Menu

Eng

TORONTO CUPCAKE

Indulge yourself with the tastiest cupcakes in town!

Online 24/7

Canada, Toronto

OVERVIEW

I've chosen to redesign Toronto Cupcakes because the current poor aesthetics and interface lack the needed quality and measurable elements for this project.

I used A Design Sprint Thinking model proposed by Jake Knapp in his book Sprint: How to Solve Big Problems and Test New Ideas in Five Days.

Empathize | Define | Ideate

Prototype | Validate

THE PROBLEM

The website has several issues. Apart from its outdated design, it lacks a clear hierarchy, uses page overwhelms and confuses users, lacking clear categories. The absence of a header and footer disrupts the overall flow of the application. Not having a contact or review order page is problematic, especially for corporate and individual orders. To address this, I've added a "Place Order" section on the right and side.

THE SOLUTION

The Menu Has Been Simplified, And Users Can Easily Access The Cupcake Shop, Shopping Cart, And Search Function Using Clear Icons Placed In The Header. Design Designed Following International UX/UI Standards For Enhanced User Experience.

Included A Clear Call-To-Action (CTA) To Prompt Users To Easily Shop For Cupcakes.

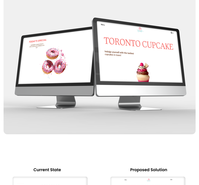
The Footer Is Neat, Stating The Working Hours And Location Clearly.

The Improved Navigation Bar With A Dropdown Menu Makes It Easy For Users To Find Cupcakes Based On Occasions Or Preferences.

The Bakery Operates By Offering A Variety Of Cupcakes. A "About Us" Section Is Added For Users Interested In Exploring Further Details About Their Offerings And Operations.

FINAL TAKEAWAYS

Users liked the changes, especially the improved readability and look. If the project moves ahead, more testing and refinements will be needed based on feedback. To check the impact of these changes, I will closely watch metrics like conversion rates, shopping cart abandonment, average order value, and gross profit margin.



Current State

Proposed Solution

Current State

Proposed Solution

Current State

Proposed Solution

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Proposed Solution

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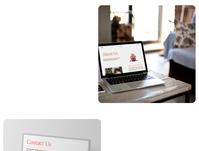

MADE WITH LOVE

THANKS FOR WATCHING

Project
Toronto Cupcake

Creator
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