Web Design Brief

Hello, Sweet House MTL, in order to create a successful project and to better understand what are your needs, we kindly ask you to complete this questionnaire thoroughly.

- 1. Business Profile
- Please provide a short description of your business. Sweethousemtl is a homemade bakery service established in 2021. I specialize in custom cake orders and other desserts such as cookies, brownies and macarons.
- 2. Project Overview
- Is it a new website or redesign? New website
- What is the target audience? (The people you want to reach) Ideally anyone from the age 15-55. Either a teenager looking for a fun birthday cake or an adult reaching new life milestones or big birthdays. (If this is too broad I would say my demographic at the moment is mainly between the ages 19-35).
- 3. Age: Sweethousemtl is 2 years old. I started selling desserts in March of 2021.
- 4. Location: Kirkland, Quebec.
- 5. Job: administration work (answering messages, posting on instagram...), baking, decorating, scheduling pickups, ordering/shopping for products.
- 6. Others:
- Who is your typical client? Teens and adults. Mainly girls.

3. Appearance of the website

- Do you have color preferences? What are your favorite colors? (You can provide pictures of
 color palettes below) Pink is fun!! I dont have a good eye for the colours and aesthetics so im
 opened to whatever you think would work. My page shows my cake style too if that helps. I like
 simple and not too crowded but I also dont need it too look too professional, after all I am selling
 desserts! Having a fun vibrant vibe but still being aesthetic and trendy would be my goal.
- What atmosphere would you like to create? A place where people can easily see what I do, how
 to order, and be able to order through the website. Also maybe an option on the website to
 subscribe to a newsletter.
- What types of images/pictures do you like? (You can provide pictures for inspiration below)! like
 when there are some graphics designed on computer like minimalistic (not too many lines or
 details) but they still look like the cakes and food on my page.
- Do you have any fonts that you would like to use? Nothing specific. I don't like when the writing is super cursive and hard to read.

4. Visual Logo

• Do you have a logo? My slogan is "there's always room for dessert" If yes, please provide pictures below



5. Define the elements that you would like to have on your website

I want to focus on: (Highlight the ones you want)

Text

Images

Videos

Amount of pages :

Define the pages that you would like to have :

- 1 welcome page with an overview of what I do
- 2 order page
- 3 FAQ
- 4 (opened to whatever you think if you have a good idea)

9. Website functionalities

- Social media links: Yes / No
- A Google map: Yes / No
- A photo gallery: Yes / No
- Multilingual (EN-FR): Yes / No
- Menu/Prices: Yes / No
- Order Instructions: Yes / No

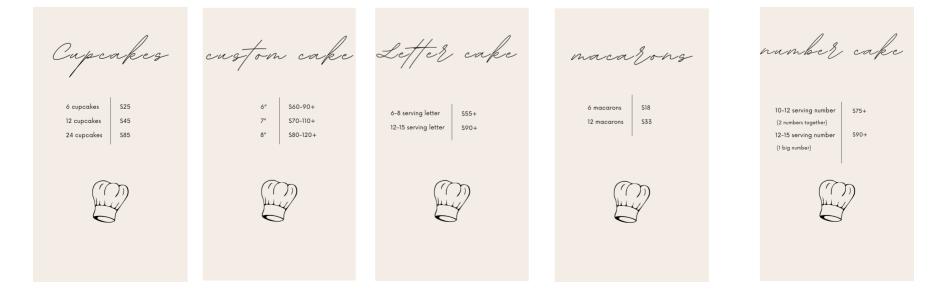
10. Social Media accounts (if there is, please provide links)

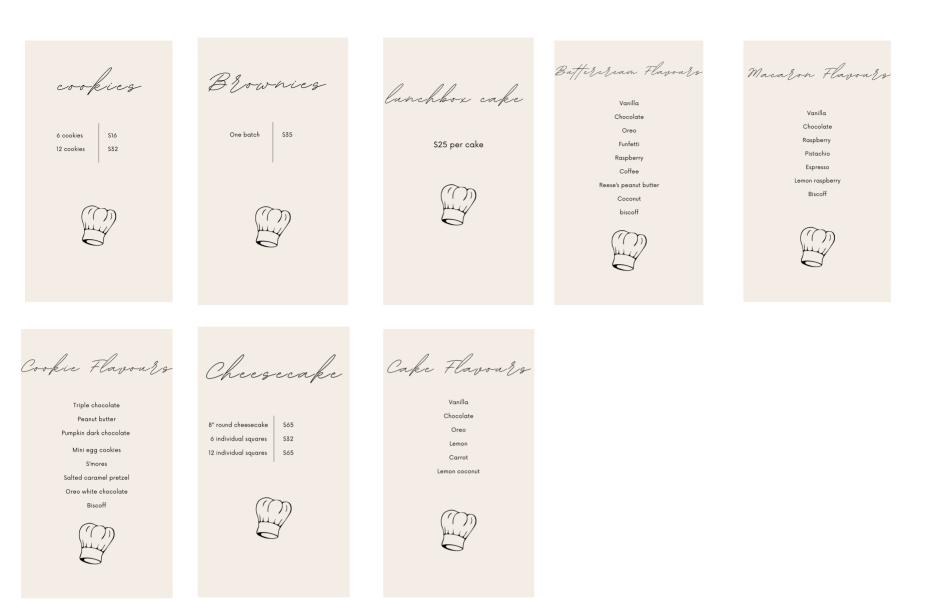
- Facebook:
- Twitter:
- Instagram: https://instagram.com/sweethousemtl?igshid=NzZhOTFIYzFmZQ==
- Others:

16. Contact information appearing on website

- Company name: Sweet House Mtl
- Address: Kirkland, Quebec
- Tel:
- Email: sweethousemtl@gmail.com
- Hours: pickup hours are saturday morning between 10am-1pm. But I can be contacted at any time

17. Do you have a Menu/Prices? (You can provide in text or image form) my menus are a bit of an older style I have been wanting to revamp them but haven't found the time. These are all starting prices so they may increase depending on how customers chooser to customize the order.





18. Do you have instructions on how to order?

Step 1: send me a DM.

Step 2: fill out the order form that is automatically sent to you.

Step 3: send any inspiration photos related to your order.

Step 4: await confirmation by me!

19. Are there any other services that you may need? Yes/No

Logo / Business card / Letterhead / Brochure / Online advertising Google Ads, Facebook, etc

Maybe a business card but whatever you think!