

CUPCAKE AND SPRINKLES

**Designer:
Valmira Ibi**

**Client:
Samantha Minchey**

CLIENT BRIEF SUMMARY

Business Name: Cupcake and sprinkles.

- **Website statement:** There is a physical bakery store and online store. The company is committed to creating

products that are environmentally friendly, made with 100% bio products. Our cupcakes are organic and fresh, and cost effective.

- **Website message:** Naturally made with you in mind

- **Client wants:** My Client wants her website to have a very soothing and relaxed feel, with a feminine touch. Her favorite color is pink and light blue and she prefers the Georgia typeface. She is selling Cupcake and sprinkles only, but offers cupcake and wedding cake and as a special service, and my client offers bakery classes.

- **Targeted users:** Customers are mostly young to old. Probable more towards females than males. Local families and businesses for the breakfast and lunch traffic.

- **Features**

- Online ordering
- Appointment scheduler for special order
- Adults cupcake of the week
- Event calendar for classes
- Three faces to the business

- **Marketing Plan:** Promote the business through social media, including online and at the store where the products can be found.



Name **Azalea**

Behaviors

- Adventitious/likes to travel
- Curios about
- Other cultures
- Walk frequently

Pain point

- Complicated Website
- Hard to read

Demographics

- 57 years old
- Local resident
- Retired

Needs & Goals

- Support local mom/pop business
- Try new things/taste new food
- Daughter is getting married and needs wedding cake.



Name **Arion**

Behaviors

- Likes bakery
- Very social
- Frequent Social Media
- Smart
- Hard worker

Pain point

- Line ,Time Issue for lunch
- Can't wait for line

Demographics

- 31 years old
- Married
- Active in online
- Community

Needs & Goals

- Be a taste maker influence
- Having on impact on community
- Expectation of usability and aesthetic



Name **Jon**

Behaviors

- Has a precise personality
- Worked at the same company for 10 years.
- Often forget to do things.

Pain point

- Waiting in line with his children
- Closing store

Demographics

- 66 years old
- Married with 2 grand children
- Writer

Needs & Goals

- Time for his kids
- Recipe How to do Cupcake

CLIENT BRIEF SUMMARY

User Summary

- Needs to be informed about the classes = class event calendar.
- Need to know store hours = widget on the first page that says is open or not.
- Needs to cupcakes of the week = adult cupcake of the weeks.
- Needs online orders and pick up = store tells that the order is ready.
- Needs to know the wedding cake special order process = step guide.
- Needs family friendly = kids cupcake of the weeks.

Brand Promise

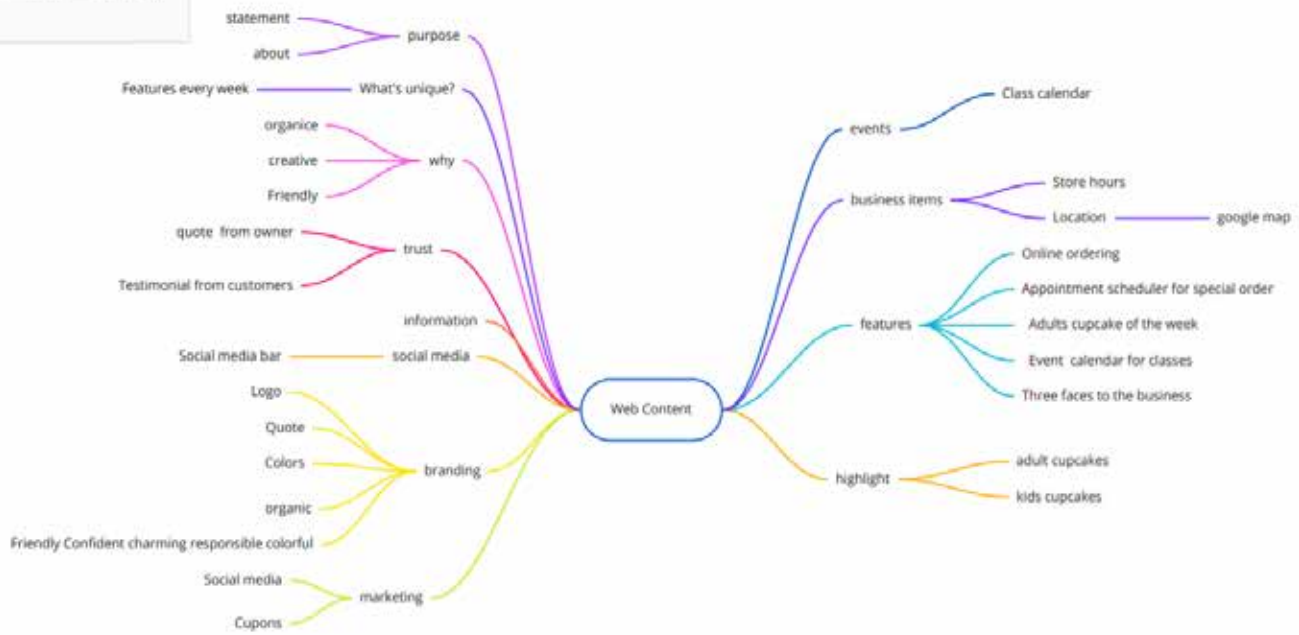
Our company believes that using clean environmentally friendly products is not only good for the environment, but also to our health. We are committed to creating the best cupcake and sprinkles, so that at the end of the day not only you can enjoy the cupcake and sprinkles, but also feel good about it because they are delicious. We promise an easy hassle free shopping experience, from selecting your favorite cupcake and sprinkles and finally ordering. We guarantee exchanges and returns anytime, if you are not 100% satisfied with our product. Making your life delicious is our commitment!

Branding Pyramid



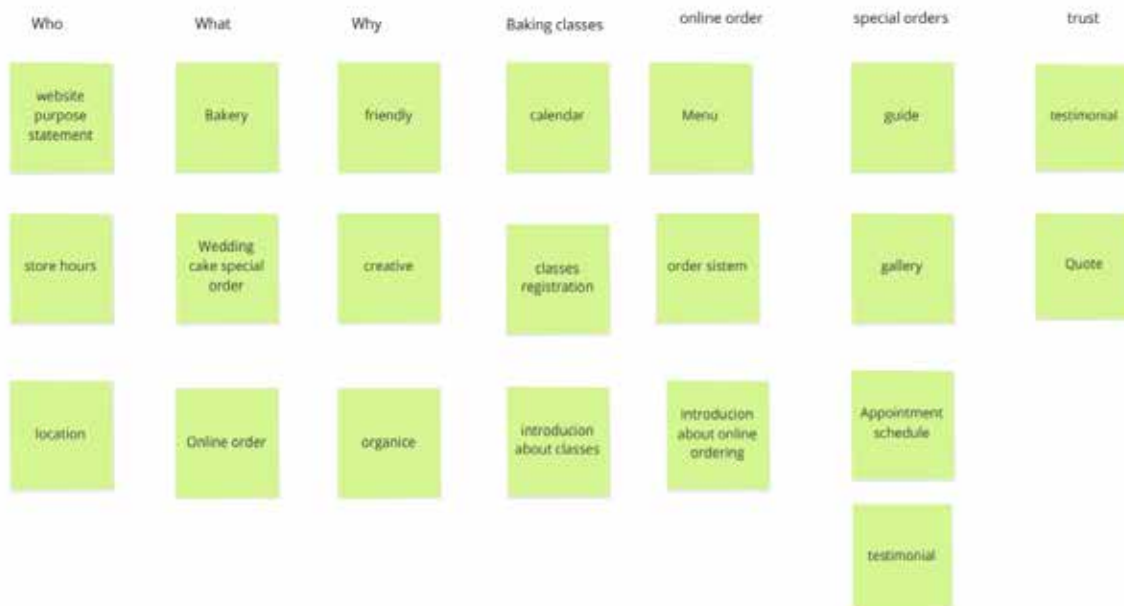
Features
Online ordering
Order ready text notification
Appointment scheduler for special order
Adults cupcake of the week
Kids cupcake of the weeks
Event calendar for classes
Elements
Gallery
Logo
Social media
Baker Info
Calendar
Three faces to the business
Special order wedding cake steps
Menu

Good for determining the information units (cards):

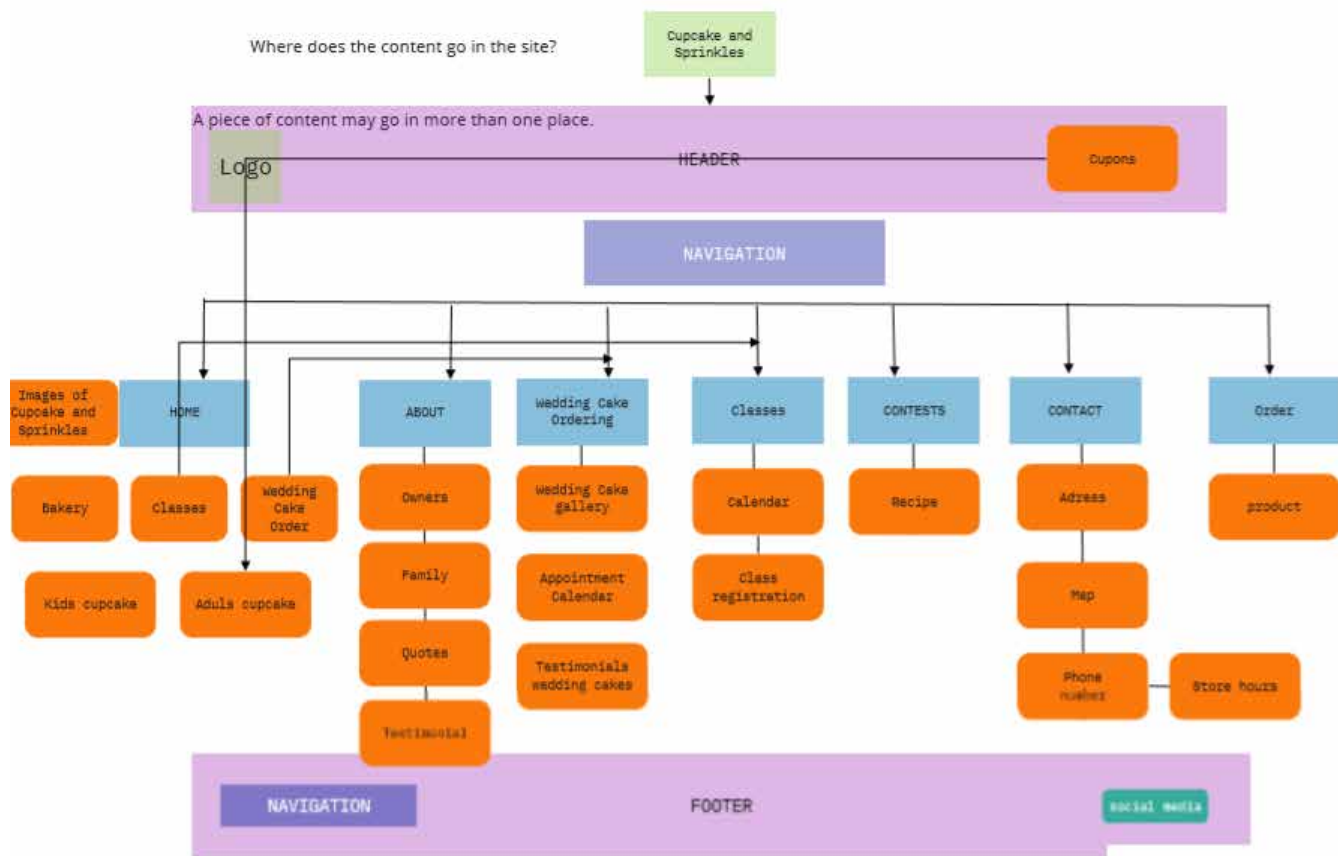


Strategic Elements

Group content into categories from the mind map

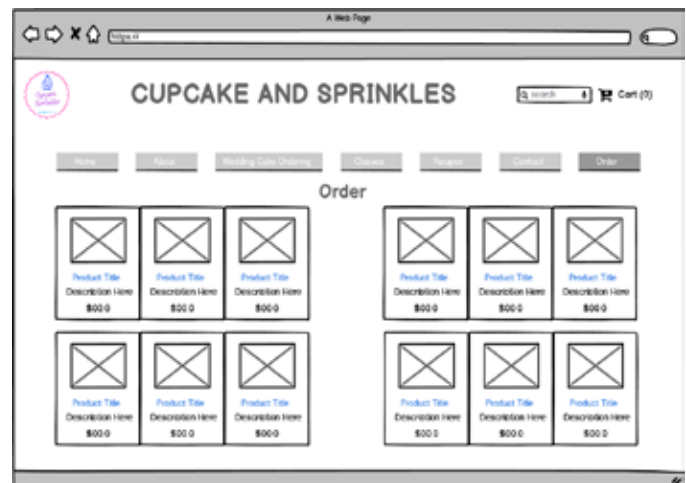
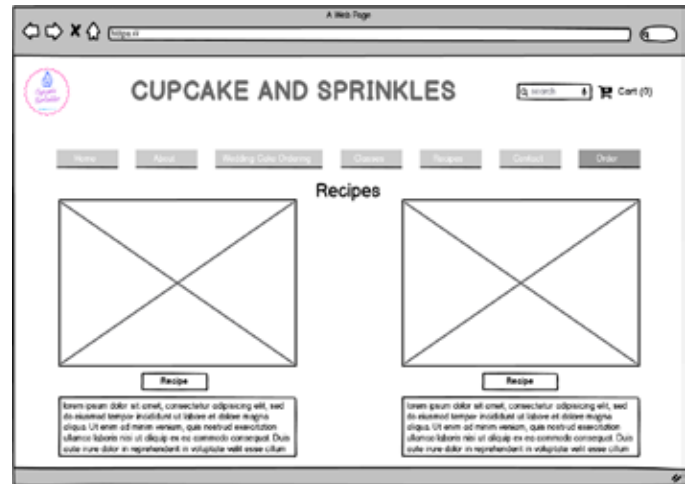
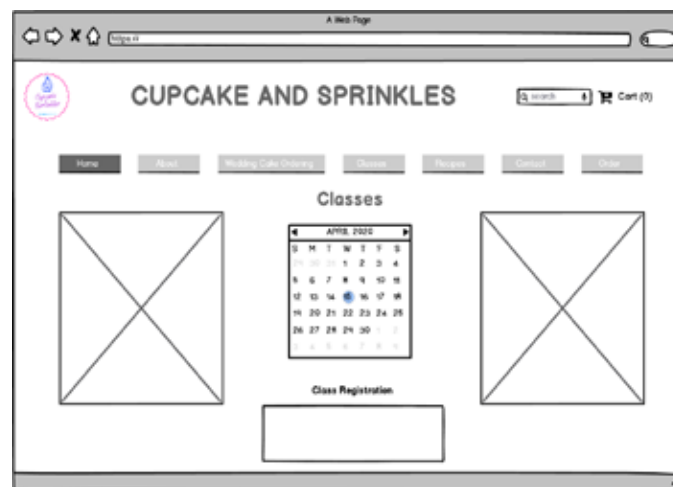
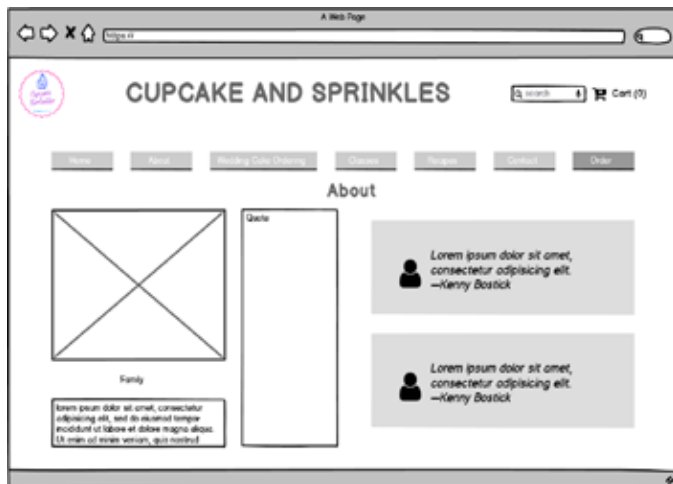
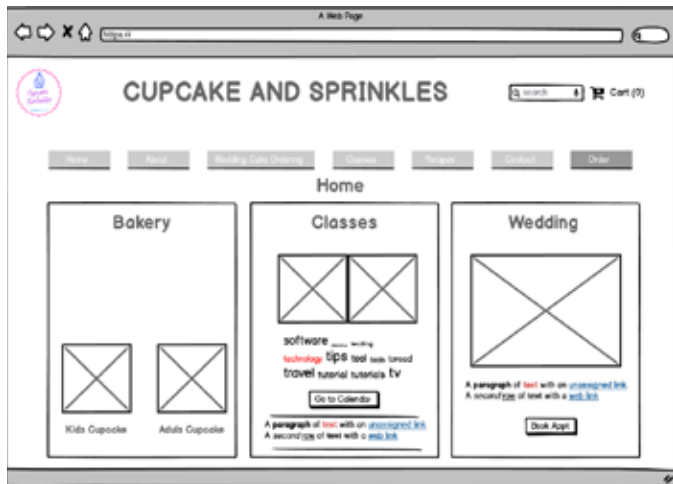


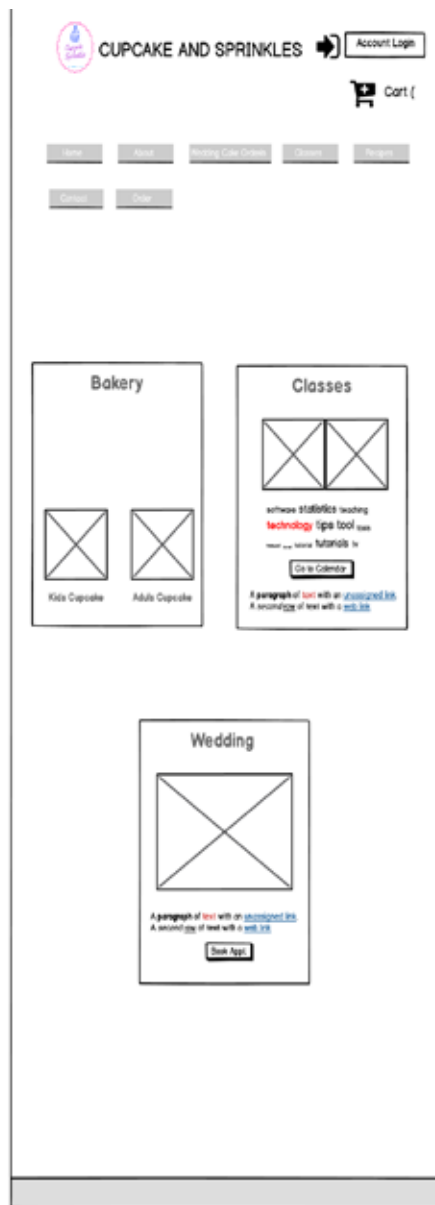
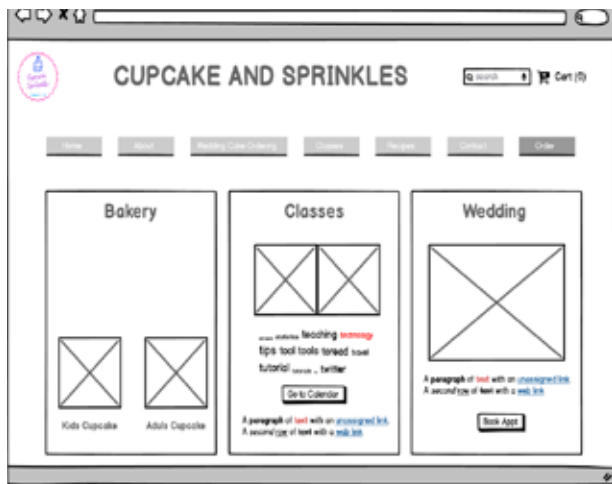
Navigation Sitemap



Rainbow Cloud
 <h> tag hierarchy chart

HOME			Label
<h1>			Cupcake and Sparkles
	<h2>		Bakery
	<h2>		Classes
	<h2>		Wedding
		<h3>	Kids cupcake
		<h3>	Adults cupcake
		<h3>	Go to Calendar
		<h3>	Book appt
<h1>			Cupcake and Sparkles About Us
	<h2>		Family
	<h2>		Quote
	<h2>		How People Feel About Us!
<h1>			Cupcake and Sparkles Wedding
	<h2>		How People Feel About Us!
	<h2>		Calendar
<h1>			Cupcake and Sparkles Classes
	<h2>		Calendar
	<h2>		Class registration
<h1>			Cupcake and Sparkles Recipes
	<h2>		Recipe
	<h2>		Recipe
<h1>			Cupcake and Sparkles Contact
	<h2>		Contact
		<h3>	Address
		<h3>	Phone number
		<h3>	Store hours
<h1>			Cupcake and Sparkles Order
	<h2>		Product
		<h3>	Product Category 1
		<h3>	Product Category 2
		<h3>	Product Category 3
		<h3>	Product Category 3
		<h3>	Product Category 5
		<h3>	Product Category 6
		<h3>	Product Category 7
		<h3>	Product Category 8
		<h3>	Product Category 9
		<h3>	Product Category 10
		<h3>	Product Category 11
		<h3>	Product Category 12







Cupcake and Sprinkles

Style Tile
version:1

Possible Colors



This is an Example of a Header

Baskerville SemiBold Italic#hexcode

This is an Example of a Sub Head

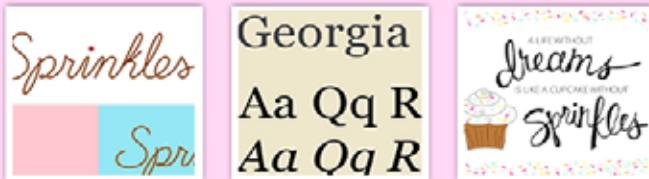
Baskerville SemiBold Italic: #hexcode

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Baskerville SemiBold Italic#hexcode

This is an example of a Text link »

Textures



This is an example
of a Button

Submit Button
Example Here

Adjectives

Beautiful Elegant Creative
Romantic Peacefull Clean

PROJECT MANAGEMENT

Signoff sheet

Project	Comments	Date
Discovery		
Client Briefs		
Branding Statement		
User Personas		
User Analysis		
Sign off		
Content		
Website Features		
Content Strategy		
Site Map		
<h> Outlines		
Sign off		
Design		
Desktop Wireframe		
Breakpoint Wireframe		
Style Tiles		
Sign off		
Prototype		
InVision prototype		
Navigation		
Sign off		

Evaluations

Being a designer

The most difficult part of my process was figuring out what information needed to be included in each page of the website and how to create the feel the client wanted for her website. Going through all the steps from discovery to mapping, wireframing, and style tiling, helped me get to the final product.

Being a Client

This much easier than being the designer. I knew what color theme and feel for my website and discussed it with my designer. My designer was very easy to communicate with and made the whole process very smooth. The suggestions she made also helped create a more clear idea of how my website was going to look.