Decorations

Scheduling a Call

- did not see the skip this step button at first to set up a call about decorations
- "Am I required to schedule a call to talk about decorations? I don't really want to do that. I put what I wanted and I would trust the bakery."
- expressed confusion on if they needed to schedule a call to talk about decorations (did not see the skip this step button at first)
- "Am I required to schedule a call? Oh, I see the skip this step button now! That should be bigger or at the top"
- happy with the option to quickly schedule a call about decorations
- "I would definitely want to schedule a call to talk through decorations. I need their help and want to make sure they understood what I type in"
- happy they could schedule a time to chat about decorations so they could fit it into their schedule
- "I appreciate the scheduling portion for a call so I can fit it into my schedule"

Other

- frustrated they couldn't customize the decorations for each dessert individually
- "I want to be able to specify decorations for each dessert. I want my cake and cookies to be decorated differently"
- "Do I have to put a photo? I don't have one."
- confused on if they were required to add a photo
- happy they could add anything they wanted for decorations

Pain Points

- confused on what to type in the decorations text box
- "I would like to see some options for decorations so I know what is even an option"
- confused on what all to include in the text box for decorations
- "Usually the staff at the bakery help me figure out the decorations so I'm not really sure what all to include in this text box"
- talked out what they would put for decoration decriptions and struggled with this
- "I wish there was also a drop down option for the decorations. It would be nice to have some predetermined themes that I could pick from"
- frustrated there weren't preset decorations or at least inpiration for decoration
- "I'm not really sure what they want in the decoration description. Do I just need a few words? How detailed should this be?"
- confused on what they would write out/what was expected of them to include in the decorations section
- "It needs more direction in some places, escpecially the decorations"
- wanted the app to be slightly less information, felt it was too cluttered in places
- "I'm feeling overwhelmed by the decorations section. Just feeling a little lost on what to ever put"
- overwhelmed in having to choose the decorations with little direction
- overwhelmed by the amount of information on the page and requested more direction for the decorations
- frustrated that there isn't more direction in ordering (i.e. example orders, example dessert pairings)
- "I am a little confused by all of the information on this screen. I think it's a bit too much at once."
- "I would use an app like this but I wish there were more examples. I don't know a lot about decorations and how much to order which is why I don't bake the desserts myself"

Quantity Selection

Page Order

- frustrated they couldn't add another dessert before choosing the quantity
- "I feel like these pages are in the wrong order. Quantity should come after I've selected all of my desserts"
- expressed confusion that quantity came before selecting all the desserts
- "I want to add all of my desserts before choosing the quantity. I think that makes a big difference in how much you order."
- "If I purchase a cake and cookies, I'd want to know recommendations for cake sizing with the cookie order also being considered"
- happy they could customize the quantity after I've chosen all of my desserts
- "I wish I could get the quantity recommendations after I've chosen all of my desserts."
- commented it would be better to pick all of the desserts she wanted and then get recommendations on quantity
- "I don't understand why I am choosing quantity and then adding another dessert. Shouldn't that play into quantity if I get two or three desserts?"
- confused on where they could pick the size of their dessert
- "When do I pick how big I want this cake to be? Did I miss it?"

Other

- happy that the quantity recommendations were included
- "I do like the idea of sizing recommendations though"

Recommendations

- confused on what the recommendations would be and what the purpose was
- "What is the point of the recommendations? It's on the quantity guide so I assume it's for quantity but I'm just a little confused"
- confused by wording of "Party size"
- "What does party size mean? I assume it's the number of people attending?"
- added party size but did not choose a quantity size from the recommendations
- "Do I need to add my party size and click a recommendation?"
- completed task without choosing recommended quantity, they thought inputting the party size completed the task

Custom Sizing

- searched for custom sizing option under recommended sizing options
- "The quantity recommendations are so nice! I never know how much to order. Can you customize it as well? Or is it just the recommendations?"
- "What if I want more dessert than what they recommend? Is there a custom size option somewhere?"
- searched for custom size option

Ordering Process

Flavors & Add-ins

- frustrated that there wasn't an option to make the second dessert the same flavors as the first
- confused on if they could choose multiple flavors or just one
- "Are there any recommendations though? I don't always know what goes well together"
- "I like that I get to see all the flavors laid out so I know exactly what I can choose from I wish this actually showed the options"
- frustrated there weren't preset options for flavors and add-ins
- "I like that it's just checkboxes and separated by categories"
- happy they could customize each options for flavors
- "I like that I get to see all the flavors laid out so I know exactly what I can choose from"
- "It seems obvious what to click to start a new dessert but did I miss customizing the decorations for this dessert or does that come after?"
- double checked for decorations options to finish the customization
- expressed confusion on if they finished customizing the first dessert because they didn't add any decorations
- "I think a search bar could be helpful so it can just quickly get this done"
- "There should be an option to select the same flavors for all of the desserts so I don't have to do it over again for each individual dessert"
- "It's easy to select your flavors but can I add more than one dessert at a time so I can customize the flavors all at once"
- looked for a search bar option and commented it would be nice to have one
- "I like that you can completely customize your flavors for the dessert but I wish there were also recommendations for good flavor combinations"
- "Did I miss decorations? I feel that should be a step in here somewhere"

Other

- "I like how the desserts are laid out"
- "I like that I don't have to go all the way back to the home page to add more to my order"
- "I do like how easy it is to add another dessert to the order"
- "I like how the desserts are in categories"

Steps for Ordering

- immediately clicked "Start an Order"
- "It was very simple to start an order"
- frustrated they couldn't just choose one of the desserts on the main page
- "I think each button should help you start an order on the main page"
- confused when the cakes button did not go anywhere
- "I don't understand why clicking on cakes doesn't take me anywhere"
- easily started order by clicking the "Start an Order" button
- "I thought that was very easy to use. I appreciate the start order button being right at the top"
- frustrated that they couldn't just click a dessert button to start the order
- "I wish the dessert buttons would also allow me to start an order as I can look at them and then choose"
- immediately clicked the "Start an Order" button
- "It was very easy to find the button to start an order."
- confused on if they should click the "Start an Order" button or click on one of the dessert buttons
- "Do I click on the specific dessert I want or the start an order button?"
- did not really look at the rest of the home page
- confused on if they should click start order or click on one of the dessert options
- happy there was an "add another dessert option" instead of having to return to the home page

Drop downs

- "I think I would get a better experience if I could access the drop down menus"
- expressed frustration they couldn't actually use the drop downs
- frustrated they couldn't see what information the drop down menus held
- frustrated they couldn't actually see the options for flavors and add-ins
- "I think this process would be really easy if I could actually see the drop downs"
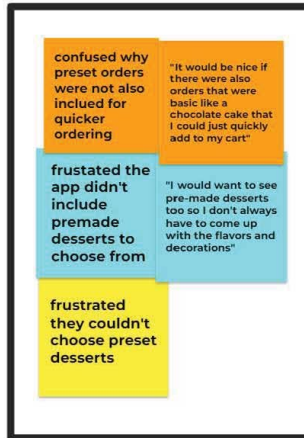
Checkout Process

easily completed the checkout process

tried to go back to the previous page once you are on the checkout page but that wasn't an option

"It's really nice that I am able to review my order a few times before confirming the purchase. I hate when places don't include that."

"The checkout process is super easy. I'm glad to review my order first"

happy they could review order before paying

"I can't go back to the previous page some the checkout. I wanted to change from pick up to delivery and I just can't go back."

Overall Feedback

Predetermined Desserts

confused why preset orders were not also inclued for quicker ordering

"It would be nice if there were also orders that were basic like a chocolate cake that I could just quickly add to my cart"

frustated the app didn't include premade desserts to choose from

"I would want to see pre-made desserts too so I don't always have to come up with the flavors and decorations"

frustrated they couldn't choose preset desserts

Overall feelings on app

"I was overwhelmed in places. There is just a lot of information to look through and a lot of choices to make"

"I would use this! I order desserts for work events a lot and this would be really helpful, especially the recommendations on order quantity"

frustrated that they didn't have personal help in crafting the dessert, commented they like to order in person

"I would use this for birthdays and parties once it's complete. It seems easy to use and would save me some time"

"I could definitely see myself using this"

commented it would save them time when planning an event

"I would like more direction or the pages to be rearranged in some spots."

"I think this app would be useful but I don't order enough to use this regularly. I prefer going in-person."

completed the steps easily but was frustrated the pages were in the order they were