

## Scope Plan

From the Strategy plane, I have identified the following necessities:

- A striking landing page with call to action buttons and a straightforward layout.
- Strong and high quality imagery that is relevant to the bakery.
- Simple navigation from the landing page to the most significant parts of the website. Back buttons on each page if necessary.
- A consistent and accessible tone and colour scheme.
- A shop app, that can be searched to find and display different results. It must be clear to the user what the product is and how they can purchase it. It should be easy for a user to add it to their cart.
- Information for users on how they will receive their products. If a cake is bought, delivery information.
- A shopping cart app, that can be reviewed before purchase.
- A simple and streamlined checkout process, that allows the user to pay by credit card. Use of defensive design to prevent the user from breaking the process.
- The ability for store owners to add, update and delete products on the store from the frontend to keep the store up to date.
- User account creation. The ability to make purchases as a guest and as a signed in user. If signed in, the user's cart and purchase history is saved and viewable from their account page.
- Promotion of Miss Pan's products in the form of a gallery or showcase. Content such as videos that appeal to bakers.
- The ability for signed-in users to leave reviews and all users to read them.
- An app targeted at baking fans that encourages users to register on the site and helps to indirectly promote Miss Pan's.
- A sensible database structure that includes the information that is relevant and important to the user, and foreign keys to link datasets when necessary.

## Trade-offs

1. The landing page should be simple and dominated by images and links to other pages. All major pages of the website should be linked to.
2. The brand and navbar should be visible on all pages, with the only changes being if the user has signed in.
3. The navbar should feature links to the Bakery (shop), Recipes and Videos/Gallery sections.
4. The ability to search for shop items and recipes on each respective page, with sorting ability if time allows.
5. User recipes should only be created by signed in users, to encourage users to create an account.

6. The Gallery should allow users to view larger versions of the images. If time allows, each image could be linked to a product in the shop. Otherwise, a link at the top of the gallery page can encourage users to check the shop for items.

### Requirements

- Simple landing page with links to other pages on the site – home app.
- Navbar for easy navigation with links to all major pages. Account page should be accessible to logged in users.
- Shop pages that display products and allows users to view the product details and its reviews. Ability to search the shop. Buttons to add the product to cart in different quantities. Different categories of product to help navigation. Shop app.
- Recipe pages that display created recipes and allow users to see the ingredients and instructions. Buttons to allow signed in users to create and edit their own recipes, and like recipes. Liked recipes are saved to their user profile. Recipes will need to be approved by admins to avoid content being posted directly to the site.
- Reviews app. After signing in and making a purchase, a user can leave a review of the product. All users can view existing reviews. A rating system should make it clear what a user thinks of the product.
- Cart app that keeps the cart contents if a user leaves the page or signs in. Cart should be accessible from the navbar.
- Checkout app that is streamlined and doesn't involve a lot of clicking. Information is clearly presented on screen. Ability for users to save their delivery info for later if logged in.
- A gallery app for displaying images.
- A videos app for displaying video content.
- User profile app for logged in users to view order history, created recipes and liked recipes, and update their delivery info.
- A website admin page where superusers can access admin tools, like adding products to the site.

### Scenarios

- User wants to purchase a product: the shop link is available from the navbar or the landing page and clearly labelled, site uses conventional layout of items and has an obvious “add to cart” button, cart is visible on navbar and should have buttons to checkout.
- User wants to review their cart and make changes before checkout: the cart app should allow updating and removing of product quantities from the cart before moving to the checkout page.

- User wants to evaluate the quality of a product before ordering: reviews and rating should be available from the product details page, rating should be visible before accessing a product.
- User can't find what they want in the shop: a search bar allows them to search by keyword or they can filter by category.
- User wants to view recipes: the recipe page should be available on the navbar and recipes should be listed in an easy to read fashion.
- User wants to save a recipe for later and find it easily in the future: a like button should allow logged in users to save recipes to their saved recipes page.
- User wants to see their order history: a user's orders should be available as a page on their profile.
- User wants to view video content that Miss Pan's wants to share: the videos page is available from the navbar and should feature embedded videos.
- User wants to register for an account: the register button should be visible on the fixed heading at the top of the screen.