

### Empathy Map

"I don't like the redundant order and drop menu."

"The bakery was easy to find on google."

"I don't like the weird cartoon photos on the menu but I like the photos of the actual food."

"The gray color on their site is not nice looking."

"Their cupcakes are well known."

"Their site doesn't really give them much justice and it lacks a lot visually."

"I felt a little frustrated trying to order."

SAYS

She thought about the lack of photos on the menu.

She thought about where the cake is she wanted to order.

She thought about why they would use cartoons for menu item photos.

She would have preferred a "box select" rather than "drop down" on order menu.

THINKS

### Empathy Map

"A less professional touch is actually nice."

"If they have cupcakes, it should be obvious where."

"The site is fairly easy to navigate but they could have made it more convenient."

"I couldn't order from the menu."

"Dozen for \$40, jeeze."

"I don't even see cupcakes."

SAYS

He thought the pictures were distracting and probably the worst part.

He thought being able to order from the menu makes more logical sense.

The "6 Assorted Pastries" not mentioning which kind was poorly designed.

He thought the lack of information for certain items on the menu is strange.

THINKS

### Empathy Map

"I like that you can click what you're going for on the menu."

"Their values should be more visible."

"The cake tab only shows one type of cake and it's huge."

"The site's not horrible but it's not amazing."

"It basically doesn't tell you what kind of cake."

"It looks like an old business site."

SAYS

One smaller picture for each type of cake or item would be better.

The gray makes it hard to read, pink and feminine would be better.

She thinks a more modern site might actually look better.

Logo looks old fashioned, somewhat shows what they are selling.

THINKS

### DOES

Googles "A Sweet Affair," looks at photos of bakery posted by other users on Google.

I.

Finds "order button" and looks through menu options that include desserts.

IV.

Enters site and clicks the drop down menu first, which she found easy to locate.

II.

Arrives at confirmation page for her order.

V.

Searches but cannot find "order menu" because it's not clearly visible.

III.

### FEELS

The use of cartoons in place of real photos felt distracting.

She felt overworked while trying to order.

She became quite frustrated attempting to order an item.

She felt far more enticed by the real photos of items being offered.

### DOES

Googles "A Sweet Affair," and the bakery pops up immediately.

I.

Leaves drop down menu, scrolls across features at the top of the page, and clicks order button.

IV.

Enters site and clicks the drop down menu first, which he found easy to locate.

II.

Enters third party order site, cannot find cupcakes, orders cake.

V.

Scrolls through drop down menu, appearing confused, as he reads the details for a few items.

III.

Arrives at confirmation page for his order.

VI.

### FEELS

Annoyed by inability to find certain items.

Bakery gave him an "old timey" feeling.

Description of items made from scratch felt reassuring.

### DOES

Googles "A Sweet Affair," and the bakery pops up immediately.

I.

No cupcake but chooses cake instead.

IV.

Enters site and clicks on the drop down menu.

II.

Briefly looks over the checkout page layout.

V.

Finds and clicks "order button" very quickly.

III.

Arrives at confirmation page for his order.

VI.

### FEELS

Annoyed at the gallery section missing items.

Confused why they don't show possible designs for pastries.

The third party menu feature felt out of place.

Confused and frustrated when the order menu malfunctioned, couldn't click item.