Upcoming Orders

8/15/25 MILLER CUPCAKES
Cupcakes: 24
Vanilla with Vanilla Frosting
Decorations: Sprinkles

8/15/25 SMITH CAKE
Cake: 3 Tier
Chocolate with Vanilla Frosting
Decorations: Chocolate drip and pieces

8/20/25 FLOWERS CUPCAKES
Cake: 18
Chocolate with Vanilla Frosting
Decorations: Fondant Bows

8/15/25 SAGE CUPCAKES
Cupcakes: 36
Chocolate with Chocolate Frosting
Decorations: Sprinkles

Inventory Status

Name ⇅

Butter

Flour

Vanilla Extract

Sugar - White

Sugar Dark Brown

Cake Flour

NEW ORDER

NEW RECIPE

SHOPPING LIST

September 2025

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Bakerella - tools for home-based bakery management
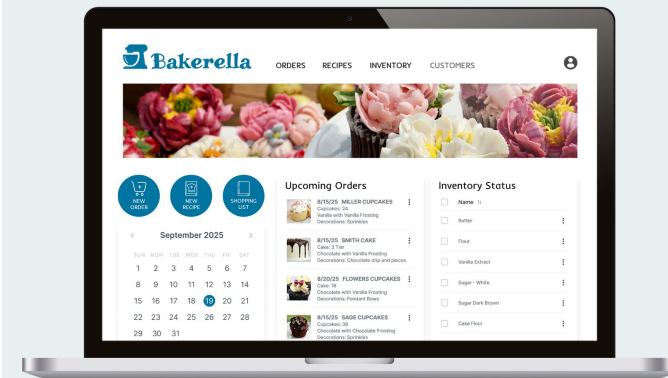
Kathleen Sage

Project overview

The product:

Bakerella helps home bakers manage their entire business in one place—from organizing recipes to tracking orders, inventory, and baking schedules. It's built for small-scale bakers who want to stay organized and focus more on doing what they love.

Project duration:

January 2025-May 2025

Project overview

The problem:

I designed this app to solve the common challenges home bakers face—like keeping track of custom orders, managing ingredient inventory, and maintaining consistent recipes.

The goal:

Insert one to two sentences about the goal of the project.

The goal of the project was to create an all-in-one tool that simplifies the daily operations of a home bakery. It aims to help bakers stay organized, save time, and grow their business with confidence.

4o

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Project overview

My role:

My role in the project was Lead UX Designer

Responsibilities:

Defining the user experience, creating wireframes and prototypes, and ensuring the app met the needs of home-based bakers through user-centered design.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

Google

User research: summary

For user research, I conducted interviews and informal surveys with home-based bakers to understand their daily workflows, challenges, and goals.

Initially, I assumed recipe organization was their biggest pain point, but the research revealed that managing custom orders, ingredient inventory, and scheduling were equally critical. This insight shifted the app's focus from just recipe management to a more holistic business management tool tailored to the real needs of small-scale bakers.

User research: pain points

1

Difficulty Managing Custom Orders

Bakers struggled to track special requests, flavor variations, and decoration details across multiple platforms or paper notes.

2

Ingredient Inventory Tracking

Many users had no efficient way to monitor ingredient levels, leading to last-minute shopping or missed orders.

3

Disorganized Scheduling and Prep

Without a clear calendar or prep system, it was challenging to plan baking tasks, especially during busy seasons or when juggling multiple orders.

4

Inconsistent Customer Tracking

Bakers had trouble keeping customer contact details, order history, and preferences organized, which made follow-ups and repeat business harder to manage.

Google

Persona: **Mark Sullivan**

Problem statement:

Mark is a detail-oriented home-based baker and former business analyst who needs an efficient way to organize his bakery operations so he can maintain consistency, reduce errors, and effectively balance the demands of his growing business.

"Efficiency is key—every minute counts in both business and baking."

Mark Sullivan

Age: 38
Education: Bachelor's degree
Hometown: Middlefield, IL
Family: Married, father of two
Occupation: Business Analyst

Goals
- Streamline recipe management to save time and reduce errors.

Frustrations
- Difficulty in tracking and organizing multiple recipes effectively.

Mark, a former business analyst turned home-based baker, discovered his passion for baking while managing a demanding corporate job. Now, he runs a successful bakery from home, but struggles with organizing recipes, order tracking and inventory. Mark seeks an efficient solution to organize his recipes and his business.

Google

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Sitemap

Users often struggled with managing bakery operations efficiently, so I used that insight to guide the creation of this sitemap.

My goal was to make decisions that simplify workflows and make daily bakery management tasks quick and intuitive.


Homepage
Overview of recent recipes, orders, and inventory status
Quick links to frequently used features

Recipes	Orders	Inventory Management	Baking Schedule & Calendar	Business Insights & Reports	Settings & Preferences	Help & Support
All Recipes (View/Search/ Filter)	All Orders (View/Search/ Filter)	Ingredient List	Upcoming Orders & Deadlines	Sales & Revenue Tracking	Profile & Account Settings	FAQ & Tutorials
Add New Recipe	Create New Order	Stock Levels & Alerts	Task & Prep Scheduling	Popular Recipes & Customer Preferences	Measurement Unit Preferences	Contact Support
Categories & Tags	Order Status Tracking (Pending, In Progress, Completed)	Shopping List Generator	Reminders & Notifications	Cost Analysis & Profit Margins	Team Collaboration & Permissions	Community Forum
Favorite Recipes	Custom Order Requests	Supplier Management				
Recipe Scaling & Conversions	Pricing & Cost Calculation					

Google

Paper wireframes

I used paper wireframes to quickly explore layout ideas and test user flows for managing orders, inventory, and recipes. This helped me prioritize clarity and usability before moving into digital designs.
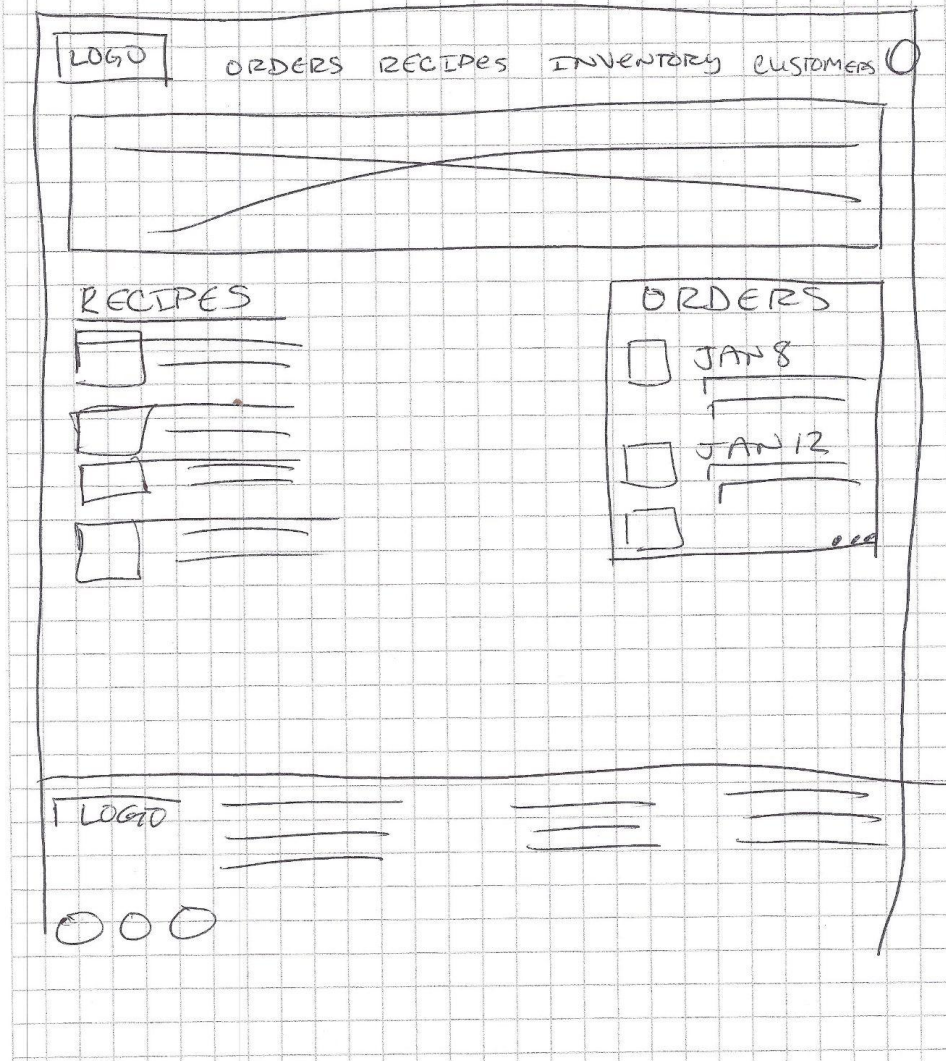
Paper wireframe screen size variations

I explored screen size variations in my paper wireframes to ensure the app remains easy to use across devices. The layouts emphasize quick access to core features like orders, recipes, and scheduling to support busy bakers on the go.
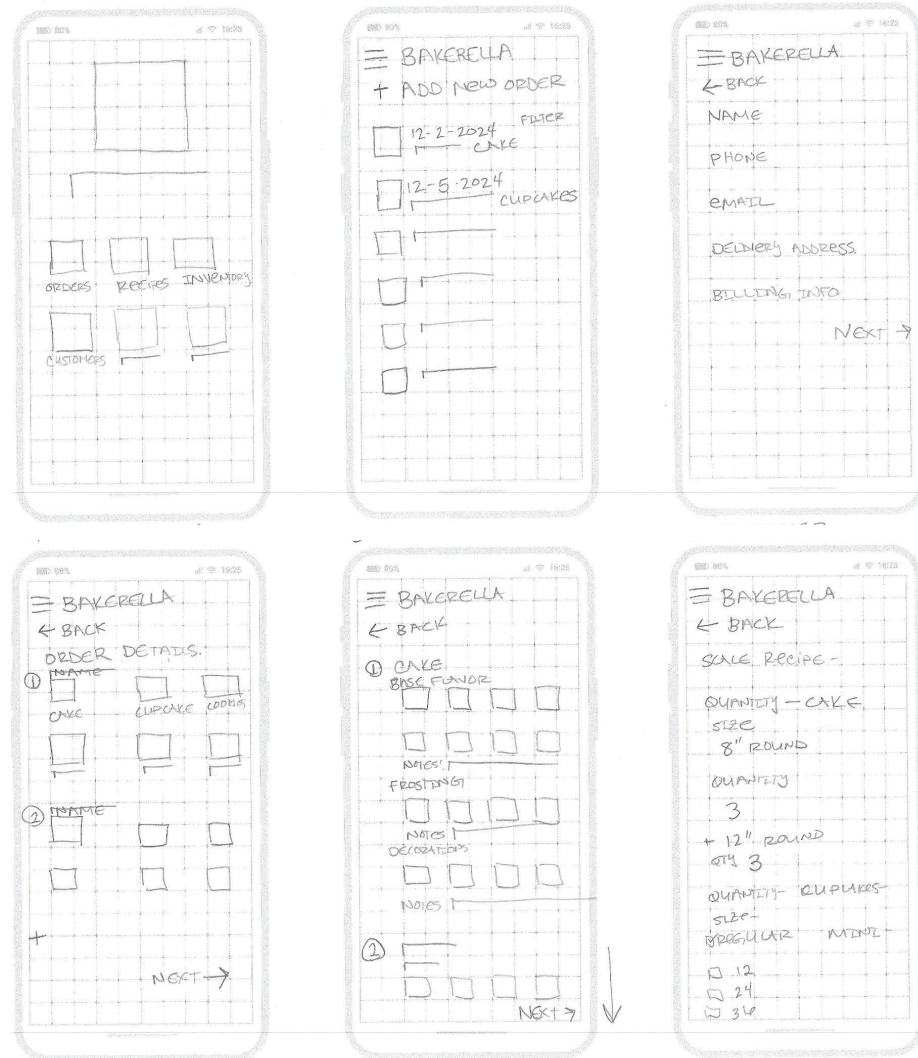
Digital wireframes

I focused on simplifying workflows; peer feedback led me to improve navigation clarity and make key actions more intuitive.

Bakerella   ORDERS   RECIPES   INVENTORY   CUSTOMERS

+
NEW ORDER

+
NEW RECIPE

March 2025

Upcoming Orders

Inventory Status
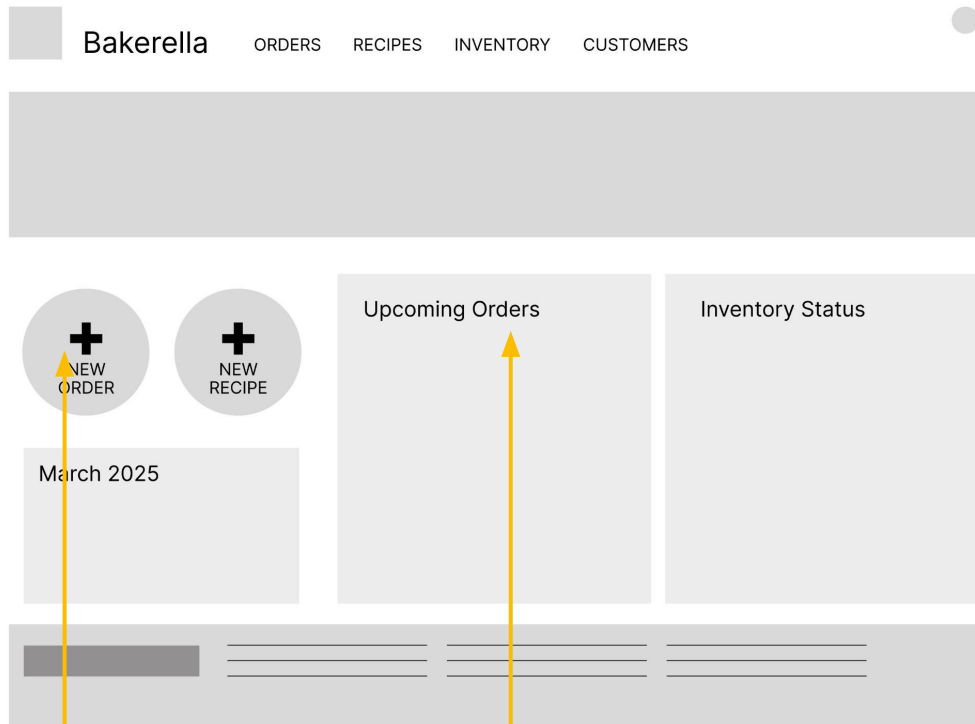
"New Order" Quick-Add Button: Quickly log custom orders to save time and prevent missed details.

Upcoming Baking Schedule Preview: Glanceable calendar helps bakers stay organized and plan prep, baking, and delivery.

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Digital wireframe screen size variations

My goal was to ensure the app remains easy to navigate on both mobile and tablet screens. I prioritized visibility of core features like "New Order" and "Inventory Status." Based on peer feedback, I adjusted spacing and button placement to improve touch accessibility and reduce visual clutter across screen sizes.
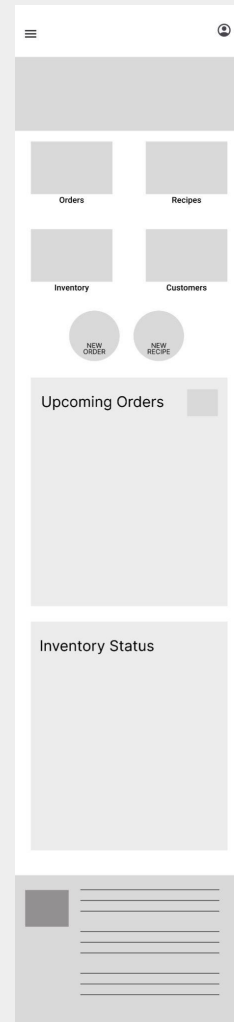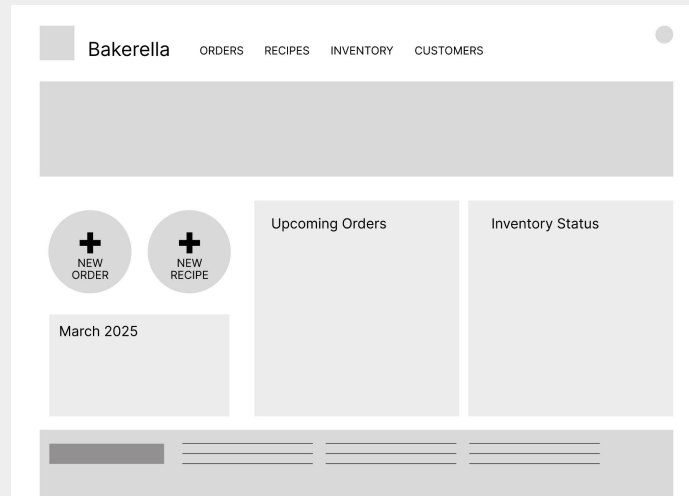
Low-fidelity prototype
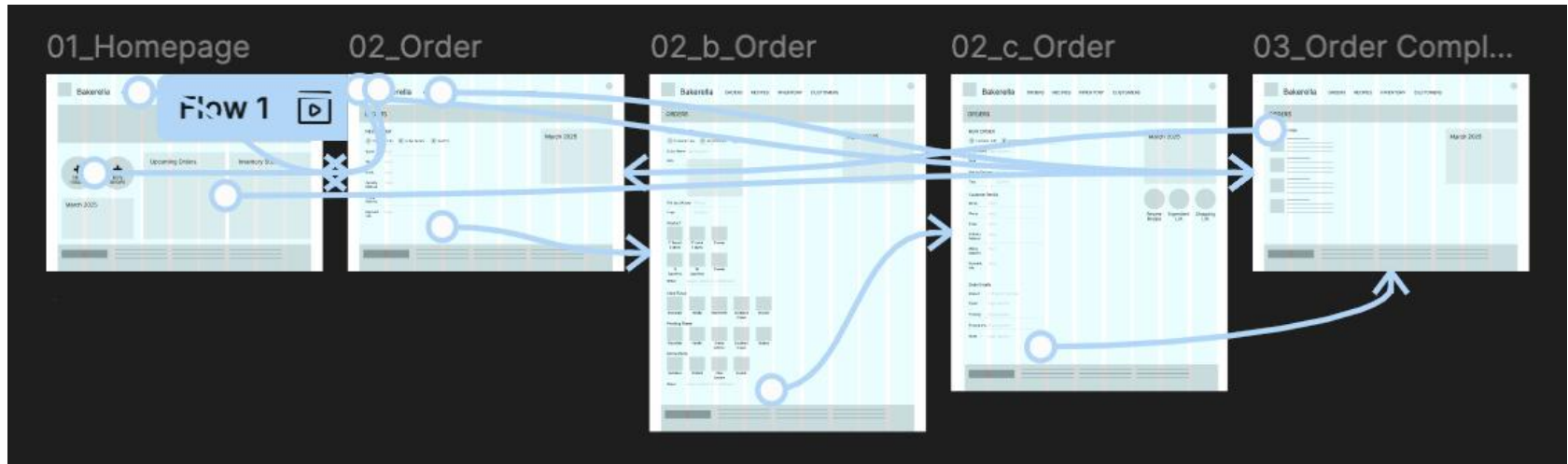
This prototype explores screen variations for order management and scheduling. Peer feedback led to clearer labels and more streamlined task flows.

Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

20-30 minutes

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Usability study: findings

The findings below highlight key insights gathered from user research and peer feedback. They directly informed design decisions to better support the daily workflows of home-based bakers.

1

Custom Orders

Users wanted faster access to custom order entry from the main dashboard.

2

Inventory Tracking

Bakers needed clearer inventory tracking to avoid last-minute ingredient runs.

3

Scheduling

Scheduling tasks visually helped reduce stress and improved time management.

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Mockups

Accessibility considerations

1

Touch-Friendly Design:
Buttons and interactive elements are sized for easy tapping on mobile devices, supporting users with motor impairments or limited dexterity.

2

Simple, Intuitive Navigation:
The app's navigation is designed with clear labels and a logical flow, reducing cognitive load and helping users easily find key features.

3

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The design made it easier for home bakers to stay organized and manage their daily tasks, with one peer saying, **"This app would save me so much time juggling orders and inventory!"** It gave users a sense of control over their business, helping reduce stress and improve workflow.

Takeaways

What I learned:

Throughout this project, I learned how important it is to deeply understand the real-world workflows and challenges of the target users before jumping into design solutions. I was able to apply my graphic design skills — like visual hierarchy, typography, and layout — to create clear, user-friendly interfaces. I also discovered how my experience in understanding client goals and balancing aesthetics with functionality translated well into UX design, helping me create solutions that are both visually engaging and highly usable.

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Next steps

1

I would build a functional prototype to gather more hands-on feedback from real home bakers.

2

Finalize prototype design with key features like recipe management, inventory management and order tracking.

3

I would explore adding features like automated reminders or customer loyalty tracking to further support bakery business growth.

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