

Crispy Bites Snacks Product Design & UX Design Strategy

2021

Onur Kocan
Design Strategist



crispy
bites®



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**CRISPY
bites®**

This project is designed for Tom & Ollie Food Corp. to take place in the competitive and emerging market for their new product, dried fruit and vegetable chips, developed this year. The project was presented to the management of the company in order to ensure that the manufactured products are developed under a new brand name. The company entered the market as a result of the studies carried out with the **Crispy Bites** brand name.



Crispy Bites was a healthy snack brand developed to expand the company’s market reach and address growing consumer demand for nutritious alternatives. The initiative applied a design-led strategy grounded in user research, competitive analysis, and strategic positioning to shift consumer behavior and introduce a differentiated product line. The project resulted in the launch of a private-label snack brand distributed through e-commerce platforms and select corporate grocery retailers.



THE CHALLENGE

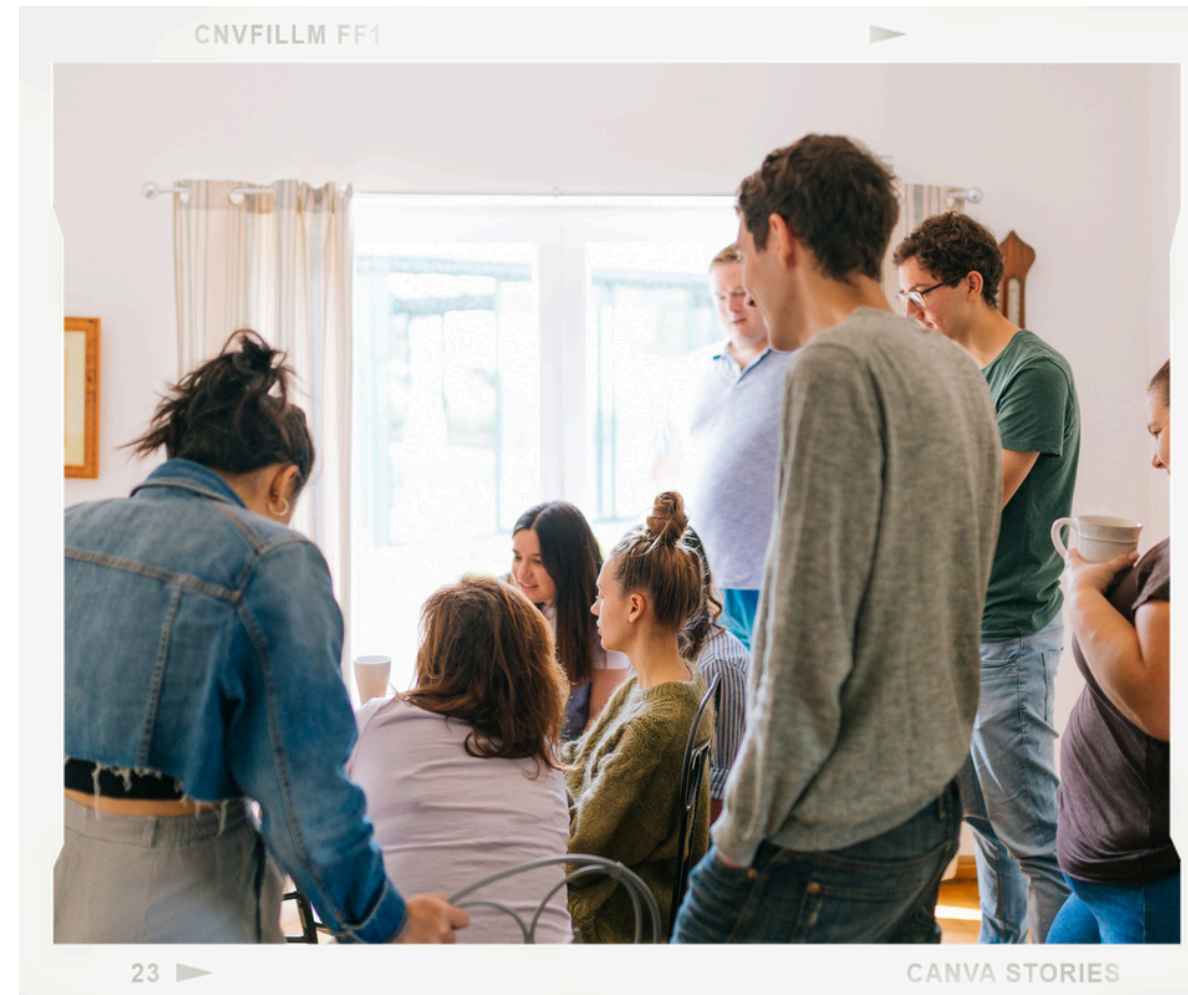
This project was the first food industry project that I was assigned to throughout my career. This project included a completely responsive design of the brand's website, as well as a brand identity.

MY ROLE

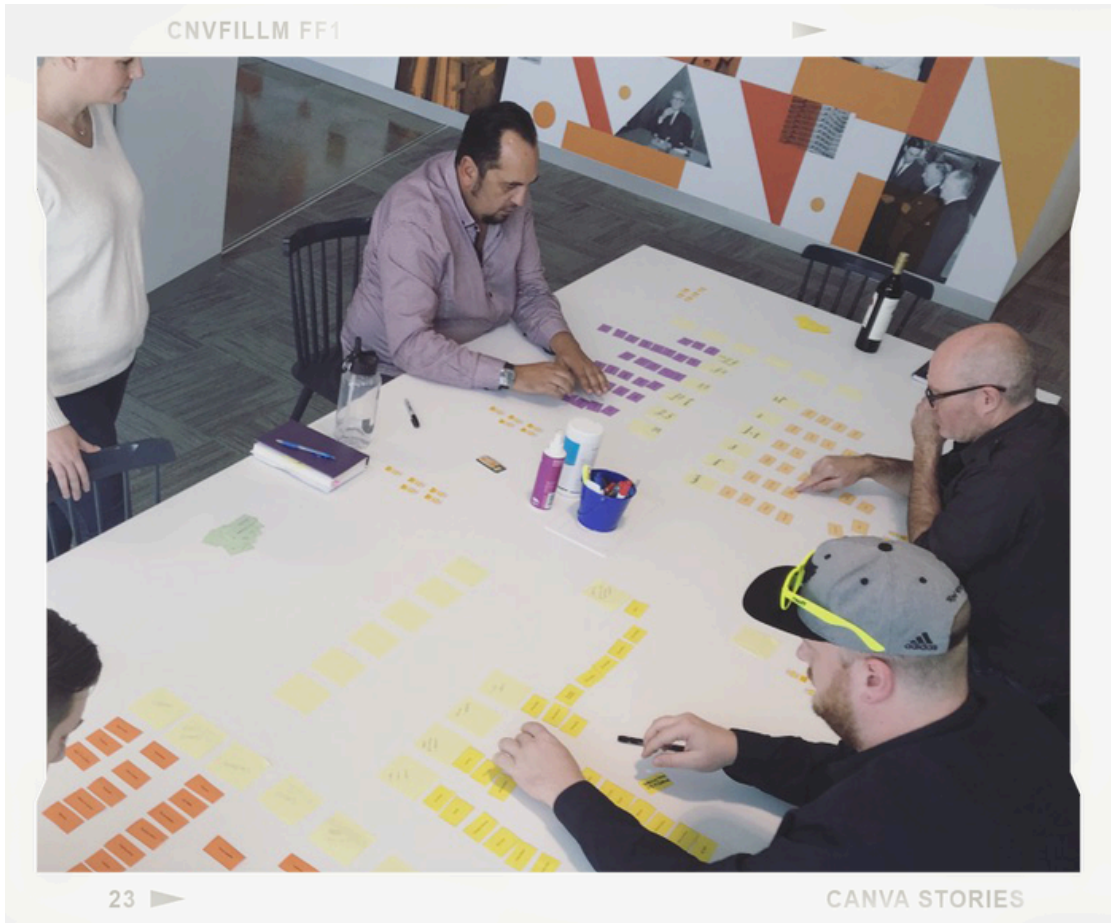
As a Design Strategist, I led the end-to-end creation and launch of **Crispy Bites**, directing a cross-functional team and overseeing user research, brand architecture, packaging design, visual identity, and the e-commerce experience. Launched in summer 2021, the initiative increased company revenue by **7.5%**, opened a new market segment, and established a strong and recognizable brand presence.

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Kick-off & SWOT Analysis



To begin with, we completed a **SWOT** analysis with the companies and members of our strategy team in order to understand the market and user needs, business strategies, and risks and limitations. We realized the internal reflections we encountered showed us that healthy and snack products were preferred. Recently, we noticed that the sales figures for healthy snacks have increased.



GOALS



From the SWOT analysis, we set three main goals for our design strategy :

1 Simple Package with hand-made drawing to the story that is how are fruits and veggies become chips. Wanted to be sure that even if they wouldn't beat their competitors in terms of price and performance, their superior user experience would make them customers' first choice.

2 The new site should offer a full and complete experience, avoiding any need to touch the physical package. However, the online experience must not eclipse the in-store experience. It should integrate with and support the brand experience seamlessly to customers.

3 In order to accomplish this, we first needed to understand the user's attention.

THE DISCOVERY

Research Techniques

We outlined a research plan in collaboration with our strategy team. Because the goals of this project were so many-sided, we wanted to use a variety of qualitative and quantitative research methods to understand our users' behavior both online and offline.

My research plan included:

- Stakeholder Interviews
- Offline/Online Card Sorting
- Diary Study
- Shadowing
- Tree Test
- User Journey Map
- In-depth Interviews
- Competitive Analysis

Discovery Phase: User Behaviour



Stakeholder Interviews

We began with stakeholder interviews in order to gain insight into the users before interviewing them. We conducted a total of 9 interviews with stakeholders from various levels of the company, including sales representatives, store managers, and the Heads of Sales and E-commerce.

These interviews together gave us a wealth of knowledge about our potential users (their likes and dislikes, what topics they complain about, what they tend to buy and when) as well as our company (their business and marketing strategies and goals).

Discovery Phase: User Behaviour

In-depth Interviews

With a little contextual knowledge about customers, we decided to proceed directly to the source: the power users. We identified 3 food bloggers and social media influencers who were long-time customers of other companies. These customers not only knew a lot about their own shopping habits but also knew a lot about the shopping habits of others as well.



Discovery Phase: User Behaviour

Shadowing

We also shadowed 5 customers through a typical in-store shopping experience – not interfering, just observing. Later we asked them to clarify some of their actions during the shopping trip (eg. why they chose a certain product over others). The most important insight was the users' need for more detailed information when selecting the products, as many users proceeded through the store while they are searching for the item on Google.



Discovery Phase: User Behaviour



Diary Study

We gave 25 sales representatives a diary with a set of questions to answer every day. The topics of focus were: What problems do the customers experience with fruit and veggie chips? What questions do they ask the most? Is it possible to group customers into clear subsets?

(The most often question that asked by customers: “Is it freeze-dried or fried?”)

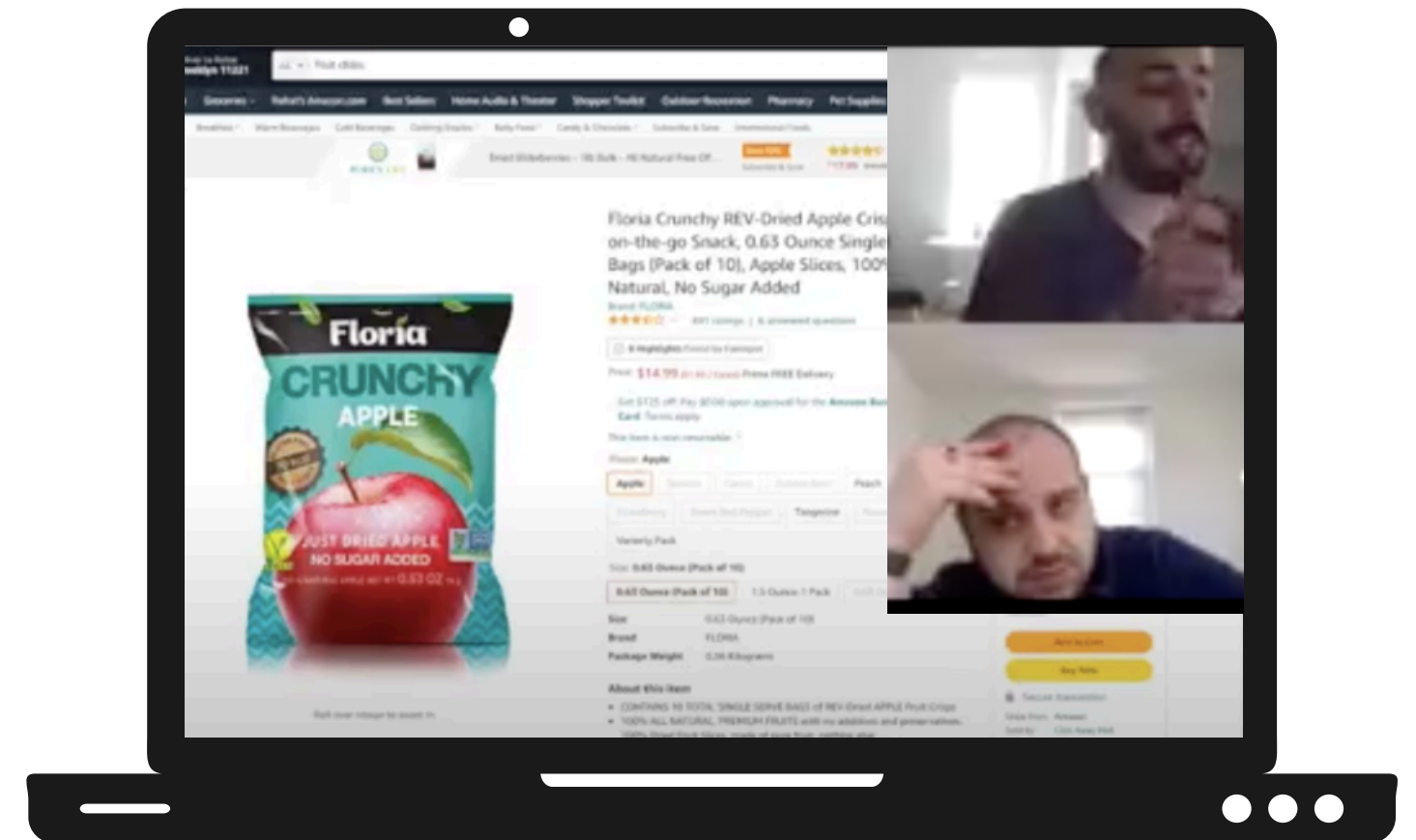
After this result, we got a result that is compatible with the current production technologies of the company. Fresh fruits and vegetables picked up in the top season; washed, sliced, and dried just like you make it home, but this time no hand touch!

Discovery Phase: User Behaviour



Competitive Analysis & Netnography

Finally, we carried out an extensive analysis of our new brand's competitors' online presences, as well as the websites and mobile apps of over 120 other companies worldwide. I also investigated how our competitor's brands were being discussed on social media.



Discovery Phase

Building the Information

Online / Offline Card Sorting

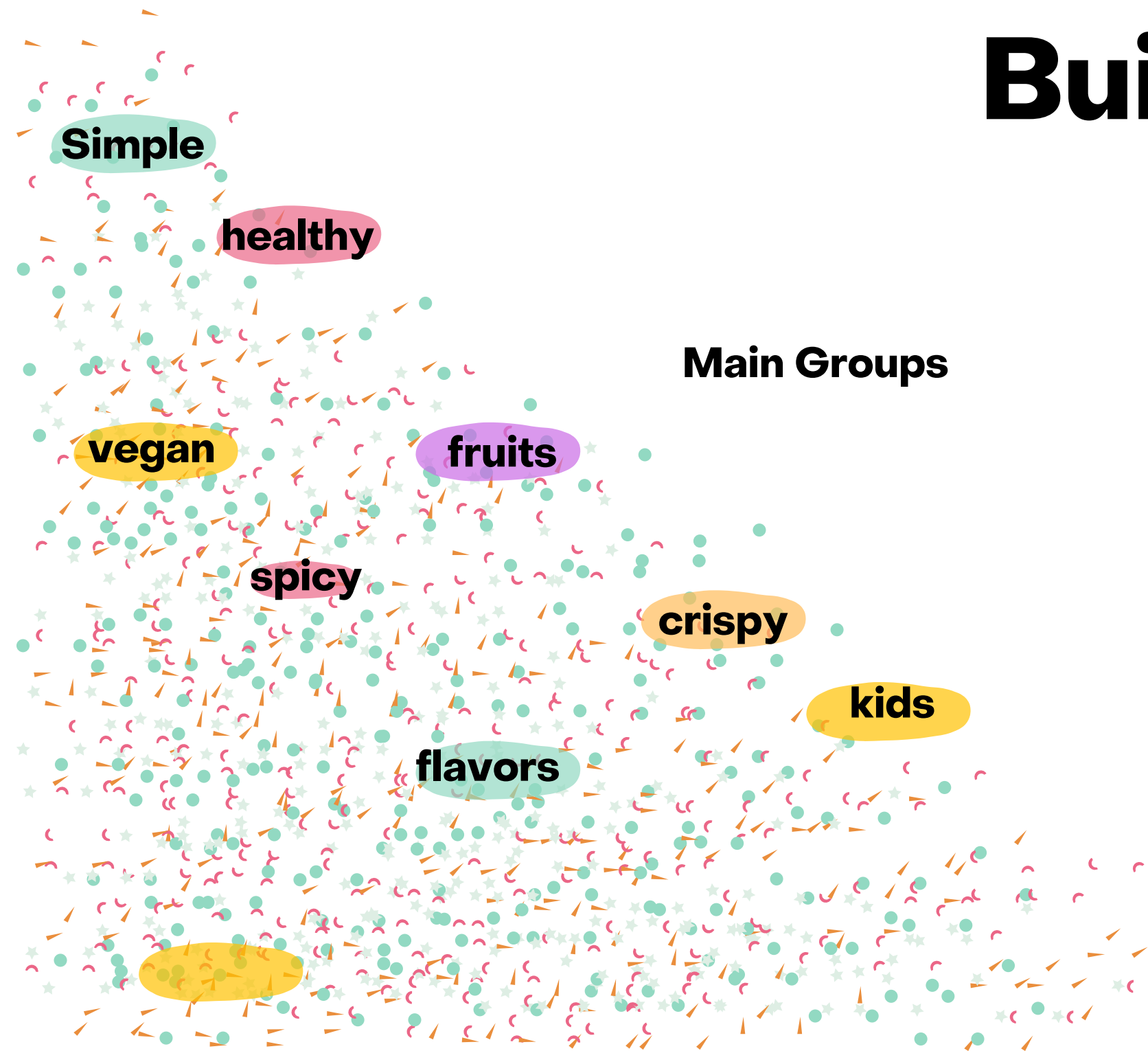
In order to improve the experience over the current products and brand, it was important to form the right information architecture. We held 2 card sorting sessions with real users in order to understand how users expected product flavors.

In the first session, we asked four users to choose products and examples package frame into tasty flavors and then give a name to each category. Once we had our card sorting test running smoothly, we took it online for an additional 51 users.



Discovery Phase

Building the Information



Similarity Matrix

We analyzed the results of products and flavors using a similarity matrix to determine which products were most often sorted together and what category names appeared the most.

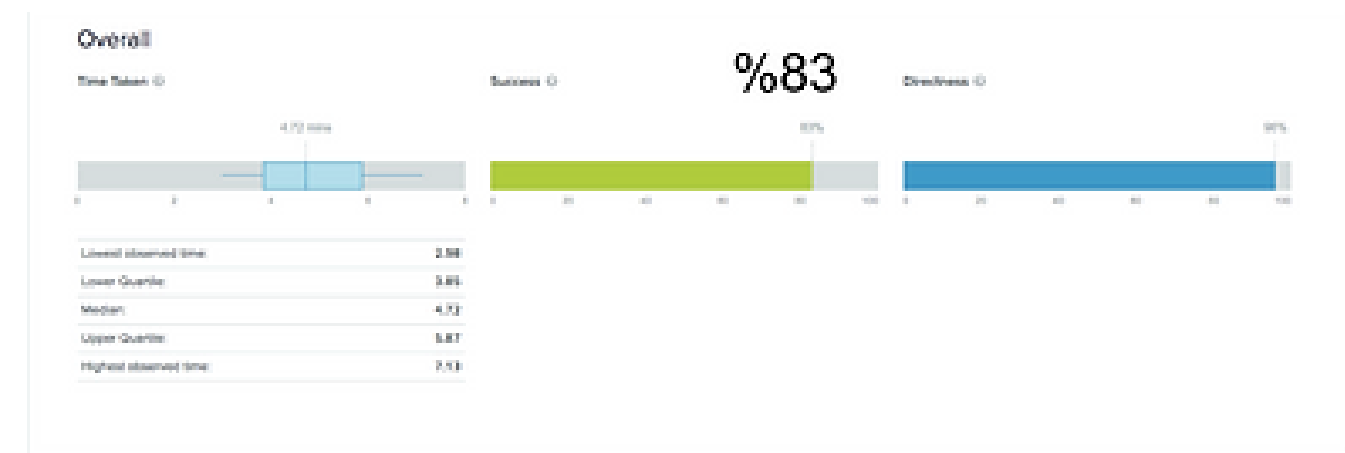
Discovery Phase

Building the Information

Tree Test

Finally, we put the resulting product flavors and packages that choose more than others through a series of online tree tests to see if users could easily prefer products in these flavors. We ran three tree test sessions, adjusting the product categories each time, with a total of 131 participants. In the end, the information architecture we put together showed a 31% increase in performance compared to the current companies' products. The company I am currently working at is mainly manufacturing fruit and veggies-based dried tomato and cold apparitions.

Suggestion Tree

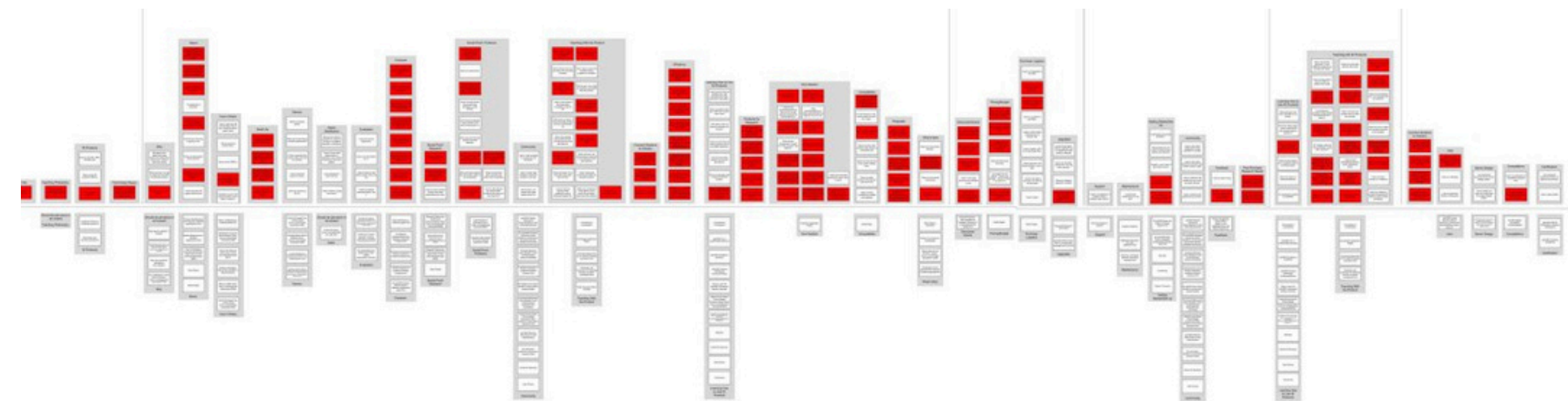


Existing Tree



Ideation

Affinity Map & Mental Model



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We began sorting through our research findings by way of an affinity map exercise. While creating the map, it became clear that our findings could be grouped into two major categories: things the user **DID** or **THOUGHT** (the pink rectangles), and things the user **WANTED** or **NEEDED** (the yellow rectangles). The findings could be grouped further into steps or phases of the shopping experience. The map we ended up with actually illustrated the users' mental model of healthy snacks shopping: from brand awareness, through product research and selection, to the final purchase. The yellow rectangles became the basis for most of the features we built into the final website and package.

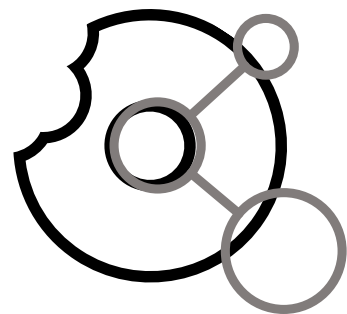
Keywords

To guide us in creating our design concept, we mapped our mental model to a few keywords describing users' expectations of the new product and website/package.

We translated these keywords directly into design elements during the iteration phase. A few examples:

Crispy Bites SHOULD

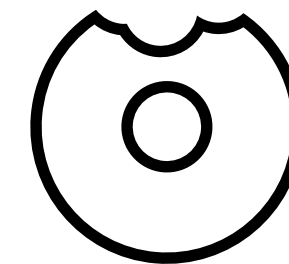
Connect with Me



Make Me Feel



Crispy



Insight & Result



Our research showed that users wanted healthy spicy like cinnamon and ginger in finding and selecting products. For this reason, we ideated on a richly detailed product package, including a website to help users find similar products.

Another thing users expected was finding harmonic recipes for their guests.

To meet this need, we decided to include a recipe section for the user to explore our favorite products, as well as their personal details like sour and sweet. The site would help to catch harmony between products and presentation.

Design Phase

Package and Brand Strategy

We mocked up around 30 different versions of the package and conducted countless 5-second tests before finally arriving at a version that users could understand at a glance. We were focusing on the brand's name and logo. I tried to bring movement to the logo by using the wave movement in the form of the chips produced. Based on the brand's name, I added bite details to the logo created by our visual design team. In this way, we put into practice primal advertising strategies.



crispy
bites **crispy**
bites

crispy **crispy**
bites **bites**

crispy **crispy**
bites **bites**



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Design Phase

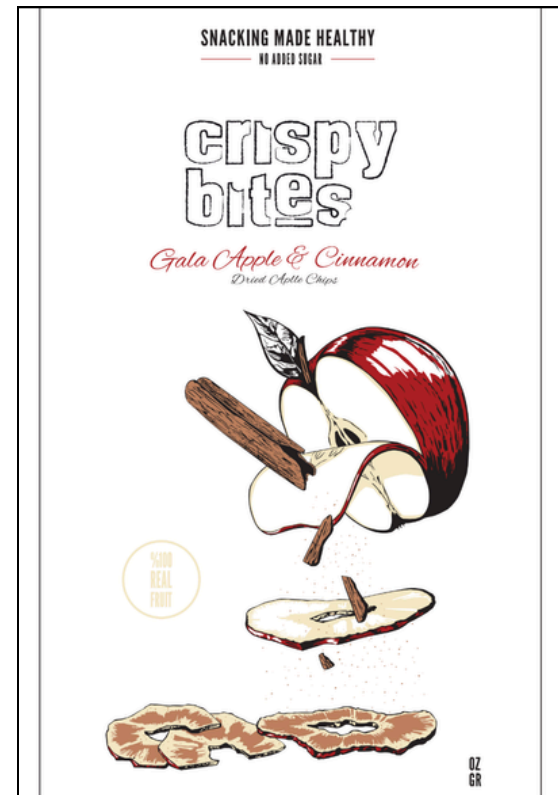
Package and Brand Strategy

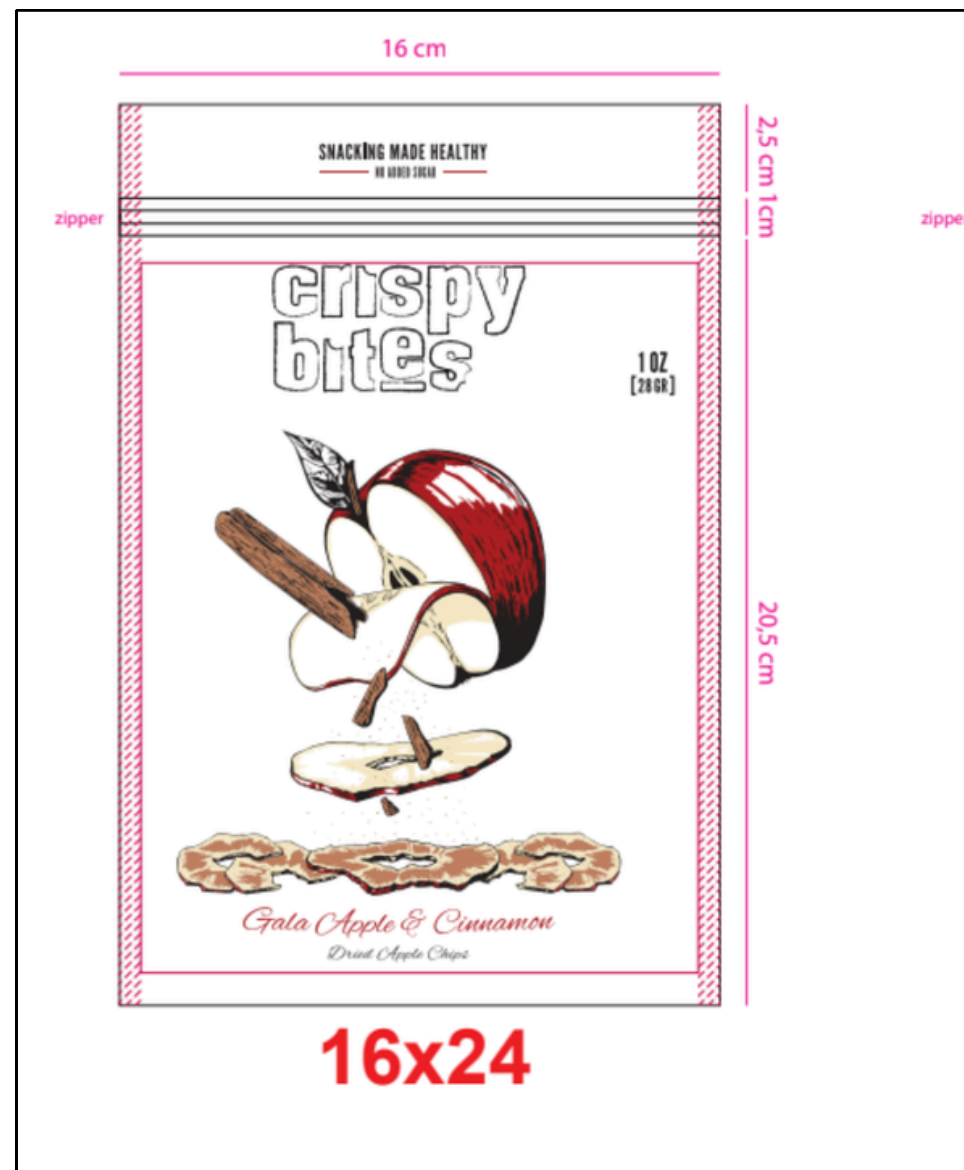
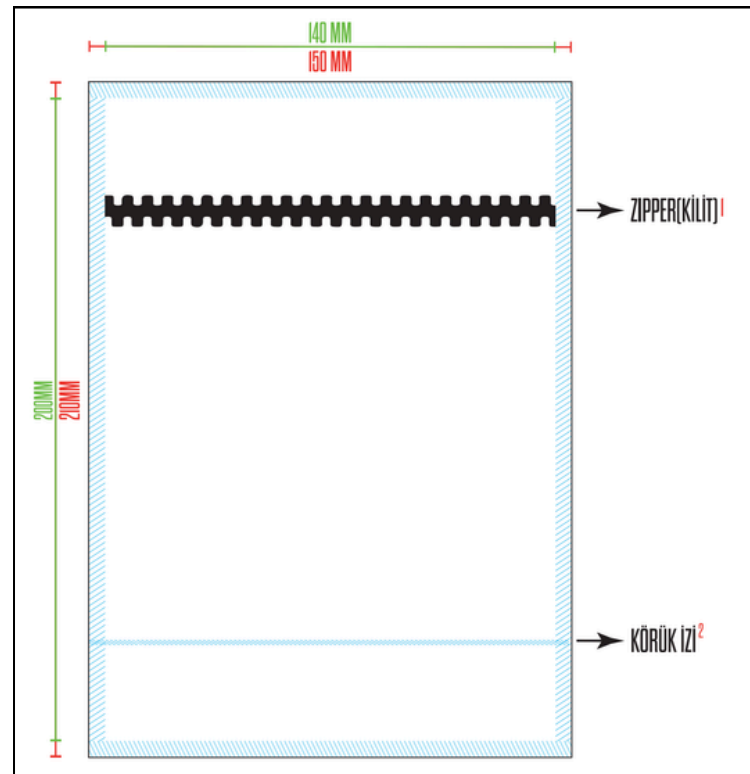
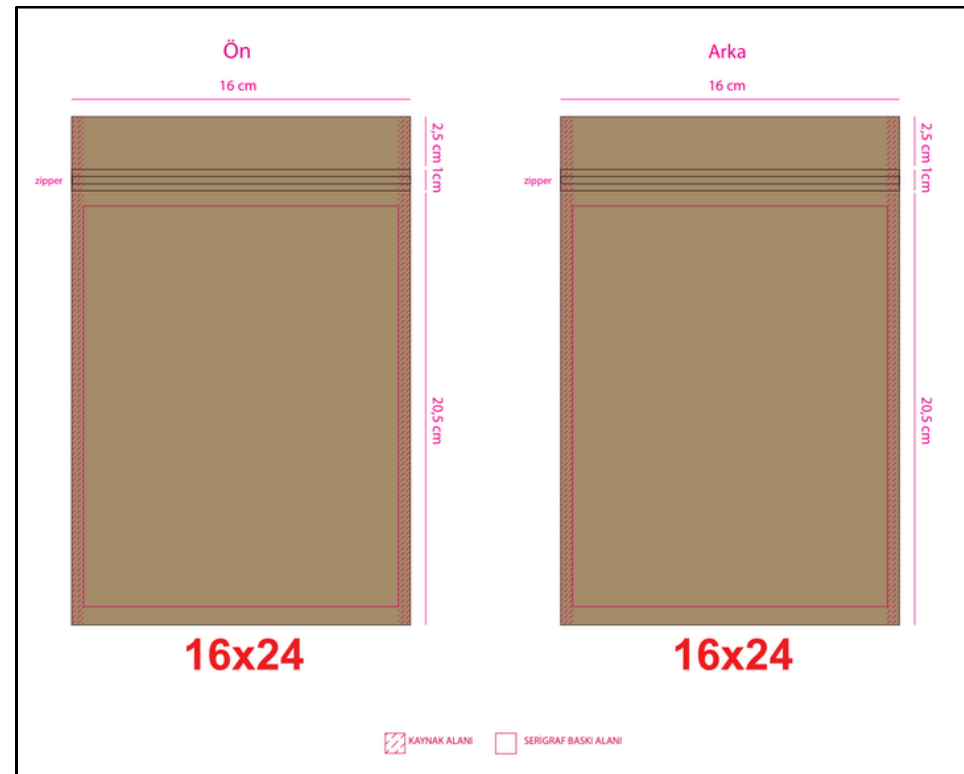
I also did a Landscape Analysis on the visualizations of the products. This test gave us a result showing that the product story is more preferred by users in packaging. In line with this result, we designed the stories of transformation into chips, starting from fruit and vegetables, as illustrations. In this way, we planned to attract the attention of children. On the other hand, as a result of the interviews we completed, we can see that they have different connotations for different age groups.



crispy bites

Crispy Bites





Final Design



Final Design



Marketing



Marketing

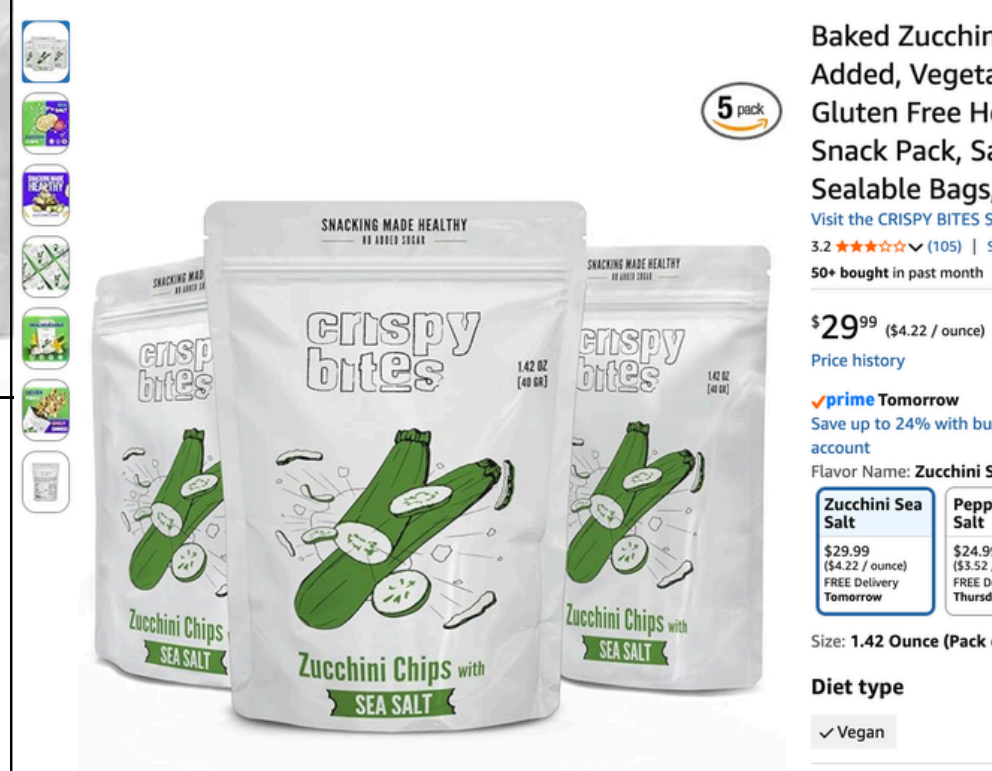




Crispy Bites Dried Apples, Gluten Free, No Preservatives, Vegan, Crunchy, Healthy on-the-go snack for kids & adults, 1oz/ea bag/pack of 5

One-time purchase: \$24.99 (\$3.52 / ounce)

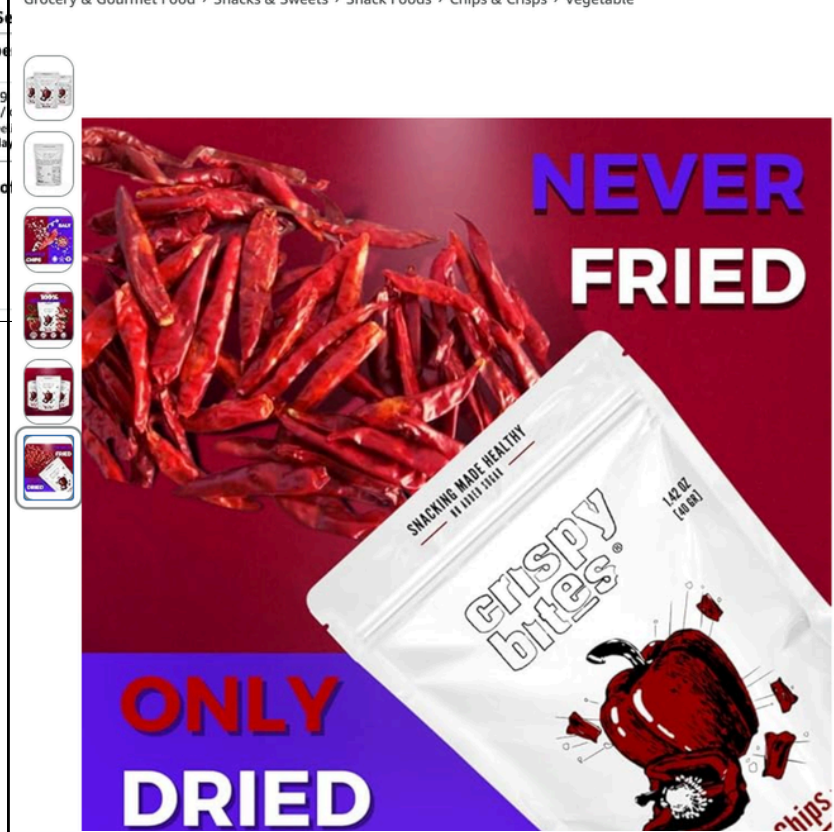
prime Two-Day FREE delivery Thursday, February 5. Order within 10 hrs



Baked Zucchini Chips, Oven Baked No Oil Added, Vegetable Crisps, No Sugar Added Gluten Free Healthy Snack, Vegan, Veggie Snack Pack, Salad Topper, Sea Salt, 1.42oz Sealable Bags, Pack of 5

One-time purchase: \$29.99 (\$4.22 / ounce)

prime Tomorrow FREE delivery Tomorrow, February 4. Order within 10 hrs 4 mins Arrives with upcoming delivery



Baked Bell Pepper Chips, No Oil Added, Vegetable Crisps, No Sugar Added, Gluten Free, Healthy Snack, Vegan, Salad Topper, Sea Salt, Dried California Peppers, 1.42oz Resealable Bags, Pack of 5

One-time purchase: \$24.99 (\$3.52 / ounce)

prime Two-Day FREE delivery Thursday, February 5. Order within 10 hrs 23 mins

In Stock

Quantity: 1

Add to cart Buy Now

Flavor Name: **Pepper Sea Salt**

Zucchini Sea Salt	Pepper Sea Salt	Tomato Sea Salt
\$29.99 (\$4.22 / ounce) FREE Delivery Tomorrow	\$24.99 (\$3.52 / ounce) FREE Delivery Thursday	Currently unavailable.

Size: 1.42 Ounce (Pack of 5)

Top highlights

Subscribe & Save

In Market amazon

Design Phase

E-Commercial Store Page

Following the launch of Crispy Bites, a strategic digital expansion initiative was implemented to increase brand visibility and accelerate market growth. The project focused on building a cohesive digital ecosystem, including the design of a new brand website, a dedicated Amazon storefront, and an integrated social media strategy. Grounded in UX principles and conversion-focused design strategy, the initiative aimed to strengthen customer engagement, enhance e-commerce performance, and position Crispy Bites competitively within the healthy snack industry.



crispy bites
FRUIT & VEGGIE CHIPS

Search All Crispy Bites

Crispy Bites
Crispy Bites is launched to change your daily snacking habits. Tasty, easy, and sweet, but this time healthier.

Never Fried. Only Dried.

Snacking Made Healthy

Enjoy Dried Veggie!

Shop Crispy Bites

Our Little Factory

How do we produce?
Fresh fruits and vegetables are picked up in the top season, washed, sliced, and dried just like you make it home, but this time no hand touch!

Snack from Nature

Fresh'n Tasty!

Oven Dried from 100% Fruit

Baked Zucchini Chips, Oven Baked No Oil Added, Vegetable Crisps, No Sugar Added Gluten Free Healthy Snack, Vegan, Veggie Snack Pack, Salad...

3.2 ★★★★★ 105

To buy, select a flavor name:

Size: 1.42 Ounce (Pack of 5) Flavor Name (3): Zucchini Sea Salt

\$29⁹⁹

• Crispy Bites are produced from healthy fresh vegetables, they are thinly sliced and slowly dried for up to 6 hours until pleasantly crispy. -All-natural veggie chips are great snacks on the go and great addition to salads, cereal, oatmeal, and ice cream. -Highly nutritious chips

Show more

See all details

Healthy Snack
Snack foods should not only taste good but be healthy for you. We simply offer you fruits and vegetables as chips.

Added Sugar 0%

Total Fat 0%

Cholesterol 0%

Create Fun

With Crispy Bites

Subscribe & Save

Baked Zucchini Chips, Oven Baked No Oil Added, Vegetable Crisps, No Sugar Added Gluten Free Healthy Snack, Vegan, Veggie Snack Pack, Salad...

3.2 ★★★★★ 105

Size: 1.42 Ounce (Pack of 5) Flavor Name (3): Zucchini Sea Salt

\$29⁹⁹ (\$4.22/ounce)

prime

Get it by tomorrow, February 4.

Sold by Karun Inc Store and Fulfilled by Amazon.

• Crispy Bites are produced from healthy fresh vegetables, they are thinly sliced and slowly dried for up to 6 hours until pleasantly crispy. -All-natural veggie chips are great snacks on the go and great addition to salads, cereal, oatmeal, and ice cream. -Highly nutritious chips

Show more

See all details Add to Cart



Baked Tomato Chips **Baked Pepper Chips** **Baked Zucchini Chips** **Baked Carrot Chips** **Baked Apple Chips**

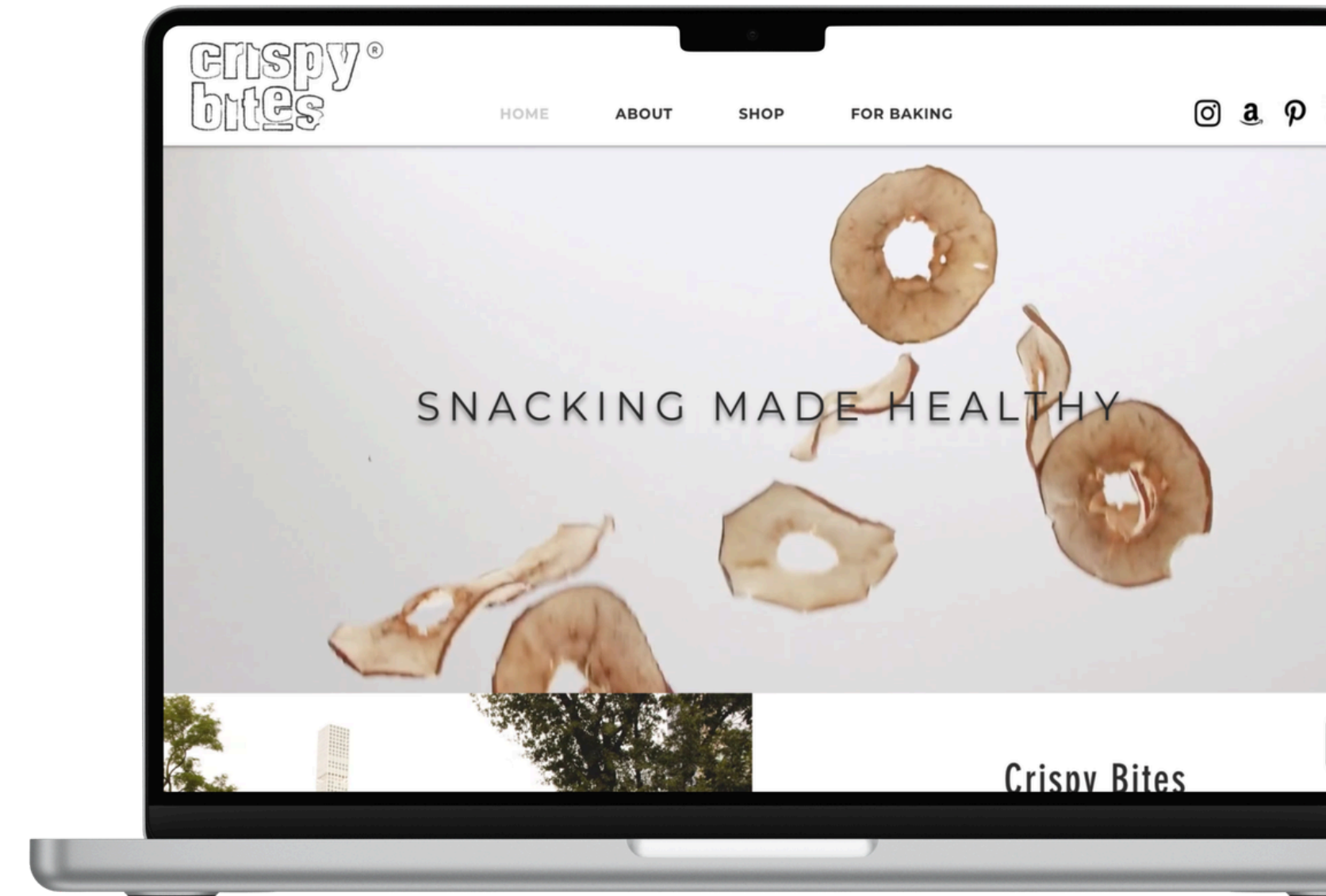
Buying Options Add to Cart Add to Cart Buying Options Buying Options

Customer Reviews	★★★★★ 105	★★★★★ 105	★★★★★ 105	★★★★★ 9	★★★★★ 129
Price	—	\$24 ⁹⁹	\$29 ⁹⁹	—	—
Vegan	✓	✓	✓	✓	✓
Non-Gmo	✓	✓	✓	✓	✓
Gluten Free	✓	✓	✓	✓	✓
No Added Sugar	✓	✓	✓	✓	✓
No Preservative	✓	✓	✓	✓	✓
No Oil Added	✓	✓	✓	✓	✓

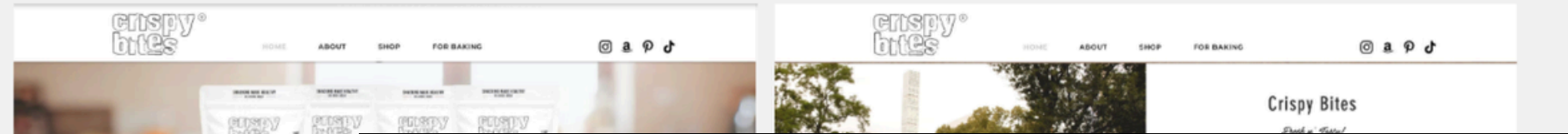
Design Phase

Web Site Design

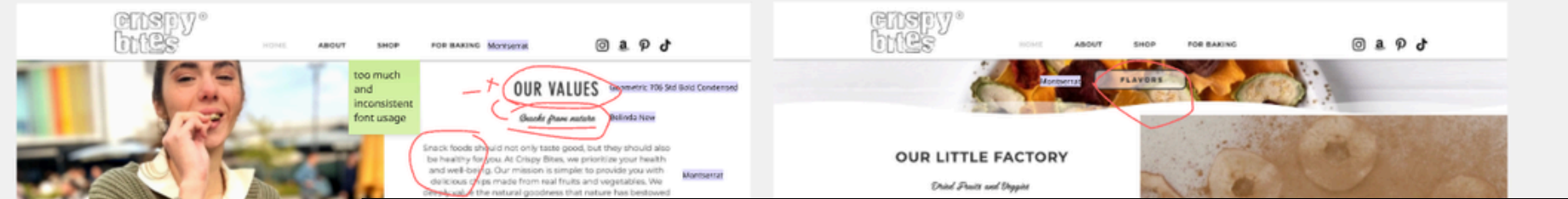
The first and perhaps most important wireframe was the new homepage. We took the important elements that we knew from our research that users typically looked for (eg. sales, new products, discount), ranked them in the order of importance to both users and our brands, experimented with what kind of modules would be the best showcase in order to form our homepage.



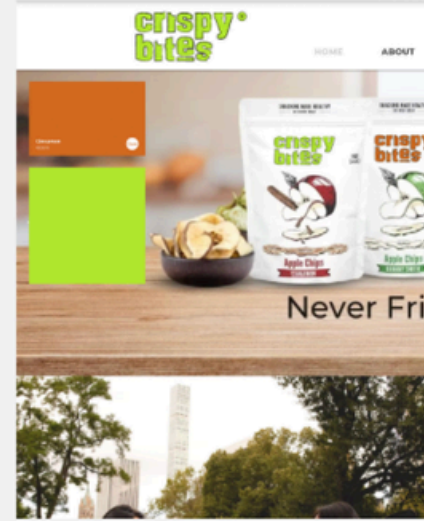
Original pages



Original pages



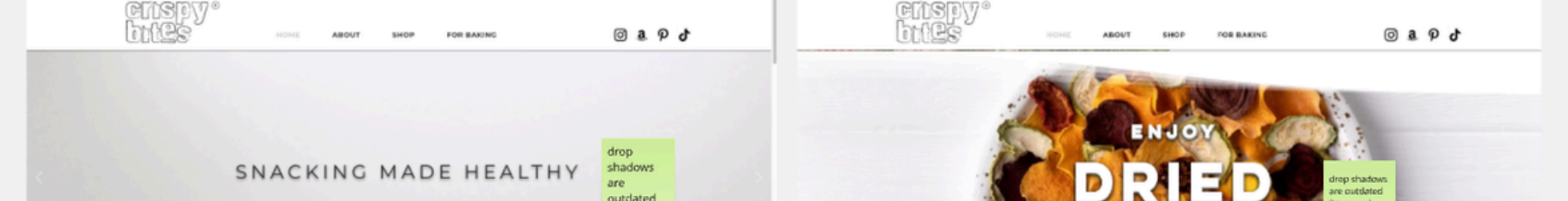
Altered pages



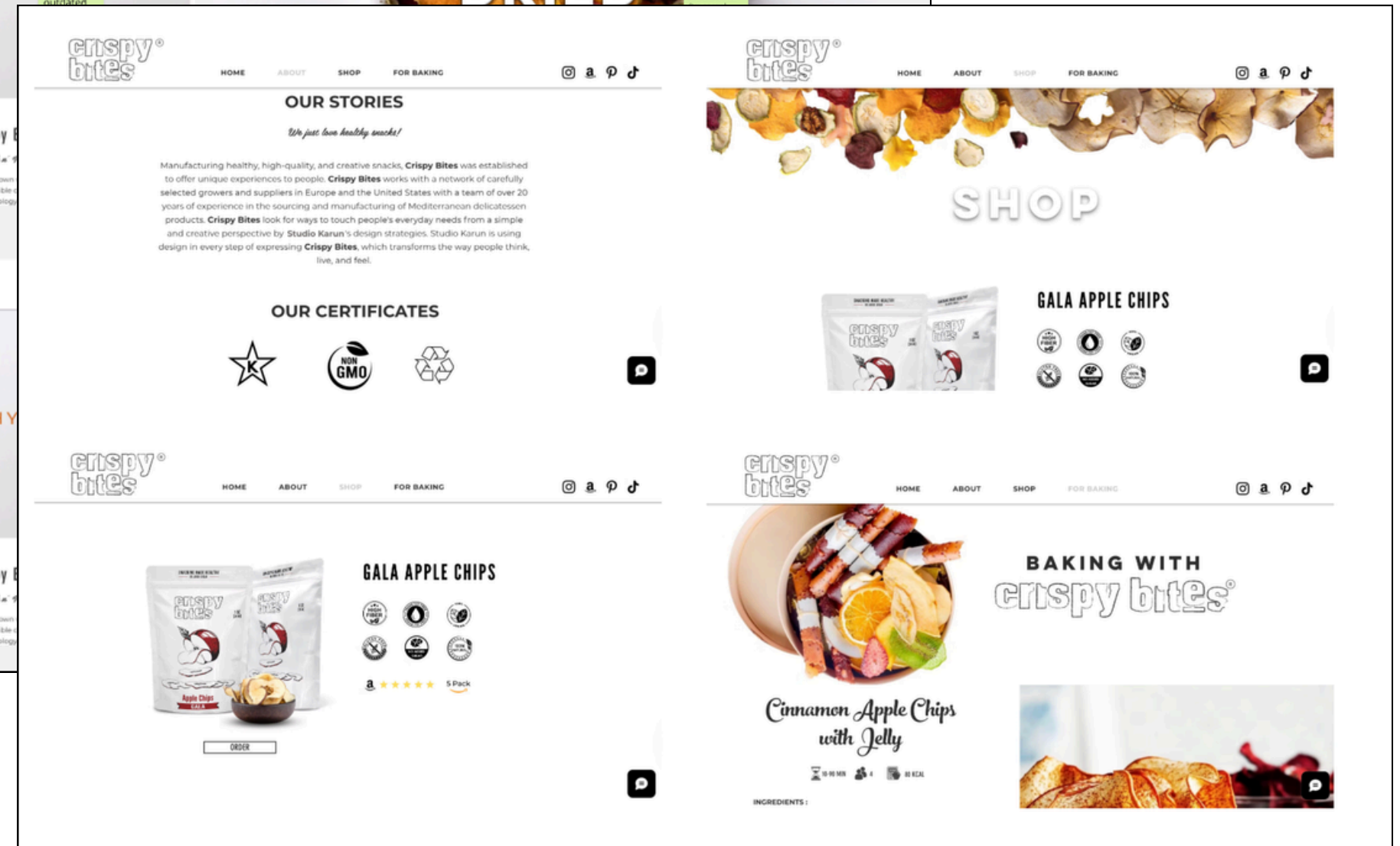
Altered page

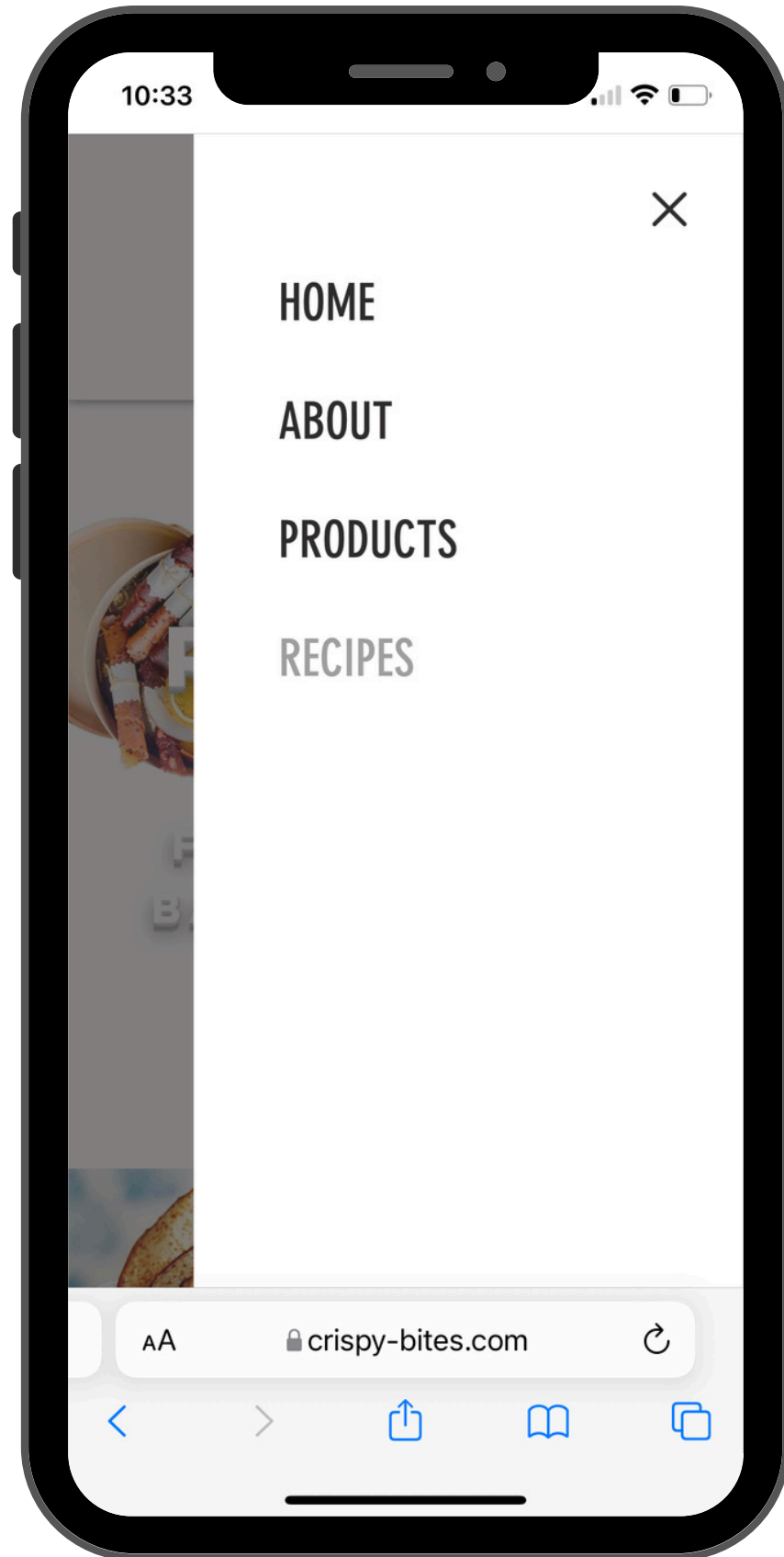


main



test





Design Phase

Web Site Design

Fortunately, our first designs for the website tested quite well, so most of our iterating ended up focusing on the website and e-commerce integrations and fine-tuning details such as how the products should work, what forms of personalization to offer, and how much detail was feasible to include on the product pages. After finishing our wireframes, we collaborated with the graphics team. Then I created clickable prototypes using Wix and tested them with users.

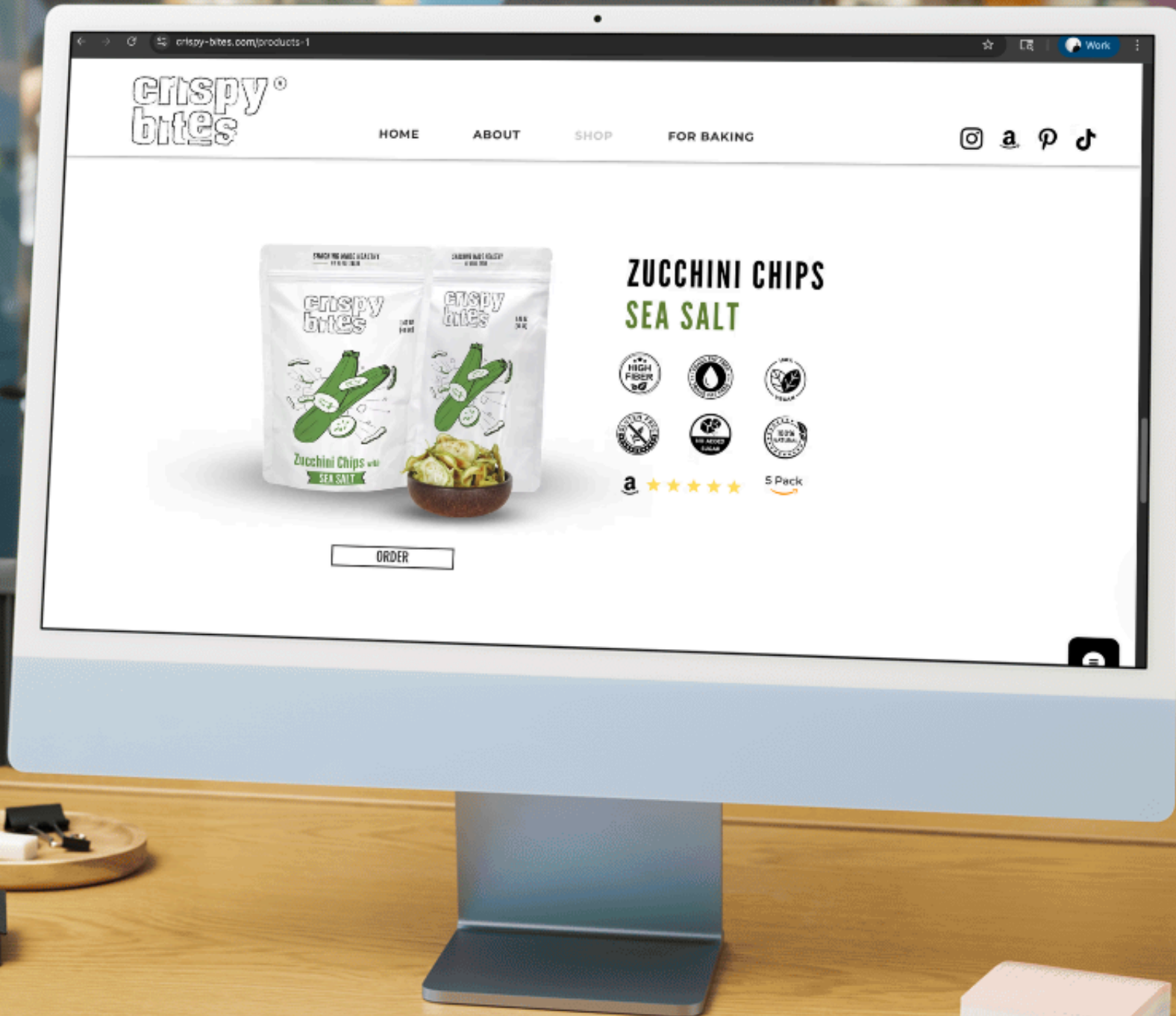


crispy bites HOME ABOUT SHOP FOR BAKING

★ URM ♻️

Never Fried, Only Dried

Crispy Bites





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Studio Karun Inc

CONTACT

info@crispy-bites.com

HOURS

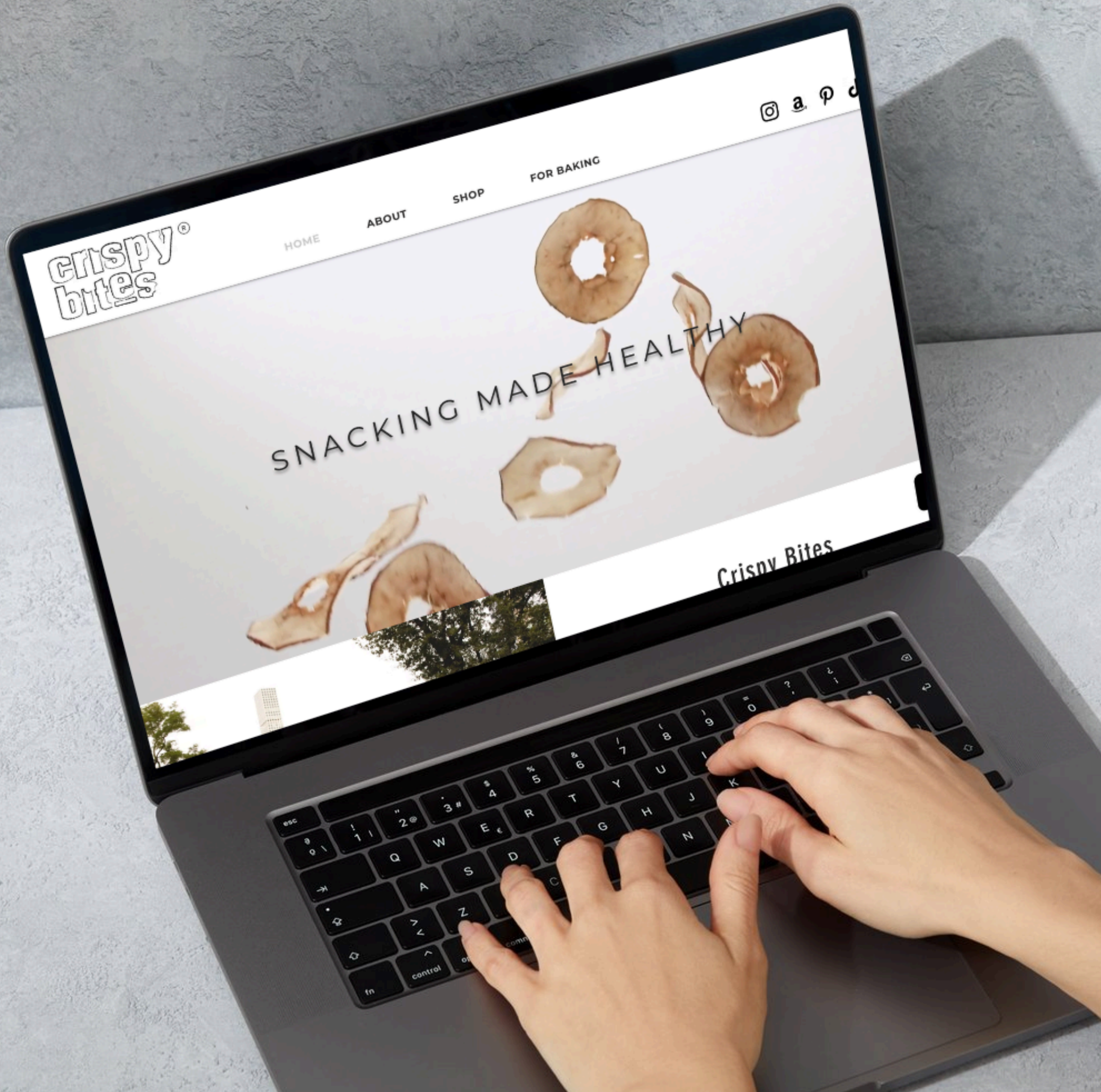
OPEN
MON - FRIDAY
9AM-6PM

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We completed the project in general terms and made it ready for market entry. Our work attracted attention from the managers and marketing departments. The company invested in this project and received a reaction to ensure the sale of the products.

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THANK YOU

Onur Kocan
Design Strategist
2021