

PITCH DECK

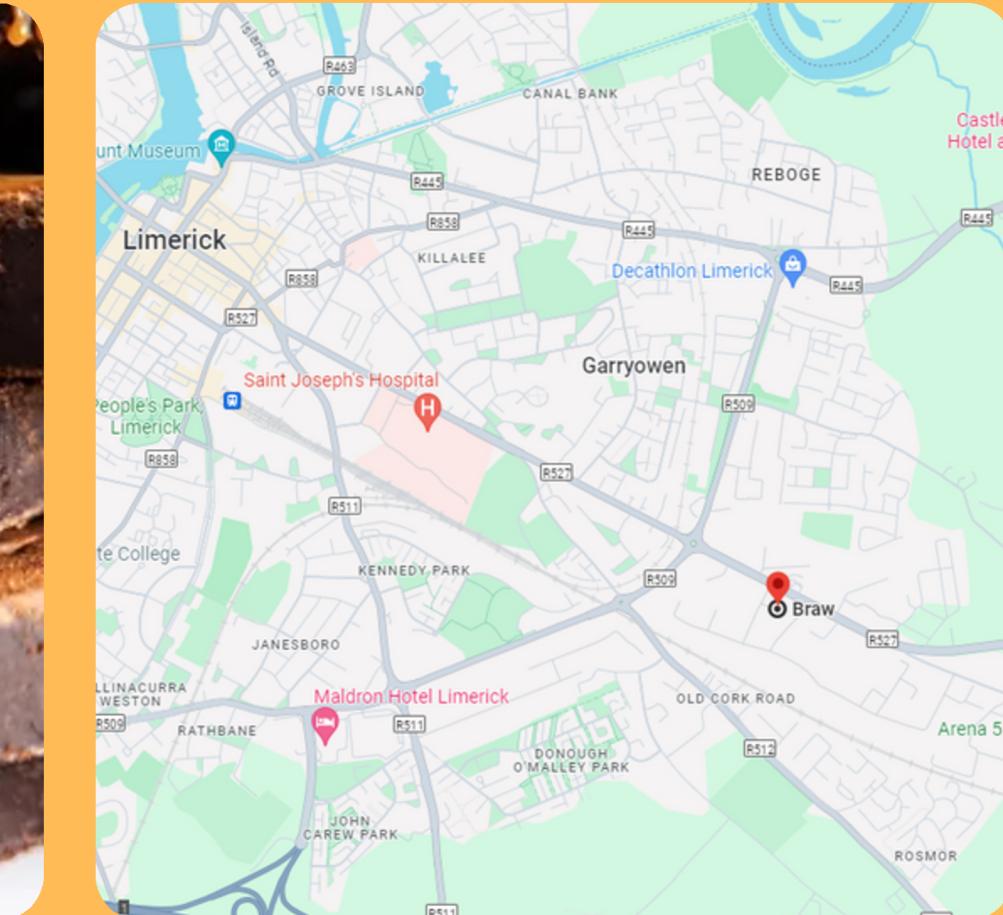
Braw Chocolate & Bakery

Oskar Lenartowicz



BRAW CHOCOLATE + BAKERY

- Small batch, ethically sourced chocolate
- Owner Anna Coffey Lynch, pastry chef background
- Store in Limerick



PROBLEMS

Problem One

Current websites are created with Wix. Wix's constraints made it difficult to improve e-commerce and user experience, the Braw website was not correctly functioning

Problem Two

Absence of an easily accessible online product catalog that contained all of Braw's available products

Problem Three

Many pages on the website have broken functionality.

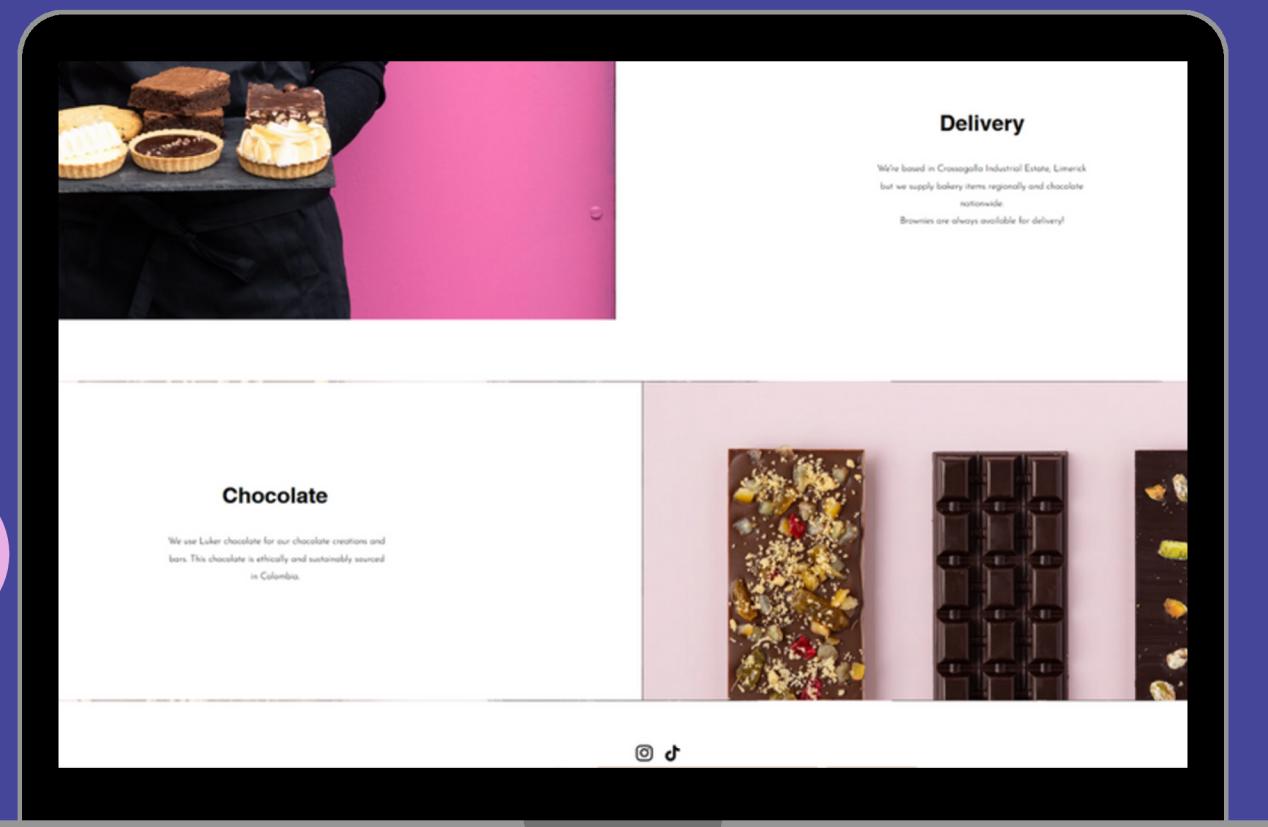
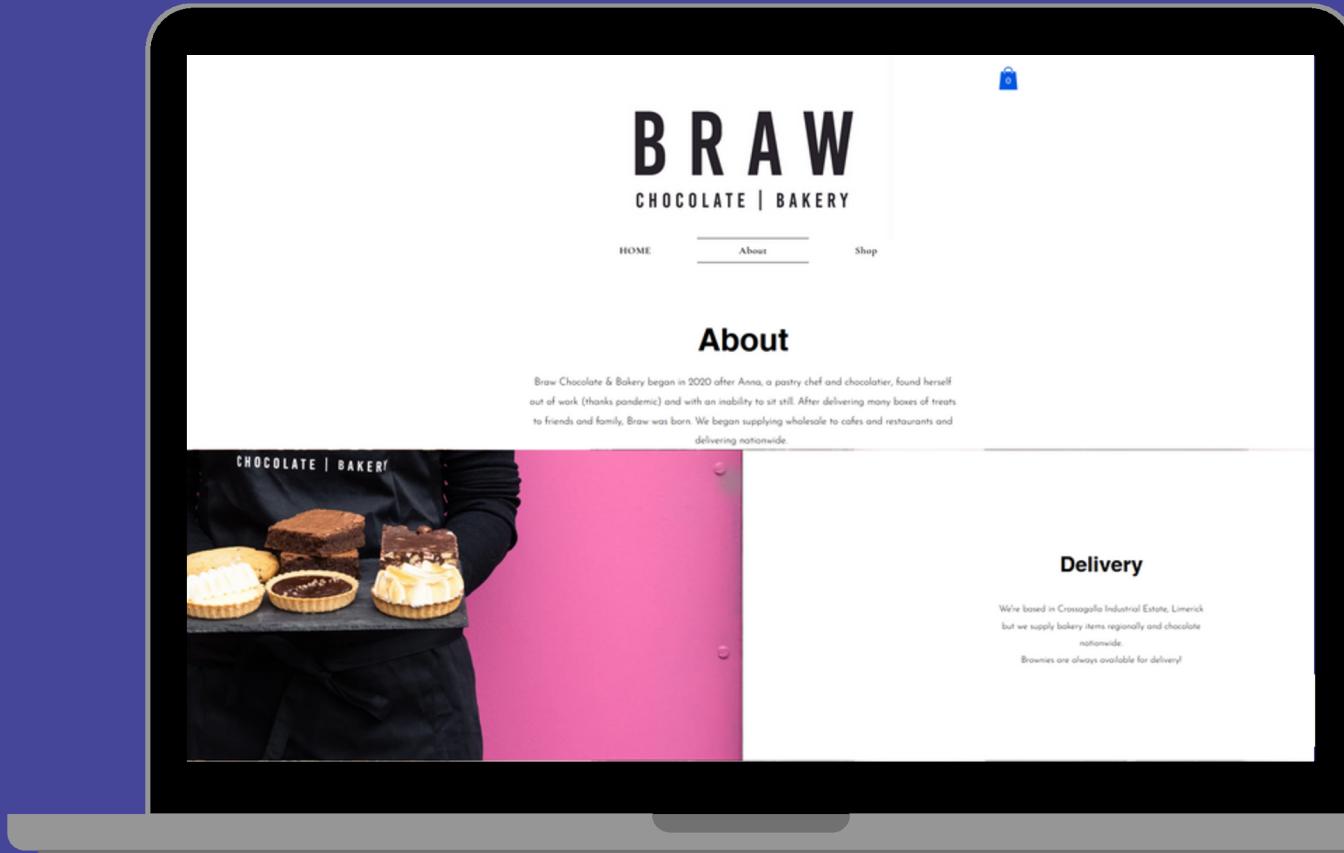
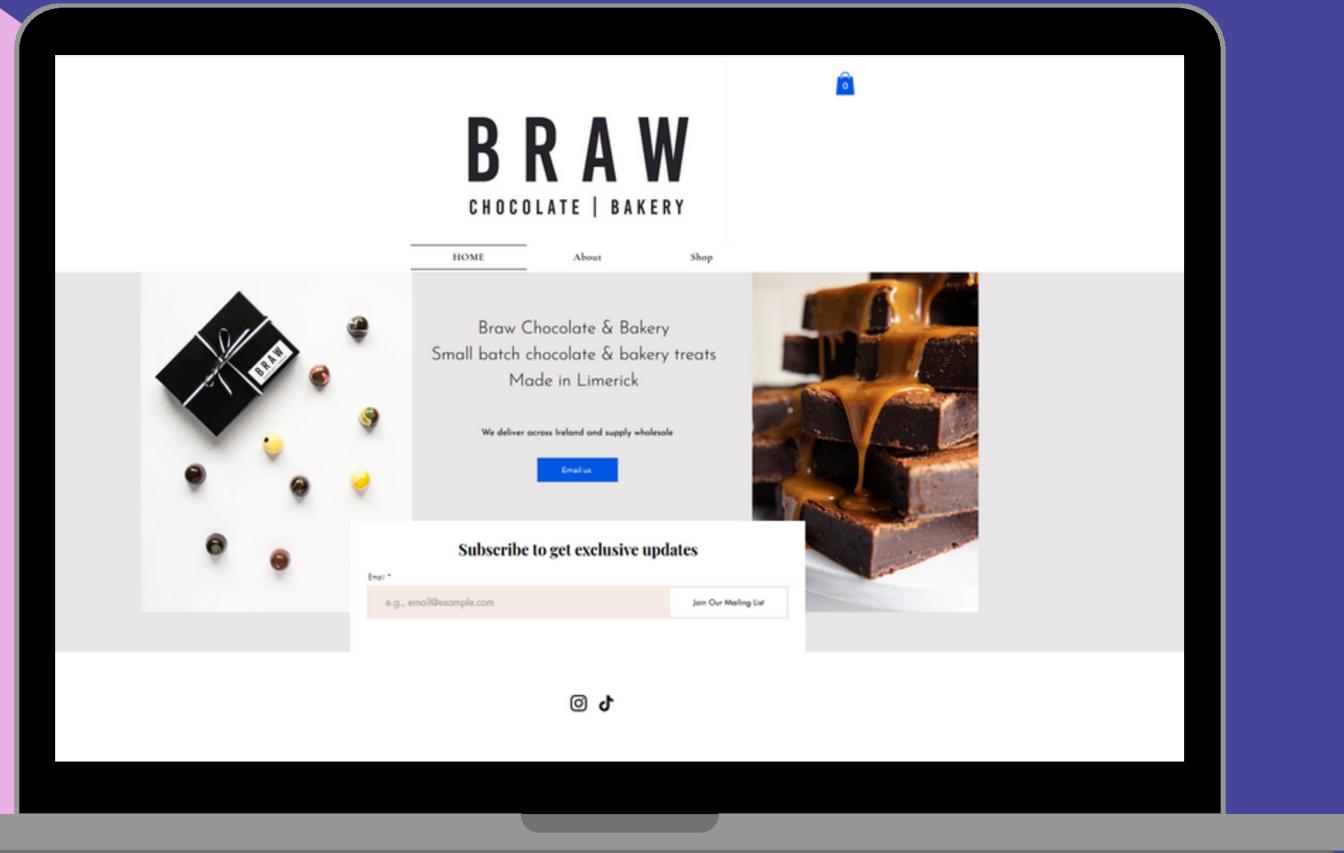


GOALS

- **Direct E-Commerce Functionality:** Users expect seamless shopping, secure online payments, and a fast buying process.
- **Click and Collect:** Users want convenient online shopping and store pickup.
- **Extensive Product Catalogue:** Clear product descriptions, high-quality photos, and easy access to product information are expected.
- **User Profile:** Users prefer personalized experiences and efficient newsletter subscriptions.
- **Captivating Content:** Users value detailed product information, business values, and ethical ingredient sourcing information.
- **Usability and Navigation:** A user-friendly website with intuitive menus and efficient product search filters.
- **About Pages:** FAQs, shipping and delivery details, and customer support contact details.
- **Mobile Responsiveness:** A uniform, optimized experience across multiple devices.



Current State of Braw Chocolate & Bakery



TARGET AUDIENCE

Research on the target audience of Braw Chocolate & Bakery demographics, behaviors, and pain points enabled us to acquire a comprehensive understanding of our audience.

User Research

- **User Personas:** Developed comprehensive personas that accurately depict important audience segments, providing an authentic perspective on users and impacting redesign choices.
- **Scenarios:** Give us a clear understanding of users behaviours when interacting with the website
- **Journey Map:** Better understanding of current state of where we currently stand with users

User Research Insights

Backgrounds, personalities, motivations, and requirements of users might vary greatly. In general, however, target users are seeking the same things:

- Clarity & intuitive ease of use
- High quality product presentation and information
- Seamless direct purchasing experience
- Accessibility and Security



Competitors Benchmark



Bean and Goose

Things that worked for the competitors

- **10% off for sign up**
- **Extended filter section**
- **Search bar and extended categories**
- **Reviews for overall service and individual products**
- **More website factuality**

Competitors Benchmark



Bean and Goose

Features that re-occurred on websites

FEATURE	NUMBER OF COMPETITORS	NOTES ON THE FEATURE
Search bar	3/3	Allowed for browsing of a desired product within seconds.
Sign up/newsletter with 10% off	3/3	Customers are more likely to purchase off a website that offers a discount
Reviews section	2/3	Makes the website more reliable and reassures the customer when spending their money.
Filter section	3/3	The wider the filter range feature the easier it is for customers to find exact products within their budget range, appropriate occasion and it's availability
Occasion reminders eg. Easter	2/3	Gives the customer an idea to buy it for a loved one in advance.
User friendly website	3/3	Easy browsing was found on all three websites.
Can order through the website direct	3/3	Makes it faster when it's all on the one website

Newly constructed website prototype

<https://www.figma.com/proto/ycqhLohh4NfCLj7VCkxvS0/BRAW-Chocolate?type=design&node-id=2-4&t=h905AdDF0R4MFhaz-0&scaling=min-zoom&page-id=0%3A1&starting-point-node-id=56%3A1569>



THANK YOU

