Crumbcious Cookies

A UX/UI CASE STUDY

Norval Denton

Report Contents

Part 1: Define

- UX Scenario
- UX Goals
- UX Objectives

Part 2: RESEARCH

- User Research
- Competitor Analysis
- User Personas
- User Story
- Userflows
- Customer Journey

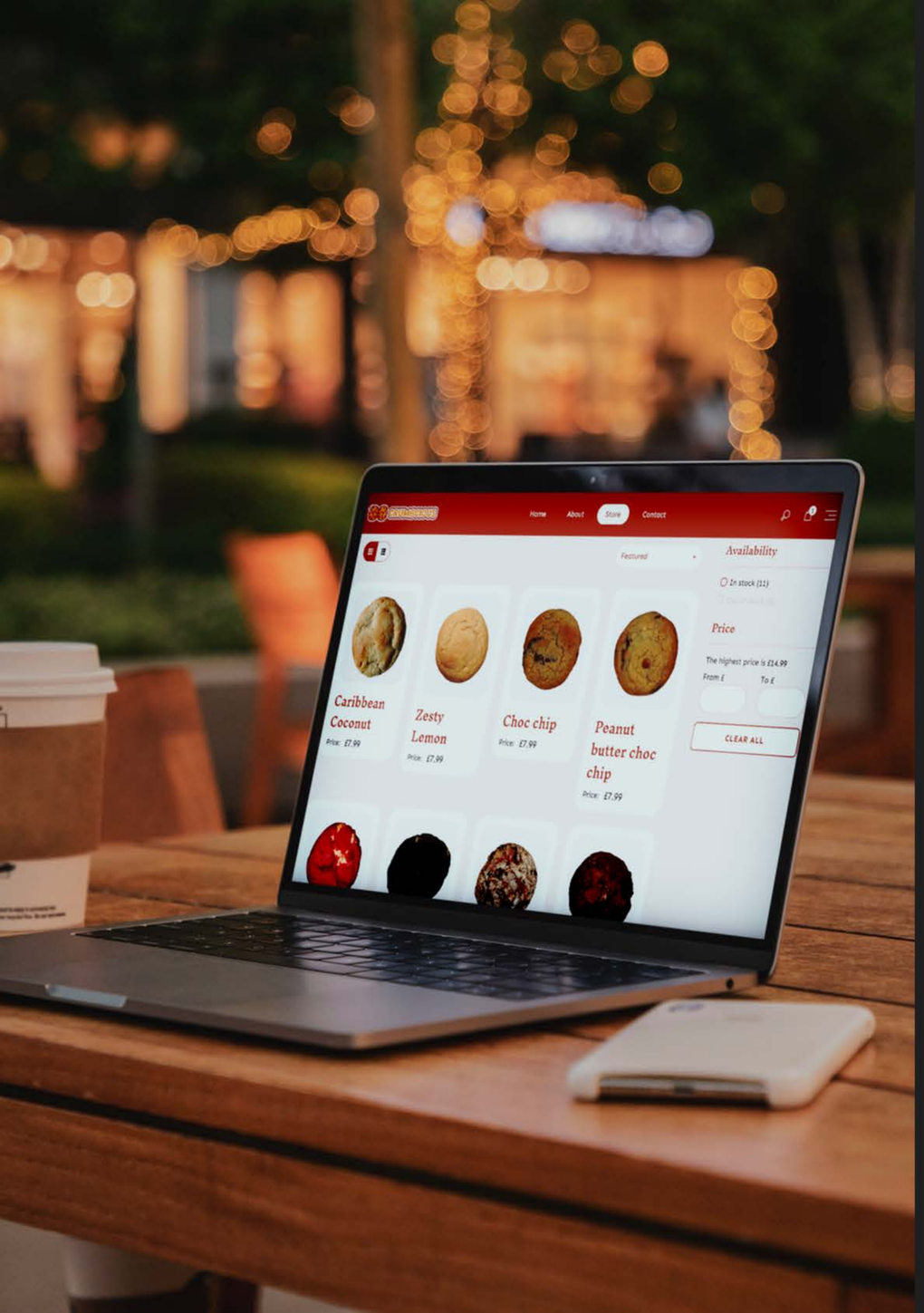
Part 3: DESIGN

- Color Palette & Typhography
- Wireframes
- Usability testing
- Mock-ups



UX Scenario

Crumbcious is a Shopify-powered cookie shop built to deliver the joy of fresh, handcrafted cookies through a seamless online experience. The challenge: create a simple, delightful user experience for cookie lovers who want fast, tasty gratification.



UX Goals

To build a warm, accessible, and fun e-commerce experience that makes purchasing cookies as satisfying as eating them.

UX Objective

- Reduce decision friction with clear CTAs
- Optimize for mobile-first shopping
- Make cookie selection fun and intuitive
- Ensure checkout is smooth and fast



User Research



To understand what drives (or derails) a cookie purchase, I conducted informal interviews with 5 potential customers and reviewed online behavior from similar e-commerce stores.

User Research

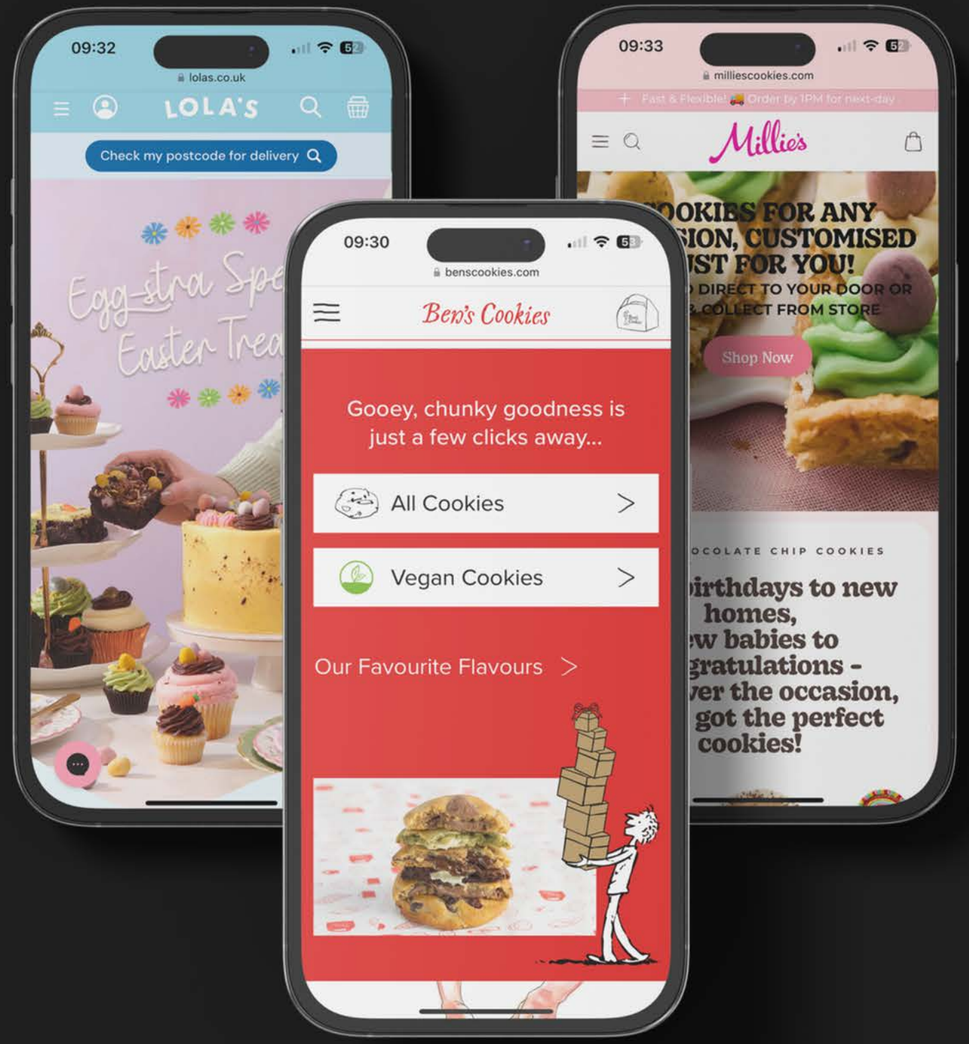
The research revealed three key insights:

Cravings are spontaneous – Most users weren't planning to shop for cookies—they landed on the site impulsively via social media or a friend's recommendation.

Speed is everything – Users expected to browse, select, and checkout in under 3 minutes. Any confusion or friction led to drop-off.

Visuals drive decisions – Descriptions mattered less than mouth-watering product photos. Users often bought based on looks alone.

These insights shaped the Crumbcious experience to meet people in their craving moment—fast, visual-first, and easy to complete.



Competitor Analysis

I analysed similar bakery online stores and found common issues: cluttered layouts, overwhelming menus, and slow checkout. Crumbcious aimed to avoid those.

NORVAL DENTON UX/UI CASE STUDY

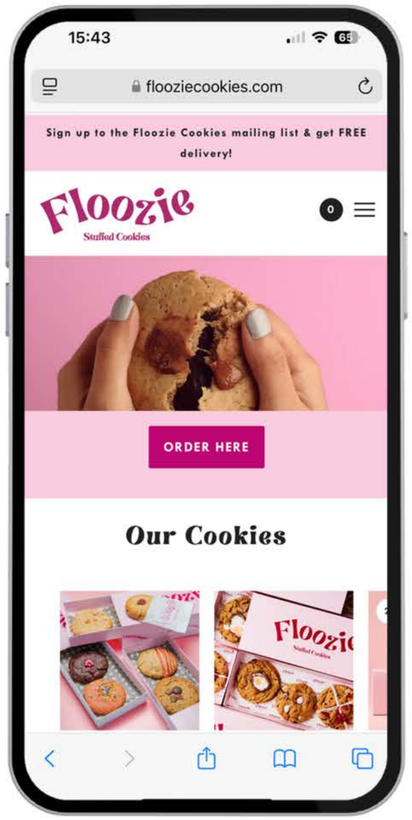
Competitor Analysis

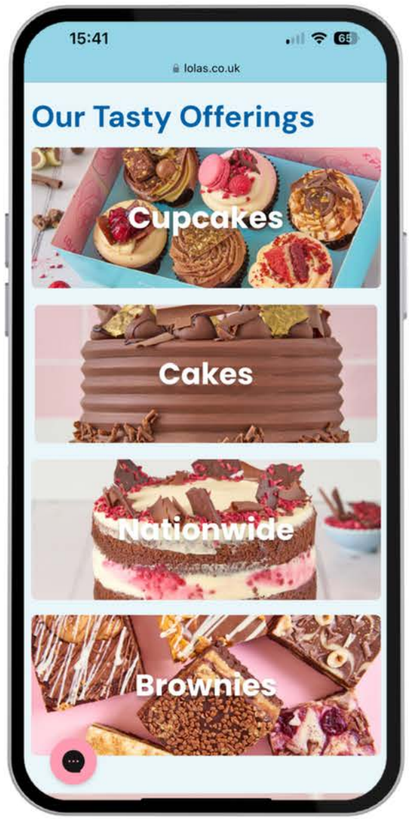
I analysed leading treat and dessert brands—Ben's Cookies, Lola's Cupcakes, and Millie's Cookies—to understand how they present their offerings and guide customers through the purchase journey.

I focused on:

- Product display strategies (e.g., bestseller highlights, customization steps)
- Checkout simplicity and flow
- Mobile responsiveness and load times

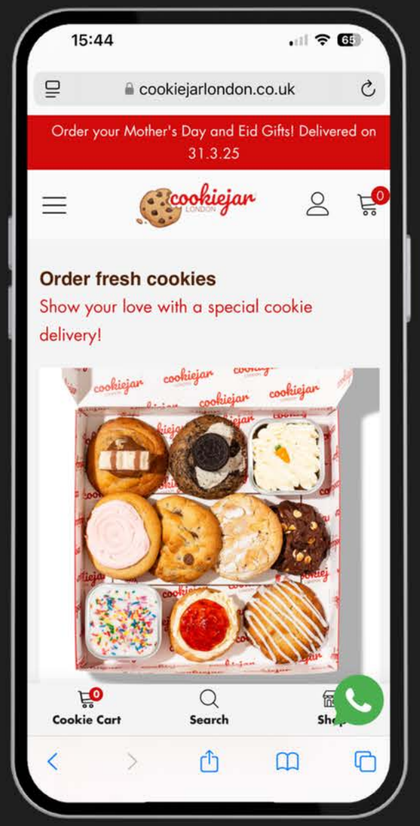
This helped benchmark Crumbcious against industry expectations, while identifying opportunities to differentiate through clarity, speed, and visual appeal.





Competitor Analysis





I also looked into how competitors structure their promotions and offers, with a specific focus on:

- Limited-time deals (e.g., "Buy 6, get 2 free")
- Gift messaging add-ons
- Urgency cues (stock countdowns, order-by times for next-day delivery)

Many sites missed the mark with cluttered banners or unclear value. Crumbcious leaned into simpler, more personal incentives—like quick gifting flows and playful product naming—to keep the experience light, intuitive, and emotion-driven.

Competitor Analysis





Competitors with the strongest performance delivered value-rich, low-friction moments that felt like a natural part of the experience—not interruptions.

Rather than pushing aggressive sales tactics, they used well-timed offers, clear messaging, and emotionally resonant visuals to guide users toward action. This inspired Crumbcious to focus on seamless, feel-good upgrades, like easy gifting, bundle highlights, and visual cues that support decision-making without pressure.

👨‍💻 Persona 1: Sweet Tooth Paul

Name: Paul Bryan
Age: 42 years old
Occupation: Truck Driver

Income: £32,000/year
Location: London, UK

About:
Paul spends long hours on the road and often finds himself in need of quick pick-me-ups during breaks. He enjoys treating himself to small comforts, like snacks or gifts for his family, especially when ordering online is fast and hassle-free. He's practical, loyal to brands that make life easier, and appreciates when things "just work."

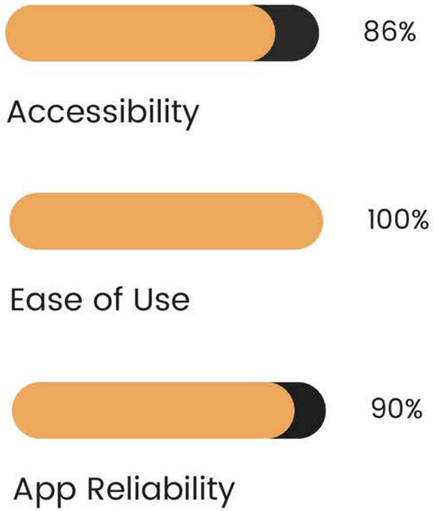
Goals:

- Find tasty, quality treats with minimal browsing
- Order quickly on mobile during short breaks
- Save favorite items or re-order easily

Frustrations:

- Complicated or slow mobile checkout flows
- Overwhelming product options without clear guidance
- Sites that don't load well on poor connections

Motivators:



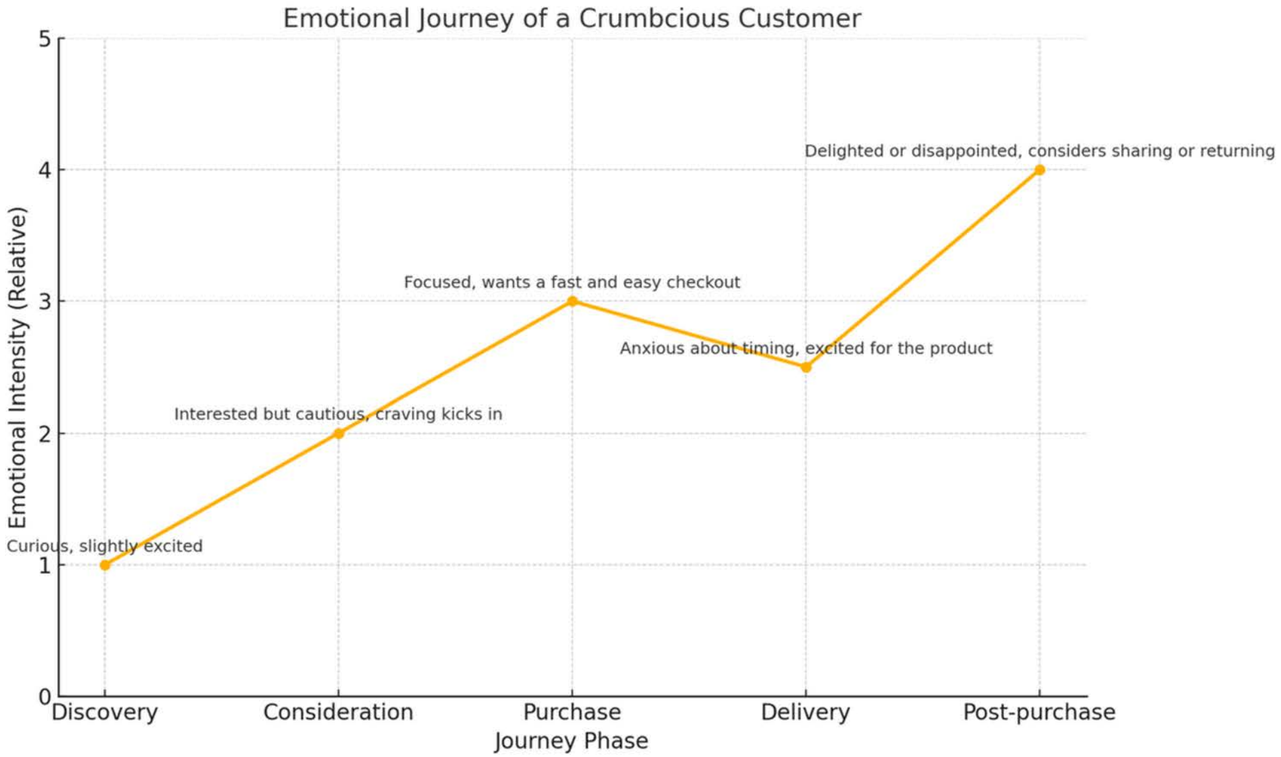


Crumbcious Customer Journey Map

	Phase	User Actions	Emotional Response	Opportunities
1	Discovery	Sees Crumbcious ad on Instagram or hears from a friend	Curious, slightly excited	Make the brand playful and visual, highlight trust/social proof
2	Consideration	Browses cookie options, checks delivery times, reads product names	Interested but cautious, craving kicks in	Simplify selection, show bestsellers or bundles
3	Purchase	Adds items to cart, selects flavors, completes checkout	Focused, wants a fast and easy checkout	Streamline checkout, use progress indicators, reinforce value
4	Delivery	Receives confirmation email, waits for updates and delivery	Anxious about timing, excited for the product	Send fun order updates, reassure on timing
5	Post-purchase	Receives cookies, shares on social, considers reordering	Delighted or disappointed, considers sharing or returning	Prompt for reviews, offer easy reordering or referral

Customer Journey

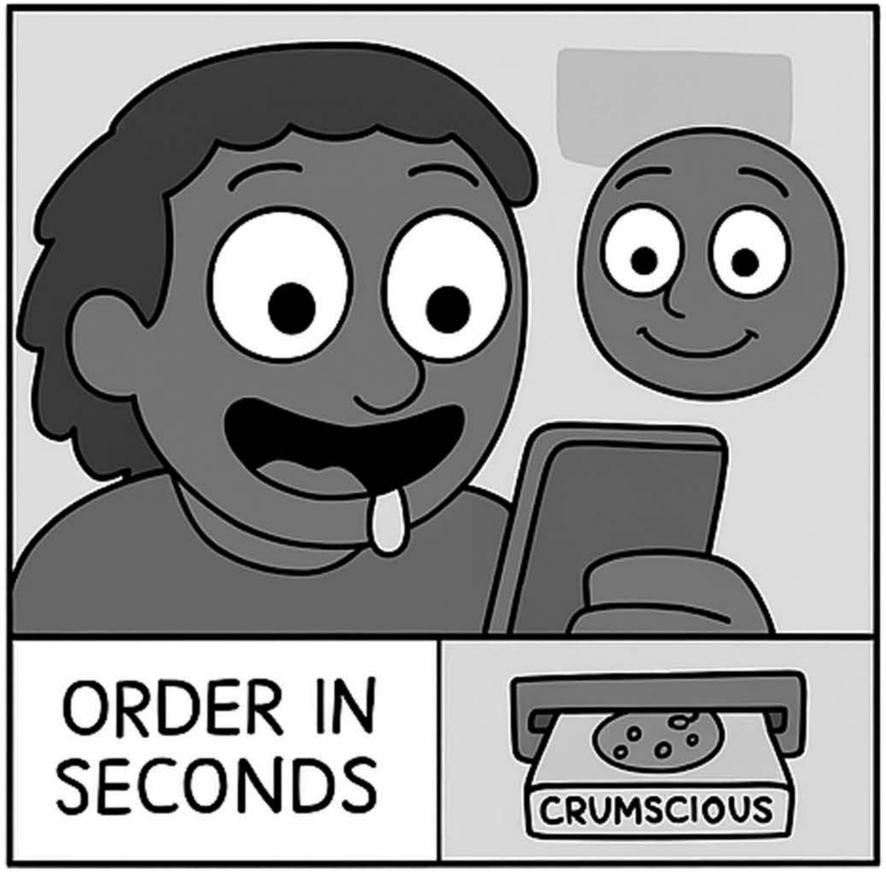
I created a Customer Journey Map (CJM) to visualize the end-to-end experience of a new Crumbcious customer—from discovering the brand to receiving their cookie delivery. The map highlighted key interactions, emotional highs and lows, and surfaced friction points in the buying process.



Customer Journey

This journey helped me identify high-impact moments—like browsing and checkout—where users were most engaged or most at risk of abandoning the process. These insights informed clearer CTAs, visual storytelling through product imagery, and a more reassuring checkout experience.

User Story



"As a cookie lover, I want to quickly browse and order treats on my phone, so I can satisfy my craving without a hassle."

User Story



Scene 1

Paul settles in for TV time when a sudden hunger pang interrupts the fun.

Scene 2

He checks the cupboard, only to find a single sad tin of sardines staring back.

Scene 3

Next hope: a crinkled snack bag on the couch. Nope—completely empty.

Scene 4

He grabs his phone and stumbles upon Crumbcious, a cookie lover's dream.

User Story



Scene 5

To his surprise, ordering cookies is quick, easy, and kind of magical.

Scene 6

The next day, a sweet delivery drops right through the letterbox.

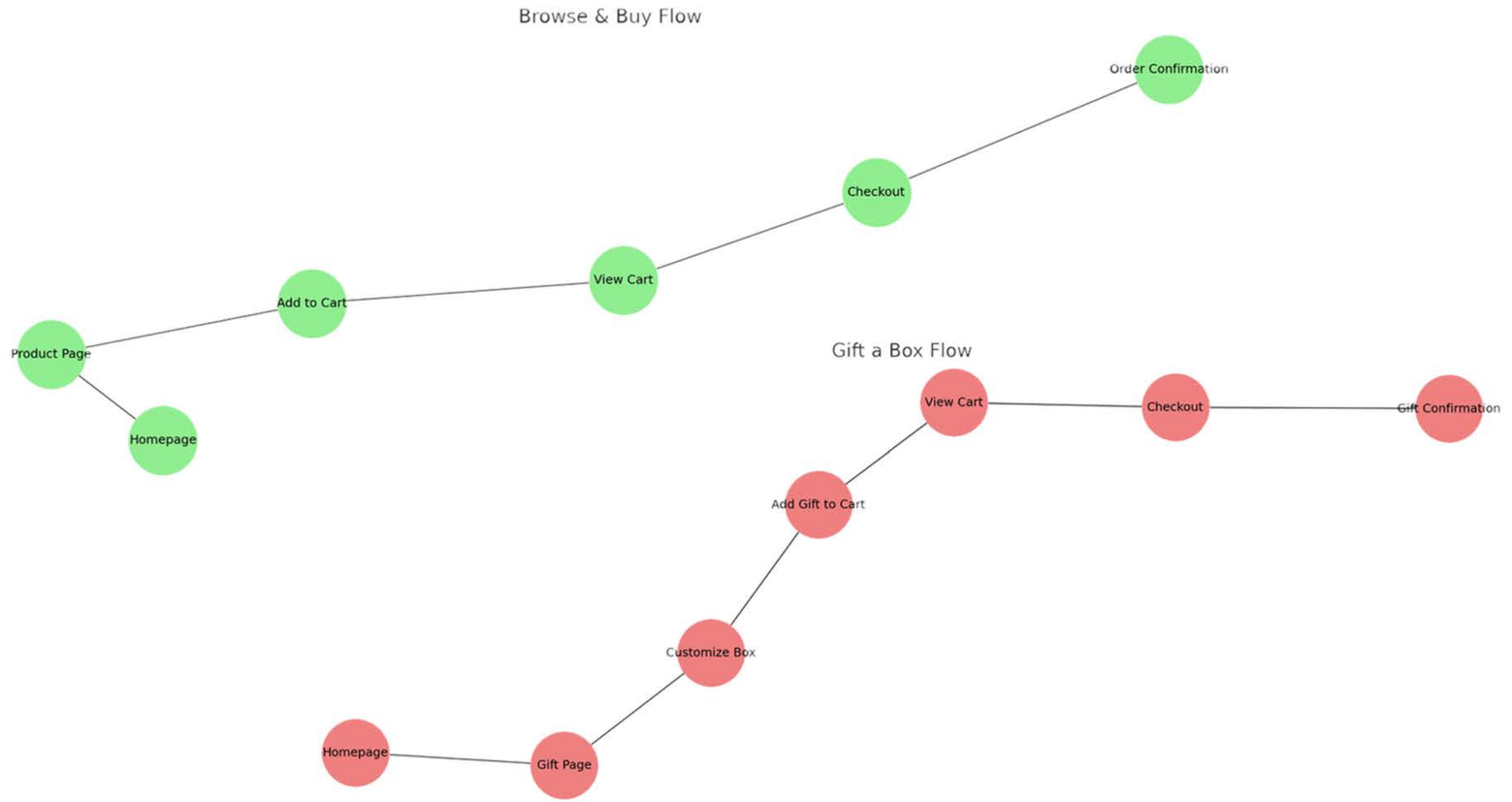
Scene 7

Paul opens the box to a glorious selection of cookies. Jackpot.

Scene 8

Back on the couch, cookies in hand—TV is better with snacks.

User Flows



Focused on two core flows: ‘Browse & Buy’ and ‘Gift a Box’. Each step was reduced to a maximum of 3 clicks.

Color Palette & Typhography

1 Typhography

For fonts, we use the Copy Duck custom font as the primary typeface, with SF Pro Display as the secondary font.

COPYDUCK

2 Color Palette

For color palette, I decided to go for a combination of warm and cool colors.

#eda85d
Primary Color

#853230
Secondary Color

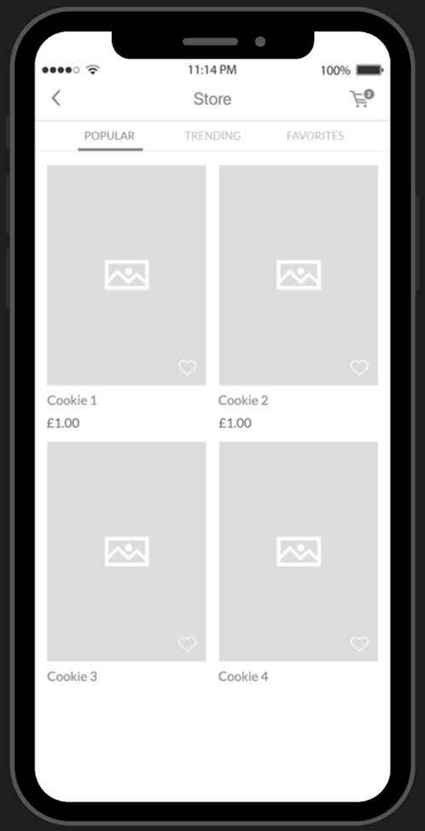
3 Logo

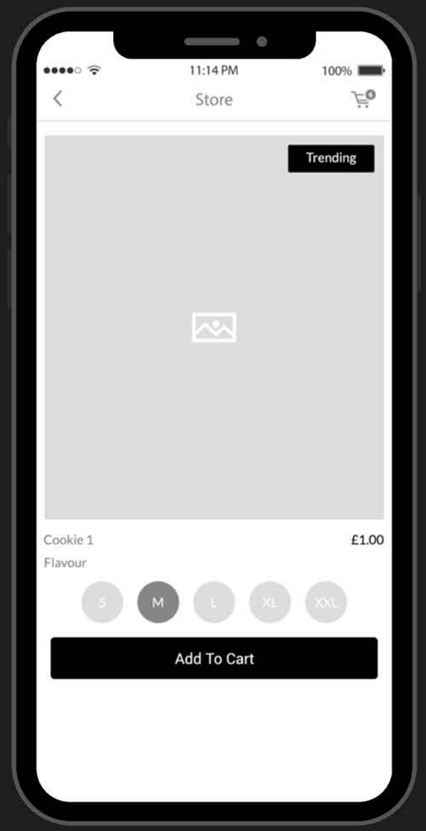
The Crumbcious logo was designed in Adobe Illustrator, where I crafted the icon and typography to bring the brand's playful, handmade personality to life.

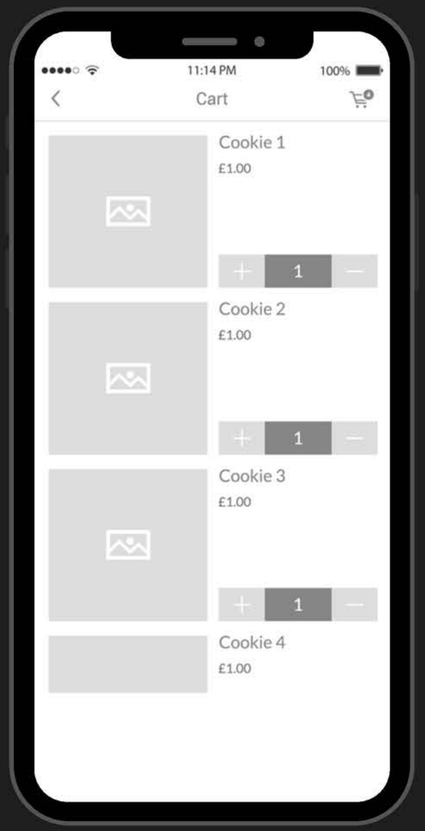


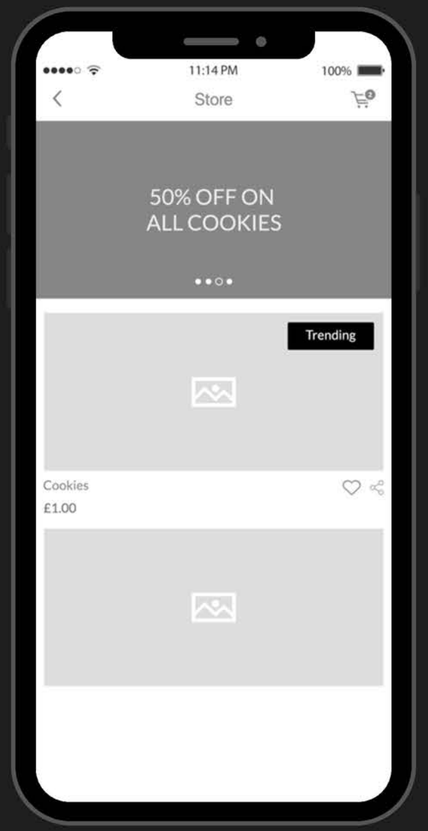
UI mock-ups

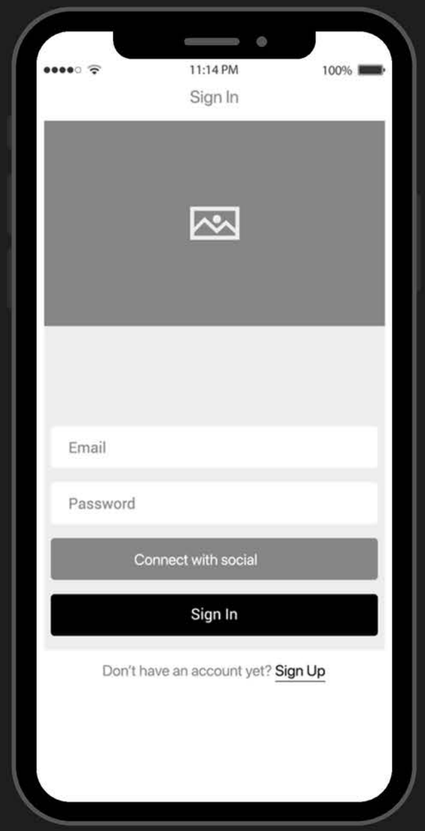
Low Fidelity











Usability Testing

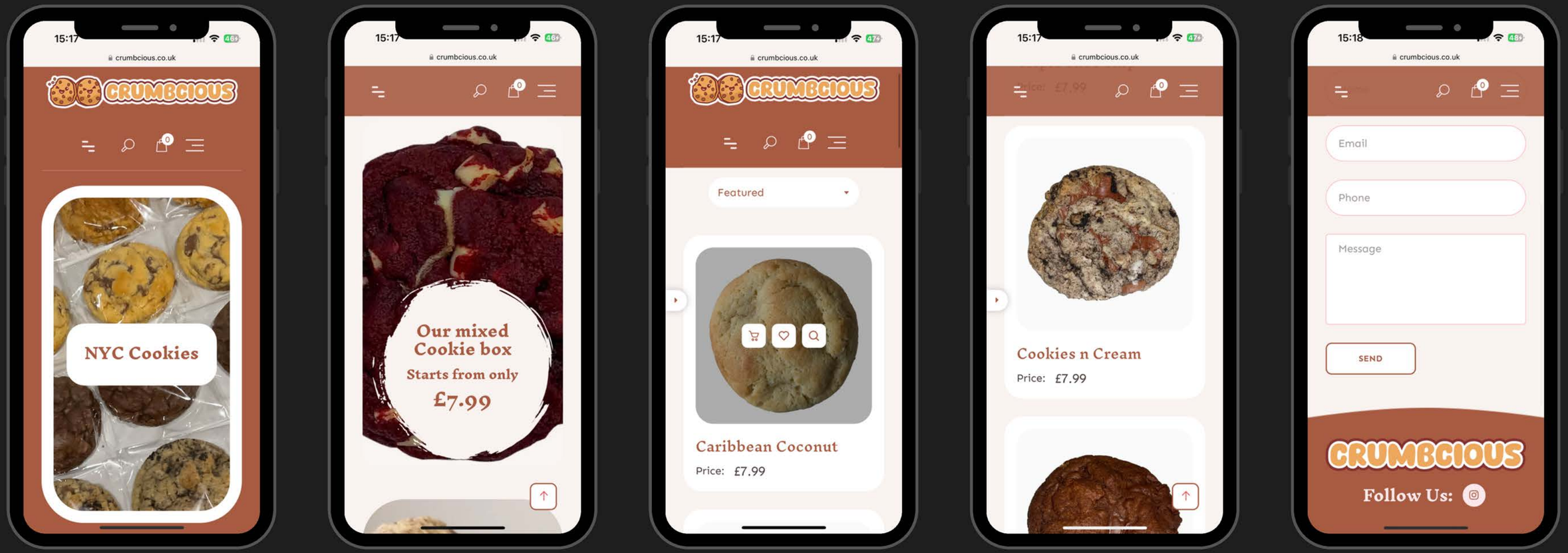
To validate and refine the Crumbcious purchase flow, I conducted quick guerilla testing with mobile users on both iPhone and Android. Testing in natural, real-world conditions (like on lunch breaks or during downtime) revealed usability challenges that wouldn't show up in a controlled environment.

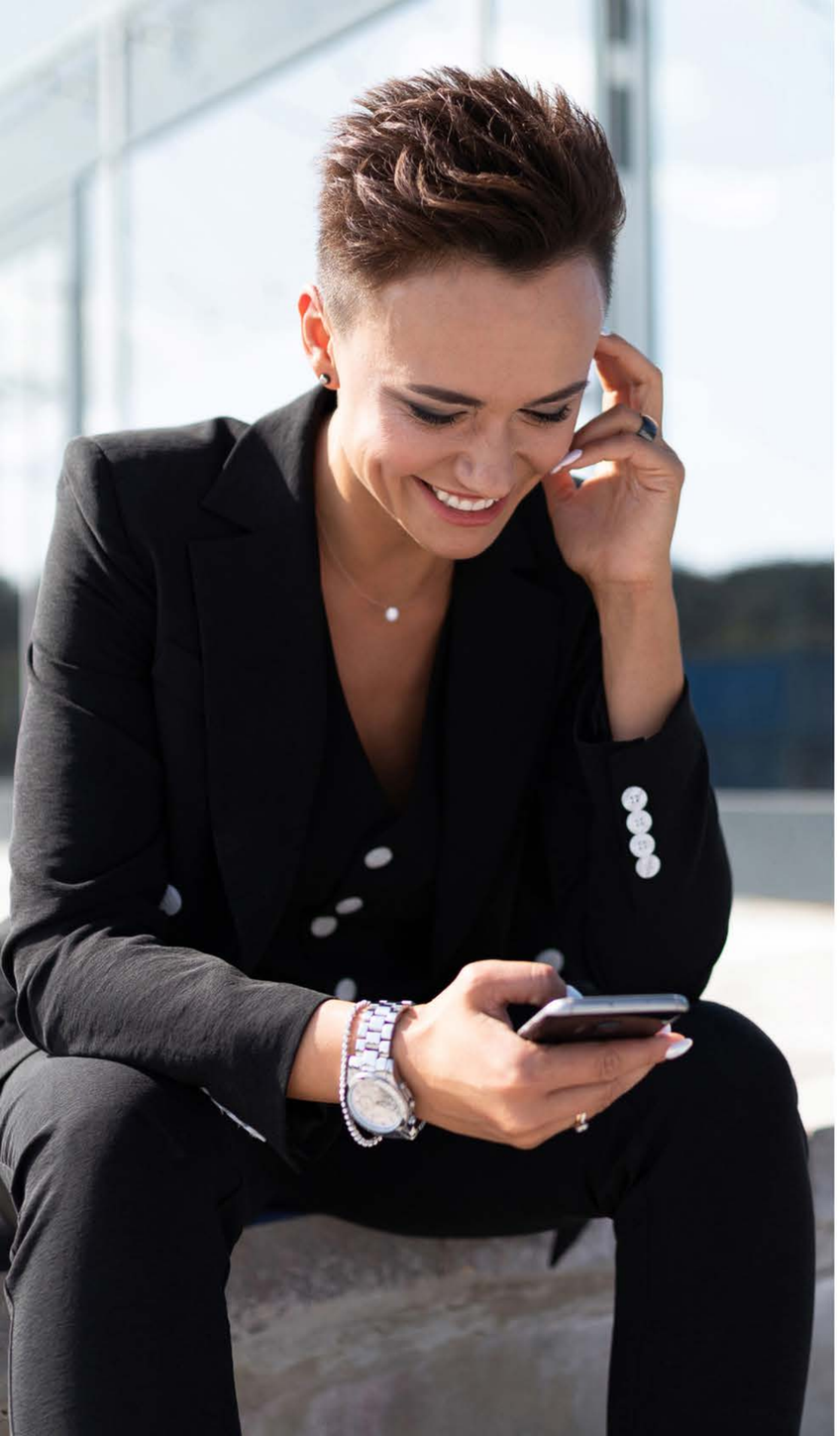
Participants were asked to complete two key flows: ordering cookies for themselves and sending a gift box. I observed their behavior, noting moments of hesitation, confusion, and delight.

Key feedback focused on simplifying the customization process, improving the visibility of delivery info, and making CTAs more prominent. These insights directly influenced design tweaks that made the experience smoother, more mobile-friendly, and more aligned with how users actually shop on the go.

UI mock-ups

High Fidelity





The Conclusion

Designing the Crumbcious experience wasn't just about selling cookies—it was about creating a warm, intuitive journey that respected users' time, cravings, and intent.

Grounded in real user insights and fast, iterative testing, the design focused on minimizing friction, elevating visual storytelling, and making both self-treating and gifting feel delightful. From first click to final checkout, every touchpoint aimed to balance clarity with charm.

This project reinforced the power of small UX details—whether it's simplifying a mobile flow, softening a CTA, or letting product imagery do the talking. Ultimately, it reminded me that great UX meets users exactly where they are—and quietly helps them get where they want to go.

THANKS FOR VIEWING!