

Bridgeport Bakery Redesign Report

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Introduction

Bridgeport Bakery is a polish bakery in Chicago that has been running for almost 50 years. It is famous for its paczki and maple bacon donuts, but also boasts an extremely extensive menu of baked goods. Its website is typical of most other food establishment's websites. However, there are many issues with its design that interfere with the user's goals that I hope to address with my redesign. In my report, I have included a design brief, site map diagrams, an interactive prototype with annotations, and a reflection.

[Bridgeport Bakery 2.0 Chicago - Official Site & Menu \(archive.org\)](#)

Design Brief

Design Problem

The site has major issues that I would like to address:

- Finding information about relevant information to the user is extremely clunky because of their site navigation.
 - Pages in the header such as Blog (which only has one post from 2021), Image Gallery, and Decorate Cake and Cupcake Picture (which leads to a link to a Google Drive folder?) are unnecessary.
- The rest of the pages are badly in need of a redesign in layout, content, and aesthetics.
 - Many of the elements in these pages have elements that do not help the user complete the task related to the page, reducing the **signal-to-noise** ratio in these pages.
 - The catering page especially has this issue, with links labeled “More Details,” only to lead the user back to the same catering page. This defeats the user’s expectation of the link’s **affordance**.
 - There are issues with **legibility**, especially with headings as there is low contrast between the decorative font and the image behind it.
- Their menu page is clunky to navigate since:
 - Many items that are separated into subcategories, however, there is not a convenient, user-friendly way to navigate between subcategories.
 - The prices for items that have multiple prices (usually corresponding to different sizing options) are in a different, hard-to-read decorative font.

Objectives

I would like to address the issues previously stated above by:

- Reorganizing the site by limiting its header navigation to more relevant page options to the user
 - Offering more relevant information in respective pages to improve the **signal-to-noise** ratio on the site.
- Using **consistent** fonts and components and improving **legibility**.
- Making their menu easier to navigate by using **progressive disclosure** via subcategories, and including a search function.
- Improving the overall aesthetics of the site, thus improving the **aesthetic-usability effect**.

Assumptions

Since I will not be conducting user research for this assignment, there are some assumptions that I will have to make, especially concerning the users of the site.

Target Users

The target users for Bridgeport Bakery's site, like any other food establishment's site, would be people who are interested in Bridgeport Bakery.

Needs and Motivations

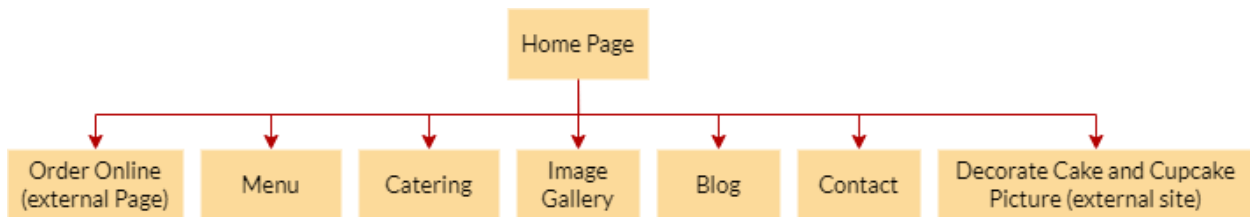
Users need to be able to browse Bridgeport Bakery's menu, order online, and find relevant store and contact information. Users might also be motivated to see what the specials and deals the bakery offers as well.

Key User Tasks

- Able to browse through the menu efficiently and effectively.
- Find information about Bridgeport Bakery, such as the address, store hours, and contact information
- Order Bridgeport Bakery's food online
 - (I will not be addressing this task in my redesign since the ordering page is an external site)
- Contact Bridgeport Bakery for catering

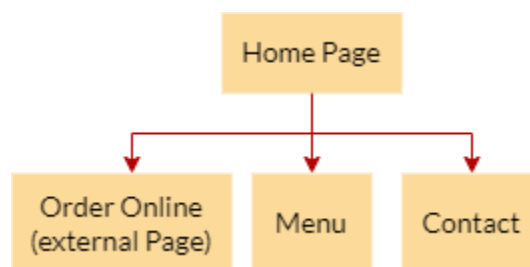
Site Map

Site Map (Original)



In the original site, the site map contains unnecessary pages, such as the Image Gallery, Blog, and Decorate Cake and Cupcake Picture. These pages do not correspond to the user tasks mentioned previously, so they were not included in the redesign.

Site Map (Current)



In my redesigned site map, I kept the layout simple by only keeping pages that are relevant to user tasks. It may seem like there is not much to the site, especially compared to the sitemap below, however, all the necessary and relevant information is still in the site. For example, the store information is still in the footer. As for the catering page, it was removed because the original site did not have anything relevant to the catering process, and only linked to the Contact page, therefore, I did not feel a need to make that an entire page for the site if the bakery just wanted users to contact them about catering in the first place.

Interactive Prototype

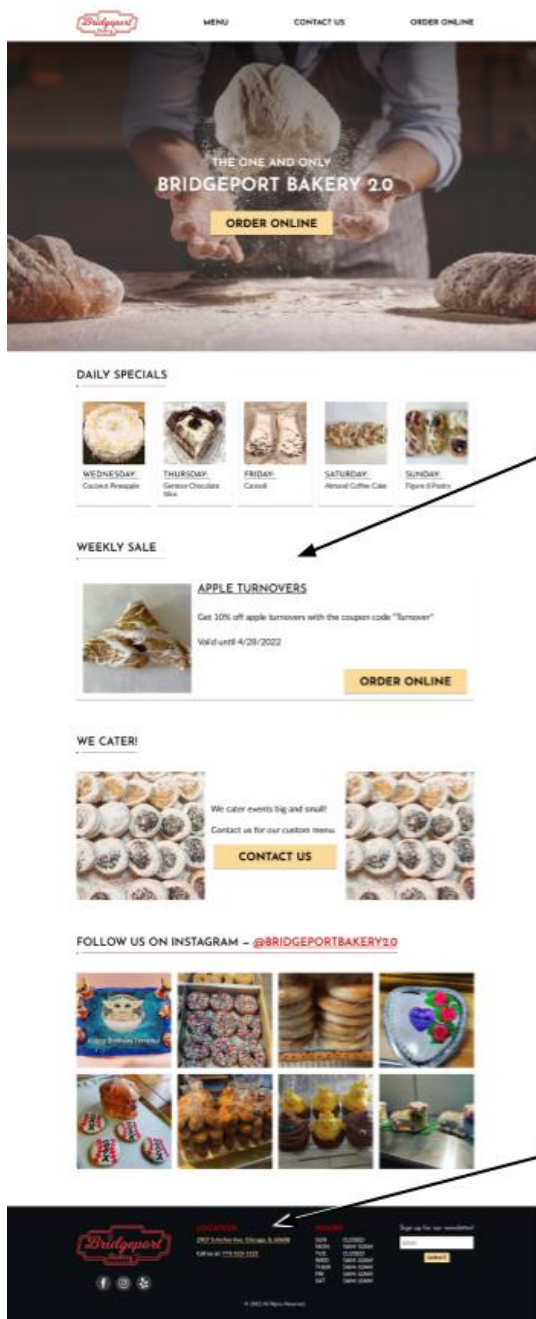
Link to prototype:

<https://www.figma.com/file/P7WhUeFleBLNBhrdUbBzb3/Final-Project?node-id=3%3A2>

Link to prototype demo:

<https://www.figma.com/proto/P7WhUeFleBLNBhrdUbBzb3/Final-Project?node-id=3%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=5%3A302>

Home Page

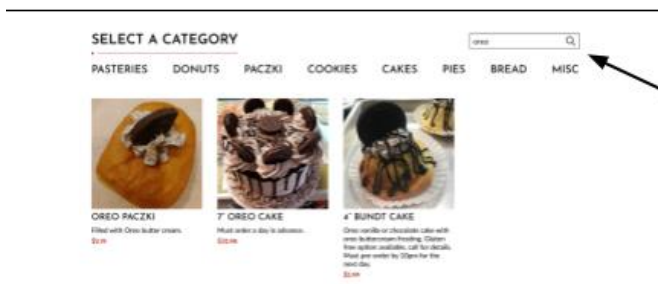
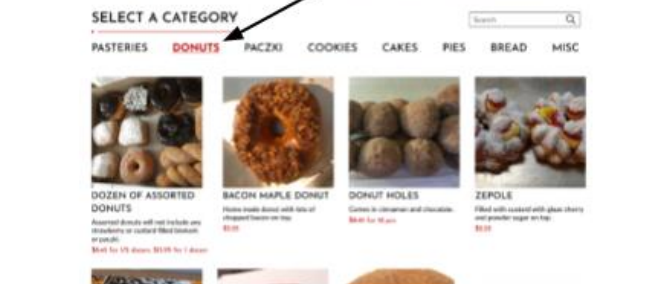
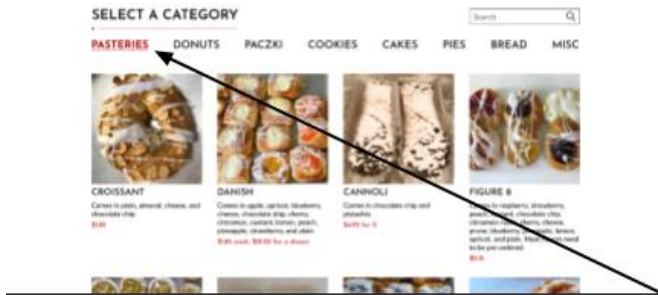


Each section after the fold serves a purpose:

- Informing the user of daily specials/weekly sales.
- Informing the user that Bridgeport Bakery provides catering and guiding them to contact the bakery about it if they wish.
- Informing the user about Bridgeport Bakery's Instagram page, and showing recent posts from their Instagram.

The footer contains vital store information, the sign-up form for newsletters, and social media links.

Menu Page

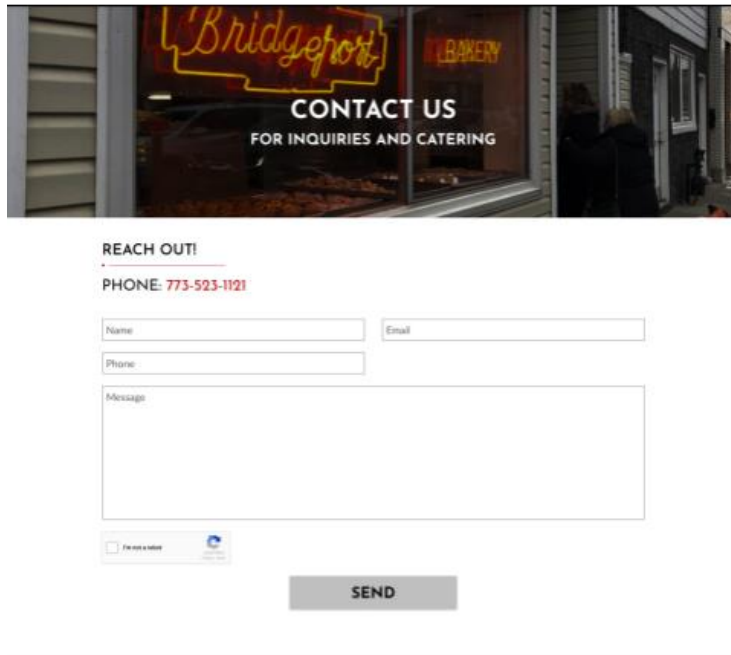


The menu page is split into subcategories, with only one subcategory of items displayed at once. This is to not overwhelm the user with every item in Bridgeport Bakery's extensive menu all at once. This also helps the user find items based on the category of the item.

A search function is also included to aid the user in finding a specific item.

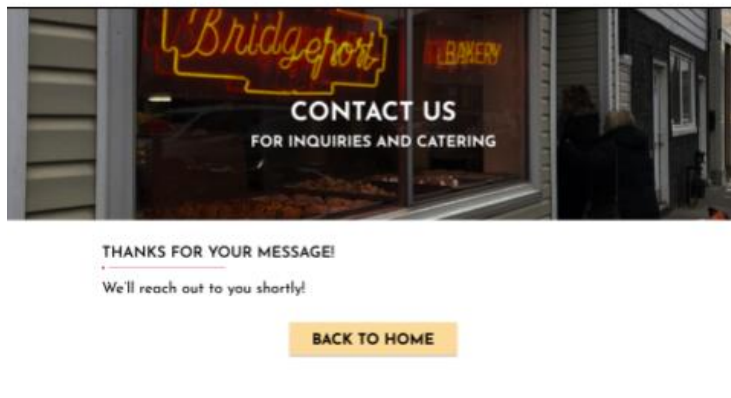
Contact Page

I've also included a simple, no mess contact page similar to the original page to aid with the user task of contacting the bakery. The subheading on the page is included to guide the user about the purpose of the page. The phone number is included in the page as to give the user another option of a point of contact in case they aren't comfortable with electronic communication.



The screenshot shows a contact form for 'Bridgport BAKERY'. At the top, there is a header image with the bakery's name and 'CONTACT US FOR INQUIRIES AND CATERING'. Below the header, the text 'REACH OUT!' is followed by the phone number 'PHONE: 773-523-1121'. The form includes input fields for 'Name', 'Email', and 'Phone', and a larger text area for 'Message'. There is a checkbox for 'File or photo' and a 'SEND' button.

Here's the page after a message is sent:



The screenshot shows the contact page after a message has been sent. The header image remains the same. Below the header, the text 'THANKS FOR YOUR MESSAGE!' is followed by 'We'll reach out to you shortly!'. A 'BACK TO HOME' button is displayed at the bottom.

Description of Detailed Interactions:

Finding information about a certain baked good:

On the home page, the user can navigate to the menu page from the header. The user can then select the category the user thinks the baked good belongs to or use the search function to find the item directly.

Catering information and contact:

On the home page, the user can scroll down to a section of the home page that invites the user to contact the bakery regarding their catering/custom menu. When the user clicks the button, they are sent to the contact page and can fill out the form inquiring the bakery about the menu and informing them about their catering needs.

Reflection

Design Principles Utilized:

Signal-to-Noise

The signal-to-noise ratio refers to the ratio between the amount of relevant to irrelevant information in a display. In the original site, many elements on a page that did not contribute to the function of the page. Such elements include images, headings, and text that did not convey anything relevant to the task at hand and links that did not go anywhere. In my redesign, I improved the signal-to-noise ratio of my site by only including information that was relevant to the user. All elements on the site have a specific purpose and lead the user into completing a certain task of theirs.

Consistency

Consistency is the principle that the usability of a system is improved when similar parts are expressed in similar ways. The original site lacked aesthetic consistency in certain elements, as they were needlessly different from their counterparts. Such elements include the header being different or even nonexistent for certain pages and the font used for multiple prices for a bakery item in the menu is in a different, hard-to-read decorative font. In my redesign, I addressed these issues with consistency by having consistent headers and fonts throughout my site.

Legibility

Legibility refers to the visual clarity of text. In the original site, certain text elements lacked legibility. There is a red, decorative, cursive-like font that is used throughout the site that is hard to read. On top of that, some headers in certain pages use the font on top of an image without regard for contrast, leading to the text to be almost unreadable in these headers. In my redesign, I improved legibility by only including easy to read fonts and having sufficient contrast between text and background elements (whether it be an image or a solid color).

Progressive Disclosure

Progressive disclosure refers to the strategy for managing information complexity by only displaying necessary or requested information at any given time. The original site did not use this strategy in its menu page, instead, showing all of its bakery items at once. In my redesign, I used progressive disclosure in my menu page by only showing the user's requested subcategory of bakery items.

Aesthetic-Usability Effect

The aesthetic-usability effect refers to the phenomenon in which people perceive more aesthetic designs as easier to use than less aesthetic ones. In the original site, many

aesthetic elements of the site, such as in consistency and readability as previously discussed negatively affected the perception of the site's usability. With these aesthetic issues addressed in my redesign, the aesthetic-usability effect is strengthened in my redesigned site.

Design Trade-Offs/Tensions

My redesign mostly focused on issues regarding aesthetics and content. However, there were also elements that I would have liked to include, such as an About Us page (especially since the bakery has been running for so many years). That page was not included in the final redesign as I am not entirely sure it would be a page that users would use, and the original site did not have any content relating to a page like that. I also would have liked to take a crack at the ordering site for Bridgeport Bakery, however, I did not have enough time for such a process. Since the ordering site is an external site, I am not sure if it is entirely relevant to this project either, especially since the site owners could just use another platform with better aesthetics. Overall, I think my redesign was sufficient for the user tasks and goals that I wanted to achieve, especially based on the content of the original site.