

Summary Document: Del Bakes Bakery Website

1. Brief About the Business

Del Bakes is a charming bakery that offers a wide selection of freshly baked products including cakes, cookies, cupcakes, and pastries. With a focus on quality and deliciousness, Del Bakes aims to create delightful experiences for its customers by offering baked goods made from the finest ingredients. The bakery values both taste and aesthetics, offering a warm and welcoming environment for sweet treats.

2. Website Goals

The main goals of the website are to:

- Provide customers with detailed information about the bakery's products.
- Allow easy navigation to different product categories like cakes, cookies, cupcakes, and pastries.
- Offer a user-friendly, responsive experience across all devices.
- Strengthen brand presence with an elegant and professional online representation.
- Encourage customer engagement by showcasing product details, prices, and a visually appealing interface.

3. Target Audience

The target audience for Del Bakes includes:

- Individuals and families looking for high-quality baked goods.
- Customers interested in personalized cakes and pastries for special occasions such as birthdays, weddings, and other events.
- Dessert lovers who appreciate aesthetically pleasing and flavorful products.
- Local customers in the community who prefer fresh, handcrafted baked treats.

4. Features Required

The website should include the following features:

- **Responsive Design:** Ensures compatibility across various devices, including desktops, tablets, and smartphones.

- **Product Listings:** Separate pages for different product categories (cakes, cookies, cupcakes, pastries) with clear descriptions, prices, and appealing images.
- **Navigation Menu:** A clean and simple navigation menu for easy browsing of product categories.
- **Image Display:** Clear, well-sized images with rounded borders to visually showcase the products.
- **Branding Consistency:** Use of consistent fonts, colors, and styles to reflect the bakery's branding.
- **Contact Information:** A section with contact details, for customer inquiries.

5. Design Preferences (Colors, Layout, Branding)

- **Colors:** A soft, pastel-themed color palette will be used throughout the website, creating a calm and inviting atmosphere. The main colors are pastel pink, light blue, and soft cream, which align with the bakery's warm and delicate brand identity.
- **Layout:** The website follows a simple yet elegant layout with a focus on visual content. Product images are placed on the left side with descriptions, prices, and details on the right. Clean spacing and a minimalist approach ensure ease of navigation.
- **Branding:** The branding will include designer fonts that exude sophistication while maintaining readability. The overall aesthetic will focus on warmth and charm, reflecting the homemade, artisanal nature of Del Bakes.

6. Tools You Plan to Use

- **HTML/CSS:** These core web technologies will be used to structure the content and style the website. HTML will provide the structure, while CSS will handle the layout, colors, and fonts.
- **JavaScript:** Basic JavaScript may be used to enhance the user experience, such as adding interactivity or smooth scrolling.
- **Responsive Design:** Media queries in CSS will ensure that the website is fully responsive, providing an optimal browsing experience on all devices.
- **Hosting Platform:** GitHub Pages is being used to host the website, providing a simple and free hosting solution.

Website Link- <https://ipshitabala.github.io/Del-Bakes-/>

Repository Link- <https://github.com/IpshitaBala/Del-Bakes->

7. Wireframe

