

## Strategy Plane

A full-stack website based around business logic, used to control a centrally owned dataset. It must include user authentication, multiple Django models and apps, and e-commerce functionality.

For this project, I will create a website with the primary purpose of promoting and selling the products of an independent bakery called Miss Pan's. These products will include baked goods like cakes and cookies, as well as merchandise. It is important that the website is easy and satisfying to use, providing a positive user experience that maximises sales and improves the reputation of the business. In addition, the website should appeal to fans of baking and encourage the creation of a "Miss Pan's community", using social media and features that encourage users to sign up on the website itself. This community will help to raise awareness of Miss Pan's products and increase its standing.

### Is the content relevant and culturally appropriate?

The website is ultimately targeted at anyone interested in purchasing cakes, cookies etc, though it should also appeal to people with an interest in baking. This will most likely be women of all ages, but the website should not be targeted specifically at women so as not to exclude men.

- Images will be baking related and feature the products of Miss Pan's prominently. The images should be high quality and visually striking, and the products themselves must look appealing. Cakes, tarts, cookies, brownies etc, as well as kitchens and utensils should feature.
- The any video content should be relevant to baking and be interesting to bakers.
- The design of the website itself should be neat and well organised, with a simple and consistent layout. This evokes a sense of quality and professionalism, improving the brand's reputation and increasing expectations of the products themselves.
- The bakery is British, so the products themselves will be baked goods that are well known in the United Kingdom.
- The website and products should appeal to a wide audience and avoid alienating potential customers. The overall tone of the website should be friendly and welcoming. Products should be recognisable and product descriptions should be comprehensive and easy to understand. Prices should be accessible too.
- The colour scheme of the website should be consistent and reflect the Miss Pan's branding. Colours associated with baking would be ideal, such a white and pink/purple (icing), browns and silvers/greys (utensils). Again, the colours should be appealing to baking fans and a wider audience.

- Recipes should be available on the site for producing items in the shop or items that are similar.

### B2B vs B2C

The website is B2C. The website is likely to be found from a search engine, so the landing page is key. Strong imagery, calls to action and intuitive navigation are all necessary. The user's journey from the landing page to products and then to checkout should be smooth and logical.

### What makes a good e-shopping experience?

- It must be easy to find what you're looking for. There should be a way to search for items using keywords or sort a list. Items should be displayed on pages.
- The product information should be relevant, up-to-date and informative. The price should be displayed clearly without needing to view the product details. The description should make it clear when the product is expected to be delivered.
- The ability to select product quantities without needing to add the product multiple times.
- The checkout process should be as streamlined as possible. It should be clear when there are items in the cart.
- The user should be able to checkout as a guest if they prefer. If they create an account, they should be able to save their delivery details for easier checkout next time.
- The ability to read reviews about the products before buying.
- Recommendations based on previous purchases and the option to view purchase history.
- Updates about delivery.

### What does the user expect?

- The store items should belong to different categories so the user has the option to view only the types of product they want.
- A shopping cart app – for purchasing multiple items at once and the ability to review one's cart before checking out.
- The payment process should work properly every time and not result in payment being taken without registering the order.
- The products in the shop should be kept up to date by the store owners.
- The ability to read and submit their own reviews.
- Links to the business's social media, and lots of high quality and relevant photographs.