

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) *I 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.


Cupcakes

6 cupcakes	\$25
12 cupcakes	\$45
24 cupcakes	\$85



custom cake

6"	\$60-90+
7"	\$70-110+
8"	\$80-120+




Letter cake

6-8 serving letter	\$55+
12-15 serving letter	\$90+




macarons

6 macarons	\$18
12 macarons	\$33



number cake

10-12 serving number (2 numbers together)	\$75+
12-15 serving number (1 big number)	\$90+





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!