Blank User Experience Worksheet   Student Name: Mary Smith

Assignment or Project Name: Project 2 – Bakery (select 1 from the 3 different business models your group developed)

(Describe in detail)	Example Children's resale clothing & Furniture store	Project Description
Describe the nature of the business	1. Retail bricks and mortar store 2. High quality gently used children's clothing 3. Boys and girls clothing (birth to 11 years old)	**Jane's Bakery - Bricks and Mortar Bakery** • **12 years in business, want to open 2nd location** • **60% of sales are wholesale to restaurants, 40% retail (local & loyal willing to drive)** • **Specialty is gourmet bread which represents 70 % of sales, 30% cake & sweets** • **Local vibe/ community based** (mom & pop vs chain)
Mood for the website, this is more subtle	**Clean, value minded, fun**	**Calm, clean, upscale must match wholesome & gourmet brand**
Best colors & Color Scheme (see below)	White, with blue and light purple, pink **Analogous**	**Mostly** Natural colors/ neutrals (slate blue brown black, pale oyster) **Photo's :**orange based neutral colored bread must stand out over background **Complementary: Minimal Blues for bg, logo & text, Oranges for photos**
Who are the customers in different groups/types	**Moms &** Aunts, grandmas	1. **People in neighborhood** 2. **Trade (restaurants, caterers, small grocery)** 3. **Loyal customers not living locally**
Personas give a name to each group type and describe	**Mary** (age 20-50, medium income) **Gladys** (age 50-70, retired on pension**)**	**Bob:** 40 yrs, Owner of Bob's Bistro wants delivery info, rates, routes (with time), preorder **Anne**: 30yrs lower income, single, Local who sweets, the occasional special occasion cake **Karen:** 40 mid income, weekly buys family breads, sweets and cakes **Peter**: 60 high income, places large orders for parties, recommends, yelp reviewer & influencer
Stakeholders	**Store owners** (Mary runs store & Kim has invested)	**Jane:** 50% owner, runs the bakery, wants more preorders, more sales, promote easier breads. **Ken:** 50% owner, silent partner (investor), wants more sales, reduce losses / unsalable stale products, wants to launch site now – and update with mobile & yelp focus, in 6 months
Website Content What personas want	**Buy and sell, store pictures, hours, contact & drive location**	Photos of goods, delivery schedule, hours, products made, **1st Phase** of launch, promote deliveries to trade, branding new colors, refine UX for next phase **2nd Phase**: launch mobile, UX improvements, social media and 2nd store promo
Pages /links (navigation)	**Home (index.html), Directions, Store Hours, Join Mailing List**	1 -Home/**index.html**, 2 -hours/**hours.html** (I will suggest to Jane that the mobile users do NOT want to link, but would prefer hours in the header) 3- breads/**bread.html**, 4 - Sweets/**sweets.html**, 5 – Restaurants & Venue/**trade.html** 6 – We Deliver /**delivery.html** 6- Pre-order /**order.html** **2nd phase** – add links Locations/ **store1.html & store2.html**, & buttons drive, social media etc
Color Schemes: Analogous (3-5 colors equal distance on the color wheel), Achromatic (black & white) Monochromatic (1 color/hue and black and white), Complementary (hues opposite the color wheel), Split complementary (1 hue and cluster of colors opposite on the color wheel)		