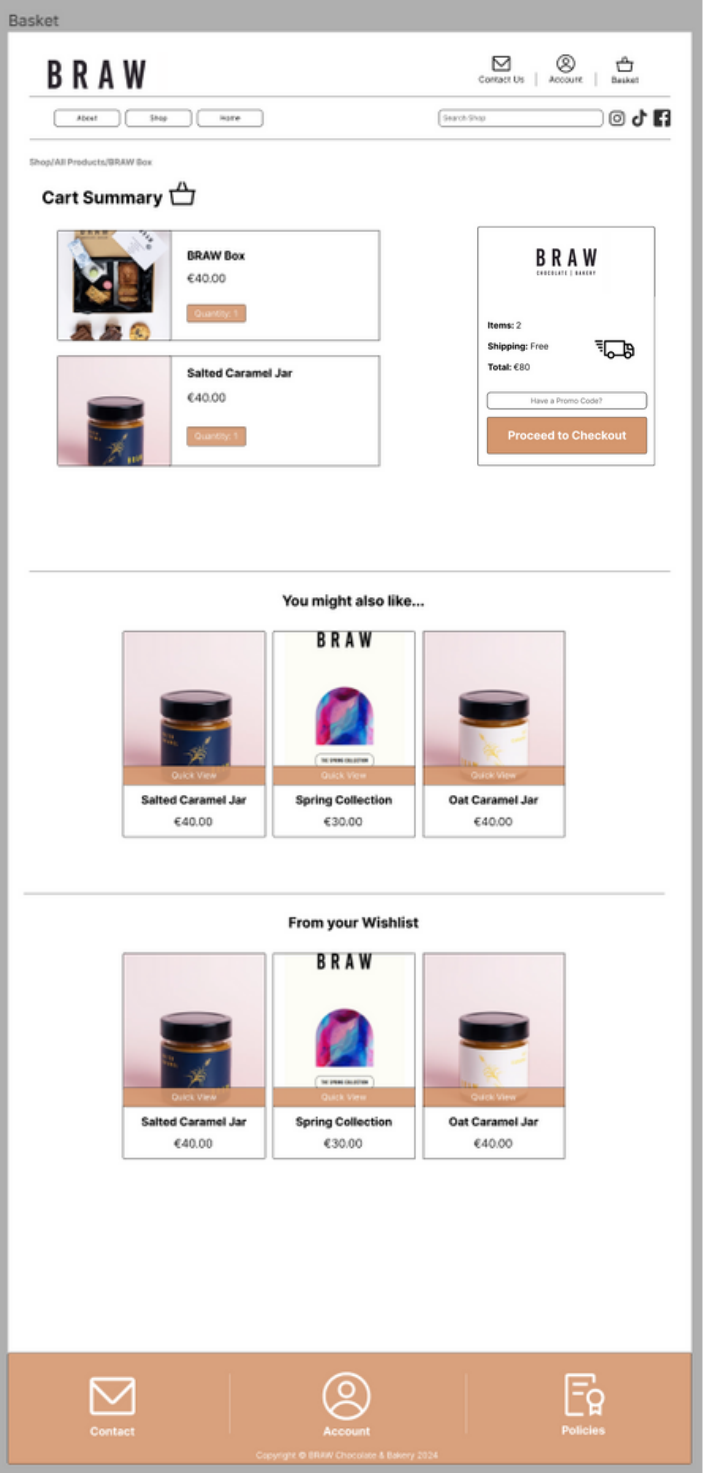**Fig 9.3** *Prototype website product page*

BASKET PAGE

Fig 9.4 *Prototype website basket page*

LOGIN PAGE

Fig 9.5 *Prototype website login page*

SIGN UP PAGE

Fig 9.6 *Prototype website sign up page*

SIGN UP PARTNER

Fig 9.7 *Prototype website sign up partner page*

CONTACT PAGE

Fig 9.8 *Prototype website contact page*

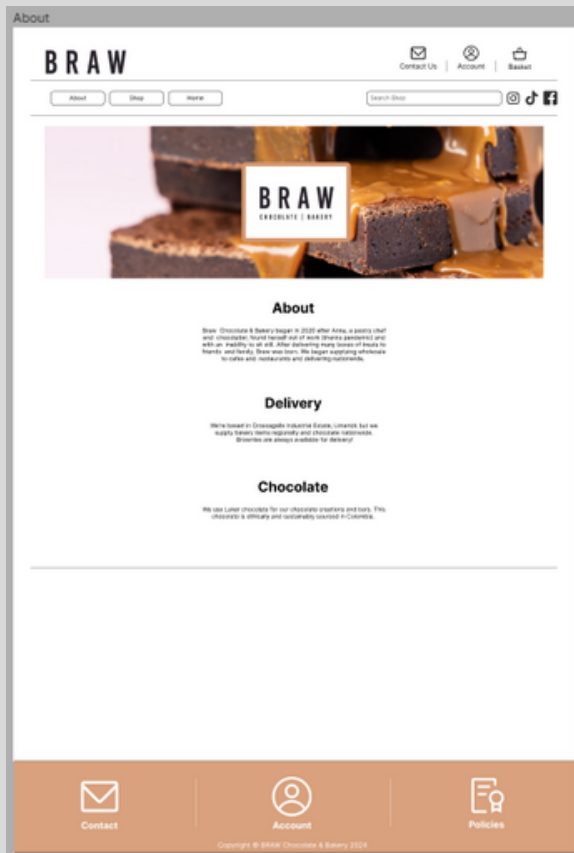## ABOUT PAGE

Fig 9.9 *Prototype website about page*

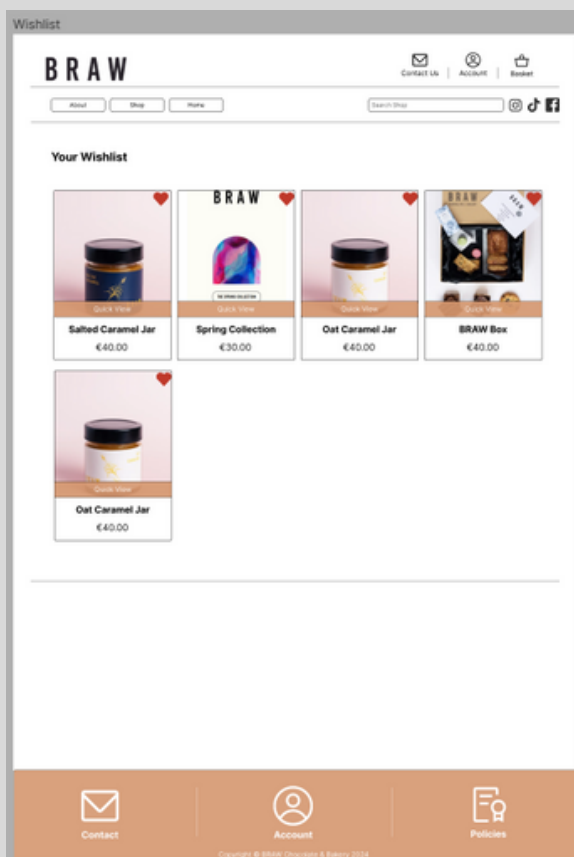## WISHLIST PAGE

Fig 9.11 *Prototype website wishlist page*
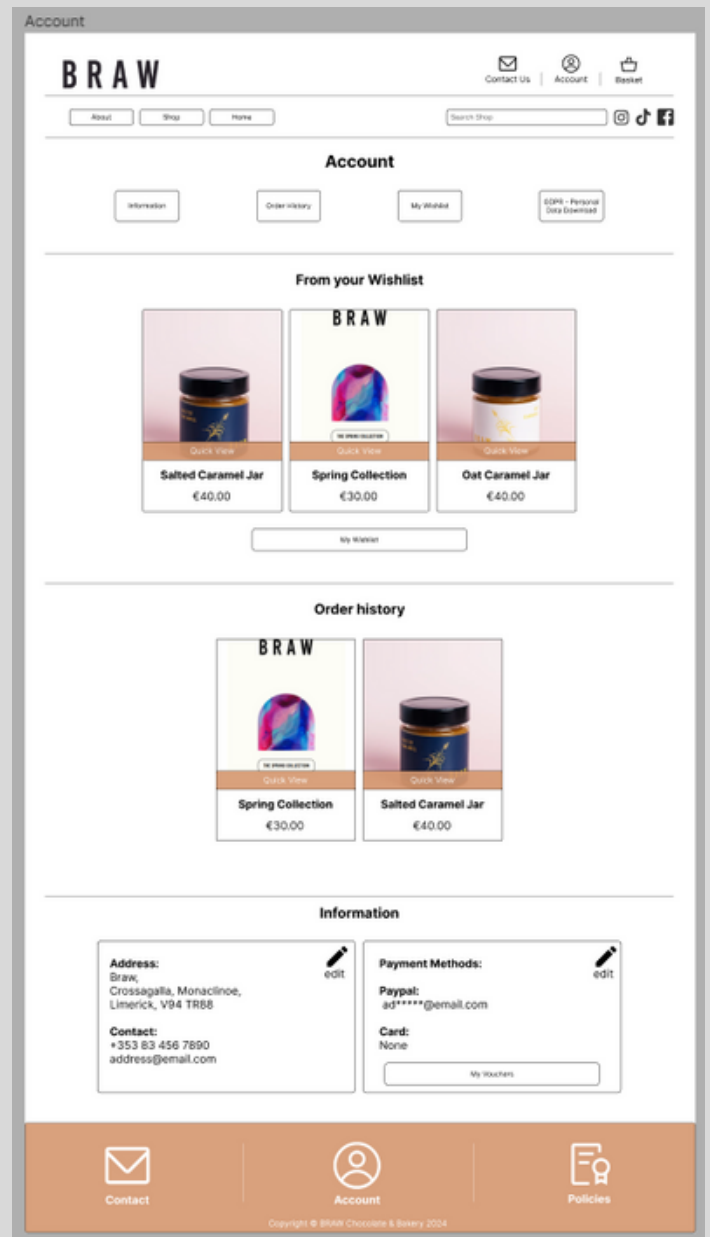
ACCOUNT PAGE

Fig 9.10 *Prototype website account page*

CONFIRM/CANCEL ORDER PAGE
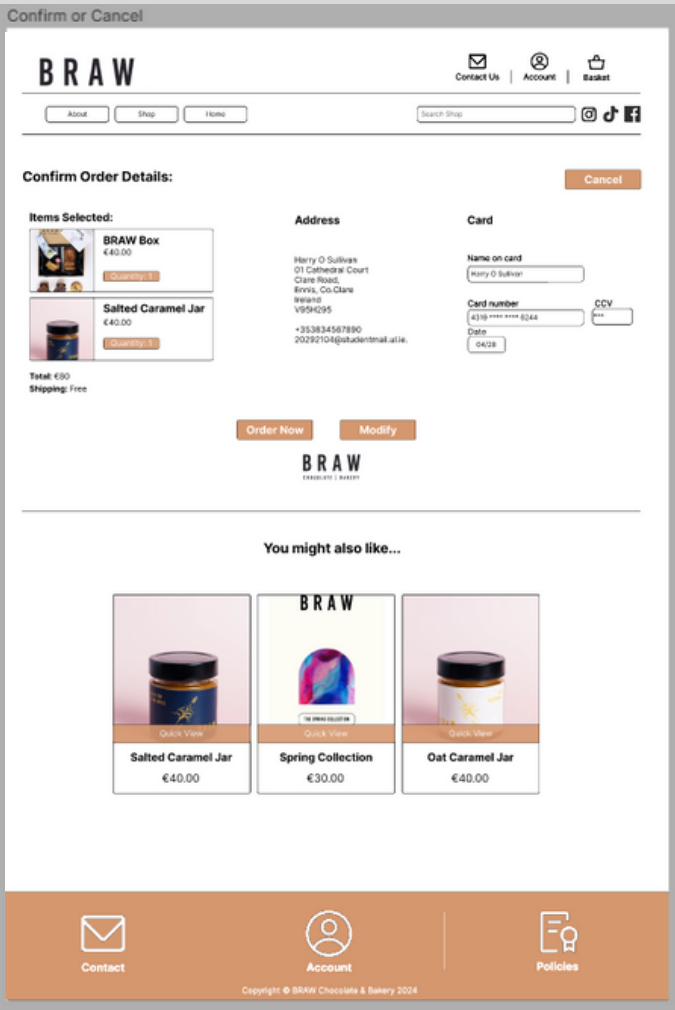

Fig 9.12 *Prototype website confirm or cancel page*
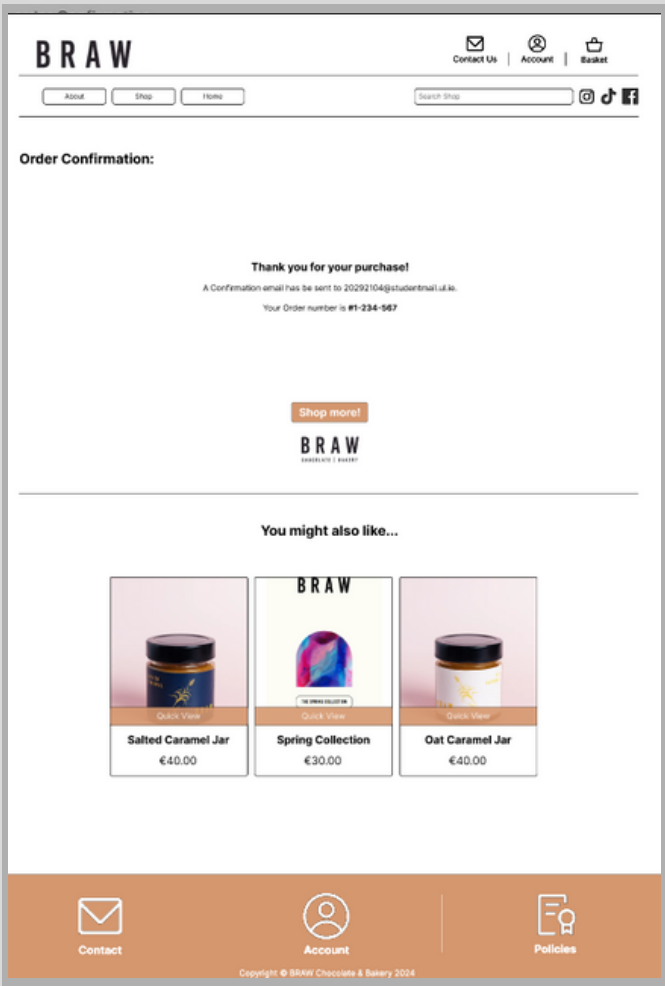
ORDER CONFIRMATION PAGE

Fig 9.13 *Prototype website order confirmation page*

Executive Summary

The purpose of the usability testing is to ensure the website prototype is fully functional and allows for smooth browsing of the website. Having this usability testing completed enables for mistakes to be found and fixed to ensure a more complete and complex final product.
The Braw chocolate website prototype was tested by five participants ages 35-50. The testing was done in person, the users got to evaluate and interact with the given prototype.

- The majority of participants understood the general premise of Braw Chocolate Website.
- One of the Five test participants had difficulty using navigation
- The approach to purchase a product consistently received positive feedback from users.

This research report includes the details of how we conducted our testing, the results we found, and a brief list of recommended changes.

Goals

By conducting our testing the main goal was to ensure a more complete and complex website with a direct focus on sales. A user friendly experience was in focus through out the entire website.

Other goals also include:
1. Identifying bugs & issues with the website prototype.
2. Testing the product prototype with the target audience.
3. Finding friction points and confusing experiences.

Methodology

Outreach & Screening
The participants involve friends and family who consume chocolate. The audience was chosen to best suit the target audience of Braw Chocolate website.

Channels Used:
1. channel:-Instagram.
2. channel: What's App.
3. channel: Snap Chat.

Screening Criteria:
1. Be in between the ages of 35-50.
2. consume chocolate.
3. Shop online frequently.

Participant Profiles

Participants	Age	Gender
1	36	Male
2	47	Female
3	48	Male
4	40	Female
5	39	Female

Fig 10.1 *Usability testing participant profiles*

Testing Setup, Moderation & Post-Test Questions

As the testing was conducted in person, each individual was given access to the Figma interactive prototype and I gave them tasks to complete. I took notes during the tasks noting any difficulties. Each participant used my PC to conduct the testing. Following the testing I provided questions based on the prototype.

Tasks

Tasks participants performed.
1. Create an account and log in.
2. Attempt to purchase any product on the page.
3. Find the order history, your profile and contact information.
4. Place an item in your wish list.

Post-Test Questions

The questions below were presented to gain a deeper understanding of how they felt about the product overall.

1. How would you describe this product to someone?
2. What was your favourite aspect of the website?
3. What was the most confusing part of the website?
4. Would you continue using this product?
5. Would you recommend this product to a friend or colleague?

Results

Once the testing took place, I had accumulated notes through out each session. I took notes of each task that was completed or uncompleted by participants. I then valuated the information and made statistics based off the results.

100%

Of the participants understood the core premise for the overall website.

80%

Of participants successfully completed all tasks given.

80%

Of participants enjoyed the concept and the overall experience of using the product.

5%

Of the website contained areas of difficulty.

THE GOOD

Analysed positive observations gathered:

"It is clear that the main purpose of the website is for sales"

"straight forwards steps to make a purchase"
"Layout is clean"

"Interesting wish list feature"

THE BAD

Analysed negative observations gathered:

"Not all buttons were connected/ functional"

"Only one product was clickable"

Further Results Based on Observation and Post-Testing Questions

Participant	1	2	3	4	5
Create an account and log in.	✔	✔	✔	✔	✘
Attempt to purchase any product on the page.	✔	✔	✘	✔	✔
Find the order history, your profile and contact information.	✔	✔	✔	✔	✔
Place an item in your wish list.	✔	✔	✘	✔	✔

Fig 10.2 *Observations and post testing questions*

Participant	1	2	3	4	5
How would you describe this website to someone?	colourful, straight-forward	User friendly	Nice	Standard website	Not confusing
What was your favourite aspect of the website	The images	They layout	Wish list	Purchase	Purchase
What was the most confusing part of the website?	The contact	Non	The unconnected buttons	The unconnected buttons	Non
Would you continue using this product?	Yes	Yes	Yes	Yes	Yes
Would you recommend this product to a friend or colleague?	Yes	Yes	Yes	Yes	Yes

Fig 10.3 *Observations and post testing questions*

Suggestions for Improvement

1. Include more information on each product.
2. Include more active buttons in the prototype.
3. Simplify the contact page