

PITCH DECK

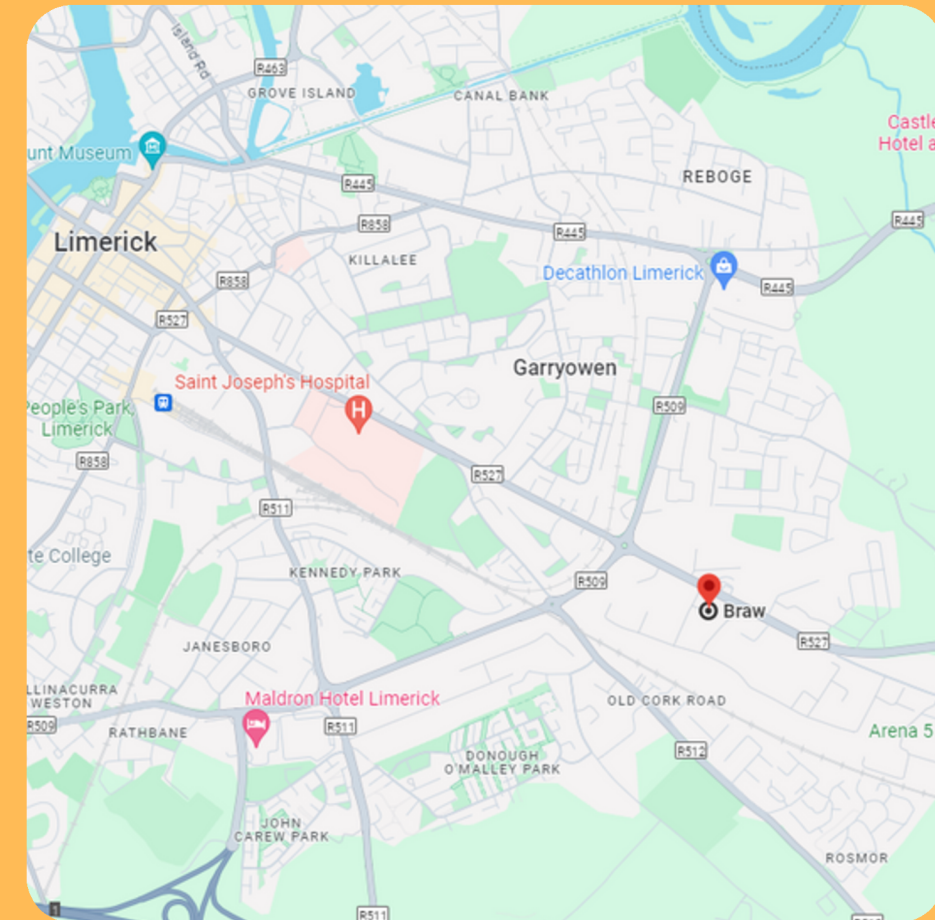
# Braw Chocolate & Bakery

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# 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.



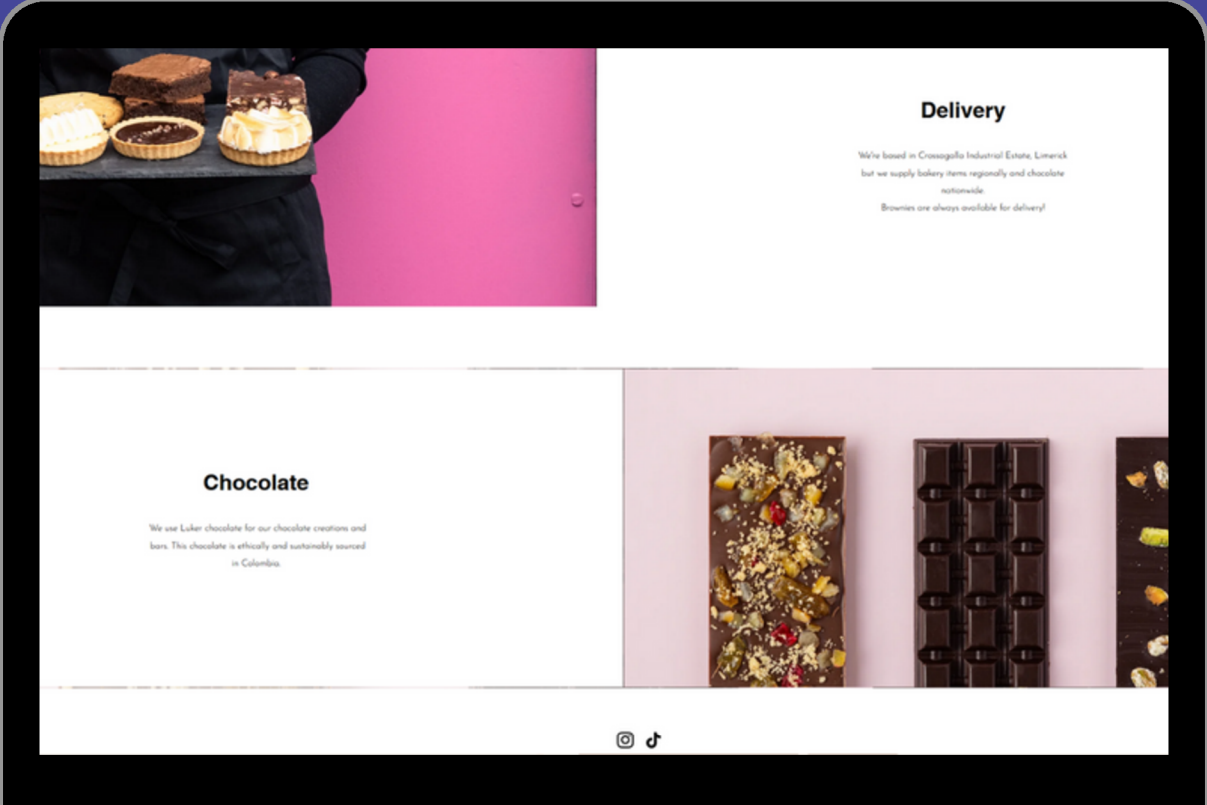
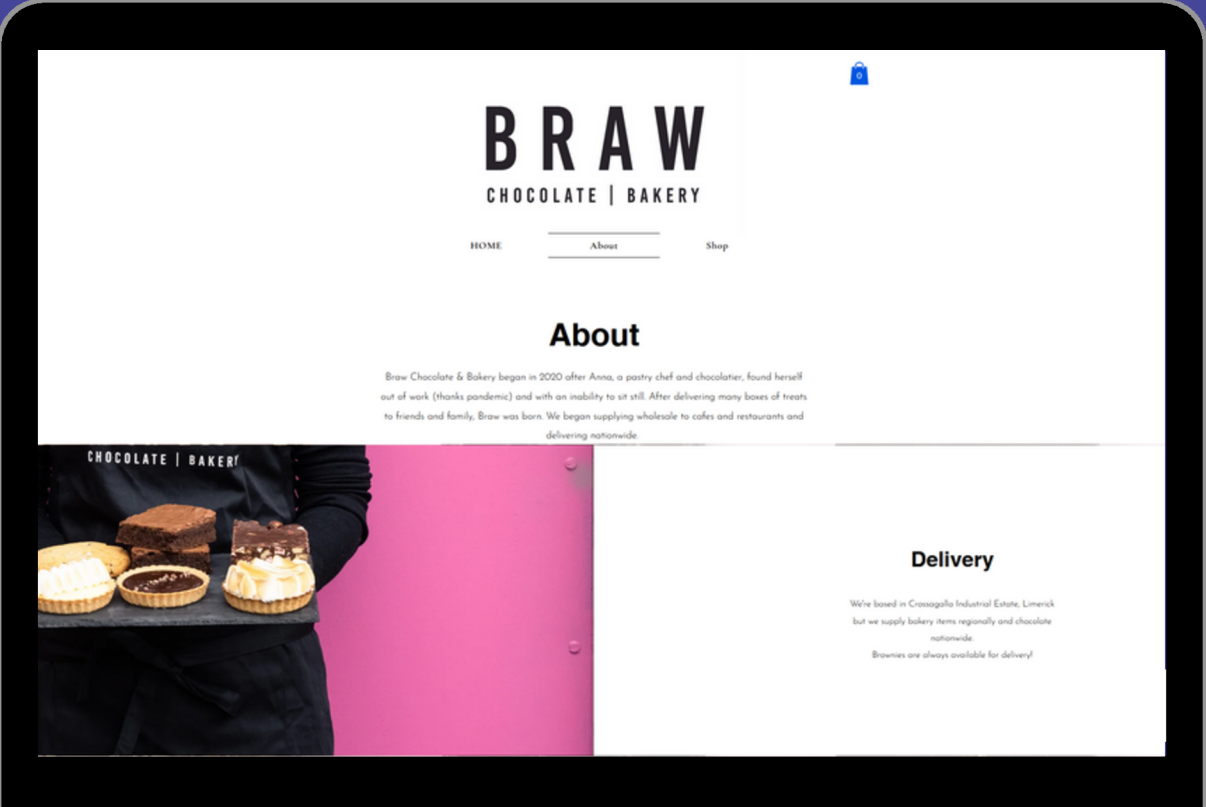
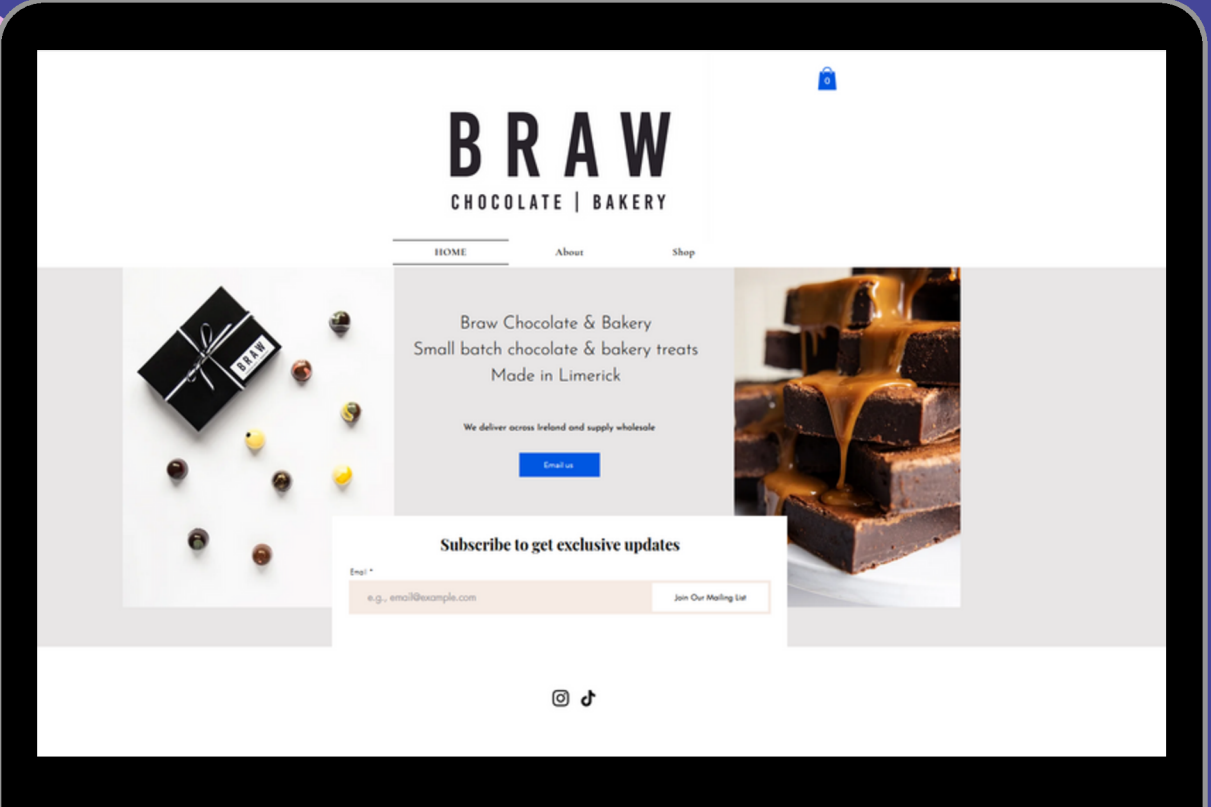
# GOALS

- **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-occured 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 reasures 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 on 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**

