Information Architecture & Content Strategy

Website Audit & Gap Analysis

Baskin Robbins Blaze

By: Ankita Borawake

Contents

BASKIN **BR** ROBBINS™

Order Online   Delivery   Our Menu   Gift Cards   Merchandise   Find a Shop   Our Story   Franchising

Your cake, your way!

A Cake for Anything & Everything

Made your bed every day this week? Whatever you're celebrating, make it sweet. Seize the yay 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.

Order Now

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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.
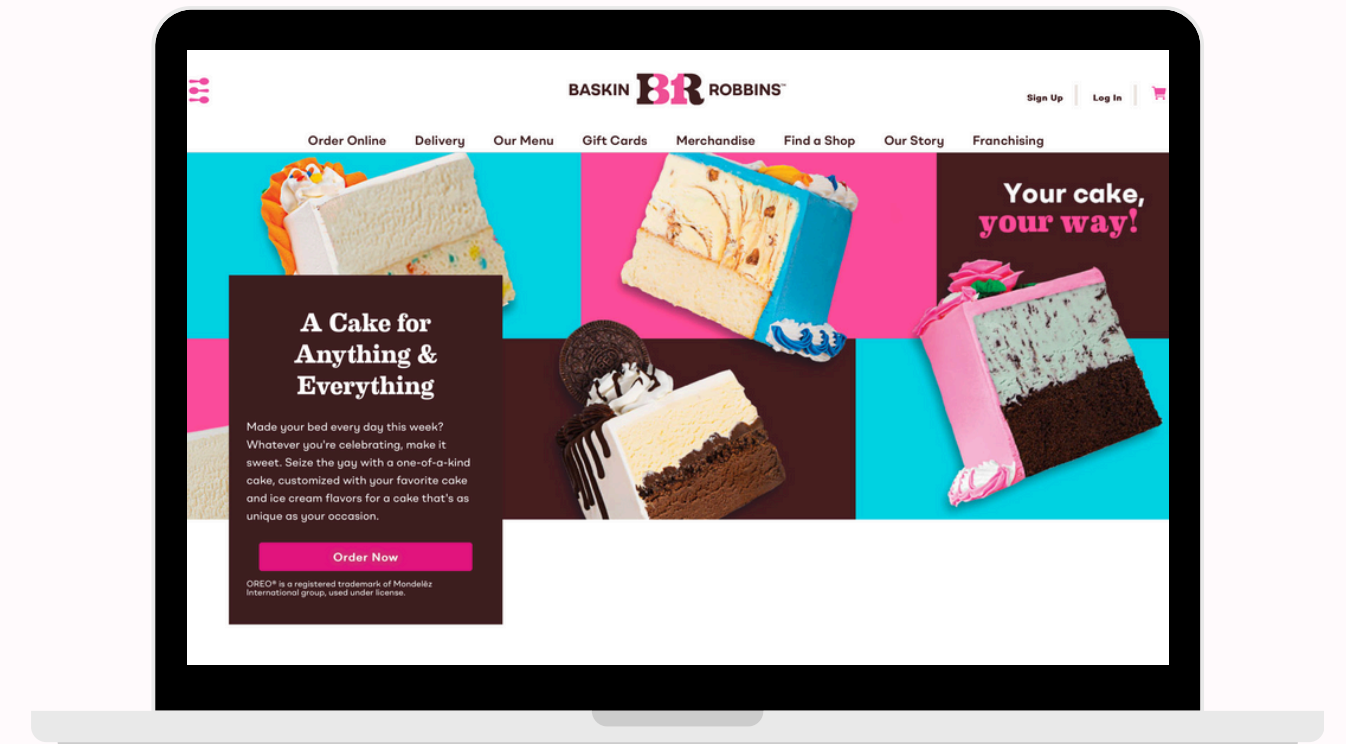
Simplify Ordering

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.

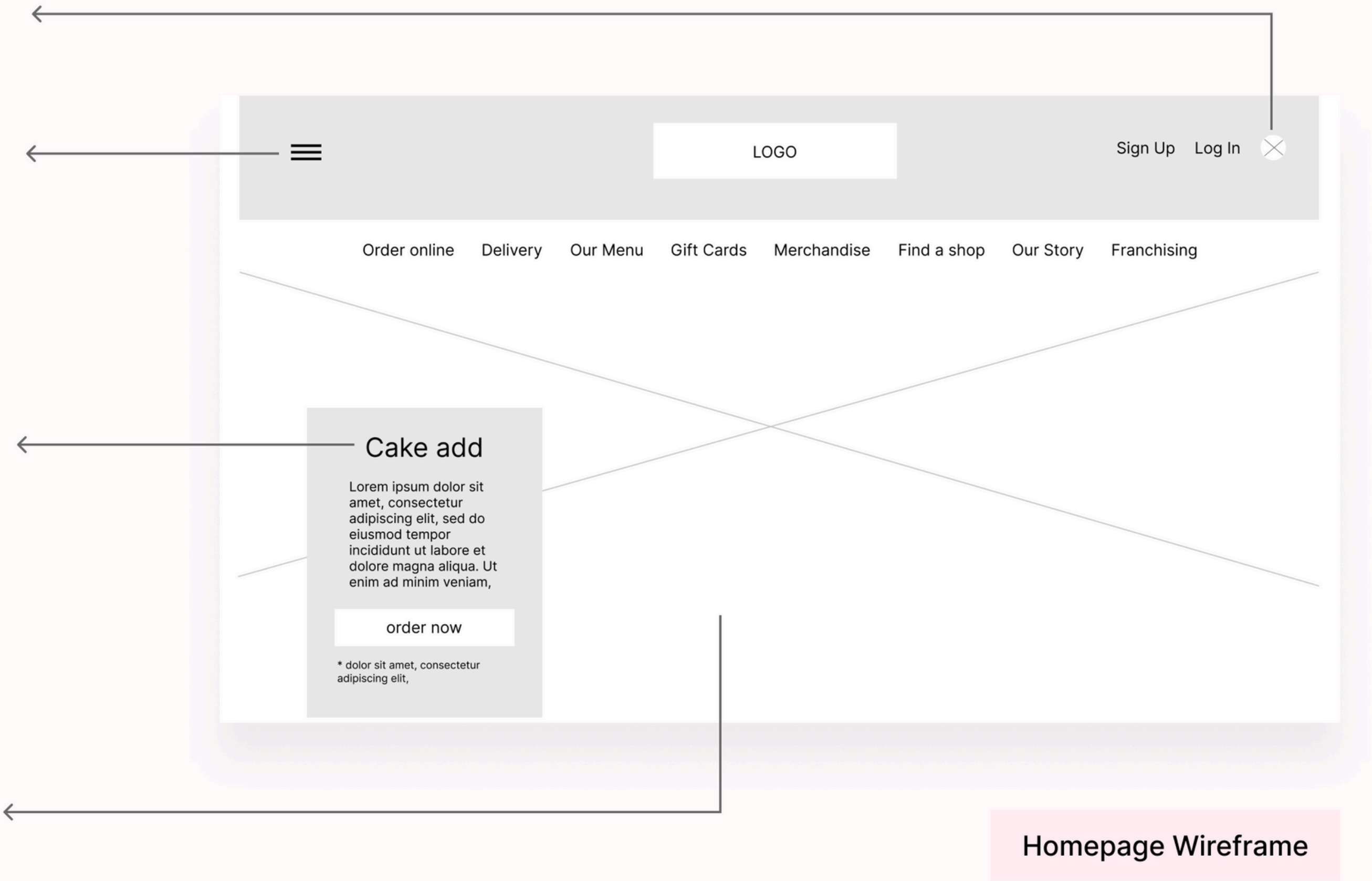# Website modules Audit and suggestions

Module 1

Cart icon

On click the hamburger menu icon gives pop-up for in detail menu options

Encourages immediate action from customers to seize the celebration by placing an order for a customizable cake, enhancing the user experience through prompt engagement.

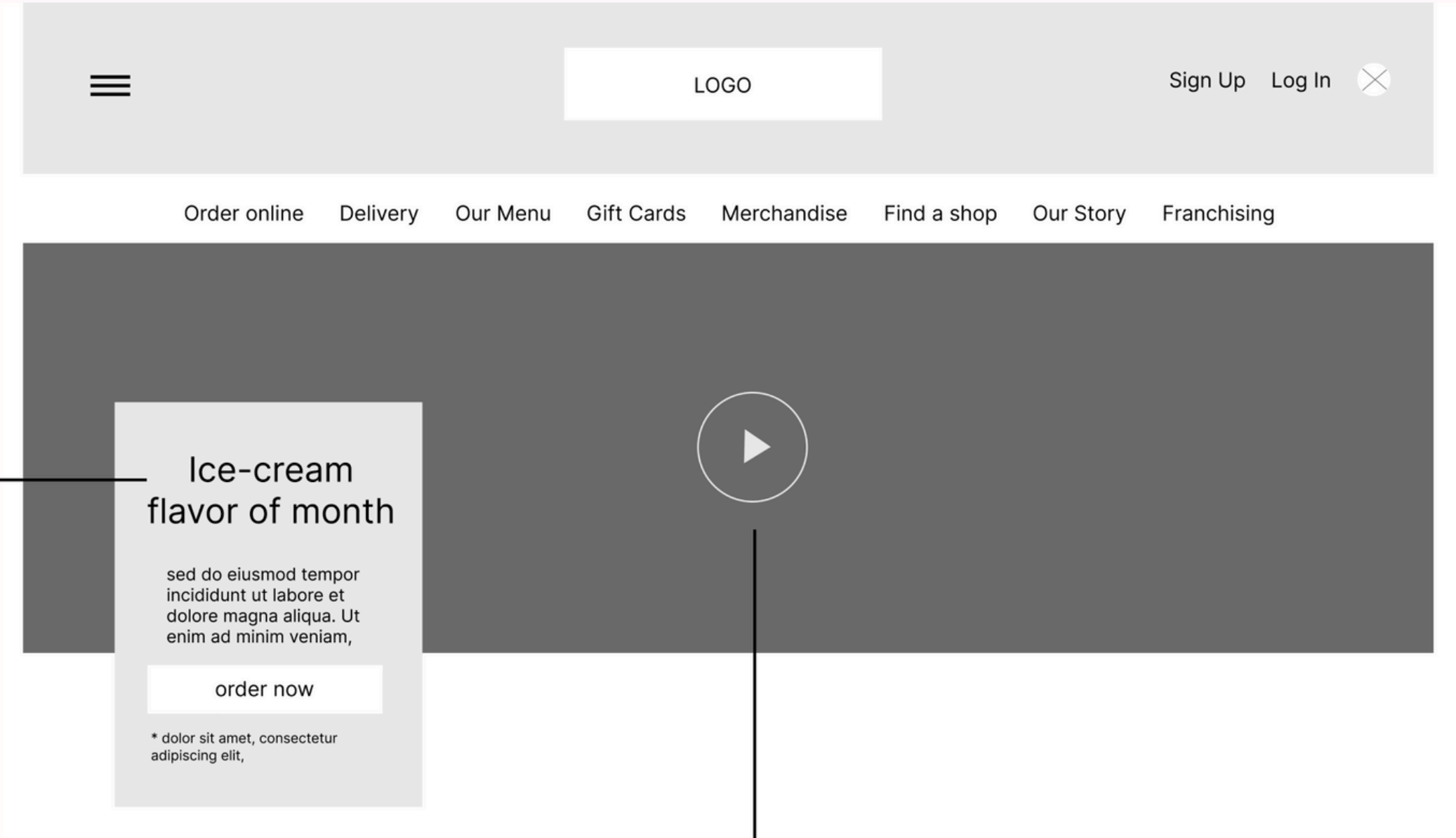Image showcasing 5 different cakes in a collage. with the text on the right top corner -"Your Cake, Your way!"

LOGO

Sign Up   Log In   ✕

Order online   Delivery   Our Menu   Gift Cards   Merchandise   Find a shop   Our Story   Franchising

Cake add

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order now

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Homepage Wireframe

Module 1

BR's main product is **ice cream,** known for its extensive variety of **31 flavors**

BR often introduces a new **"Flavor of the Month"** as part of their marketing strategy.

Showcasing the flavor of the month prominently on the homepage with an option to order immediately can be a strategic approach to encourage customer engagement and drive sales.

Using a video of people enjoying ice cream on the homepage background can effectively promote happiness. Adding the "Month's Must-Taste Treat!" or similar text will also be good idea.

☰   LOGO   Sign Up   Log In   ✕

Order online   Delivery   Our Menu   Gift Cards   Merchandise   Find a shop   Our Story   Franchising

Ice-cream flavor of month

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order now

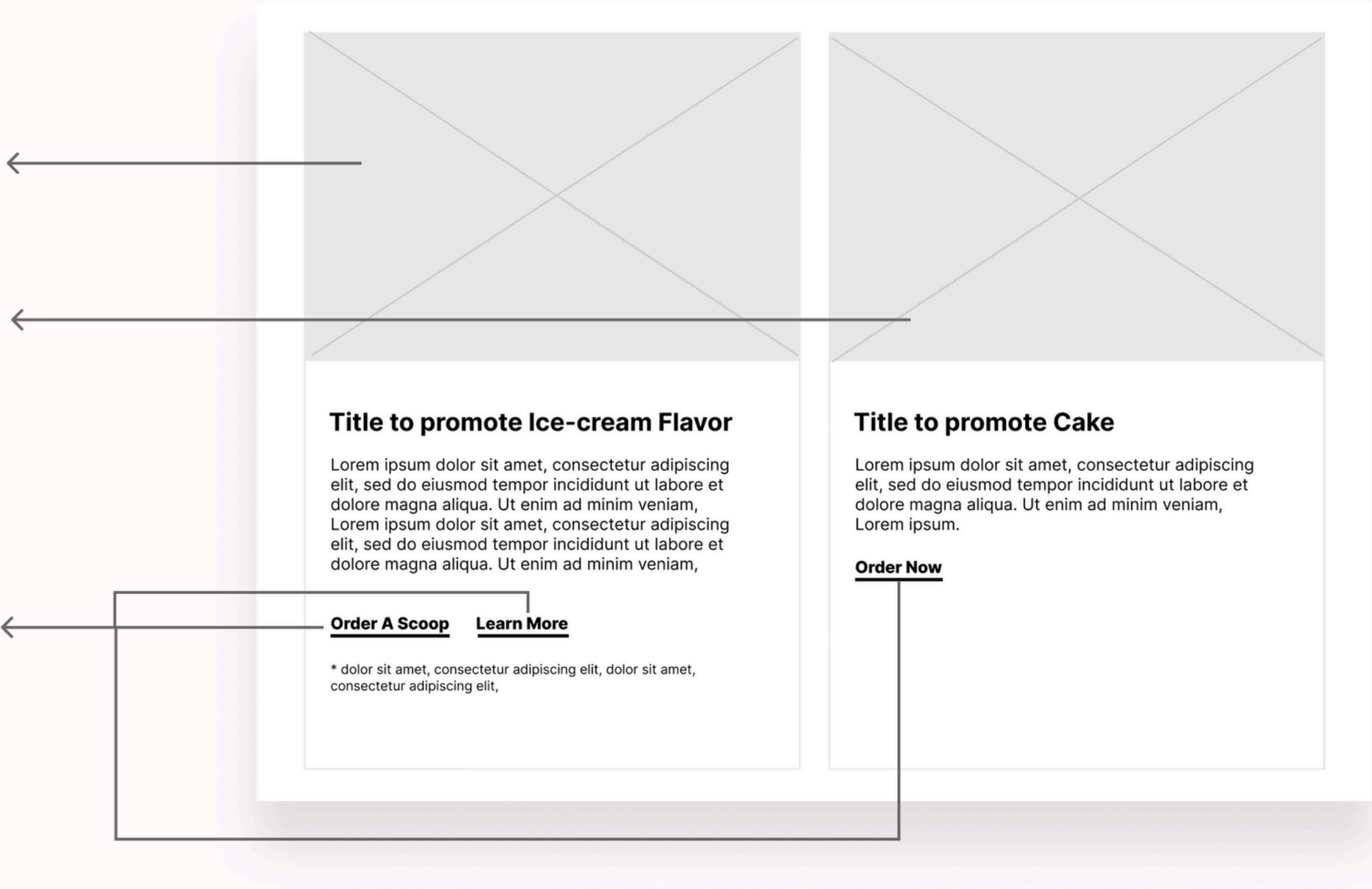* dolor sit amet, consectetur adipiscing elit,

▶

Homepage Wireframe

Module 2

Image of Ice-cream which is the flavor of the month.

Image of cake showcasing the cake-design according to occasion.
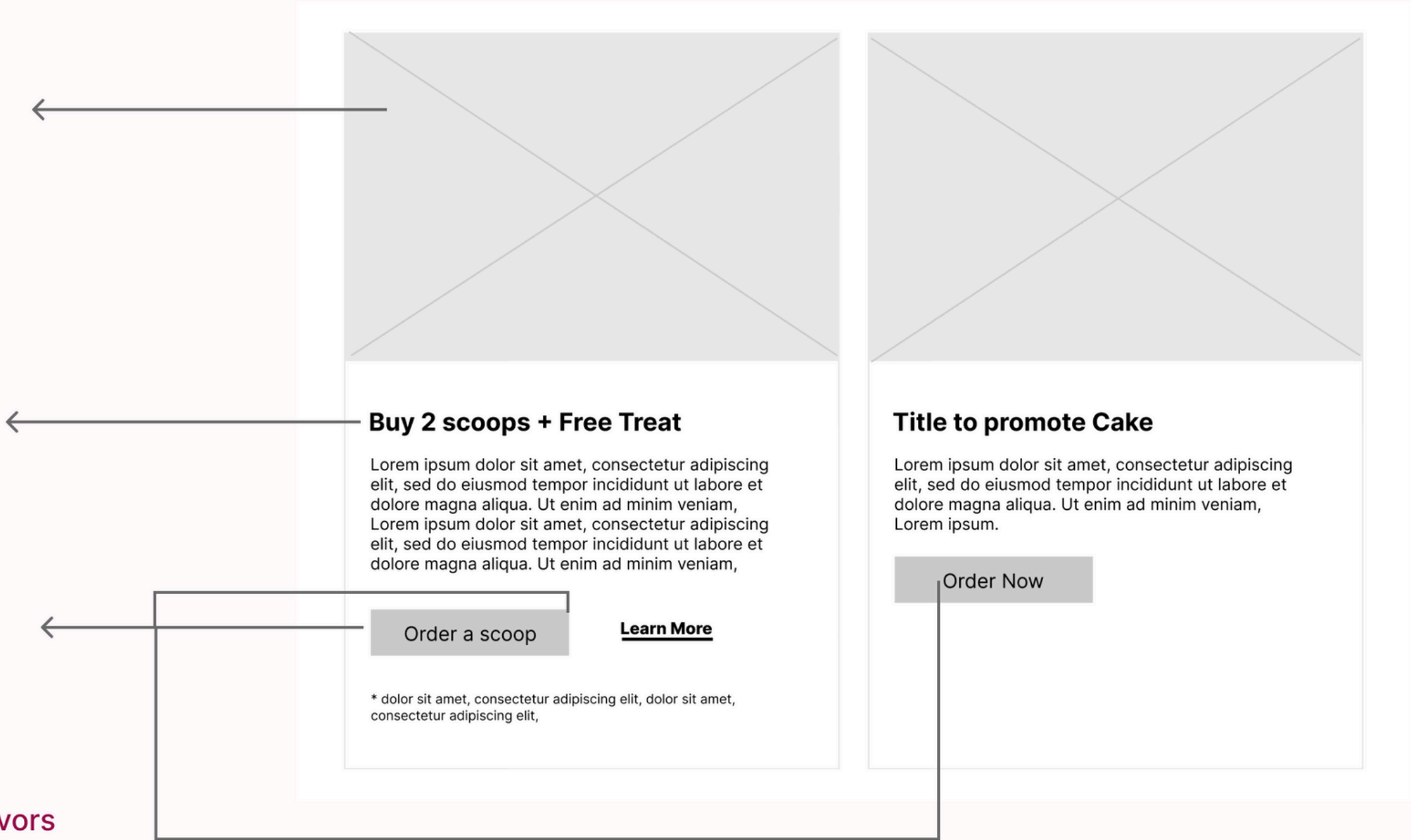
Call to Action Buttons

Title to promote Ice-cream Flavor

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Order A Scoop   **Learn More**

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Title to promote Cake

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Order Now

Card Section Wireframe

Module 2

Image can have two scoops of ice cream labeled "Your Favorites!" with a smaller scoop labeled "Try Our Flavor of the Month!" beside them.

By offering a free taste of the Flavor of the Month when customers buy two scoops of their favorite ice cream, you're giving them a chance to try something new for free. (This not only encourages sales but also makes the experience more enjoyable for customers)

Call to Action Buttons must be prominent as compare to other buttons with lower priority.

This will let customers explore new flavors while enjoying their favorites, aligning perfectly with BR's aim to spread joy through delightful experiences.

Buy 2 scoops + Free Treat

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Order a scoop   **Learn More**

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Title to promote Cake

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Order Now

Card Section Wireframe

Module 3

Image of Ice-cream cups with 2 scoops

When clicked, a slide appears displaying additional product details such as allergens, ingredients, calorie information, and handling suggestions.

Double Scoop
$4.99

More Details
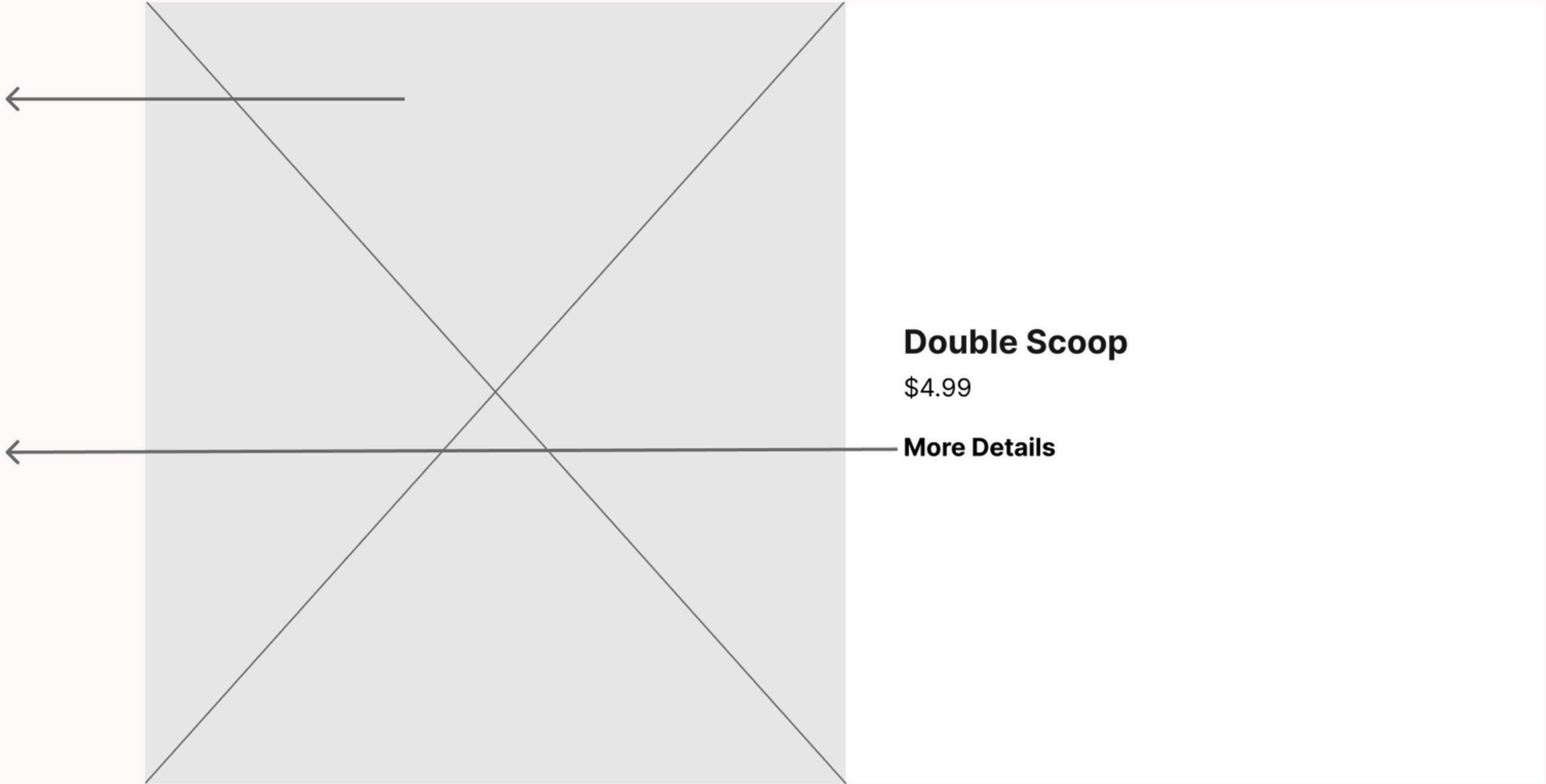
Scoop Section Wireframe

Module 3

The price of the product can b highlighted a bit more by using font size or color.

This section emphasizes the calorie content and provides any handling recommendations for the product.

This section can offer drop-down menus, as seen in the popup slide, to ensure easy access while still keeping product details less prominent.

Showing product details during purchase is good UX; it helps customers review information easily, enhancing their experience.

Double Scoop

$4.99

200-600 CAL

Two 4 oz scoops of your favorite flavor

Cones will be packaged separately from scoops for pick up orders.

Allergens ⌄

Ingredients ⌄

Scoop Section Wireframe

Module 4

In this section, customers can place orders for their favorite ice cream and proceed with the ordering steps.

They can select customization options one by one, followed by the "Add to Cart" button, which adds the product to the cart even if the above options haven't been selected.

Customize Section Wireframe

Customize

Select Flavor 1
Flavor of the Month - Mexican Chocolate Brownie

Select Flavor 2
Flavor of the Month - Mexican Chocolate Brownie

Select Toppings
Choose one or more
No Toppings

Select a Cup or Cone
Cup

Select Utensils

Add To Cart

Module 4

The progress bar in UX shows how much of a form is completed, making it easier for users to navigate and feel accomplished.

Customization options during ordering increase customer satisfaction and sales potential for BRs by offering personalized experiences that may lead to higher-value purchases.

Call to action will allow customers to next step in customization process. In the end the button text can be -" Add to Cart".

Customization

80

| Cup | Cake cone | Sugar Cone |

| Cup | Cake cone | Sugar Cone |

Next

Customize Section Wireframe
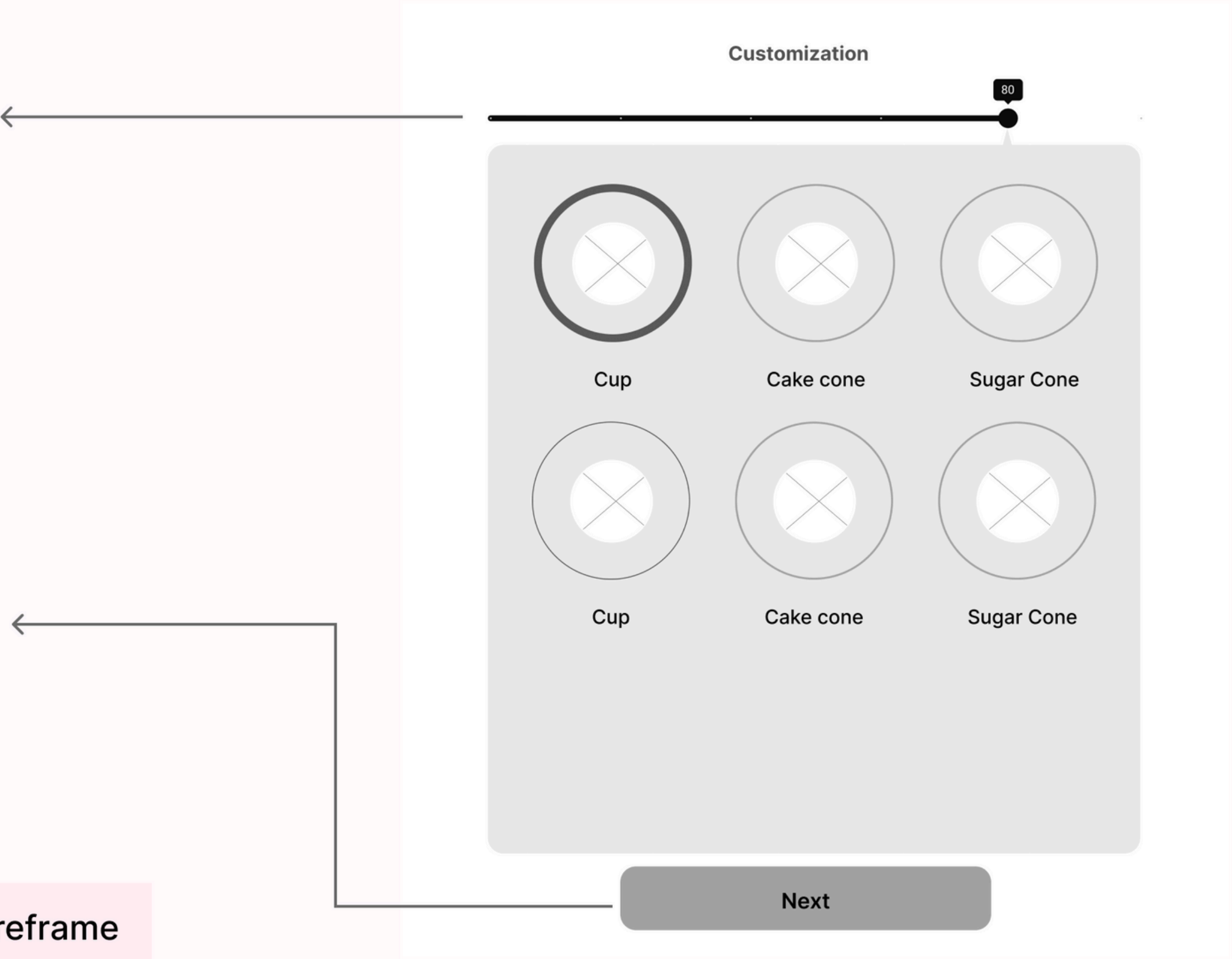
Module 5

Stamp promoting the making hours of the cake i.e 48 hrs

Image of the particular type of cake

Name of the cake/ Type of the cake

Create Your Own PhotoCake

Celebration Party Cake
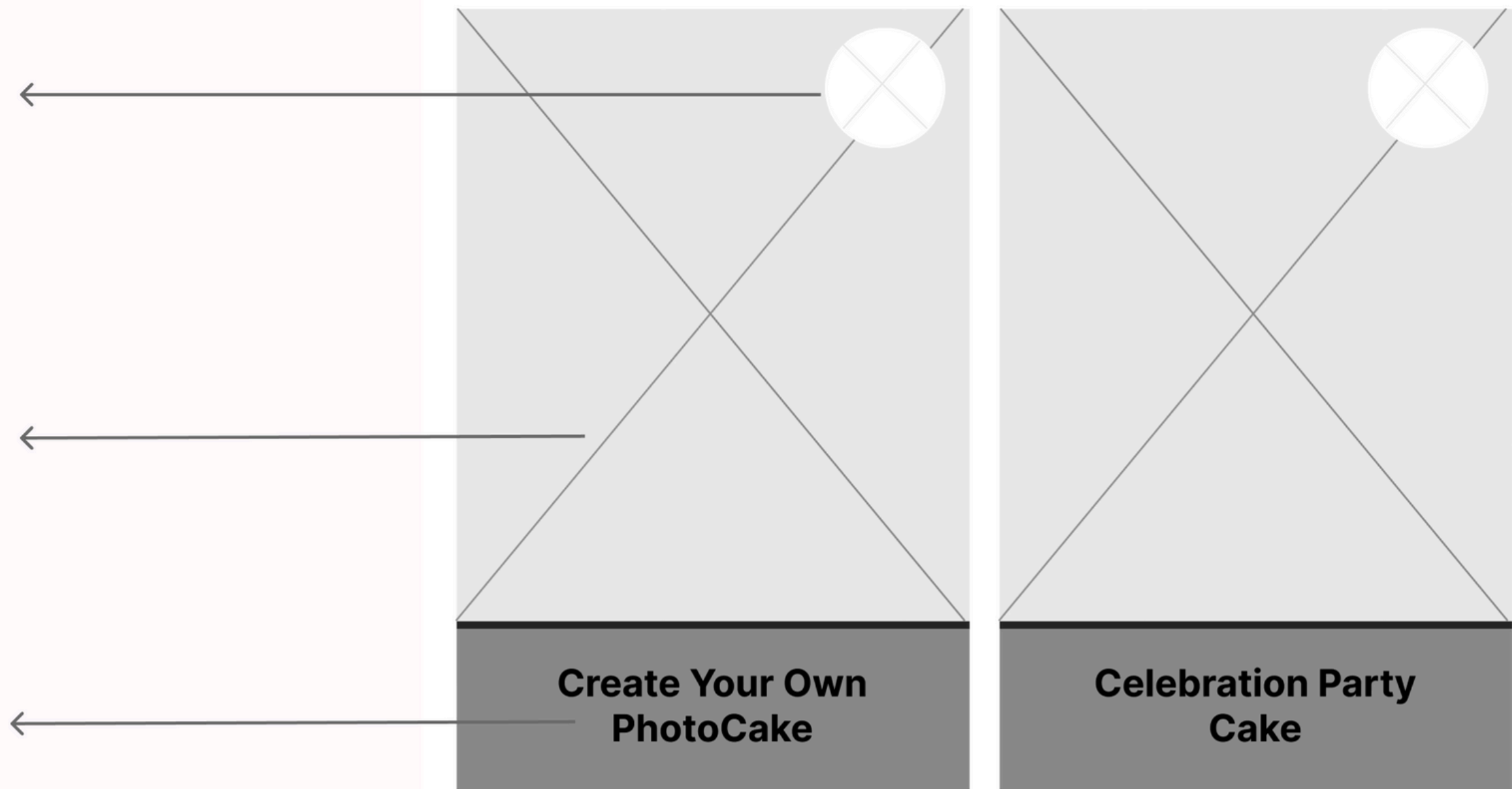
Cake Carousel Wireframe

Module 5

Showing prices upfront is important for good user experience because it helps customers make quick decisions and understand the cost without any hassle.

Price of the cake

Create Your Own PhotoCake $45.98

Celebration Party Cake $35.99
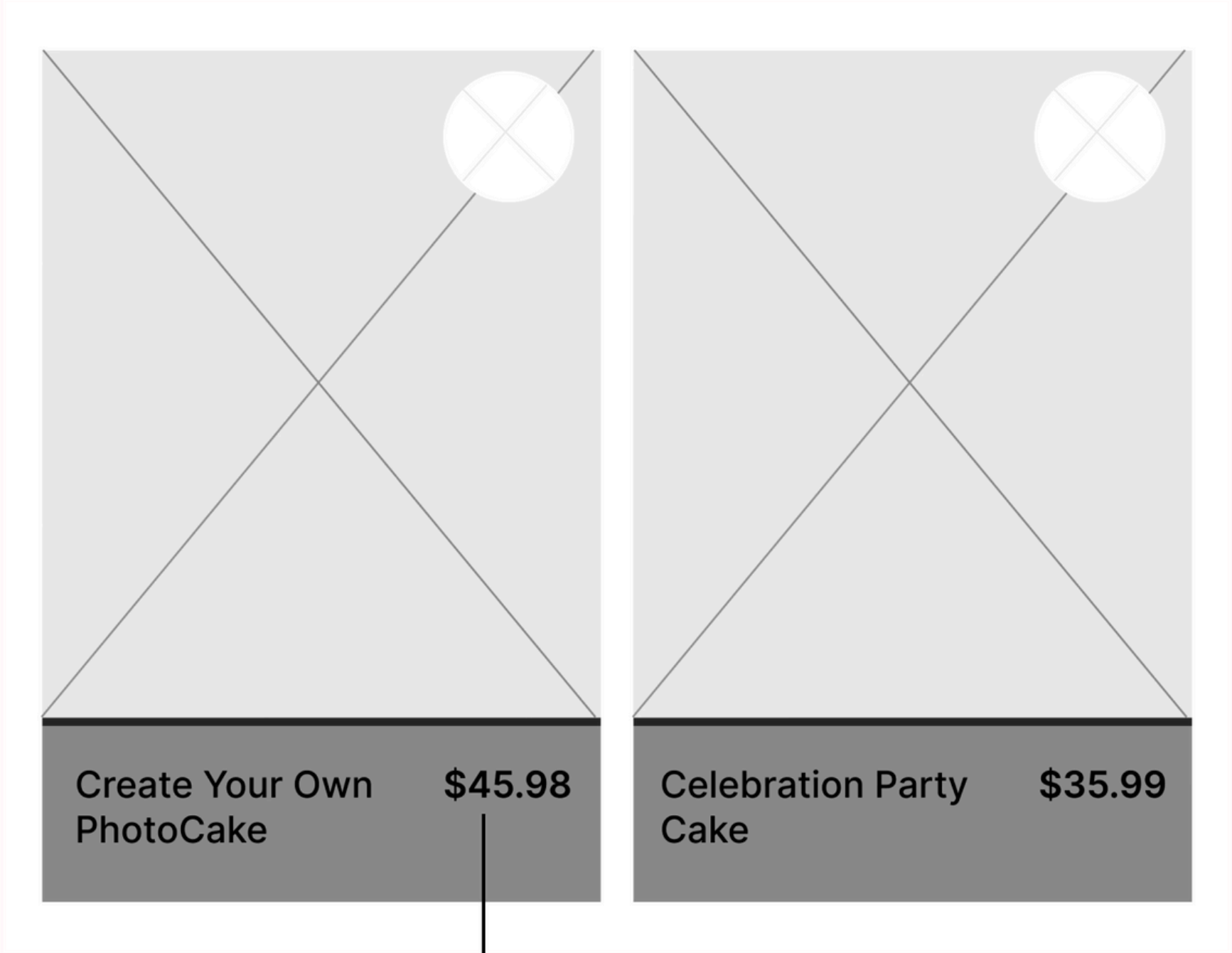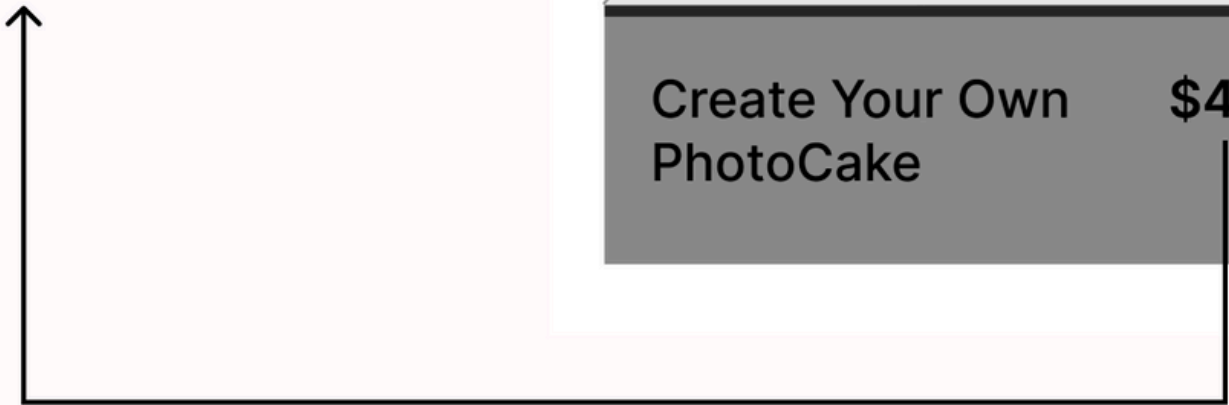
Cake Carousel Wireframe

Module 6

Icon representing the gift box ←

Title of the offering made under Gift Card section ←

Body text explaining the procedure ←

Call to action buttons ←
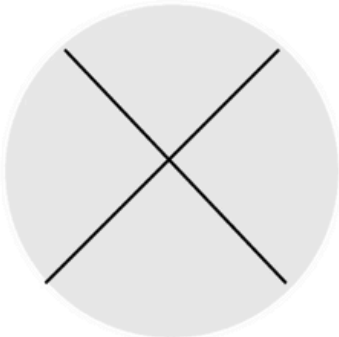
Send a gift Card

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Buy eGift   Ship A Card
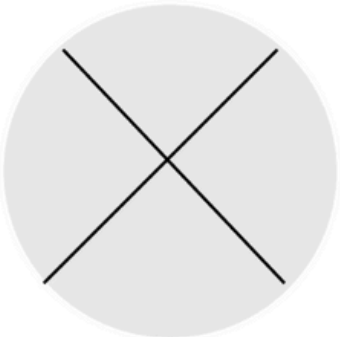
Check Balance or Add Value

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Check Balance   Get the App

Gift Card Section Wireframe
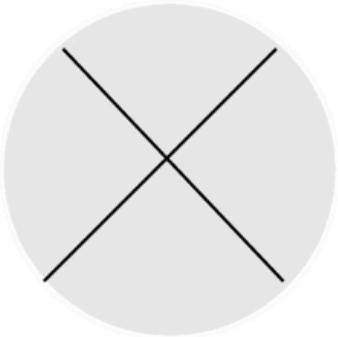
Module 6

Icon should maintain the central alignment rather than going for right alignment.

The gift cards section should be visually appealing and user-friendly, enabling easy actions to share happiness everywhere, thus fulfilling the company's goal.

The call-to-action button must be clearly highlighted to ensure accessibility for customers.
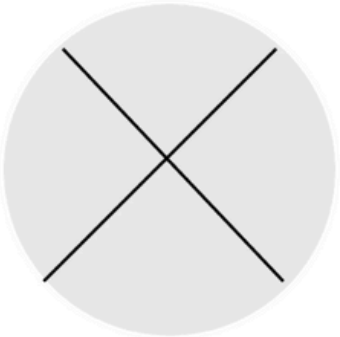
Send a gift Card

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| Buy eGift | Ship A Card |

Check Balance /Add Value

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| Check Balance | Get the App |

Gift Card Section Wireframe
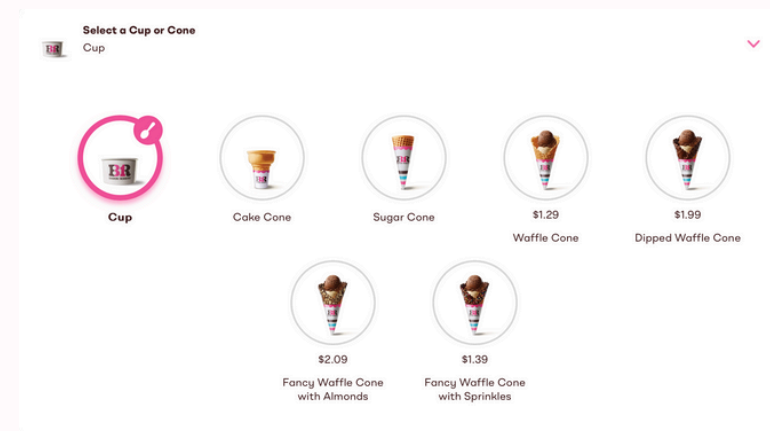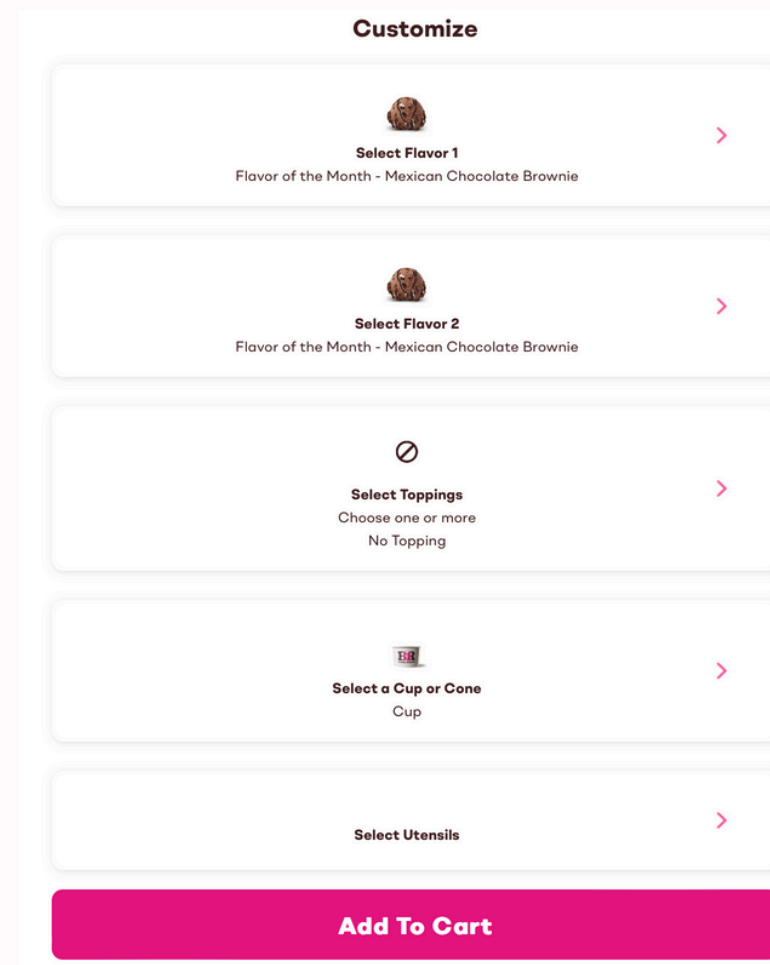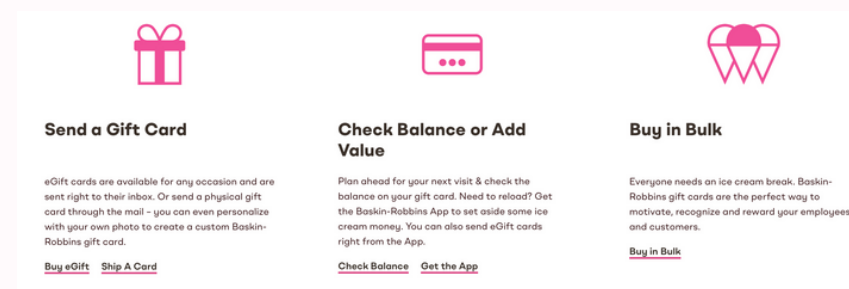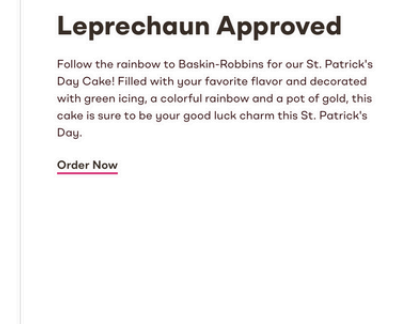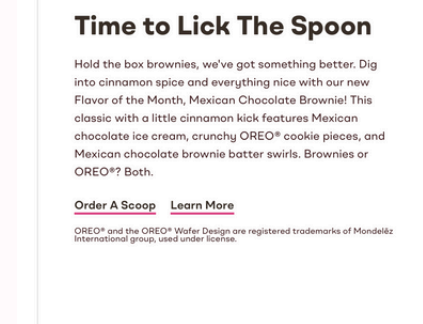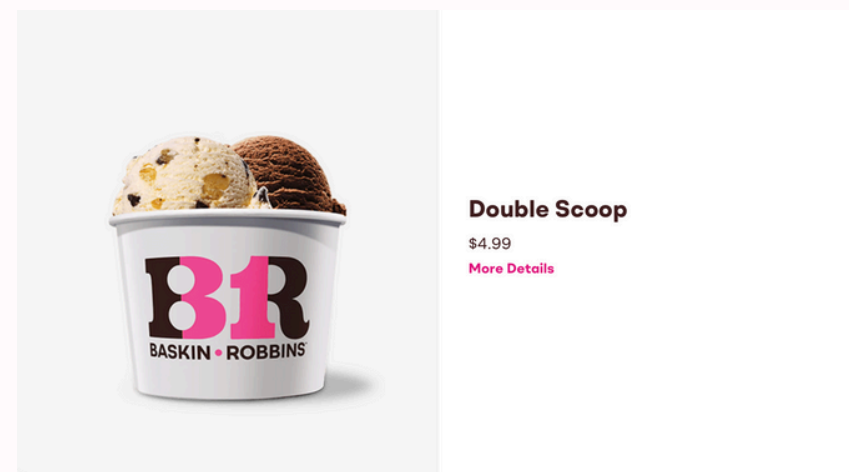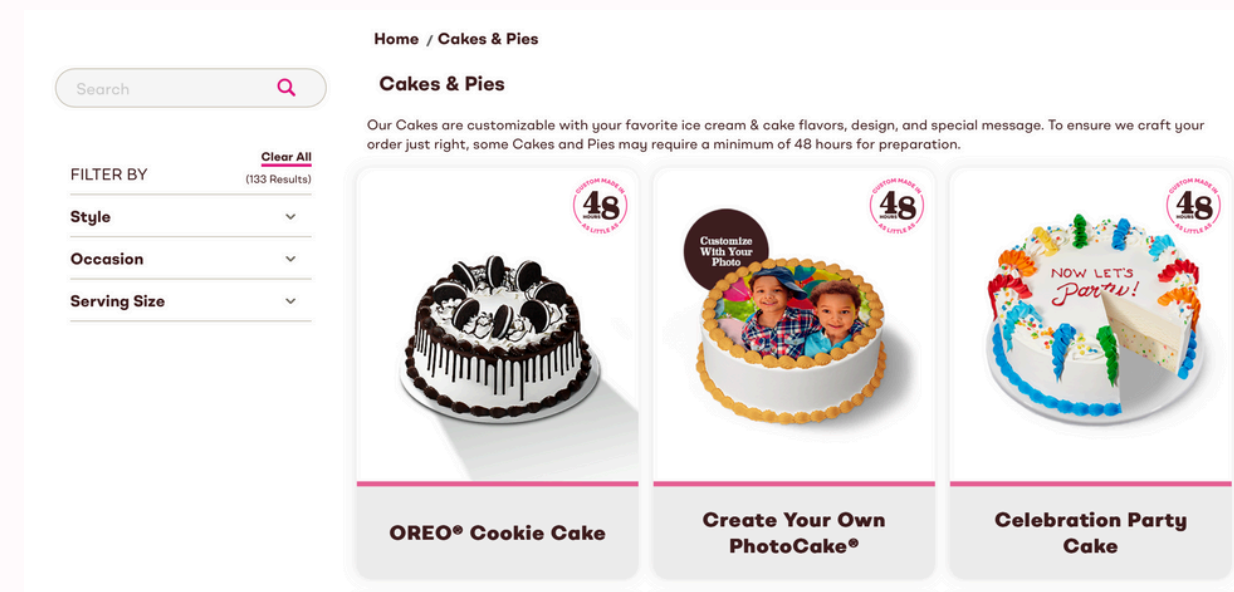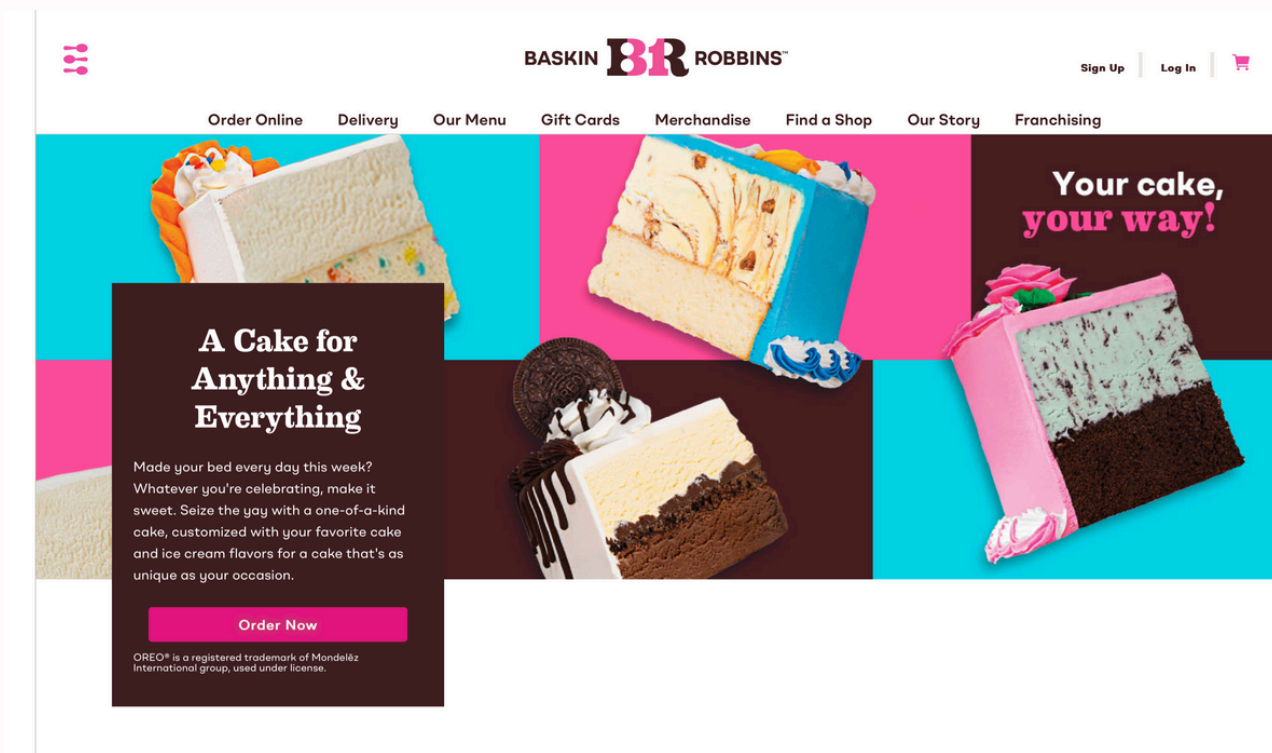
Sneak-Peak on website refernce images

Thank You!

This research helped me grasp key concepts like gap analysis, understanding product needs, and conducting structural audits using atomic wireframes.