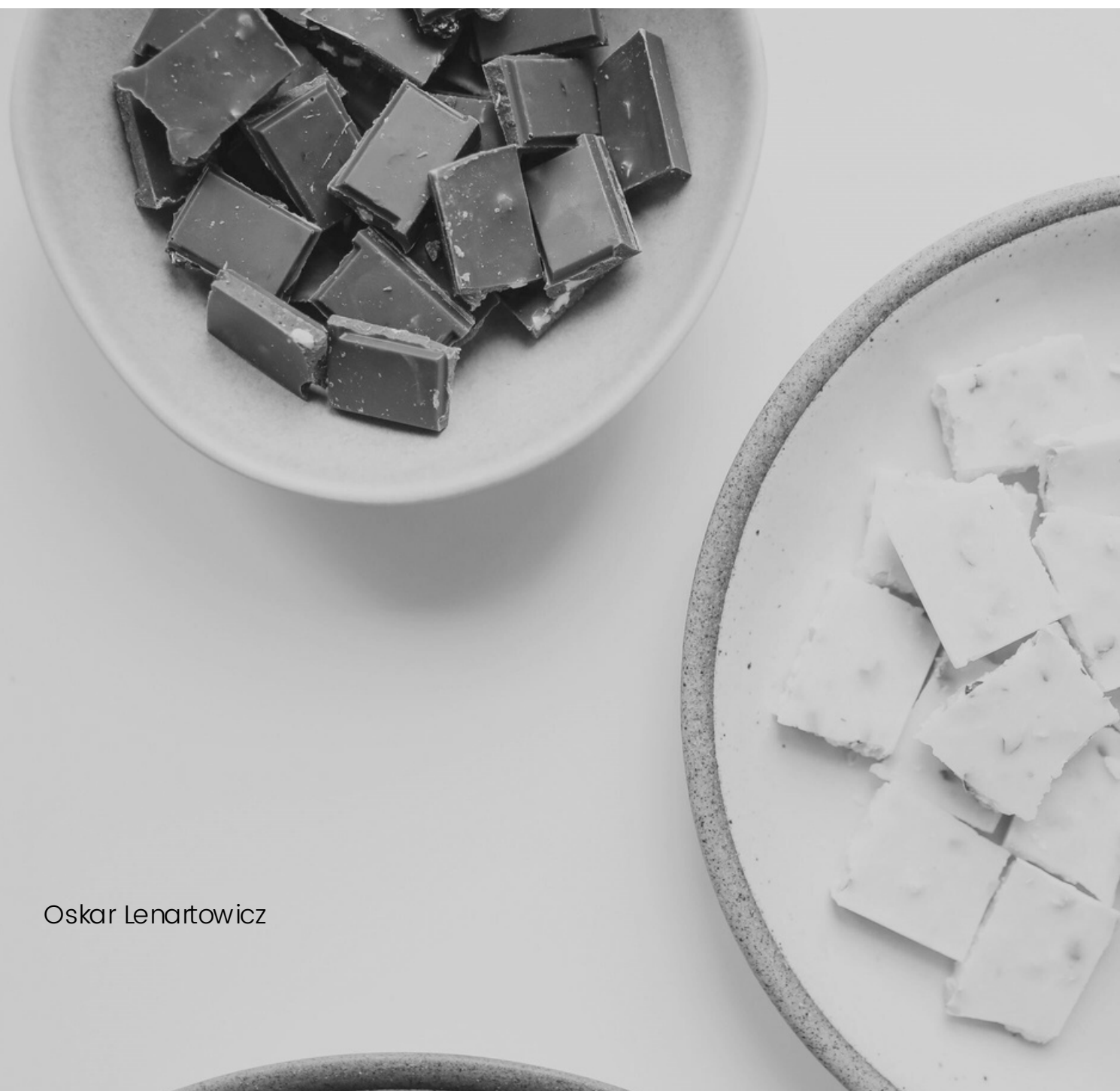


REQUIREMENTS GATHERING

Braw Chocolate & Bakery



Oskar Lenartowicz

TABLE OF CONTENTS

01	Overview
02	Data Gathering
03	Personas
04	Journey Maps
05	Competitor Benchmark
06	Storyboard
07	Site Flow
08	Basic Wireframe
09	Vision Document
10	References

01 OVERVIEW

B R A W
CHOCOLATE | BAKERY

Introduction

Anna Coffey Lynch is the small business owner of Braw Chocolate & Bakery, which specialises in small-batch chocolate and pastries. The chocolate is ethically sourced from Colombia. The shop is located in Limerick, while Braw is based in Dublin.

Current State

Currently there are two website domains that bring to a Wix made website, braw.ie and brawchocolate.ie. Wix is no longer a functional web design tool. To improve the quality of the website, direct e-commerce functionalities need to be improved. The website needs to be user friendly, have a seamless click and collect system, and display all of the products in an online catalogue.

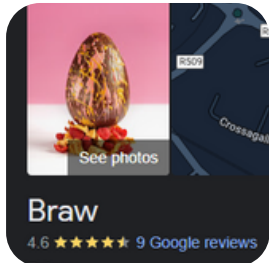
Project Goals

Redesign an online e-commerce website that combines user friendliness with direct e-commerce in a seamless manner. In addition to making it simple to click and collect orders, Anna sees her website acting as an interesting online catalogue that highlights the wide variety of goods offered by Braw Chocolate and Bakery. With login options, comprehensive information pages, engaging video content, and an easy way to subscribe to the newsletter, the emphasis is on user-friendliness.

Due to time constraints, an organised strategy is necessary to ensure that completeness and productivity are balanced.

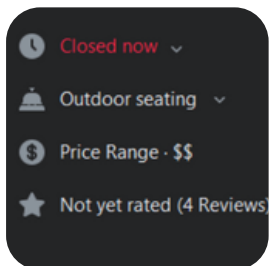


02 DATA GATHERING



Google Reviews

Based on a total of 9 google reviews. Only 11.11*% of the customers were dissatisfied for an undisclosed reason. All remaining 88.88*% have left a Five out of Five star review. These customers, when divided by apparent gender, show that 6 were Female, 1 undisclosed, 2 Male.



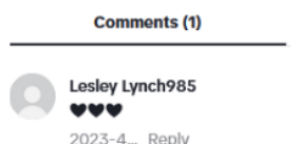
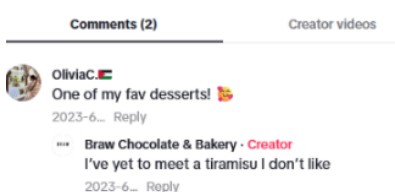
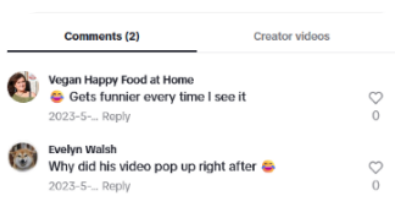
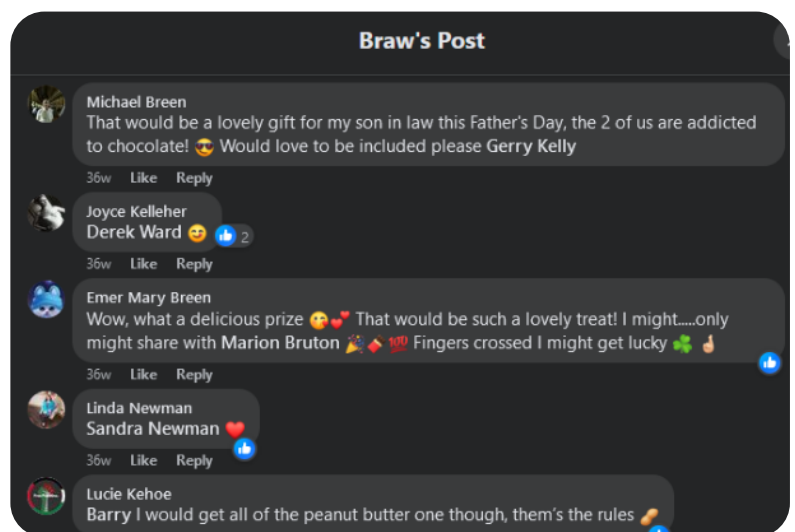
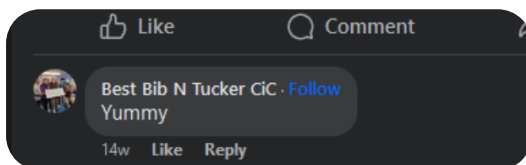
Facebook Reviews

Only 4 Facebook reviews exist on the Braw Chocolate page. Leaving the company in a “Not yet rated” state on Facebook.

When accessing the reviews. Two are visible to the public eye. Both are recommendations of Braw stating that “her creations are to die for” and “5 stars”

Facebook & TikTok Comments

While not discretely reviews, “Positive comments feel great and give you a chance to boost your brand reputation further.”. This is the exact same goal of reviews where “Positive reviews build credibility and trust”, (Chacko 2023) the essence of brand reputation.



With some “businessess”/ bloggers commenting and following the TikTok page as well.

Most of the comments found on Braw’s social media pages are positive comments regarding their produce.

All of the above should sum up why visible reviews are an important part of a business and provide credibility.

Website Analysis

IONOS allows any website to be analyzed to their standards.

According to them, the current site achieves a score of 65% / 100

The main points to improve on, regarding the website, for better online discoverability and findability include enhancing page descriptions, the content within, and optimization.

Action recommended

Enhance your page title

Your selected page title is not an optimal length at 42 characters. A page title that is too short is not descriptive enough to be effectively ranked in search results.

[Show solution](#)

Improve the page description

The description of your website with 105 characters is too short.

[Show solution](#)

Create more page content

Your homepage does not have a sufficient amount of content with 40 words. Provide more content to compel people to visit your website. Your website should have at least 500 words.

[Show solution](#)

Be fast

Action required

Activate CDN

A Content Delivery Network (CDN) optimizes the delivery of the content of your website to your visitors. It is especially useful if you have visitors that view your website from a variety of geographic regions.

Optimize the size of your website

Optimize the size of your website so it can load faster.

[Show solution](#)

<https://www.ionos.com/website-checker-result#menu-PRESENTATION>

Pain Points

One pain point of “Braw’s Chocolate | Bakery” Website is a hidden feature for user accounts.

The Website itself does not showcase an option for a customer account with features such as wishlists, special offers, or personalized content etc.

The navigation bar contains a checkout basket icon and three sections (HOME | ABOUT | SHOP).

When you go into the checkout option, you are presented with “express checkout” option or “Already have an account?” which brings you to a functional yet hidden-away section of the website. On these pages, you can continue with a Google or Facebook account for fast sign-up/login or alternatively sign up with your email. There is no account section.



BRAW
CHOCOLATE | BAKERY

HOME

About

Shop

BRAW CHOCOLATE & BAKERY CHECKOUT

Express Checkout

PayPal Checkout

G Pay

or continue below

Already have an account? [Log in](#) for a faster checkout.

Customer details

Email for order confirmation *

BRAW CHOCOLATE & BAKERY CHECKOUT

Express Checkout

PayPal Checkout

G Pay

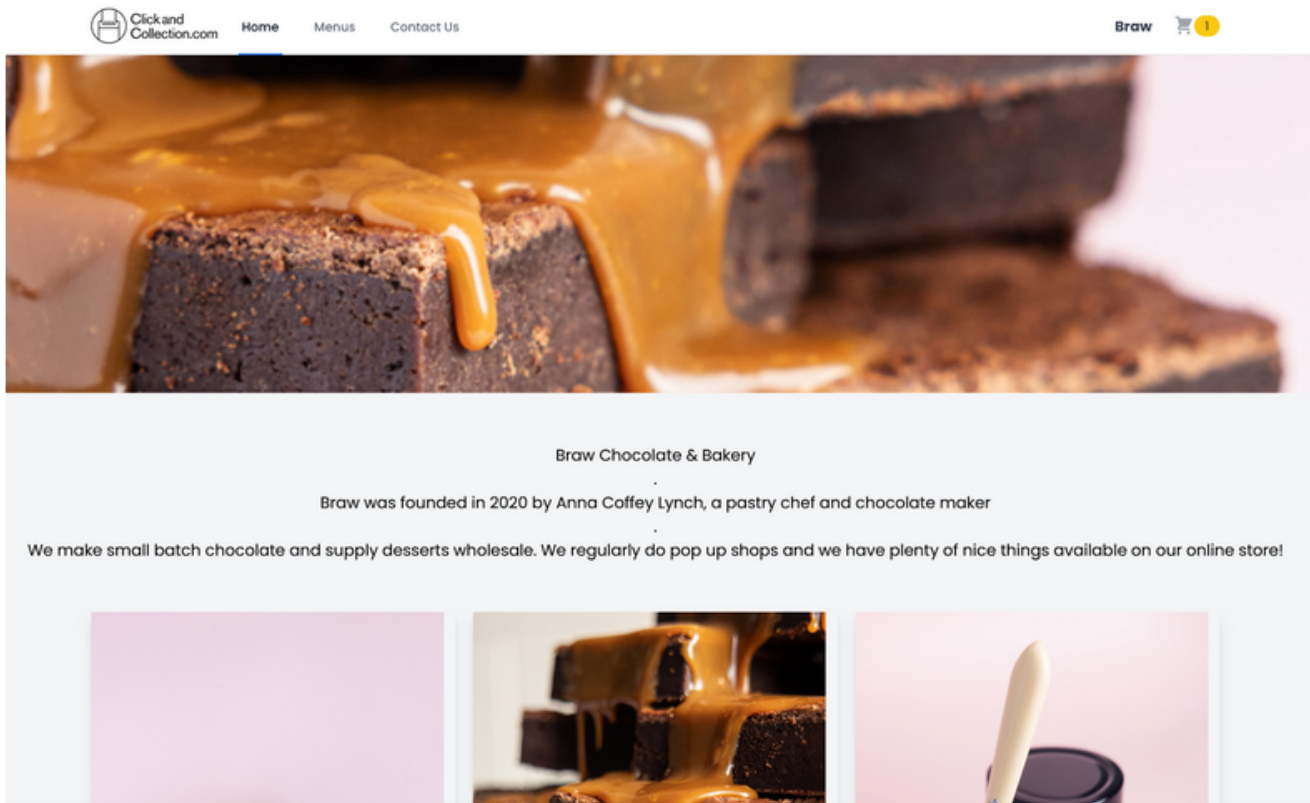
or continue below

Logged in as 20278551@studentmail.lul.ie

[Log out](#)

Delivery details

There is also a Third-Party store linked to the Braw Chocolate & Bakery website for processing orders. It is also high in Google search rankings being on the first page. The site is called "ClickandCollection.com". Braw has its own subdomain on this site, being "braw.clickandcollection.com". It is a secondary, separate site for online purchases.



This site also showcases the business's name, address, email, phone number, and service hours. Which the main site does not.

Another Pain point is that products are not showcased on the main page and there is no direct link to select showcased products.

Using products on your homepage is beneficial when you want to showcase "those products you've put so much work into". It is a place for the seller to include their "bestselling products, or collection" as a best practice for sellers to increase their conversion rate "by reducing the number of steps there are between browsing products and making a purchase". ('How to Easily Show All Products on Your Shopify Homepage' 2023)

The "Email us" button on the homepage is not a contact form, but rather a hotlink for the web to open the default device email application. For example, my desktop would automatically choose Windows Mail, the default mail application where I am not logged into any emails. Instead of this, a contact form would be able to "keep visitors on site", reduce spam, "allows you to vet new prospects" and "It's easier for the user" ('Why You Should Use a Contact Form' 2024)

A blue rectangular button with the text "Email us" in white, set against a light gray background.

Survey Summary

Questions Presented:

1. Can you share your experiences while shopping for Bakery products or Chocolate treats?
2. Have you ever purchased such goods online? If so, can you describe your experience with the purchase (e.g. the convenience or challenges encountered)?
3. When deciding on a treat and or bakery shop, what would influence you most and least to visit?
4. Can you describe a treat that always stands out to you? What makes it special?
5. Are there any services or features you would like a bakery/treat shop to offer to enhance your experience?
6. When ordering online, how important are availability and delivery options?
7. Do you typically buy treats for yourself or as gifts?



Summary of results found:

Based on 12 participants interviewed. The following trends were noted.

1. Experiences consisted of treating self or others when being out. Social means but expected sweetness and a sense of self-care.
2. 8/12 have not purchased these online. Mainly due to not hearing of such services and 2 preferring in-person. 4/12 that did, described the experience as pleasant. Well packaged and mostly good taste but the taste is not well described on site.
3. Known brand? Health conscious, Look of products/display, availability. Price.
4. Any gourmet chocolates, truffles, brownies, and cookies. Cupcakes too. Look counts highly sweetness is next but cannot be overdone.
5. Tester boxes, personalized chocolates, special notes.
6. Expected products to be made ASAP or ready to ship. Fresh and not too long shipping. Preferred express for most with good quality packaging.
7. For self mainly, others buy as gifts or for special occasions/parties.



Ethical User Research

- Be honest with participants about purpose of research, why you are doing it and how you are going to use the results.
 - Let participants give informed consent. Obtain consent.
 - Represent your participants accurately. Be open and listen to what participants are actually saying and doing.
 - Be sensitive, Do no harm. Be mindful of user's data and GDPR. Consider pseudonyms for quotes. Ensure you have permission if using any photos.
 - Plan your research - don't waste participants time. (always do a test run of interview / usability test beforehand).
- <https://www.interaction-design.org/literature/article/conducting-ethical-user-research>

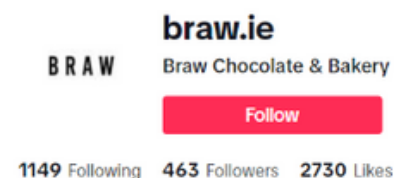
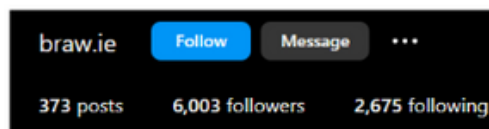
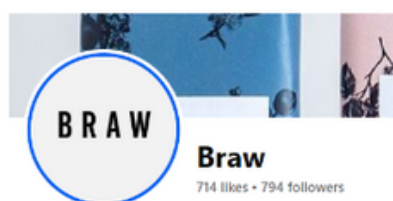
News Article Mentions:

<https://www.rte.ie/lifestyle/food/2023/12/03/1416447-the-best-artisanal-chocolate-that-ireland-has-to-offer/>

Micro but mighty, Anna Coffey's petite chocolate workshop and micro-bakery business bears big flavours and ambitions. A former head chocolatier at Dublin's Cocoa Atelier before joining Adare Manor as pastry chef and later striking it out solo in business. She sells direct to customers and supplies cafes and restaurants around Limerick. Her 2023 festive collection of bars includes flavours like peppermint, pistachio and mince pie! [braw.ie](https://www.braw.ie)

<https://www.irishtimes.com/life-style/2023/11/23/food-and-drink-subscriptions-christmas-gifts-that-keep-on-giving/>

- [Limerick-based Braw Chocolate](#) make decadent and fun chocolate bars. Their monthly subscription, The Chocolate Club, includes three bars a month, with one bar always being a one-off or work in progress.



03 PERSONAS

Braw Chocolate and Bakery's client base age range is 25 to 50, consisting of 81% women. The personas that have been developed are meticulously constructed fictional depictions of our target demographic and serve as extremely useful tools for developing an extensive understanding of consumer requirements, goals, pain points, and behaviours.

We work to Prioritise User-Centricity by actively collaborating with and utilising user personas across the entire design and development process. We ensure that every aspect of the process is well-informed by the needs and views of the customers we are targeting by considering user personas as a part of our matrix for making decisions. This persistent commitment to the needs of the user ensures that their unique needs and goals are successfully addressed in the end result.

User Persona One



GRACE

40 Years Old
Event Planner
Limerick City
High Disposable Income

BIO

Sarah is characterized by her taste for high quality and luxury goods. Her career showcases her refined taste and astute attention to detail. She devotes a lot of her time online as digital platforms. TikTok and Instagram function as two distinct sources of inspiration to her work, they serve as a source of creative ideas for events and trends in the industry.

QUOTE

"Quality products improve not only your environment but also your self-care. Avoid merely existing, instead surround yourself with only what makes you feel happy and fulfilled."

GOALS

Wants to try out new and sophisticated luxury goods.

Needs an easy and ethical consumer experience.

Wants to treat friends with unique and thoughtful quality gifts.

MOTIVATIONS

SELF CARE

SIMPLICITY AND EASE

TREATING FRIENDS

BEHAVIOURS

Avid Online Shopper: Frequently shops online and is browsing new luxury goods and brands.

Social Butterfly: Frequently shares discovered products she likes on social platforms.

Dedicated Business Woman: Has very little free time due to busy work life.

PERSONALITY

SIMPLISTIC SOPHISTICATED

UNMOTIVATED AMBITIOUS

INSECURE CONFIDENT

PAIN POINTS

Time Restrictions: Due to hectic work schedule, there is not much time for purchasing things in stores.

The search for exclusivity: the desire for more high-end products that appeal to refined tastes.


Complicated Digital Gift-Buying process: Disappointed with the intricacies of the online gift-buying processes, desires simplicity.

BRANDS



User Persona of Grace, a 40 year old event planner.

User Persona Two



SARAH
28 Years Old
Digital Content Creator
Dublin City
Average Disposable Income

BIO

Sarah is enthusiastic about showcasing small sustainable local businesses. She is familiar with the latest digital trends and best practices. She makes use of her platform to highlight companies that value sustainable processes, provide unique goods or services, as well as maintain accessible websites. Sarah thinks that everyone can be empowered by discovering and connecting with businesses that are having a positive influence on their communities through effective design and narrative.

QUOTE

"I adore showcasing hidden gems, but accessibility is crucial. My platform is not just about showcasing exciting businesses, but making sure that everyone is able to experience them"

GOALS

- Wants to platform local small businesses.
- Needs an easy and accessible online website that anyone can access and use conveniently.
- Wants to promote sustainability and associate with brands that align with personal values.

MOTIVATIONS

- CONSCIOUS CONSUMERISM
- BRAND ADVOCACY
- ACTIVE COMMUNITY MEMBER

BEHAVIOURS

- Digital Explorer:** Constantly on the lookout for new online local businesses to review and promote.
- Actively Online:** Actively participates with online communities on platforms.
- Stubborn:** Strongly stands by beliefs and values.

PERSONALITY

LAZY DRIVEN

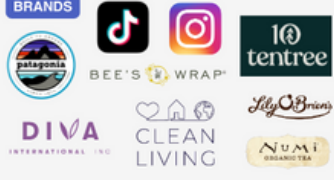
INDIFFERENT CURIOUS

UNIMAGINATIVE INNOVATIVE

PAIN POINTS


- Technological Restrictions:** Disappointed with outdated web functions and longing for more advanced features.
- Discovery Restrictions:** Notices low number of local businesses that use technology to their full advantage to reach a larger audience.
- Inaccessible Data:** Stands for accountability and traceability in the procurement and manufacturing processes of small businesses.

BRANDS



User Persona of Sarah, a 28 year old digital content creator.

User Persona Three



DAVID
48 Years Old
Engineer
Dublin City
High Disposable Income

BIO

David strives to contribute to making his partner's everyday life more pleasant. Robert explores the world of online gift buying on his quest to surprise and show devotion. He wants to establish a recurring tradition of delightful surprises that will transform their days into memorable occasions. David is eager to use technology for romance, but he is wary of it. He wants every gift to be a romantic thoughtful experience.

QUOTE

"The most delightful moments in life should be cherished. My approach of adding a touch of sweetness to our relationship is through a carefully thought out and excellent gift."

GOALS

- Wants to start a new tradition to give partner a gift each month.
- Needs an easy to understand online experience that does not waste time.
- Needs a clear display of product information.

MOTIVATIONS

- PARTNERS JOY
- THOUGHTFUL ACTS
- ACCESSIBLE ONLINE SOLUTIONS

BEHAVIOURS

- Devoted Husband:** Often wants to treat and surprise partner to show they care.
- Efficiency Oriented:** Focuses on completing tasks in the easiest way in order to stay stress free.
- Organized:** Cares about keeping a structured and consistent routine.

PERSONALITY

UNINTERESTED CARING


SLOPPY ORGANIZED

DOUBTFUL DETERMINED

PAIN POINTS

- Wary of E-Commerce:** Is not very familiar with online shopping and correct practices.
- Delivery times:** Wants to guarantee delivery times are fast and reliable.
- Information Overload:** Difficulty finding products due to abundance of suggestions and opinions about online goods.

BRANDS



User Persona of David, a 48 year old engineer.

04 JOURNEY MAP

Consumer Journey Map for Braw Chocolate & Bakery - Purchasing Online



Busy Career Woman Grace

Add a little bit of body text

Scenario: Grace is seeking easy online solutions to find luxury goods to treat herself as she is a busy career woman.



Passionate Environmentalist Sarah

Add a little bit of body text

Scenario: Searching for new ethical local businesses to promote.



Devoted Husband David

Thoughtful David wants a quick and easy online shopping experience.

Scenario: Wants to gift their partner a special gift

table one AWARENESS

- 1. Social media marketing:**
Engaging posts on TikTok, Instagram and Facebook showcasing what products Braw offer.
- 2. Positive social media:** A positive review online by a trusted source.
- 3. Finding store:** Locating store in Limerick.
- 4. Google Search:** Searching for gifts online user discovers Braw.

table two CONSIDERATION

- 1. Social media reviews:**
Reading online reviews on Google, Instagram, TikTok and Facebook to understand other customers experience.
- 2. Website Exploration:**
Learning about Braw Chocolate and Bakery on it's website.
- 3. Researching Braw**
Online: After finding the store, searching for Braw on social media and finding online shop.
- 4. Impressed by Website Design & Layout:** Finds website easy to navigate and understand.

table three CONVERSION

- 1. Online Purchase:**
Reading positive reviews inspires user to complete purchase.
- 2. Clear Understanding:**
Clear layout of products with considerate and thorough information draw user to make purchase.
- 3. Luxury Display:** User is impressed by high quality looking products as website displays high quality photos of products clearly.
- 4. Limited Offers and Deals:** Sense of urgency drives decision making.

table four LOYALTY

- 1. Customer Feedback:**
Actively valuing customer feedback to improve product and communication, strengthening the relationship.
- 2. Special Deals and Offers:**
Kept up to date on special offers with Braw newsletter.
- 3. Online Engagement:**
Regularly responding to comments and creating a sense of community.
- 4. Subscription Gifts:**
Encourage customer loyalty.

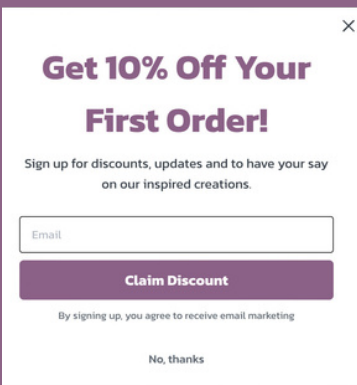
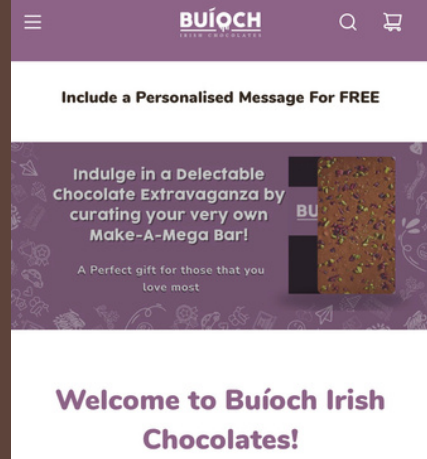
05 COMPETITOR BENCHMARK

Competitor 1. Buíoch Irish Chocolate

Founded in 2020, by Ryan and Daryl during the hard time of Covid-19 where Ryan lost his job. He called his best mate to tell him his Idea, that how Buioch was made. They are based in the heart of Kildare village.

Buioch Make chocolate that is mainly inspired by their customers through

They also offer a wide range of chocolates including gift bundles and create your own mega bar! In addition to this they offer gift cards for your loved ones.

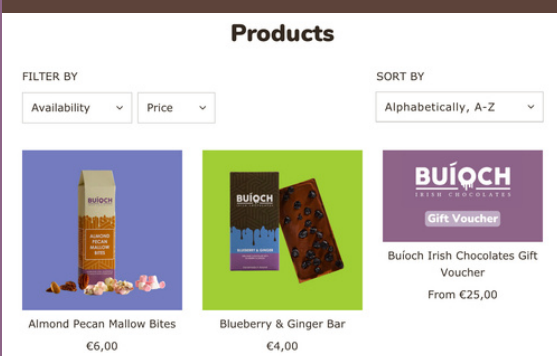
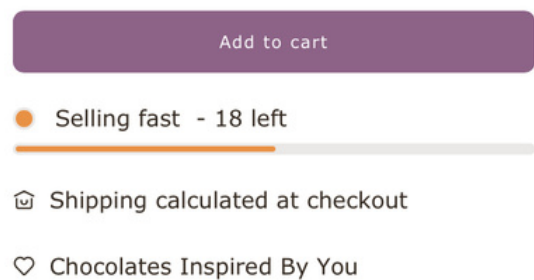


Shortly after entering their website, they offer to sign up to receive 10% off the first order. This is a smart way of leading your customers straight to their first order yet with a discount!

All of their orders are placed on their website, they have an offer to collect if you are near to Kildare.

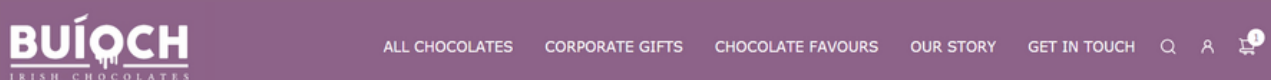
Their main priority for their website is for customers to sign up and place an order.

Buioch has an interesting feature on their website where it tells the customer the availability of each product, this gives the customer an idea of how popular this product is and how much is available in case of it selling out by the time they come back to purchase it. It makes the customer want to buy the product immediately



A filter feature under the products menu ensures the website is user friendly and the customer can find the desired product a lot faster, they can filter by their budget range and by availability and has the option to put the products alphabetically.

Along with that they have a search bar on the homepage that allows the customer to browse the desired product instantly.



In addition to these features Buioch has a customer review section, this is super important if you want customers to spend a certain amount of money on your website, the reviews give them reassurance, and security.

Customer Reviews

☆☆☆☆☆
Be the first to write a review

Competitor 2. Chez Emily Irish Belgian Chocolates

Mother's Day is March 10th 2024 [Shop Now](#)

Chez Emily

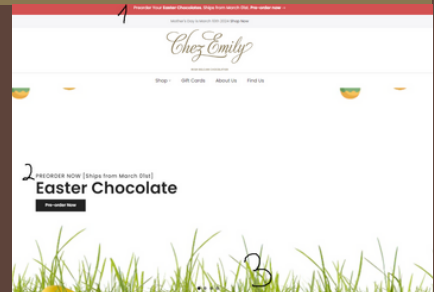
IRISH BELGIAN CHOCOLATIER

Chez Emily chocolates are located in Dublin. It is popular for selling Irish Belgian Chocolates along with seasonal chocolates and treats.

Emily chez is a good competitor for pushing your market and sales.

Almost instantly as you enter the website it fires events and important dates for you to shop for

Numbered 1,2,3 are examples for Mother's Day reminders, Easter reminders, number 3 illustrates a slide feature where it flashes different events and products available for them.



Personalised Chocolate

[Explore Now](#)

☐ Out Of Stock (1)

Price

Price: €0.00 EUR — €45.00 EUR

[FILTER](#)

Product type

☐ Product Type (16)

Product Categories

- + Easter (13)
- + Mother's Day (3)
- + Chocolates (16)
- + Gift Boxes (11)
- + Chocolate Slabs (10)
- + Chocolate Lollipops (14)
- + Personalised Chocolate (3)
- + Chocolate Letters (1)

To further improve filter feature would be a huge success in speeding up the time for customers to find the desired product in the right budget range, appropriate occasion and availability.

Expanding the filter feature will be more effective, Chez Emily has a great future that shows available products and products out of stock, it also holds products arranged in categories.

Chez Emily is a second example where you can sign up and get 10% off, customers are more likely to order from a website that offers a discount

Newsletter Signup

Subscribe to our newsletter and get 10% off your first purchase

Your email address

[Subscribe](#)



[Shop](#) [Gift Cards](#) [About Us](#) [Find Us](#)

[Easter](#) [Mother's Day](#) [Chocolates](#) [Gift Boxes](#) [Chocolate Slabs](#) [Chocolate Lollipops](#) [Personalised Chocolate](#) [Chocolate Letters](#)

Chez Emily has multiple categories present on her home page, they expand to bigger categories. This Keeps the website very user friendly and easier to browse.

Another interesting feature found in both Buioch website and Emily's is the gift card option highlighted on the home page. This is a great way of expanding your business to more customers, as the people receiving the gift card might not have heard of her brand, if they are impressed they are more likely to purchase more or buy a gift card for a loved one and the cycle repeats.

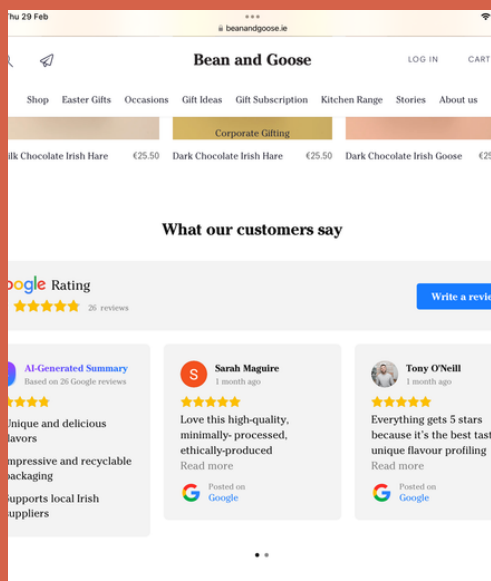
This is the most simple feature found on almost every chocolate website, It is the search bar. This one is from Chez Emily's website. It is found on the home page. A simple feature like this allows your customers to shop for the desired product/s within seconds.



Competitor 3. Bean and Goose



Bean and Goose is a small business created by two sisters, Karen and Natalie. They are most known for selling their chocolates at Last Tree Farm based in Wexford. They make the chocolate based on traditional technique of hand tempering on marble slabs



Goose and Bean have two interesting features that are more or less the same thing but different and effective in different ways.

They have separate reviews sections for each product and the website itself. This gives the customer a better idea of the taste vs expectations and the website itself.



Here are the reviews for the overall website on Bean and Goose. Here the customers can rate the service alone, whereas in the reviews for each product they can talk about the tastes.



There is an evident range of categories upon entering the website, this makes it easier to browse desired products and cuts down the time searching for them elsewhere.

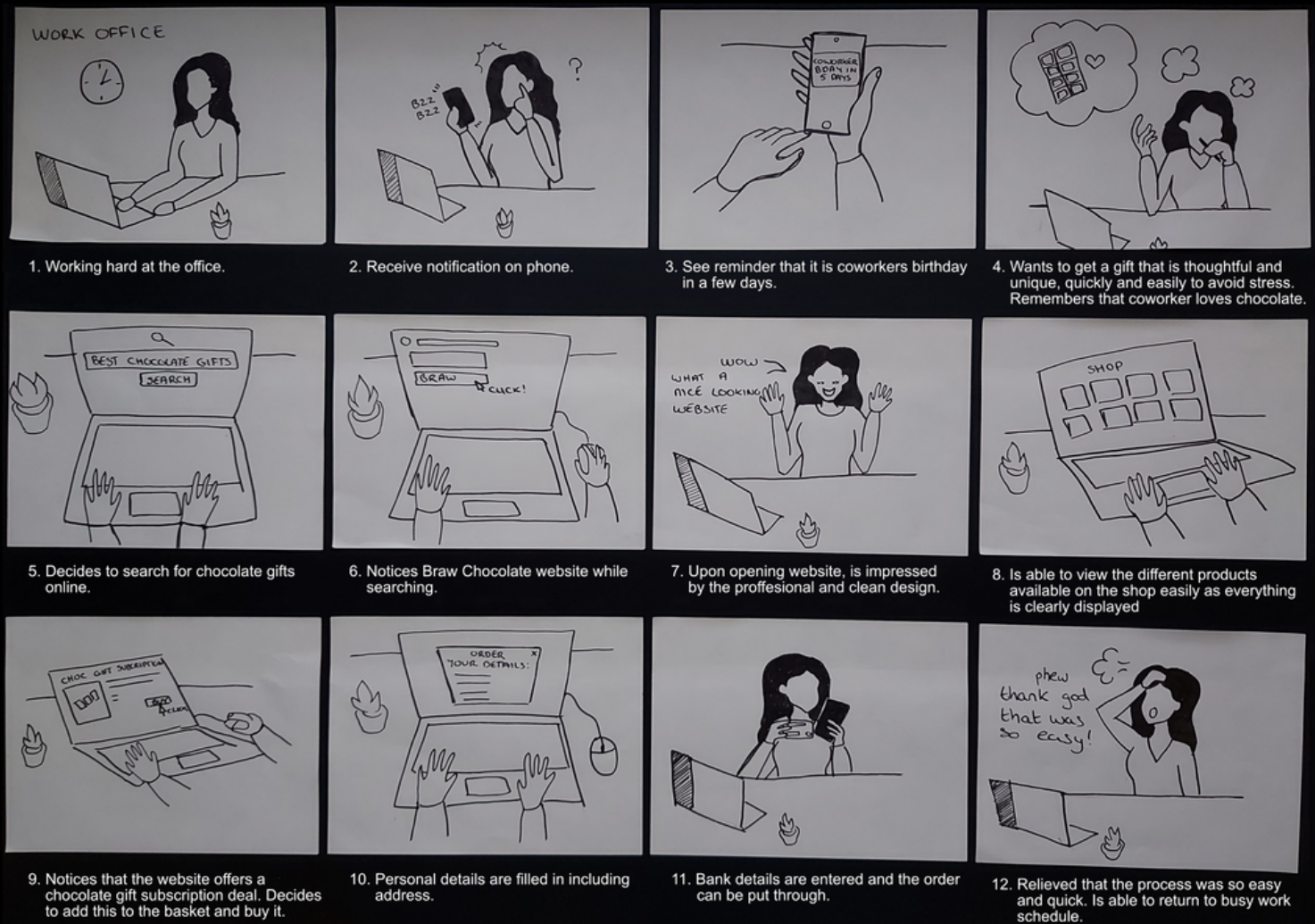
Competitor Benchmark Conclusion

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

06 STORYBOARD

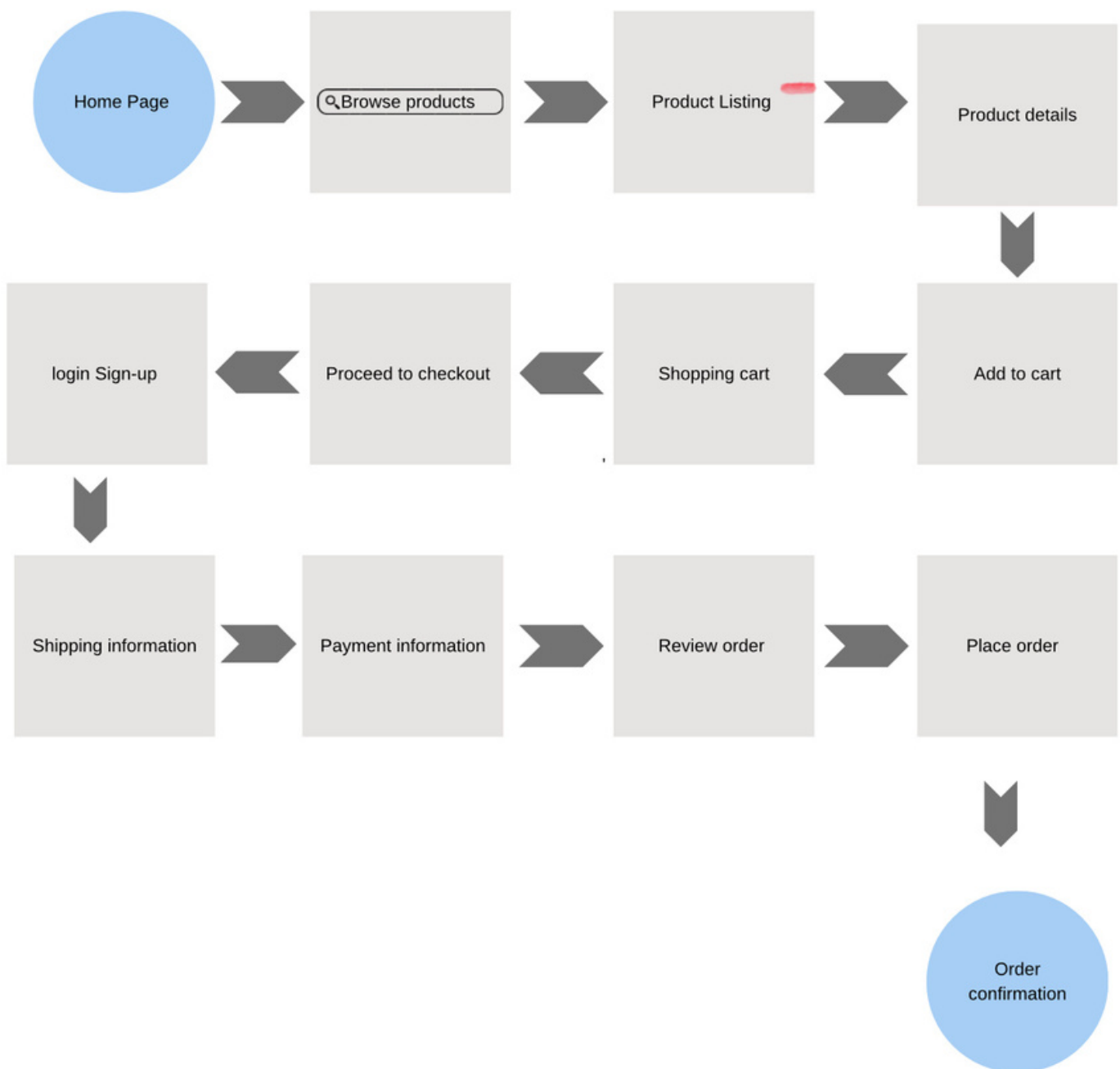
Purchasing From Braw Chocolate & Bakery Online



This storyboard shows a businesswoman realising that her coworker's birthday is approaching and that she needs to get her a gift. She wants a quick and simple online solution urgently as her job does not enable her to have a lot of free time. She keeps in mind that she like chocolate while taking into account the hobbies and preferences of her coworker. She looks into the kinds of gifts available on the internet. In the process of her pursuit, she finds Braw Chocolate & Bakery. Although there are a lot of online chocolate businesses, she was drawn to this one because of its simple layout and effective approach to displaying its products. After discovering a chocolate subscription box, she considers this idea to be original and considerate. She is pleased with how simple and quick it is to enter personal information and complete an order. She is happy that everything went so quickly and that she may resume her work.

07 USER FLOW

User flow for making a direct payment on the website



09 VISION DOCUMENT

Vision Statement

To create a more complete and complex website mainly centred around selling products directly off the website and improving the overall user experience on Braw Chocolate website.

Objectives

- Enhance user experience on the website
- Implied direct purchases off the website
- Push sales on the website
- Increase Engagement: Implement features and content strategies to increase user engagement and interaction.

Scope

- Website redesign: to modernise and improve usability.
- website improvement: add in more user friendly features.
- Improve browsing: add in more features to speed up the time when searching for a specific product.
- Sales focus: incorporating sales through the website directly
- Implied rating systems for the products and page.

Success Criteria:

- Website that has direct options to order and sign up upon opening the website.
- Easier and faster direct sales through the one website.
- Newly added features like search bar and wide range of categories on the home page.
- Newly high implied ratings on the website.

Communication Plan

- Regular Updates: Provide regular project updates to Anna through meetings, Email.
- Feedback Mechanism: Establish a feedback loop to gather input from Anna and incorporate suggestions for continuous improvement.
- Hold regular team meetings to discuss project progress, challenges, and upcoming tasks.
- Schedule different types of meetings, such as planning meetings, status updates, and retrospective sessions.
- Risks and Mitigation: Technical Challenges: Proactively address potential technical hurdles and conduct testing.

10 REFERENCES

Chacko, A. (2023) Your Guide to Social Media Comments: How to Post and Respond [online], *Sprout Social*, available: <https://sproutsocial.com/insights/social-media-comments/>.

How to Easily Show All Products on Your Shopify Homepage [online] (2023) *Shogun*, available: <https://getshogun.com/learn/shopify-show-all-products-homepage/>.

Why You Should Use a Contact Form [online] (2024) *WP Engine*, available: <https://wpengine.com/resources/why-you-should-use-a-contact-form/>.