

Information Architecture & Content Strategy

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Gap Analysis and Research Based Suggestions

# Baskin Robbins Blaze

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2024

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## A Cake for Anything & Everything

Made your bed every day this week? Whatever you're celebrating, make it sweet. Seize the day with a one-of-a-kind cake, customized with your favorite cake and ice cream flavors for a cake that's as unique as your occasion.

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Click on image to visit site.

# What makes Baskin Robbins famous?

Baskin Robbins is an ice cream company famous for its wide variety of ice cream flavors (with its standout "31 flavors" concept). They sell scoops, cones, and specialty cakes in stores worldwide.



## Company Goal



The goal of Baskin Robbins is to spread happiness by celebrating everyday moments with delicious ice cream treats, cakes, and desserts, offering over 1400 flavors for every occasion.

## Focus areas



### Focus on Ice Cream

Make ice cream the star attraction by promoting the top 31 flavors, a flavor of the month, and seasonal varieties to keep customers engaged.



### Simplify Ordering

Make information readily available and streamline the ordering process with clear CTAs, ensuring customers can quickly enjoy their treats, aligning with Baskin Robbins' goal of happiness.

# Persona

**Name:** Alex

**Age:** 28 years old

**Location:** New York City, NY

**Occupation:** Marketing Consultant



Alex, a 28-year-old marketing consultant from NYC, finds happiness in indulging in ice cream. He's adventurous with flavors but also cherishes classic favorites. Always on the lookout for deals, he loves collecting Baskin Robbins merchandise to add sweetness to his life.

## Tasks

- ✓ Alex wants to order a double scoop of Cookies 'n Cream and a scoop of the new limited-time Mango Tango flavor from Baskin Robbins because he loves trying new ice cream flavors while also enjoying his long-time favorites.
- ✓ He wants to explore deals and offers on ice creams from Baskin Robbins because appreciates saving money with discounts while enjoying his ice-creams.
- ✓ Alex wants to order Baskin Robbins merchandise as a birthday gift for his friend who is also a fan.

## Tasks 1



Alex wants to order a **double scoop of Cookies 'n Cream** and a **scoop** of the new limited-time **Blue's Boardwalk Bash flavor** from Baskin Robbins because he loves trying new ice cream flavors while also enjoying his long-time favorites.

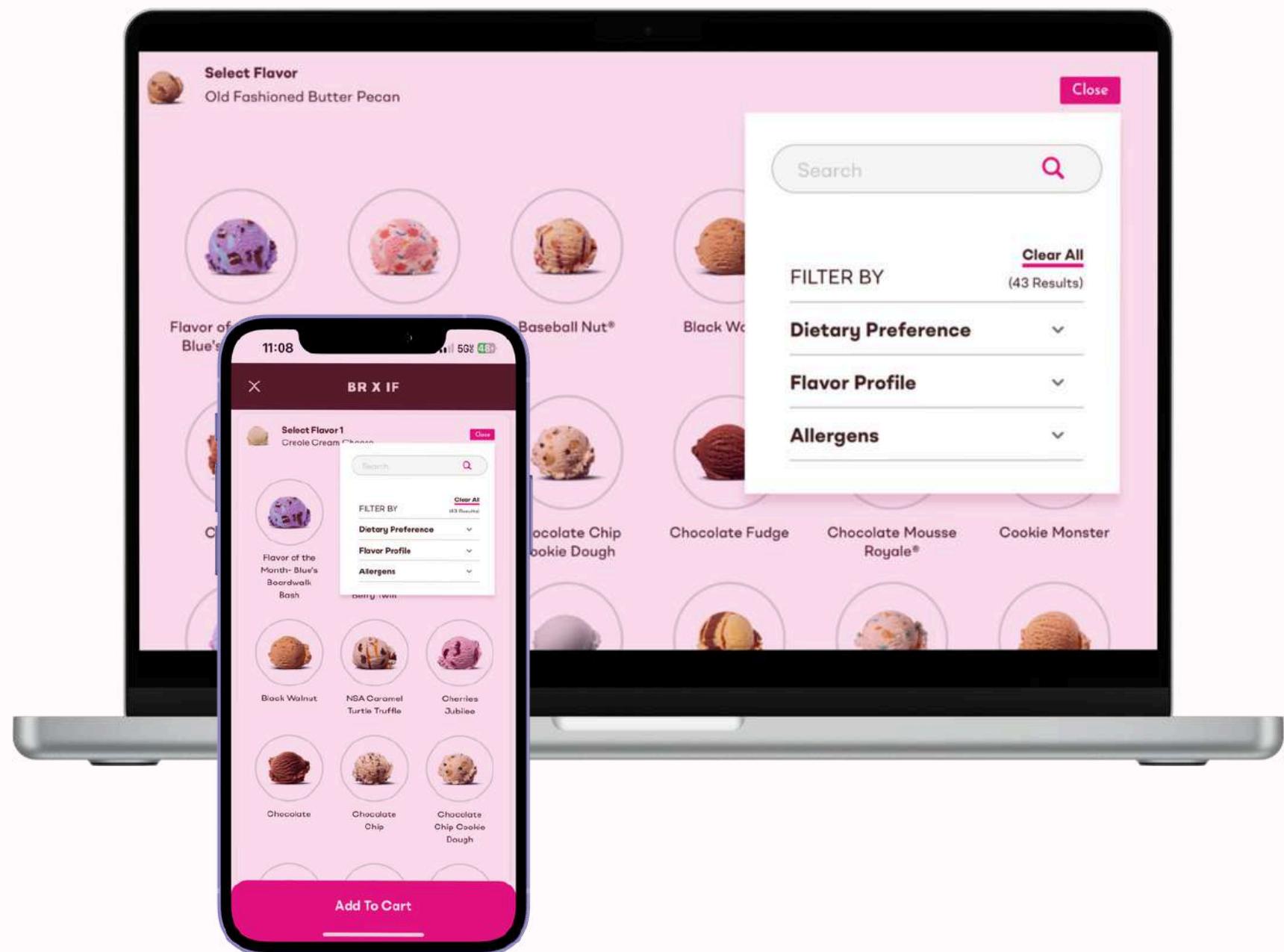


Cookies 'n Cream



Blue's Boardwalk Bash

# Suggested Approach



It's crucial that customers don't face a complex process when searching for an item on the website. Implementing a search and filter option allows customers to easily narrow down their search, **accelerating the ordering process and increasing business profitability.**

Creating a seamless procedure for customers results in a **positive user experience**.



## Select Flavor

Old Fashioned Butter Pecan

Apply Filters



Flavor of the Month-  
Blue's Boardwalk  
Bash



Flavor of the Month-  
Blossom's Berry  
Twirl



Baseball Nut®



Black Walnut



NSA Caramel Turtle  
Truffle



Cherries Jubilee



Chocolate



Chocolate Chip



Chocolate Chip  
Cookie Dough



Chocolate Fudge



Chocolate Mousse  
Royale®



Cookie Monster



## Select Flavor

Old Fashioned Butter Pecan

Close



Flavor of the Month-  
Blue's Boardwalk  
Bash



Flavor of the Month-  
Blossom's Berry  
Twirl



Baseball Nut®



Black Wo



Chocolate



Chocolate Chip



Chocolate Chip  
Cookie Dough



Chocolate Fudge

Search



[Clear All](#)

(43 Results)

### FILTER BY

#### Dietary Preference



#### Flavor Profile

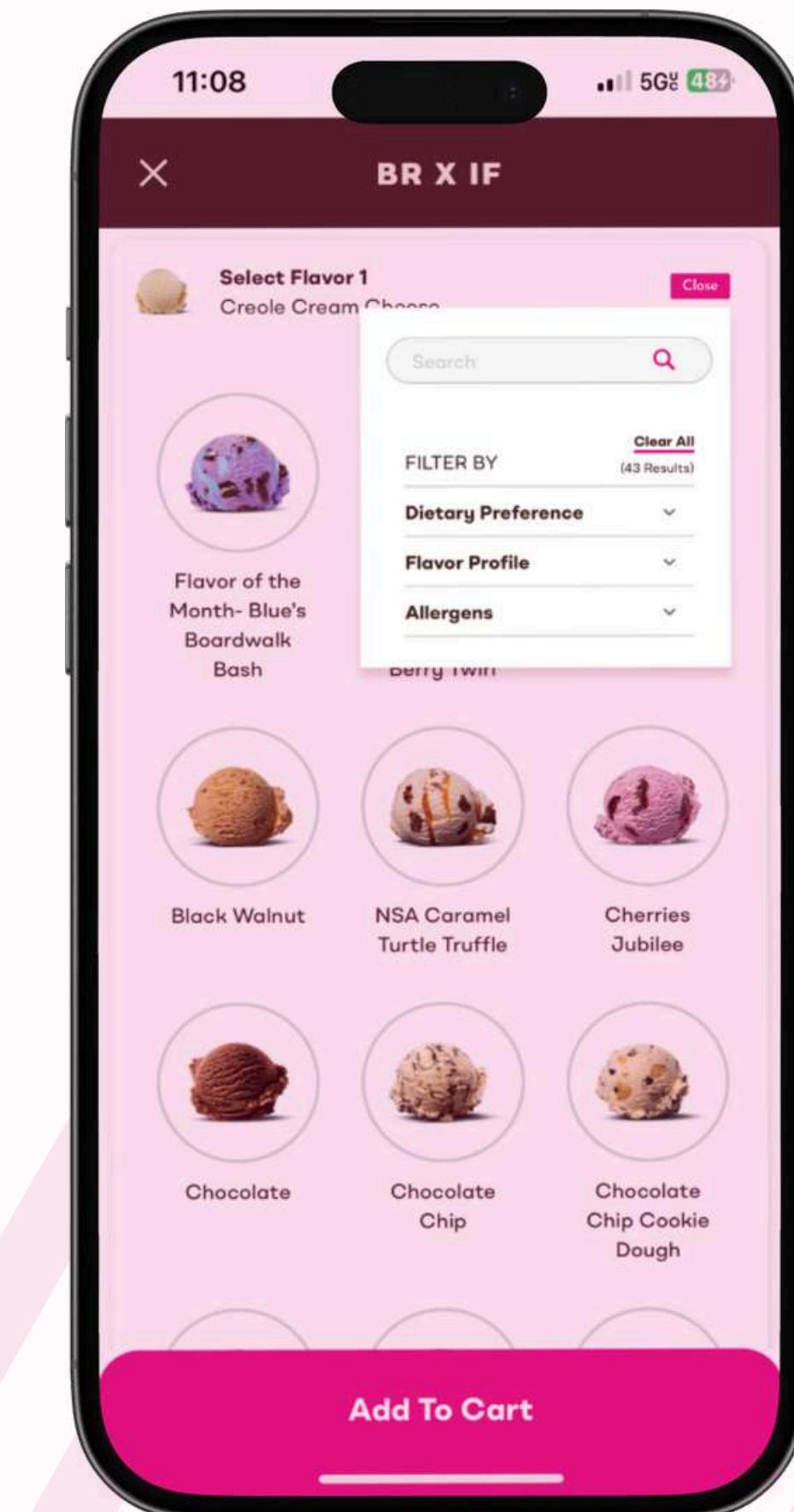
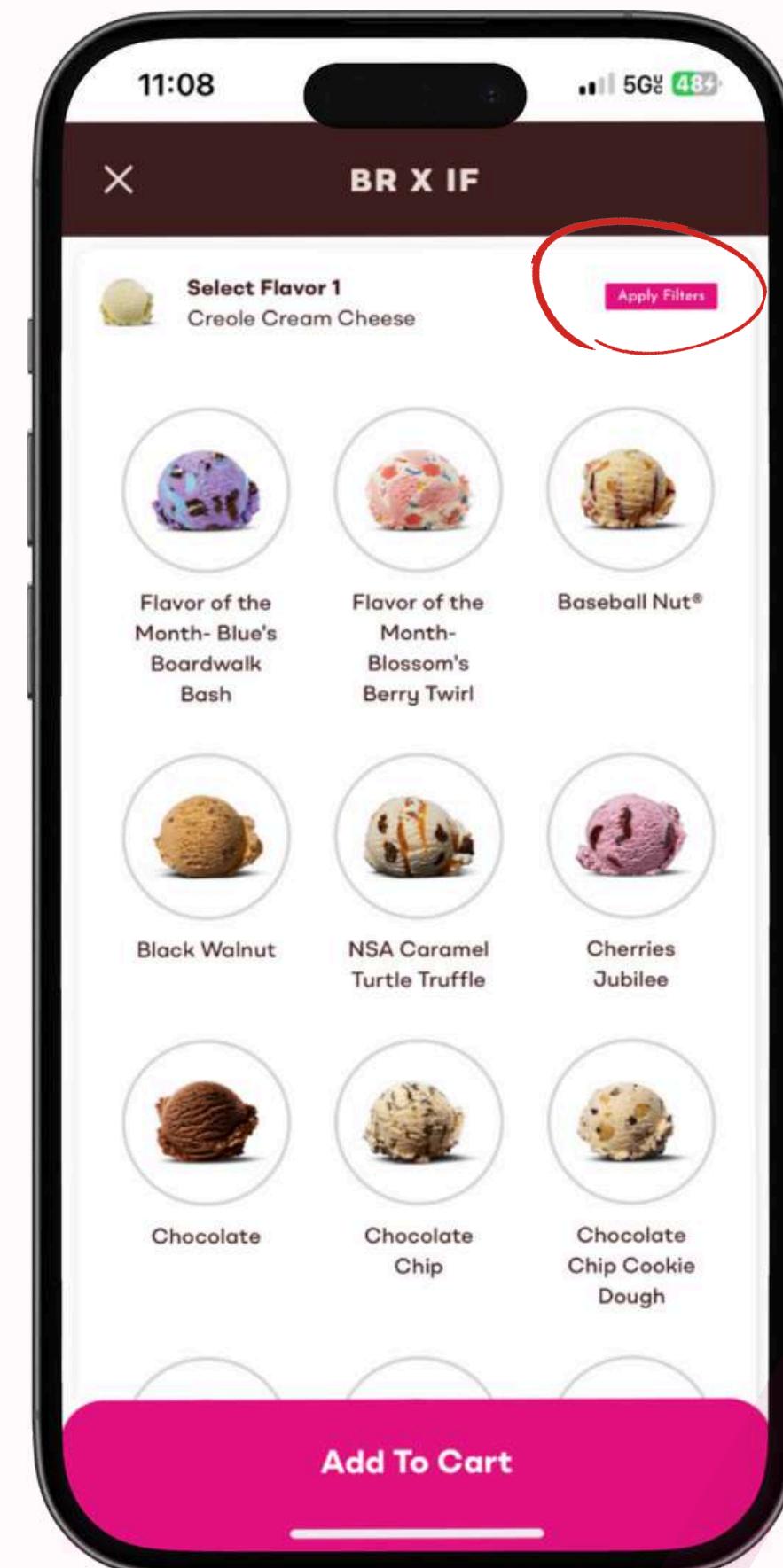


#### Allergens



Cookie Monster

# Mobile version



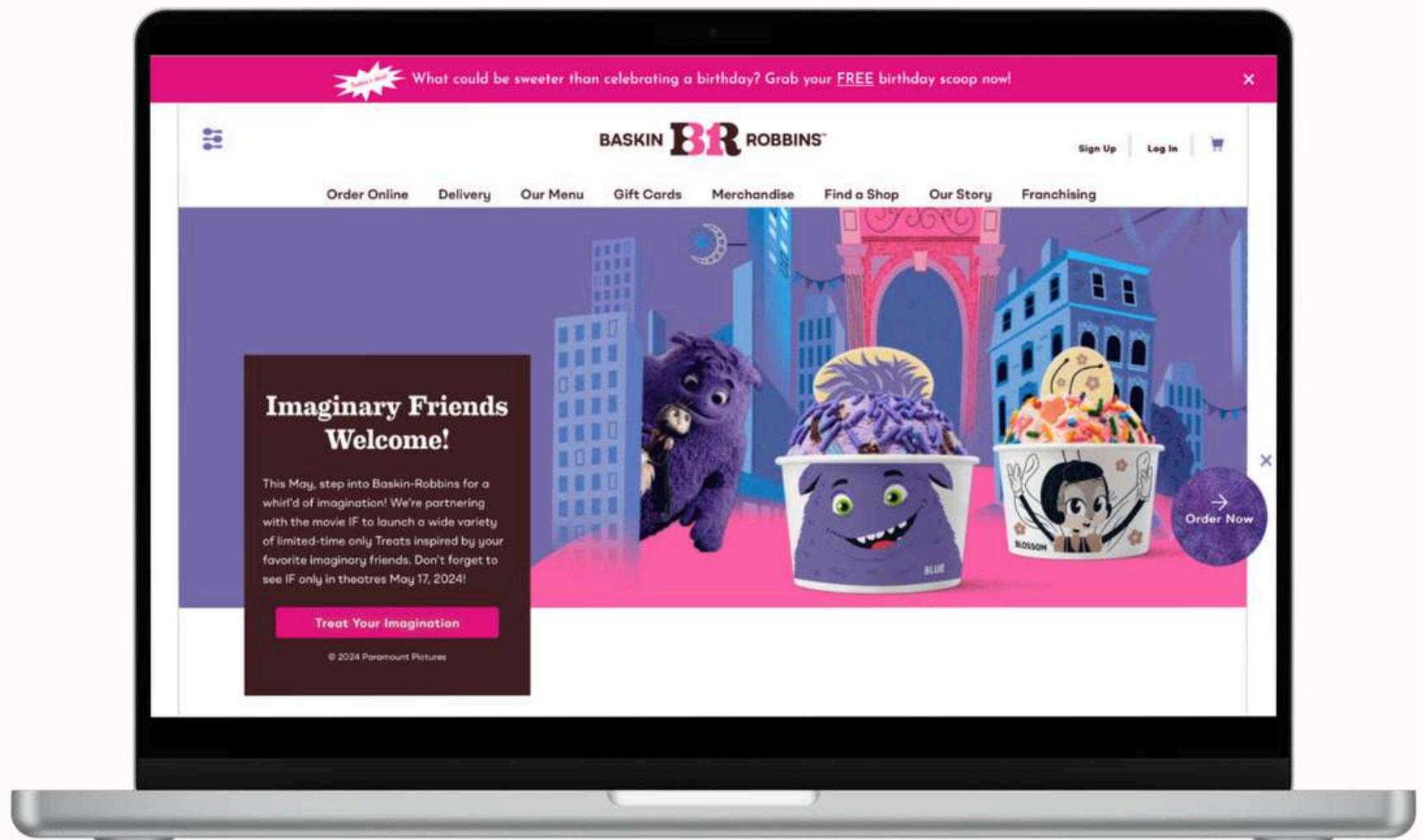
## Tasks 2



Alex wants to **explore deals and offers on ice creams** from Baskin Robbins because appreciates saving money with discounts while enjoying his ice-creams.



# Suggested Approach



To enhance user experience, it's recommended to display **deals and offers directly on the main page** rather than having just a navigation link to a separate page.

Making deals and offers upfront and visible encourages customers to explore and purchase more products, **resulting in increased sales and customer satisfaction.**



What could be sweeter than celebrating a birthday? Grab your **FREE** birthday scoop now!



BASKIN **BR** ROBBINS™

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## Imaginary Friends Welcome!

This May, step into Baskin-Robbins for a whirl'd of imagination! We're partnering with the movie *IF* to launch a wide variety of limited-time only Treats inspired by your favorite imaginary friends. Don't forget to see *IF* only in theatres May 17, 2024!

[Treat Your Imagination](#)

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Gift Cards

**Deals**

## Join The Team

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## Company Info

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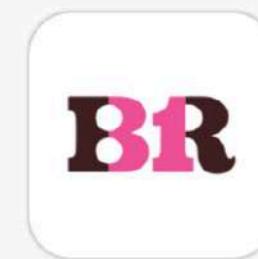
Sustainability

Contact Us



Scoop up the latest deals, flavor updates and more.

[\*\*Sign Up\*\*](#)



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Get deals, order cakes,  
send gifts and more!

**Get the scoop**

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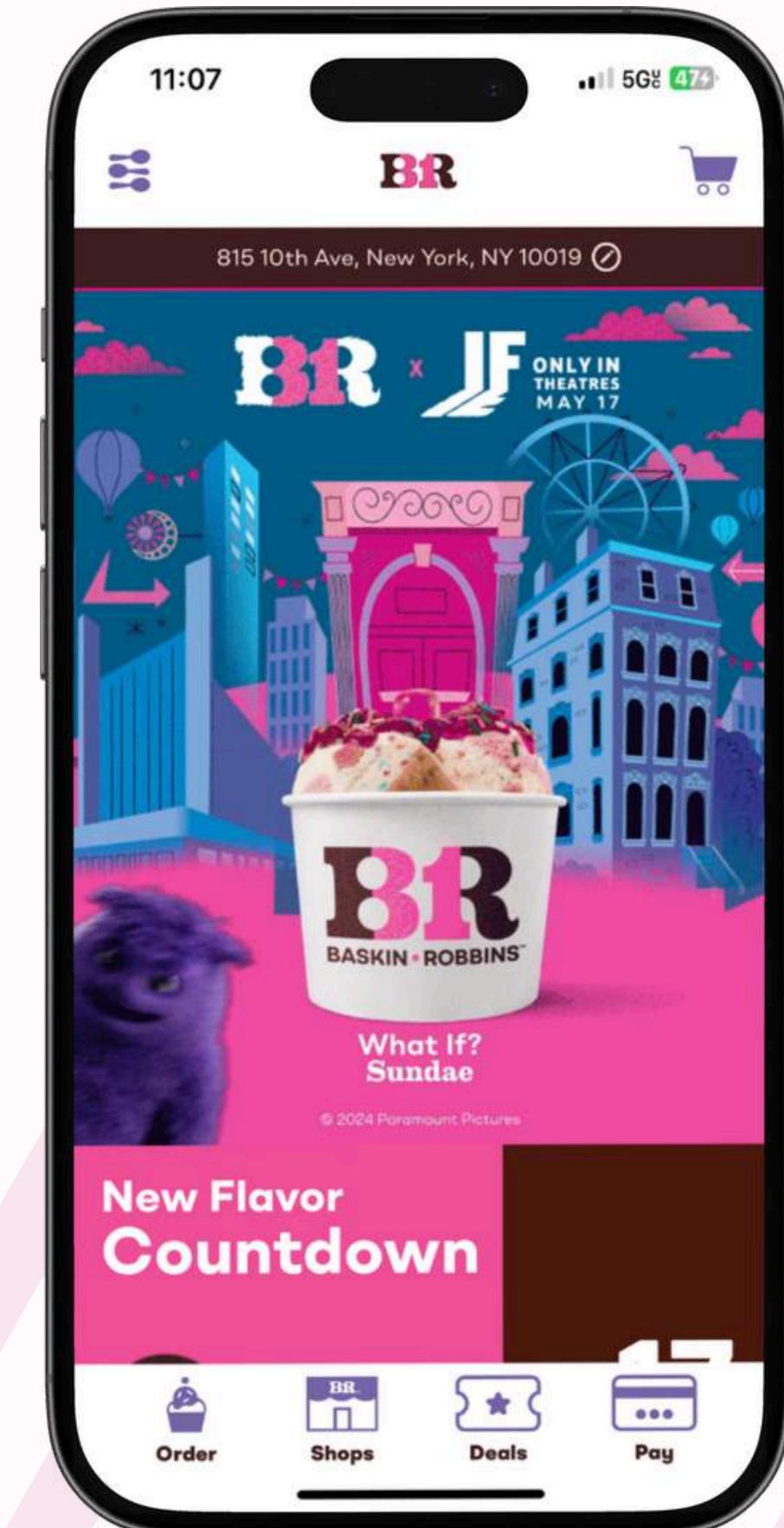
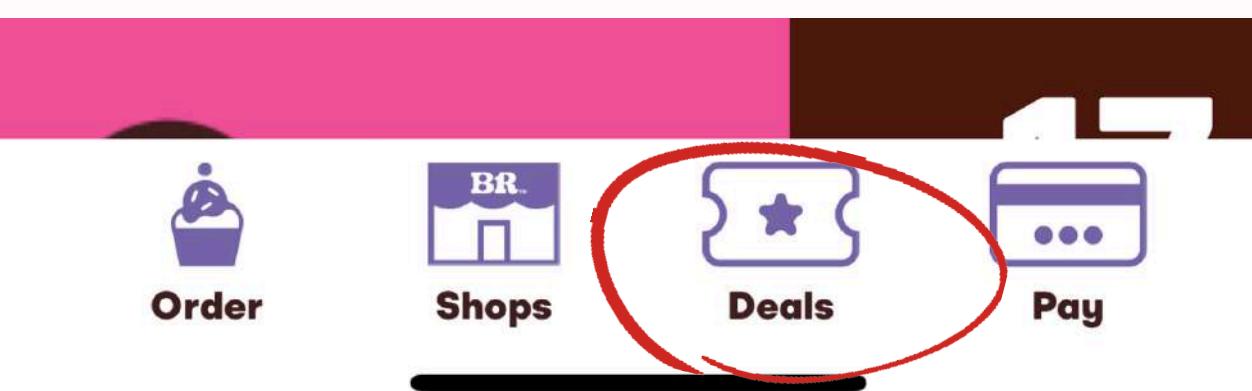
[Site Map](#)

[CA Transparency in Supply Chains Act](#)

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# Mobile version



## Tasks 3



Alex wants to **order Baskin Robbins merchandise as a birthday gift** for his friend who is also a fan.



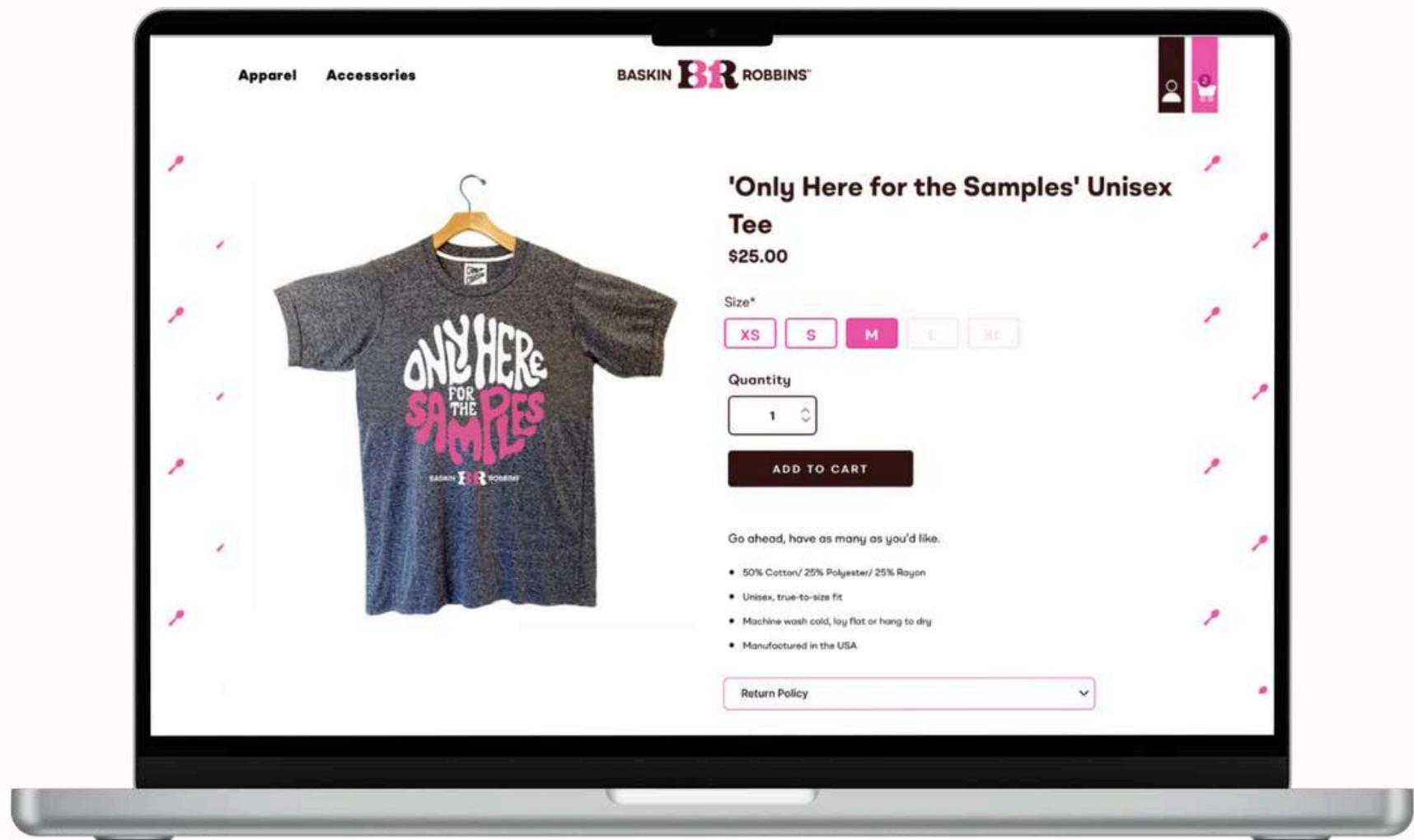
Unisex Tee

## Problem

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Alex wants to be sure to get the right size T-shirt for his friend, but **he struggles because the company doesn't have a return policy**. This makes him **hesitant** and might lead him to choose something else where size won't matter and returns aren't needed.

# Suggested Approach



A clear and customer-friendly return policy is crucial for online businesses, especially for clothing, as it **builds trust and allows customers to shop confidently without hesitation.**



## 'Only Here for the Samples' Unisex Tee

**\$25.00**

Size\*

Quantity

**ADD TO CART**

Go ahead, have as many as you'd like.

- 50% Cotton/ 25% Polyester/ 25% Rayon
- Unisex, true-to-size fit
- Machine wash cold, lay flat or hang to dry
- Manufactured in the USA

**Return Policy**



**Consistency** is crucial for online platforms like websites and mobile apps. It reflects the brand's seriousness and helps in building trust with users. When functionalities are consistent across both versions, it enhances the user experience and **meets their expectations.**

Moreover, **maintaining uniformity aids accessibility**, ensuring that people can access the platform seamlessly regardless of the device they use.

## Usability Insights

1. Allow multiple flavor selection for double scoops.
2. Prominently displayed deals and offers.
3. Provide comprehensive sizing chart for merchandise.
4. Clearly communicated return policies.
5. Continuously gather user feedback for improvements.

## Bonus Tip



The goal of Baskin Robbins is **to spread happiness** by celebrating everyday moments **with delicious ice cream** treats, cakes, and desserts, offering over 1400 flavors for every occasion.





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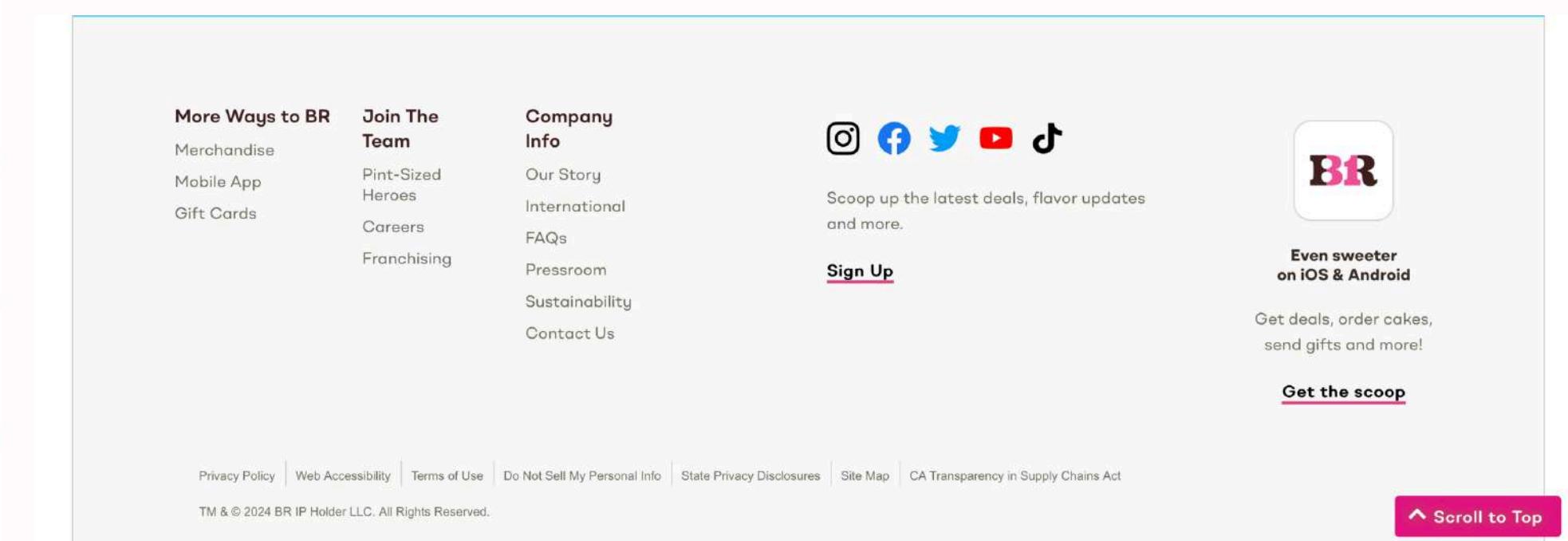
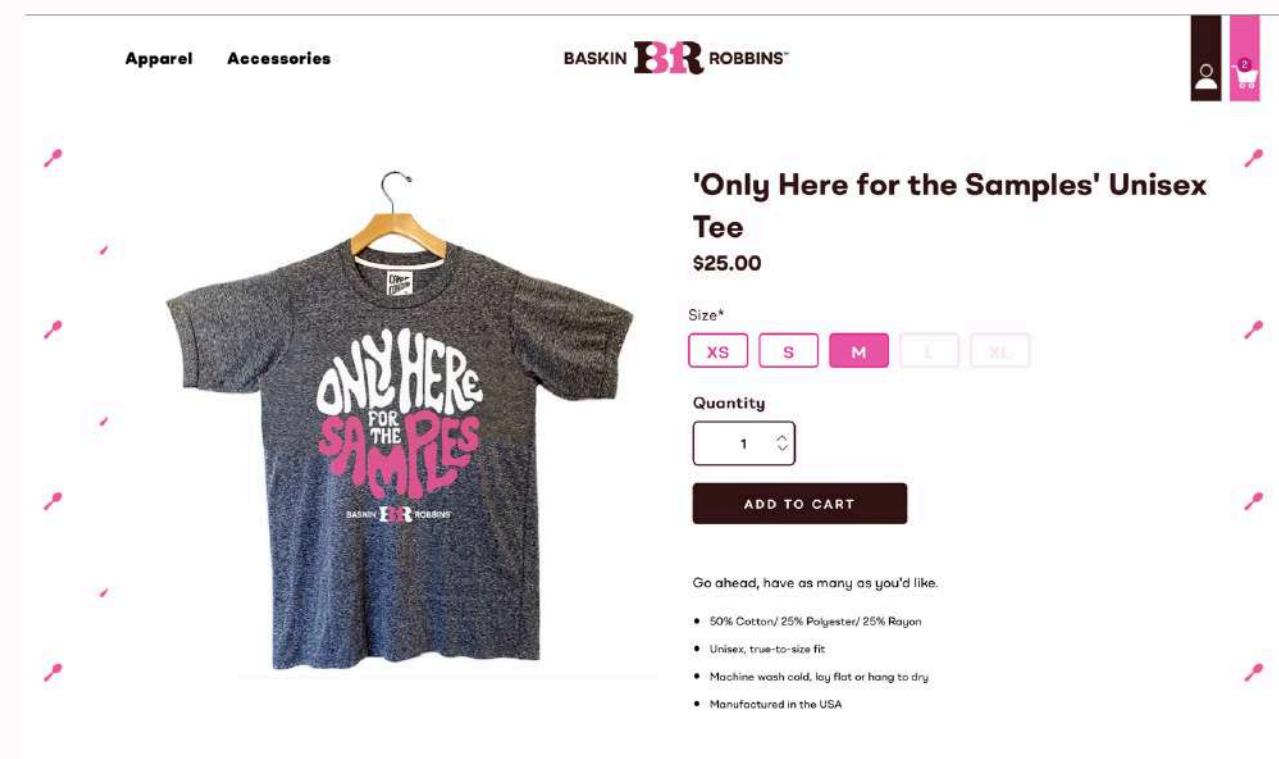
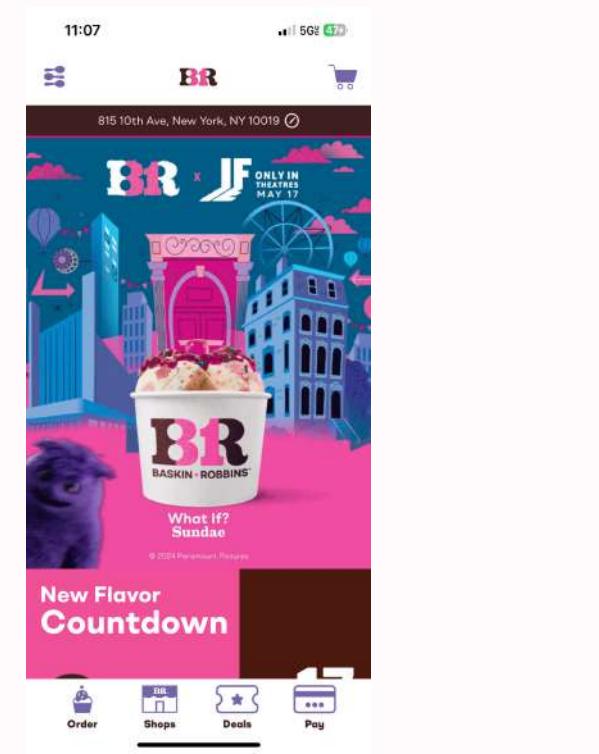
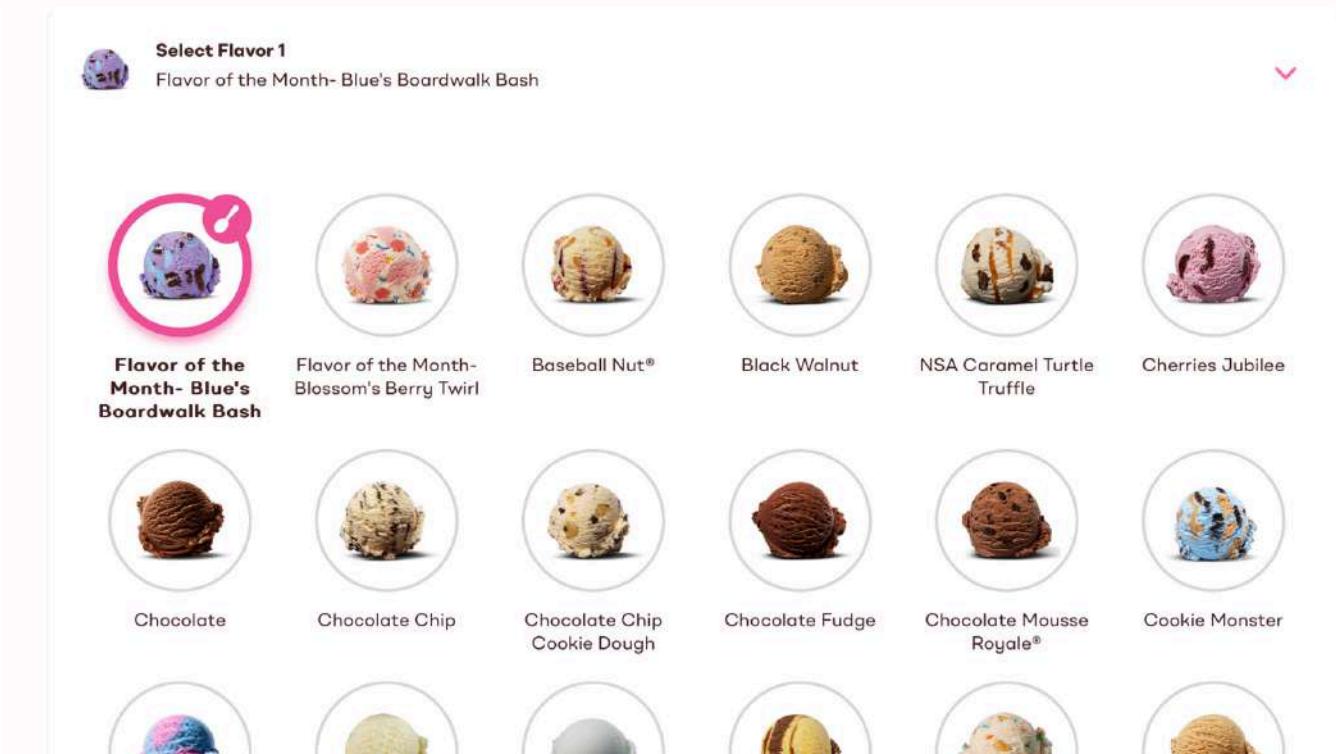
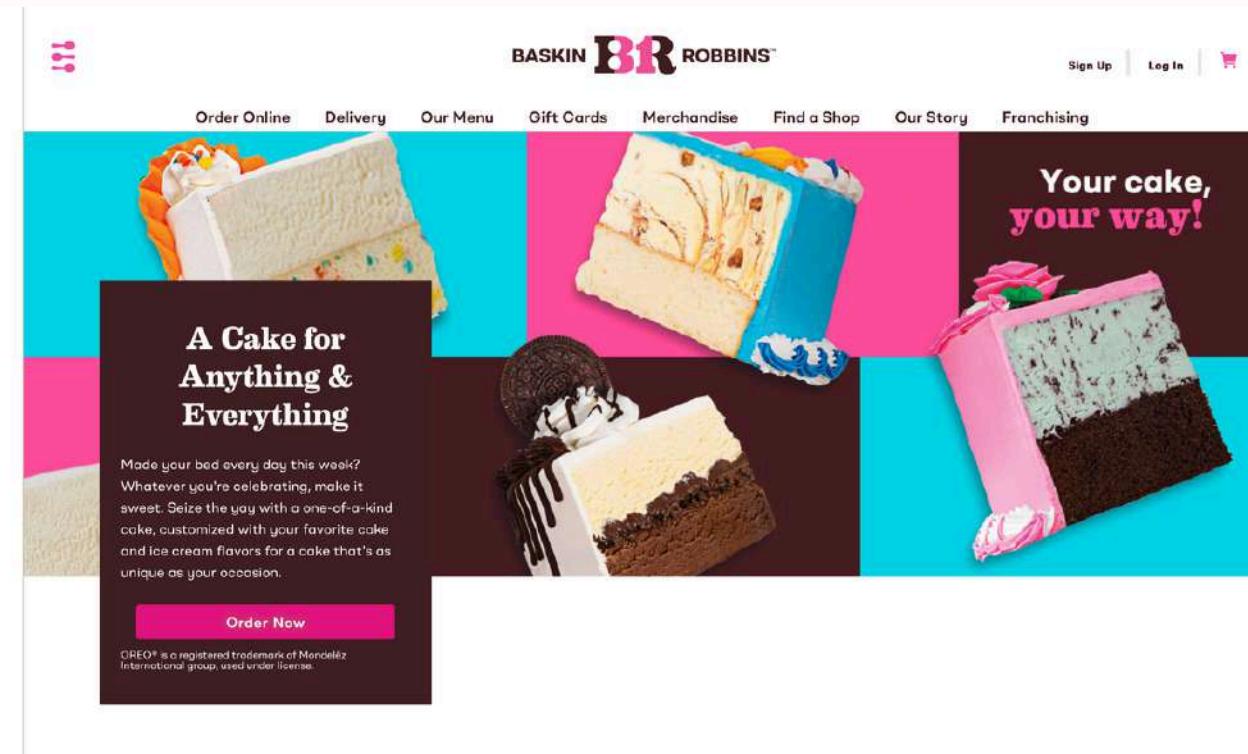
## Ice-cream flavor of month

sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Order Now

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Sneak-Peak on website reference images

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# Thank You!

For a deeper discussion on gap analysis or to provide feedback, please feel free to connect with me.