

## *Optimizing Carvel's Online Cake Ordering Experience*



# ***Carvel Online Ordering***

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# ***Overview 2***

Introduction

Initial Findings

Iteration 1

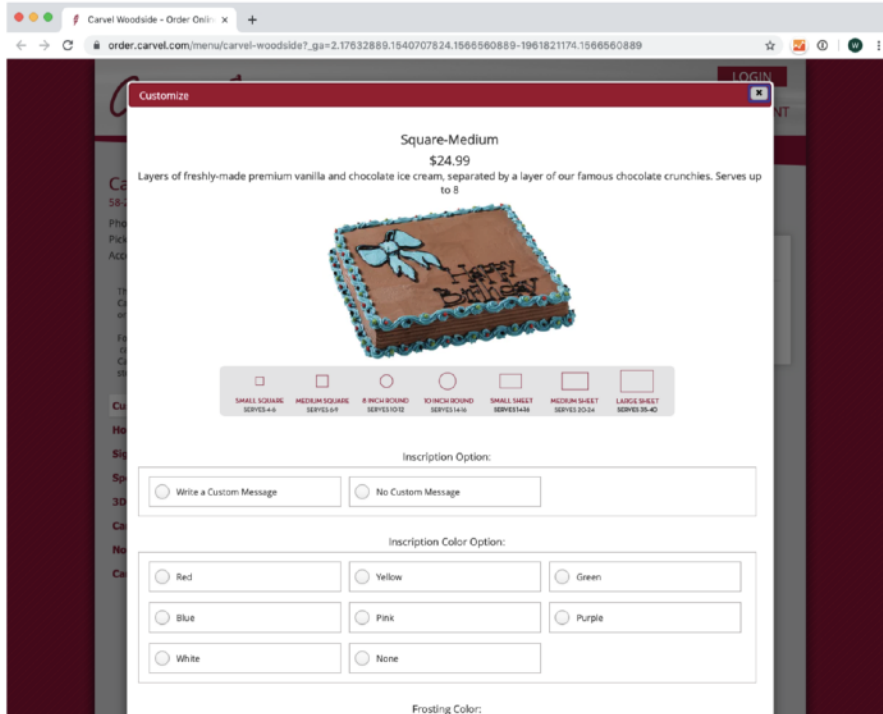
Iteration 2

Iteration 3

Latest Design Evaluation

Conclusions

# Introduction



Investigate and improve Carvel's online cake ordering system

Premade cake

Custom cake

Target Audience






Infrequent millennial users

# ***Initial Findings***

# Research Methods



# Competitive Analysis

						
Criteria	Attribute	Baskin Robbins	Dairy Queen	Ben and Jerry's	Cold Stone Creamery	Carvel
Information Delivery	Findability	Green	Orange	Orange	Yellow	Yellow
	Navigability	Green	Red	Yellow	Orange	Orange
	Information Architecture	Yellow	Red	Yellow	Orange	Orange
Appearance	Aesthetics	Yellow	Red	Orange	Orange	Orange
	Consistency	Green	Yellow	Yellow	Red	Red
	Visual Tidiness	Green	Orange	Red	Orange	Orange
Learning	Tips, recommendations	Orange	Red	Yellow	Red	Red
{5}	[4,5)	[3,4)	[2,3)	[1,2)		

# Competitive Analysis - Top Findings

Using Olo makes Carvel's site less consistent when compared to its competitors.

**Carvel** AMERICA'S FRESHEST ICE CREAM®

HOME MENUS CREATE ACCOUNT LOGIN

### Carvel West Boca Raton

9176 Glades Road, Boca Raton, FL 33434 (SW Corner of Glades Road and Lyons Road)

Phone: (561) 482-1600  
Pickup Hours: Open today 10am-10pm

Carvel Cakes requires that you place online orders at least 36 hours in advance. If you have a rush order needed in less than 36 hours, please call the store directly to order by phone. Carvel products contain eggs, milk, wheat and soy and may contain nuts. If you have any allergies, please contact the store directly. For orders with photo images please email your photo to the store at [iccreamid@ovol.com](mailto:iccreamid@ovol.com). Please include your name and order number in the subject line.

#### Custom Cakes

- Holiday Cakes
- Signature Cakes
- 3D Cakes
- Carvelogs

#### MAKE THEIR DAY EXTRA SPECIAL

Personalize and build a custom cake. Please write any special decoration requests in the custom message box.

**Square-Small**  
\$13.99  
Layers of freshly-made premium vanilla and chocolate ice cream, separated by a layer of our famous chocolate crunchies. Serves up to 6.

**Square-Medium**  
\$18.99  
Layers of freshly-made premium vanilla and chocolate ice cream, separated by a layer of our famous chocolate crunchies. Serves up to 8.

#### Order Contents

SUBTOTAL	\$0.00
ESTIMATED TAX	\$0.00
TOTAL	\$0.00

#### Order Options

Select:  
 Pickup

Order For:  
 Later  
08/30/2019  
(please select) [v]  
[Schedule Time](#)

[Proceed to Checkout](#)

**Carvel**

CAKES ICE CREAM SUNDAES & SHAKES TAKE HOME TREATS DELIVERY LOCATE

# Celebrate Everything

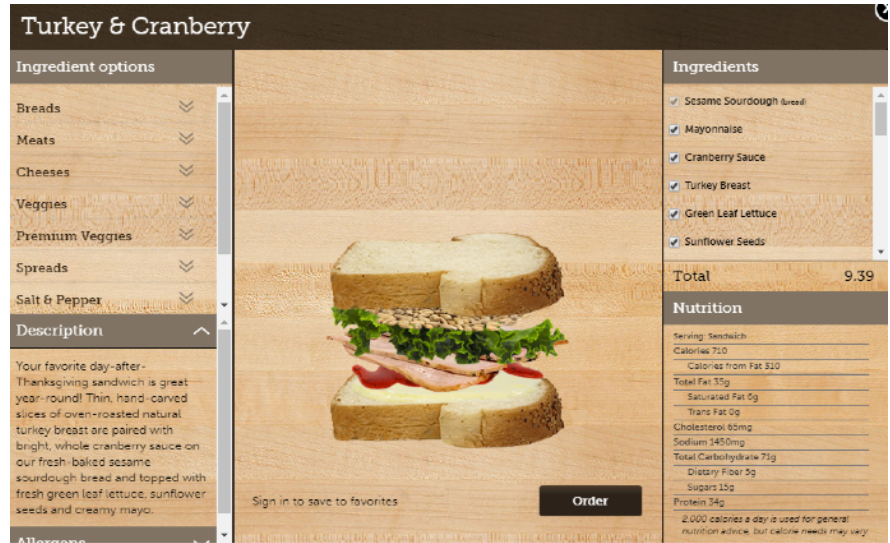
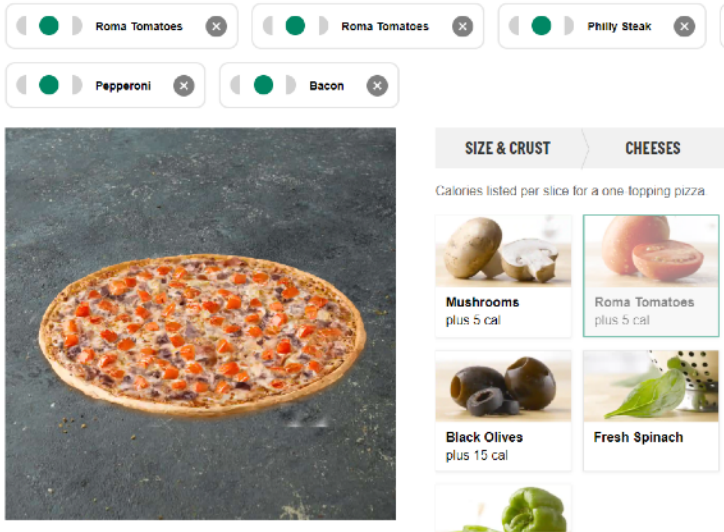
THERE'S ALWAYS A REASON FOR CARVEL ICE CREAM.

[Find A Cake](#)

**Lil' Snowmen**

# Competitive Analysis - Top Findings

Product visualizations such as those in Papa Johns or Specialty's may be helpful for making custom cakes.



# Heuristic Evaluation

## Jakob Nielsen's 10 Principles of Interaction Design

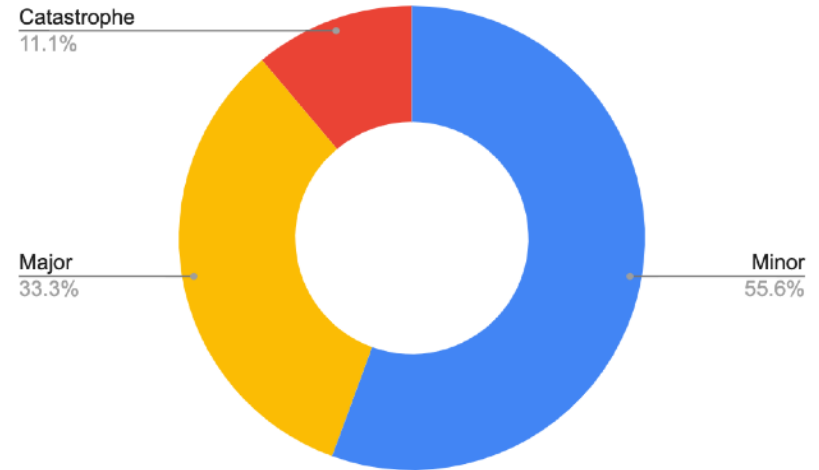
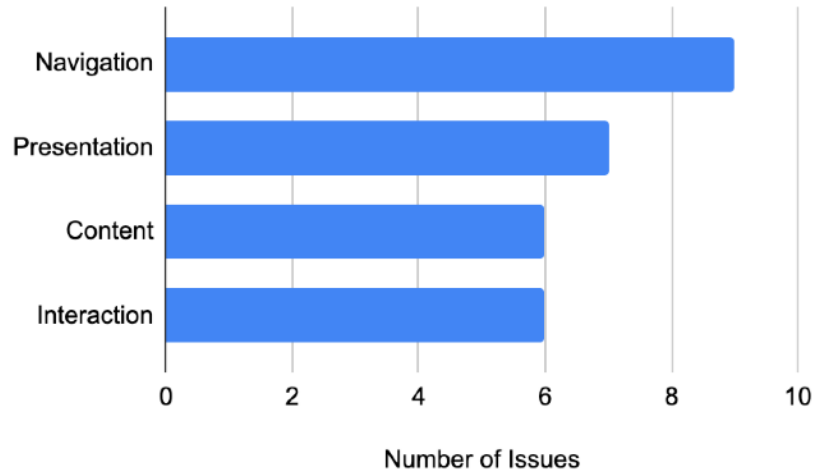
<b>H1</b>	Visibility of system status	<b>H6</b>	Recognition rather than recall
<b>H2</b>	Match between system and the real world	<b>H7</b>	Flexibility and efficiency of use
<b>H3</b>	User control and freedom	<b>H8</b>	Aesthetic and minimalist design
<b>H4</b>	Consistency and standards	<b>H9</b>	Help users recognize, diagnose, and recover from errors
<b>H5</b>	Error prevention	<b>H10</b>	Help and documentation

# Heuristic Evaluation

## Jakob Nielsen's 10 Principles of Interaction Design

<b>H1</b>	Visibility of system status	<b>H6</b>	Recognition rather than recall
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# Heuristic Evaluation



# Heuristic Evaluation - Major Breaches

Menu is text heavy,  
lengthy and repetitive and there is no  
visualization (H1, visibility of system, major)

Inscription Color Option:

<input type="radio"/> Red	<input type="radio"/> Yellow	<input type="radio"/> Green
<input type="radio"/> Blue	<input type="radio"/> Pink	<input type="radio"/> Purple
<input type="radio"/> White	<input type="radio"/> None	

Frosting Color:

<input type="radio"/> White
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Border Colors:

<input type="radio"/> White	<input type="radio"/> Green	<input type="radio"/> Pink
<input type="radio"/> Red	<input type="radio"/> Purple	<input type="radio"/> Yellow
<input type="radio"/> Orange		

Decorations:

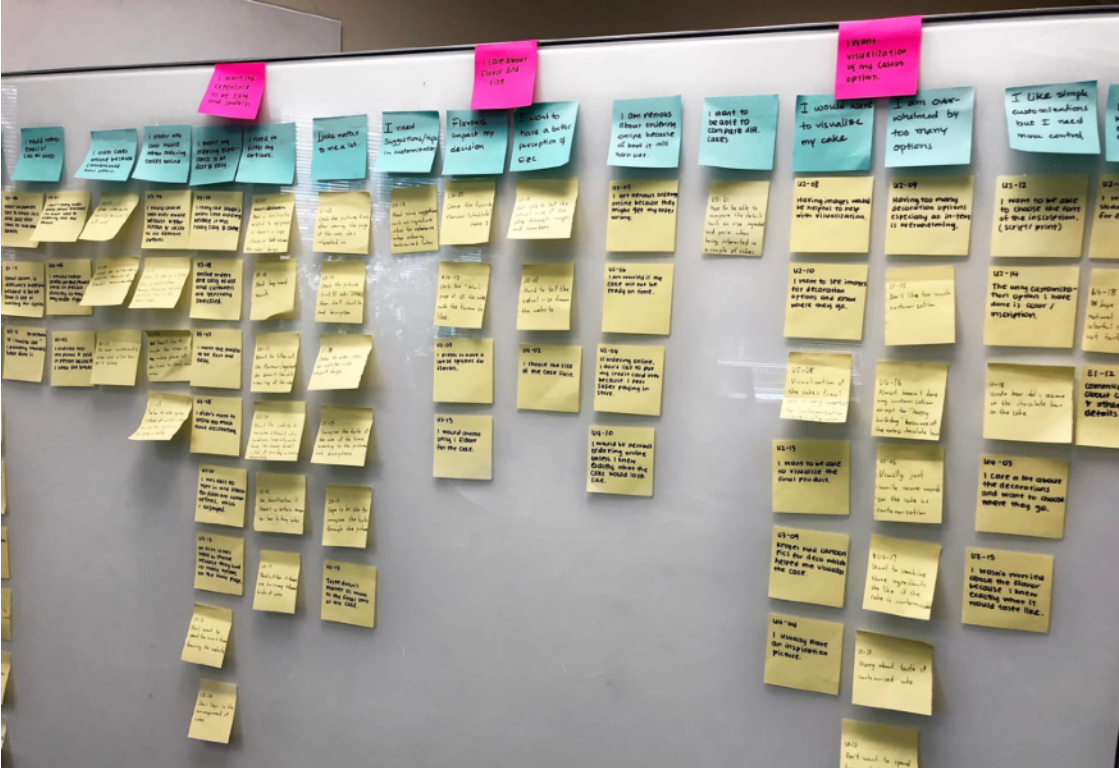
<input type="radio"/> Flowers	<input type="radio"/> Balloons	<input type="radio"/> Rainbow
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## ***Think-aloud User Testing***

4/6 participants had issues related to navigating from main site to Olo.

- The **cake** found on main site is **lost** during the transition
- Some **cakes** found on the main site **can't be found** on Olo

# Field Studies and Interviews




“I want to be able to quickly place an order.”

“I would like to visualize my cake.”

“I want to see clear pricings.”

“I want suggestions and recommendations”

# Personas & Journey Maps



*"I need to buy a cake quickly and pick it up on my way."*

**AGE** 24  
**JOB TITLE** Lab Assistant  
**STATUS** Single  
**LOCATION** Berkeley

**BUSY** **ANALYTICAL**  
**FUN-LOVING** **CARING**  
**SPONTANEOUS**

## USER PERSONA

# James Clarke

## ABOUT

James is a student at University of California who works a part-time job in a research lab. He has a very busy schedule and finds it difficult to manage time to socialize. However, he likes to celebrate any kind of occasions with his roommates when he gets home. He is usually in charge of picking up items for these occasions on the way. He mostly buys items that he knows his roommates would like or items that are popular. So he does not spend much time exploring. He is adept in using his mobile phone to decide the items and the store that he could buy them from on his way back.

## GOALS

- Buy a cake to celebrate roommate's job promotion
- Find a store on his way home that he can quickly pick up the cake from

## PAIN POINTS

- Does not have the time or energy to spend on deciding.
- Finds it difficult to decide when given lots of options to choose from.
- Difficulty in recalling the previous preferences of flatmates.

## NEEDS

- A quick and easy to use ordering platform for cakes
- Information about popularity of cakes
- Pre-defined cake options with little customization
- Update when the cake is ready for pick-up

## PERSONALITY



## JOURNEY MAP

### Scenario

James wants to celebrate his flatmate's promotion. He has ordered twice from Carvel and he remembered that his flatmate had loved those cakes. So he decided to buy a cake from Carvel. But he did not have time to visit the store and look at the options for buying. He had bought once from Carvel's online platform before. He thought he would order from them again and he would pick up the cake on his way back home after his lab hours.



***Iteration 1***

# Premade Cake

Some wants to select location first some wants to see cakes first: Give them the option.

**SELECT LOCATION**

## ICE CREAM CAKES

build from scratch

Q Search Cakes

All Cakes Birthday Holiday Sp

Serving Filter

Cake Title

Serves 10-12 **VIEW**

Cake Title

### Father's Day Whale Cake

The one and only Fudgie  
A Father's Day tradition for the last 40 years. How's that for retro cool?

**Cake Info**  
Make your cake special. All cakes come with two layers of chocolate and vanilla separated by a layer of Crunchies, but you can customize it with your favorite flavors and an alternate center. We'll put your message on top. You can even add an image!

**Gluten Friendly Options Available**

**Serving Size Information**  
SMALL 6-8 People 7" x 11.5"  
LARGE 10-12 People 7.5" x 13" x 1"

**Choose a Store!**  
View available ice cream cakes at your store!

10005

zipcode, city...

**Choose a Store!**  
View available ice cream cakes at your store!

Delivery Gift Cards Open Now Online Or

Store 1  
Store 2  
Store 3  
Store 4  
Store 5

**ADD TO CART**

## WHALE CAKE

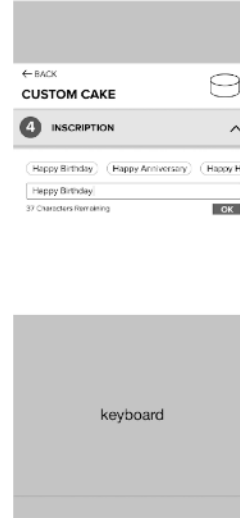
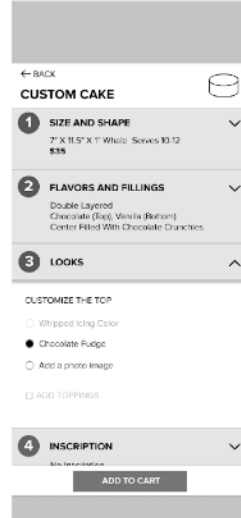
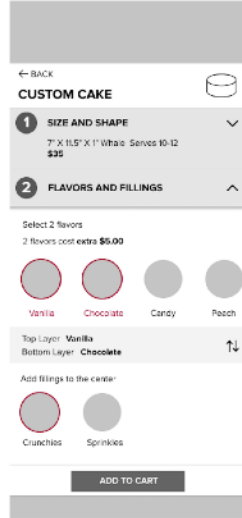
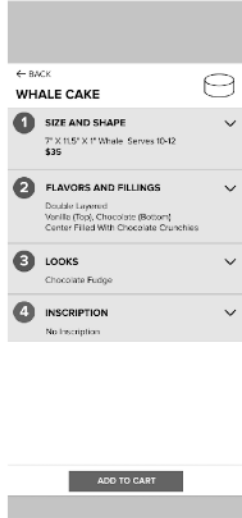
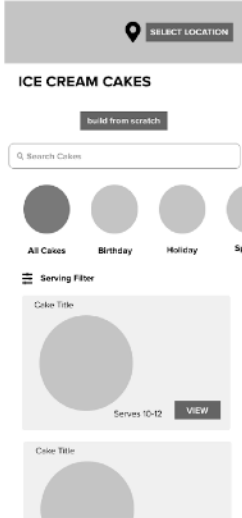
**1 SIZE AND SHAPE**  
7" X 11.5" X 1" Whale Serves 10-12  
\$35

**2 FLAVORS AND FILLINGS**  
Double Layered  
Vanilla (Top), Chocolate (Bottom)  
Center Filled With Chocolate Crunchies

**3 LOOKS**  
Chocolate Fudge

**4 INSCRIPTION**  
No Inscription

# Custom Cake - Accordions

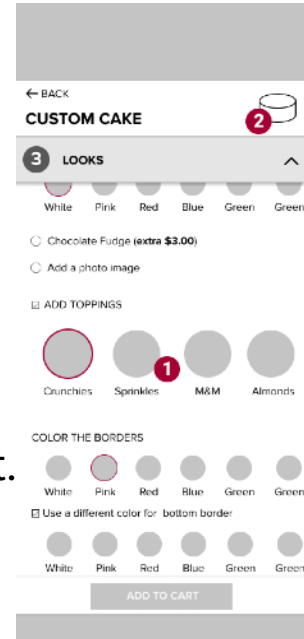


## ***Design Evaluation - Cognitive Walkthrough + Interview***

4 participants (22-25 students)

Some of our main findings included:

- 1) Participants did **not expect** to have to **customize a premade** cake.
- 2) Participants were **looking for price** when ordering a premade cake.
- 3) The **closing of accordion** to reach the next step was **cumbersome**.
- 4) The **amount of options** in the “Looks” accordion is still too much.
- 5) A participant would like to change the **font and size** of inscriptions.
- 6) The custom cake **visualization is too small** and too far from context.

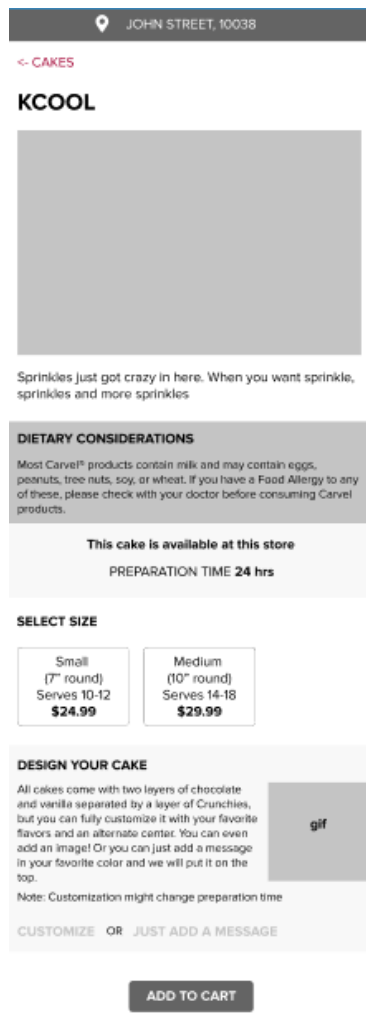
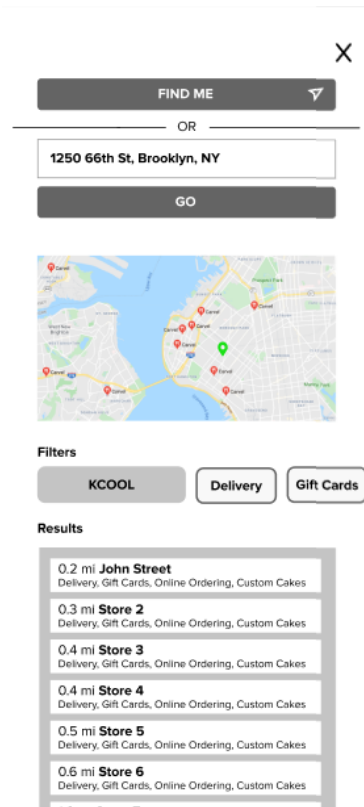
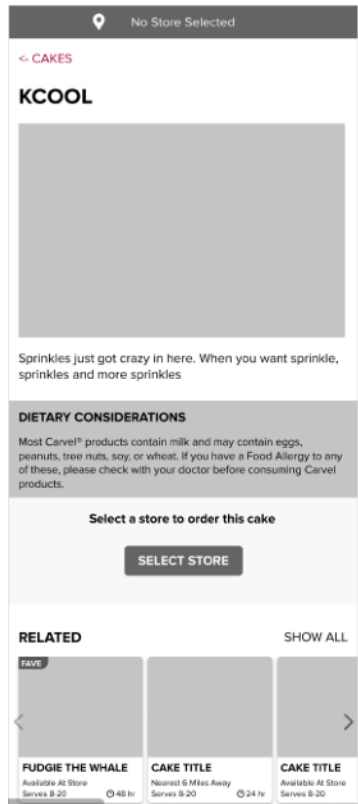
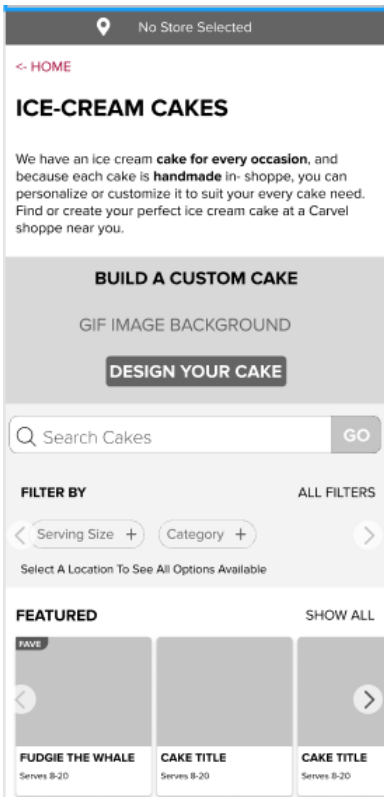


## Design Evaluation - SUS

User:	P1	P2	P3	P4	Average
I think that I would like to use this application frequently	2	2	2	3	2.3
I found this application to be unnecessarily complex	3	4	1	3	2.8
I thought this application was easy to use	3	2	4	4	3.3
I think that I would need the help of a support person to use this application	1	1	1	2	1.3
I found the various functions in this app were well integrated	4	4	3	2	3.3
I thought there was too much inconsistency	3	3	2	2	2.5
I would imagine that most people would learn to use this application very quickly	3	2	5	3	3.3
I found this application very cumbersome to use	4	5	2	2	3.3
I felt very confident using this application	4	2	4	4	3.5
I needed to learn a lot of things before I could get going with this application	2	1	1	1	1.3
<b>SUS Score</b>	<b>57.5</b>	<b>45</b>	<b>77.5</b>	<b>65</b>	<b>61.3</b>

# ***Iteration 2***

# Premade Cake



# Custom Cake

JOHN STREET, 10038

<- SHAPE AND SIZE

STEP 2/4 CHOOSE FLAVORS AND FILLINGS

FLAVORS      FILLINGS



Add another layer for extra \$5.00

Choose one flavor      SHOW ALL

<     >

Chocolate      Candy      Vanilla      Peach

 Our chef has few recommendations      [SEE TIP](#)

Pre Tax Cost: **\$24.99** →

NEXT STEP  
**DECORATIONS**


[CONTINUE](#)

JOHN STREET, 10038

<- FLAVORS & FILLINGS







STEP 3/4 DECORATE YOUR CAKE

FROSTING      BORDERS      TOPPINGS



Whipped Icing     Chocolate Fudge (extra \$3.00)     Edible Photo (extra \$15.00)

Choose one frosting color      SHOW ALL

<       >

White      Pink      Red      Blue      Green      Green

Pre Tax Cost: **\$29.99** →

NEXT STEP  
**MESSAGE**

[CONTINUE](#)

JOHN STREET, 10038

<- DECORATIONS

STEP 4/4 ADD A MESSAGE



MESSAGE      Happy Birthday K!      Modify

Choose a color for your message      SHOW ALL

<      >

White      Pink      Red      Blue      Green      Green


Pre Tax Cost: **\$29.99** →





[DONE](#)

JOHN STREET, 10038

<- BACK

REVIEW YOUR CAKE



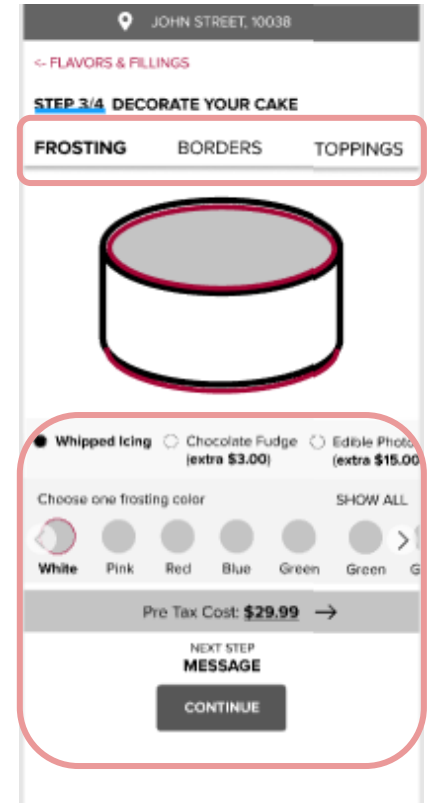
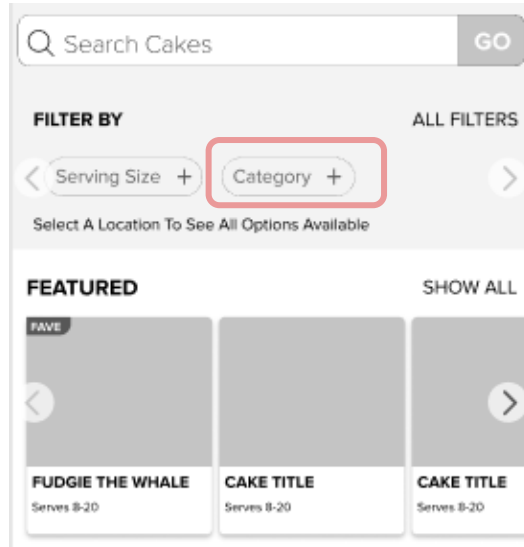
- SHAPE AND SIZE**   
8 Inch Round Custom Serves 10-12 **\$24.99**
- FLAVORS AND FILLINGS**   
Double Layered **\$5.00**  
Candy (Top), Chocolate (Bottom)  
Center Filled With Chocolate Crunchies
- DECORATIONS**   
Frosting Edible Image  
Toppings MSM  
Top Border Blue   
Bottom Border Pink
- INSCRIPTION**   
Happy Birthday K!  
Inscription Color White

Total Cost (Pre-tax): **\$29.99**

[ADD TO CART](#)

# Design Evaluation - Expert Reviews & User Testing

1. The **sub-steps** within steps are **confusing**.
2. The main cakes listing page has a category list that includes core categories of Carvel. **Category filter** was **not clear**.
3. There was a lot going on at the bottom of the initial custom flow screens.



***Design Evaluation - SUS***

61  87 (Expert evaluation)

***Final Prototype***

# Conclusions

- Important components
  - Visualization
  - Efficiency
  - Learnability

Inscription Color Option:

<input type="radio"/> Red	<input type="radio"/> Yellow	<input type="radio"/> Green
<input type="radio"/> Blue	<input type="radio"/> Pink	<input type="radio"/> Purple
<input type="radio"/> White	<input type="radio"/> None	

Frosting Color:

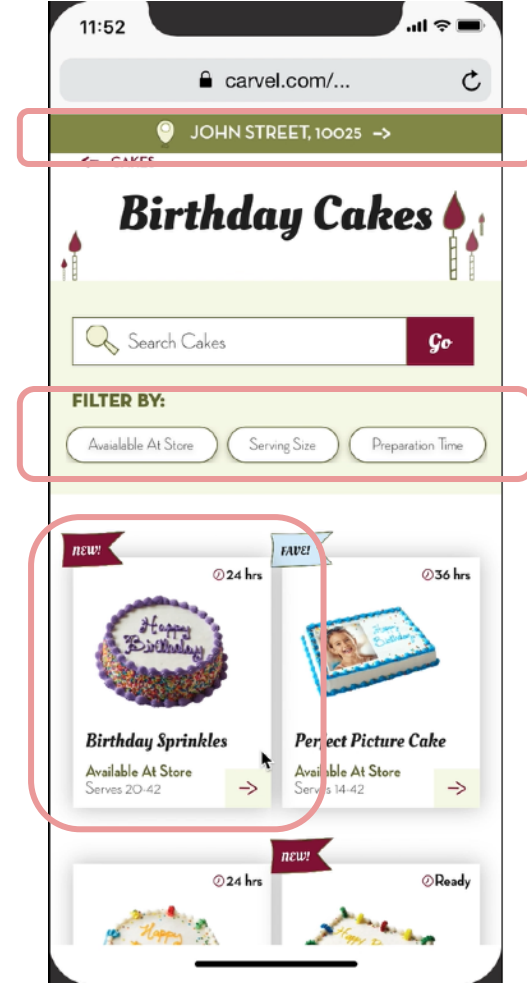
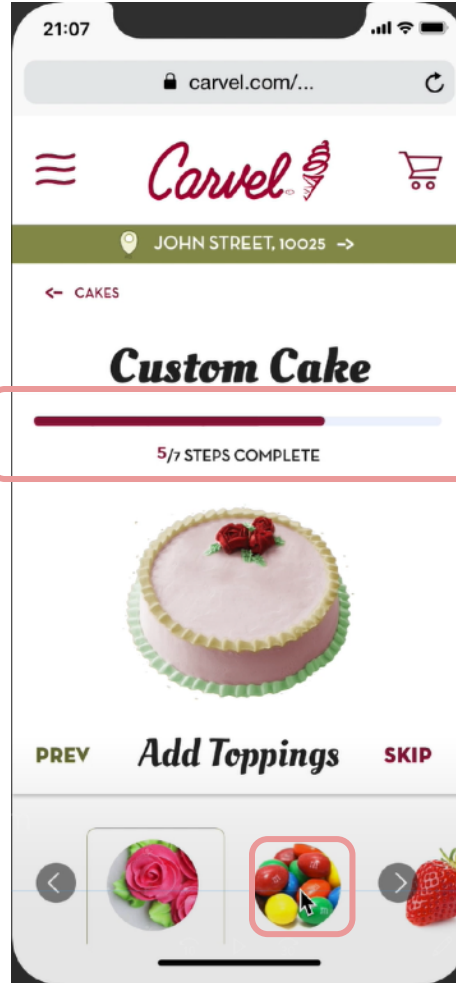
<input type="radio"/> White
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Border Colors:

<input type="radio"/> White	<input type="radio"/> Green	<input type="radio"/> Pink
<input type="radio"/> Red	<input type="radio"/> Purple	<input type="radio"/> Yellow
<input type="radio"/> Orange		

Decorations:

<input type="radio"/> Flowers	<input type="radio"/> Balloons	<input type="radio"/> Rainbow
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# ***Conclusions***

- What's Next?
  - Integrate **other Carvel products** (not cakes) into the design
  - Develop **management console** for franchisees
  - Integrate **delivery/pick up** options into the current flow
  - Web **development** and **deployment**