



Grand Père Wholesale Bakery: Order Management System

8Bread, Section E

Our team



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01 Problem

What is the issue we are trying to address?





This is Chris

A local Seattle deli, neighborhood cafe, and wholesale bread bakery owner.



2008

Yeh Yeh's is opened

Yeh Yeh's, a deli making Vietnamese sandwiches, is opened in Lynnwood, WA with sandwich baguettes supplied from local bakeries.



2015

Grand Père Wholesale

Grand Père Bakery is founded in a nearby neighborhood to more sustainably supply their deli with baguette bread.



2018

Introducing Focaccia

Grand Père begins to offer focaccia to grocery stores and restaurants inside and outside of Washington state through external distributors.

SIZZLE & CRUNCH
VIETNAMESE GRILL

Tony's
Fine Foods

Raley's
Focaccia



Yeh Yeh's, a deli making
Vietnam's
sandwiches, is opened
in Lynnwood, WA with
sandwich baguettes
supplied from local
bakeries.

DPI Specialty Foods®



Grand Père Bakery is
founded in Seattle
neighborhood to more
sustainably supply
their deli with
baguette bread.

ASEAN STREET
SOUTHEAST ASIAN FOOD HALL



Grand Père begins to
found a focaccia to
grocery stores and
restaurants inside and
outside of
Washington state
through external
distributors.

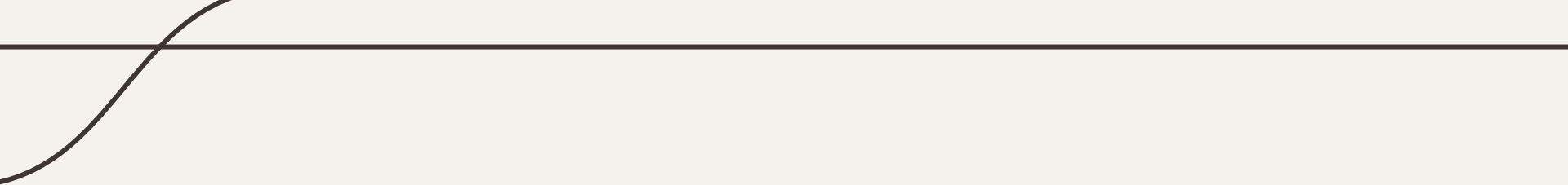
So, what is the current situation?

- Customer acquisition happens only locally through word of mouth and
 - Order edits, placements, and invoicing are all documented on pen and paper and through the phone
 - It is difficult for Chris to manage so much information while being the point of contact for everyone
 - After moving to a larger facility recently, Chris needs to build new customer relationships to keep up with the expenses of his new factory
-

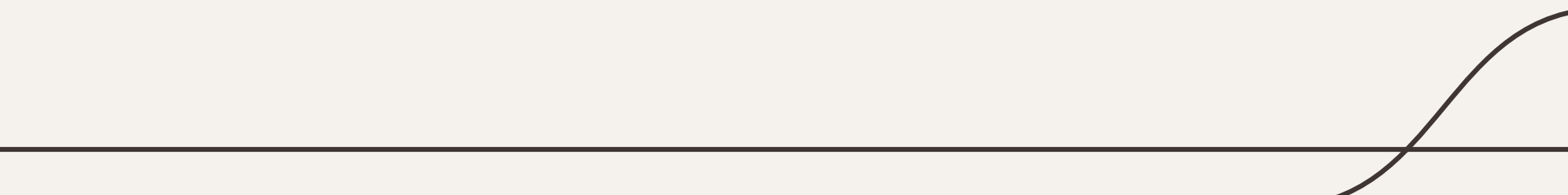
As Informatics students,

We saw this as an opportunity to use modern technology to automate traditional pen and paper processes.





How might **Grand Pere's wholesale bakery** achieve a cohesive online presence catered towards professional business customers so that they can **encourage customer trust and loyalty?**





02

Research

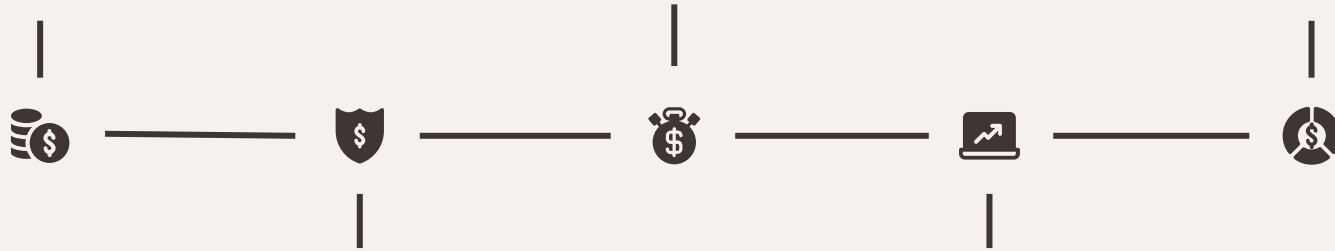
How we learned more about the problem at hand and possible solutions.

What customers want...

To learn about products details without calling the business

A way to express interest in a partnership

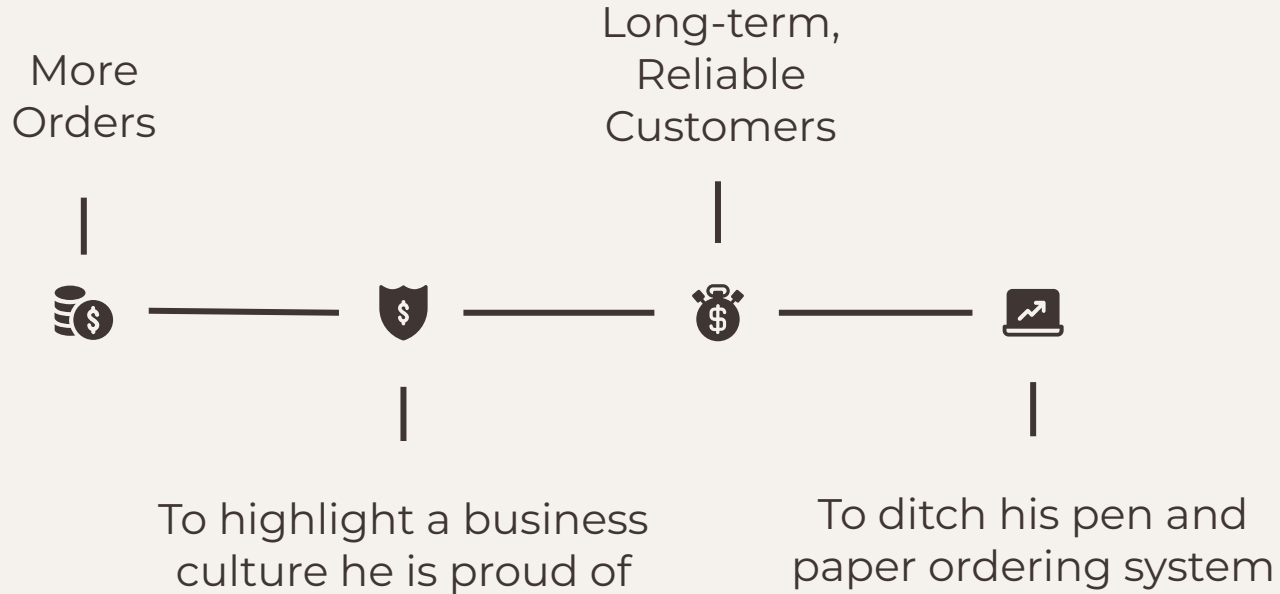
A way to check on orders without calling the business



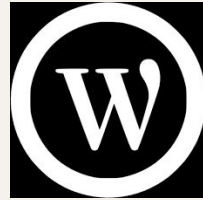
To know what other businesses partner with Grand Père

A more intuitive ordering process

What Chris wants...



*A medium that requires little technical
knowledge and upkeep*



WordPress

Persona Work

Dave

Bakery Owner

For example,



Needs: new recurring customers, online presence, business reputation

Andrew

B2B Distributor

For example,



Needs: identifying a suitable, reliable wholesale bakery to order from

03 Concept

Consolidating our ideas into a singular solution



Assumptions



User Needs

- Customers who are looking to buy bread in bulk, but are new to Grand Pere Wholesale
- A management system for the business that prioritizes a vetting process and ordering structure for potential clients



Feature Concepts

- All features are sensible, and features make the user journey clear
 - i.e. nav bar, action buttons, footer
 - Vetting + Ordering process is easy to understand and navigate through
-
-



01

Marketing

How can we market to the target audience through the website?



02

POS System

How can we make the ordering process seamless?



03

Brand Structure

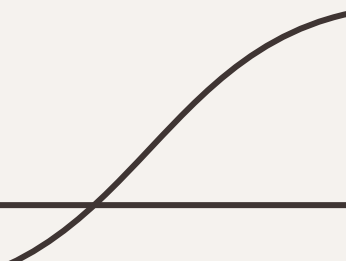
In what ways can we showcase Grand Pere as a wholesale company?

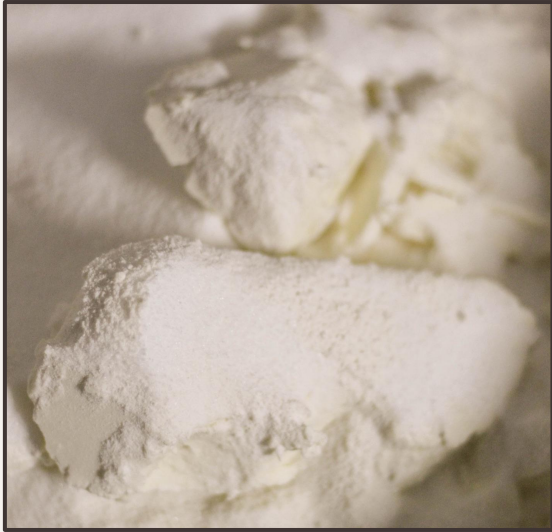
Validations + Insights

User Testing

- Five users + stakeholders
- List of tasks / assignments to accomplish and complete based on our assumptions
 - Including follow up tasks and questions
- Compiled any thoughts, accomplishments, struggles, and feedback based on journey of each user

Design Direction

- Making the form/cart usability more intuitive
 - Adding more to what the customer can do with their account
 - Order status, order history, recurring orders
 - General UI fixes
- 



04

Approach + Demo

Point of Sale Key Features

Customer Vetting, User Role Assignments, & Role Based Appearance + Pricing

- Customers create an account and fill out a form
- Owner verifies business details on form
- Once owner approves customer, they are assigned a role and are able to view products and place orders
- Roles also allow owner to customize the pricing for different customers

1. Account

Baguettes
Please create an account or log in to view Baguettes.

Login

Username or email address *

Password *
 Remember me
[Lost your password?](#)

Register

Email address *

A link to set a new password will be sent to your email address.

2. Form

Unlike how we sell our focaccia externally, we personally manage our baguette orders. We strongly value building a personal relationship with our local partners, so please follow the below process so we can get you started!


Name *

Email *
Name of business *
Location of business *
Please list the City and State.
Please describe the type of partnership you envision *
i.e. the type of product you're interested in, order size, volume, frequency, etc.
Anything else we should know about you or your business? *
i.e. social media links, business history, anything about your


3. Order

Baguettes Evoravia


Baguettes



Bread
\$100.00 / Month



Demi-baguette
\$900.00

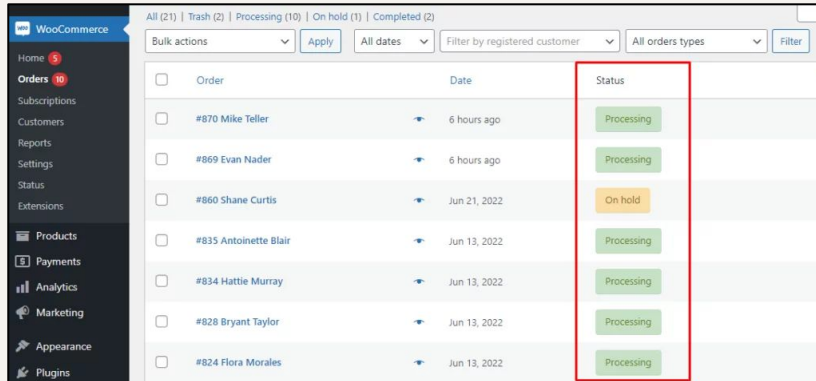


Long Demi-baguette
\$900.00 - \$2,700.00

Recurring Orders & Internal Order Database + Tracking

Feature to Help the Order Management for Grand Pere Bakery :

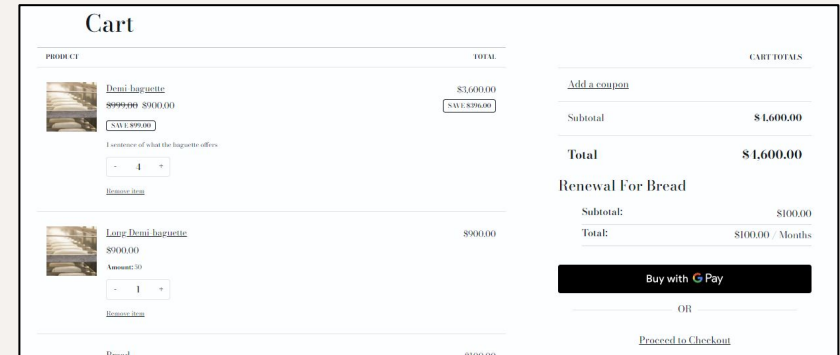
- Recurring Order through subscription bases
- Order Tracking/ Cancellation Status
- Notification for Order Pickup





WooCommerce Admin Interface - Order Management Table

Filters: All (21) | Trash (2) | Processing (10) | On hold (1) | Completed (2)

Order	Date	Status
<input type="checkbox"/> #870 Mike Teller	6 hours ago	Processing
<input type="checkbox"/> #869 Evan Nader	6 hours ago	Processing
<input type="checkbox"/> #860 Shane Curtis	Jun 21, 2022	On hold
<input type="checkbox"/> #835 Antoinette Blair	Jun 13, 2022	Processing
<input type="checkbox"/> #834 Hattie Murray	Jun 13, 2022	Processing
<input type="checkbox"/> #828 Bryant Taylor	Jun 13, 2022	Processing
<input type="checkbox"/> #824 Flora Morales	Jun 13, 2022	Processing



Cart Page

PRODUCT	TOTAL
 Demi baguette \$900.00 \$999.00 SAVE \$99.00	\$1,600.00 SAVE \$206.00
1 instance of what the bakery offers	
<input type="text" value="1"/>	
Remove item	
<hr/>	
 Long Demi baguette \$900.00	\$900.00
Amount: 30	
<input type="text" value="1"/>	
Remove item	

CART TOTALS

[Add a coupon](#)

Subtotal: **\$1,600.00**

Total: \$1,600.00

Renewal For Bread

Subtotal: \$100.00
Total: \$100.00 / Months

[Buy with PayPal](#)

OR

[Proceed to Checkout](#)



Grand Père Wholesale

Combining the highest quality ingredients with traditional processes

[Our Products](#)

05 Ethical Considerations



Business Integrity



Simplified Process:

Through vetting our customers, we provide a smooth ordering experience, ensuring all verified customers can place orders with ease and confidence.



Building Trust:

No credit card requirement during vetting which enhances customer security and confidence in Grand Pere Bakery.





06

Next Steps

Sponsor Handoff



With Chris, we have...

- Handed over the website ownership
- Reviewed the customer validation and vetting process
- Reviewed customer the order approval process
- Walked through the customer and order database
- Made sure all code is self sustaining, plugins are free and permanent, and paid subscriptions are automated

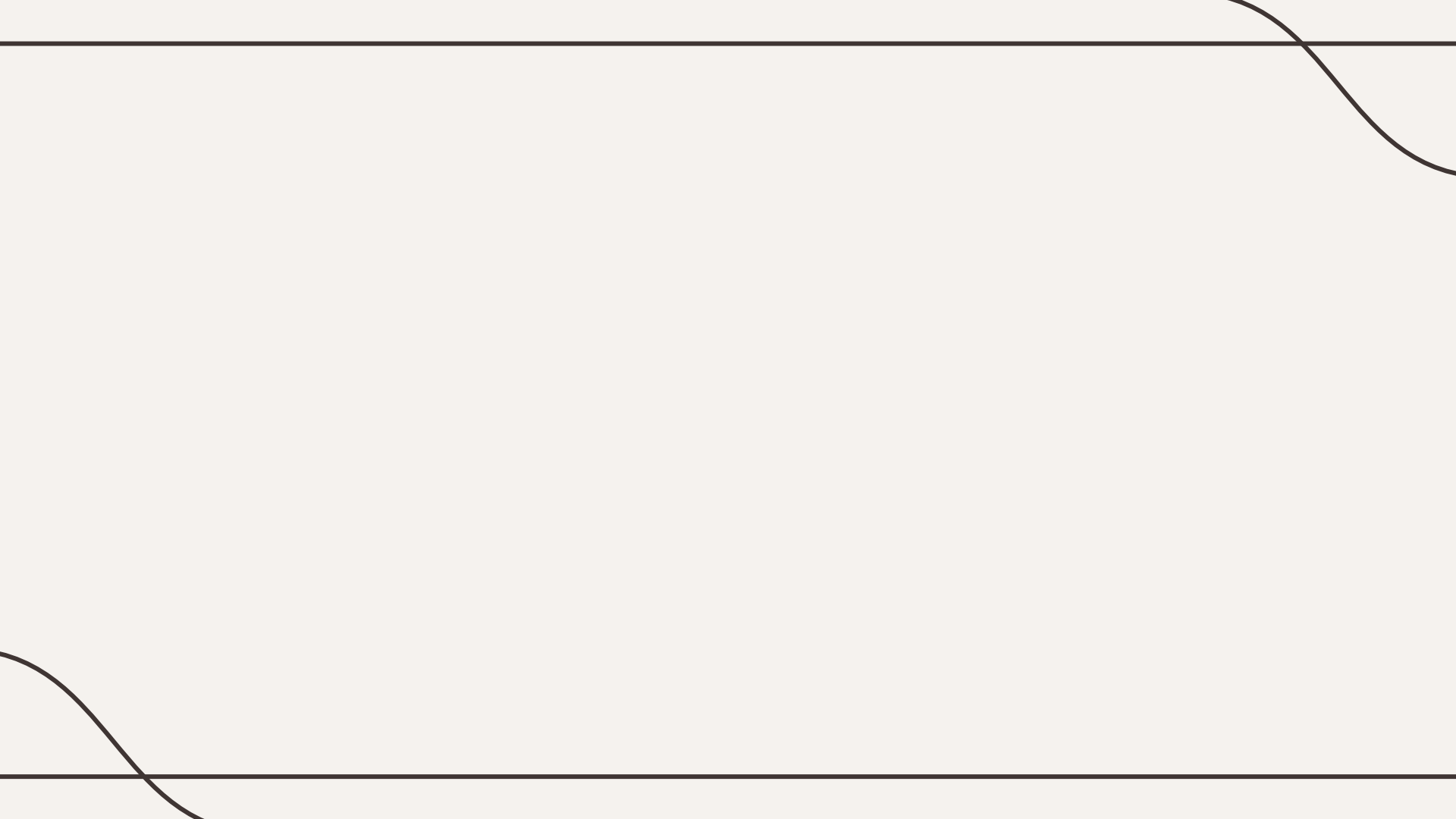


In the future...

- We will stay in contact over the summer to troubleshoot if needed via text message

Thank You!





Business icon pack

