

PROJECT REPORT ON

# **Creating a Blog Using WordPress Platform**

BY

COLLEGE NAME: AAA COLLEGE OF ENGINEERING AND  
TECHNOLOGY

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# 1. Introduction

## 1.1 Overview

In this project, we aim to create a dynamic and user-friendly blog using the WordPress platform. Our goal is to design an appealing and responsive website that not only showcases compelling content but also offers a seamless user experience. We will customize the theme, configure essential plugins, optimize for SEO, and implement a user-friendly content management system, enabling effortless content creation and management. This WordPress blog will serve as a platform to share valuable information, engage with the audience, and establish an online presence effectively.

## 1.2 Purpose

- A cake castle shop is a magical place where people can find delightful, enchanting cakes that look like fairy-tale castles.
- It's a place where dreams come to life in the form of sweet treats.
- Whether it's for a birthday, a special celebration, or just to bring joy to everyday life, our cake castle shop creates delicious, edible castles that make any occasion extra special.
- With whimsical designs and mouthwatering flavors, we aim to bring smiles and a touch of fantasy to everyone's day.

## 2. Problem Definition & Design Thinking

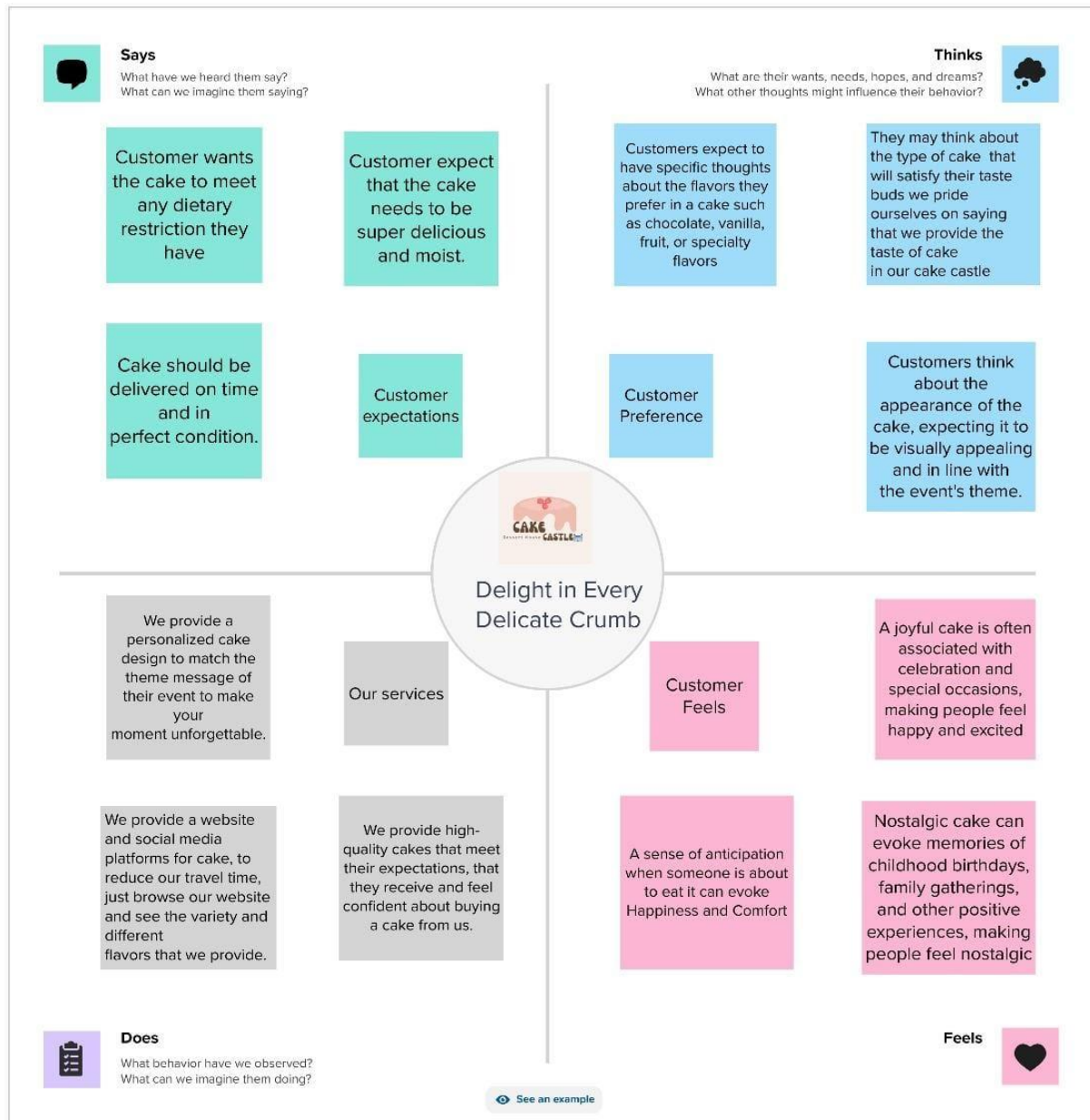
### 2.1 Problem Statement Definition:

#### **CUSTOMER PROBLEM STATEMENT:**

Customers frequently face challenges when trying to find a cake shop that offers a wide variety of high-quality, customized cakes for special occasions. They often encounter difficulty in placing orders online, lack of transparent pricing, limited flavor options, and uncertainty regarding delivery timelines. This results in a frustrating and time-consuming experience, leaving them in search of a cake shop that can consistently meet their diverse cake needs efficiently and reliably.




## 2.2 Empathy Map:



## 2.3 Ideation and Brainstorming Map:

Template



### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- ⌚ 10 minutes to prepare
- 🕒 1 hour to collaborate
- 👥 2-8 people recommended

➔

#### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

➔

#### 1 Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

➔

#### 2 Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

➔

#### 3 Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#) ➔

1

#### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes


PROBLEM

The problem we are addressing in our cake shop is the limited availability of high-quality, custom-designed cakes for special occasions. We aim to provide a solution by offering a wide range of delicious, beautifully crafted cakes to meet the unique needs and preferences of our customers, making their celebrations more memorable and delightful.

Key rules of brainstorming

To run a smooth and productive session

- 🗣️ Stay in topic.
- 💡 Encourage wild ideas.
- ⏸️ Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.



#### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#) ➔

2

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can submit a sticky note as if it's the person's "voice" to sticky notes to start brainstorming.

#### Karishma

Develop an engaging social media strategy to showcase our cakes and desserts, highlighting their visual appeal and quality.

Collaborate with local influencers to increase our online presence.

#### Shruthi Saba

Offer tasting sessions for customers to sample different cake flavors.

Create a welcoming ambiance with comfortable seating, music, and visually appealing displays.

Create regular posts and stories to keep customers informed about promotions, new flavors, and behind-the-scenes content.

Develop a system for gathering and analyzing customer feedback through comment cards, and online surveys.

Communicate with dissatisfied customers to address their concerns and offer solutions.

Train staff to provide exceptional customer service, including recommendations, personalized greetings, and problem-solving.

#### Naveen Kumar

Implement a customer loyalty program with rewards such as discounts, free items, or exclusive tastings for repeat customers.

Promote the program through in-store signage, on our website, and on social media.

#### Karthik Aruna

Develop an easy-to-use online ordering platform on our website or app, allowing customers to customize and order cakes and desserts for special occasions.

Implement an efficient delivery system with clear delivery time estimates and options for pickup or curbside delivery.

Offer catering services for events and parties with a streamlined booking process.

3

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

TIP

Add a descriptive label to sticky notes to make a cluster or find common themes. Add a cluster label to the group of sticky notes.

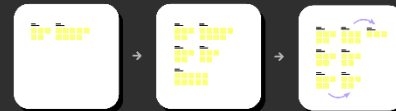
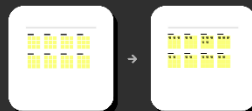
Create a cake shop specializing in themed cakes for special occasions like birthdays, weddings, and holidays. Offer a wide range of custom designs and flavors to cater to various customer preferences.

Host cake decorating workshops for individuals or groups. Teach customers the art of decorating cakes and provide them with the tools and materials to create their masterpieces.

Partner with a local coffee shop to create a cozy cake and coffee destination. Offer a selection of cakes, pastries, and beverages for customers to enjoy in a relaxed setting.

Establish a strong online presence with a user-friendly website and efficient delivery service. Allow customers to order cakes for delivery, catering to busy individuals and events.

Focus on a health-conscious clientele by offering a range of guilt-free, low-sugar, gluten-free, and vegan cake options. This can include using natural sweeteners and organic ingredients.



4

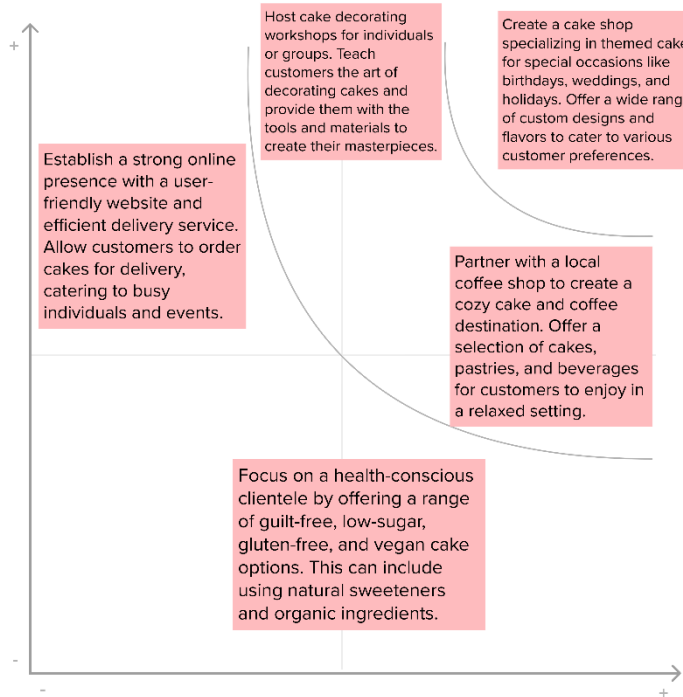
### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

#### TIP

Participants can use their cursor to point at where sticky notes should go on the grid. The facilitator can assist in the space by using the arrow pointer holding the H key on the keyboard.



→

### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

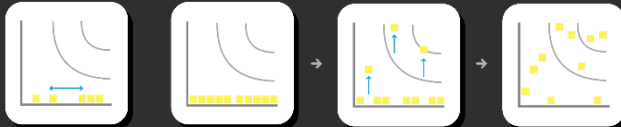
#### Quick add-ons

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

#### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template →](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template →](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template →](#)

[Share template feedback](#)





## 3. Requirement Analysis

### 3.1 Functional Requirement

#### Functional Requirements:

Following are the functional requirements of the proposed solution.

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	<ul style="list-style-type: none"><li>• Customers must be able to create an account with their contact information.</li><li>• Customers should have the option to log in using social media accounts.</li></ul>
FR-2	Cake Catalog	<ul style="list-style-type: none"><li>• Display a list of available cakes with images, descriptions, and prices.</li><li>• Organize cakes into categories (e.g., birthday cakes, wedding cakes, cupcakes).</li><li>• Enable customers to filter and sort cakes based on various attributes (price, flavor, size).</li></ul>
FR-3	Product Details	<ul style="list-style-type: none"><li>• Provide detailed information about each cake, including ingredients, sizes, and delivery options.</li><li>• Show available customization options (e.g., writing a message on the cake, choosing frosting).</li></ul>

FR-4	Shopping Cart	<ul style="list-style-type: none"> <li>• Allow customers to add cakes to their cart.</li> <li>• Show the total price in the cart.</li> <li>• Enable customers to modify or remove items from the cart.</li> </ul>
FR-5	Order Placement and Tracking	<ul style="list-style-type: none"> <li>• Collect delivery details, including date and address.</li> <li>• Securely process payments using various payment methods (credit card, PayPal).</li> <li>• Send order confirmation to the customer's email.</li> <li>• Provide a tracking feature so customers can monitor the status of their orders.</li> <li>• Send notifications for order updates (e.g., order received, out for delivery).</li> </ul>
FR-6	Feedback and Reviews	<ul style="list-style-type: none"> <li>• Allow customers to leave reviews and ratings for cakes they've ordered.</li> <li>• Display customer reviews on cake product pages.</li> </ul>

## Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	<b>Usability</b>	The user interface should be intuitive and user-friendly, making it easy for customers to navigate the website, select cakes, and place orders without requiring extensive guidance.
NFR-2	<b>Security</b>	Customer information and payment details must be securely stored and transmitted to protect against data breaches. The system should comply with relevant data protection regulations.
NFR-3	<b>Reliability</b>	The system should be available 24/7 with minimal downtime, ensuring that customers can access the cake shop's services at any time.
NFR-4	<b>Performance</b>	The system should be responsive and load quickly, ensuring that customers can browse the cake catalog and place orders without significant delays.

NFR-5	<b>Availability</b>	The system should be scalable to handle increased traffic during peak times, such as holidays or special occasions.
NFR-6	<b>Scalability</b>	The system should be scalable to handle an increasing number of customers and orders, especially during peak times like holidays or special occasions.

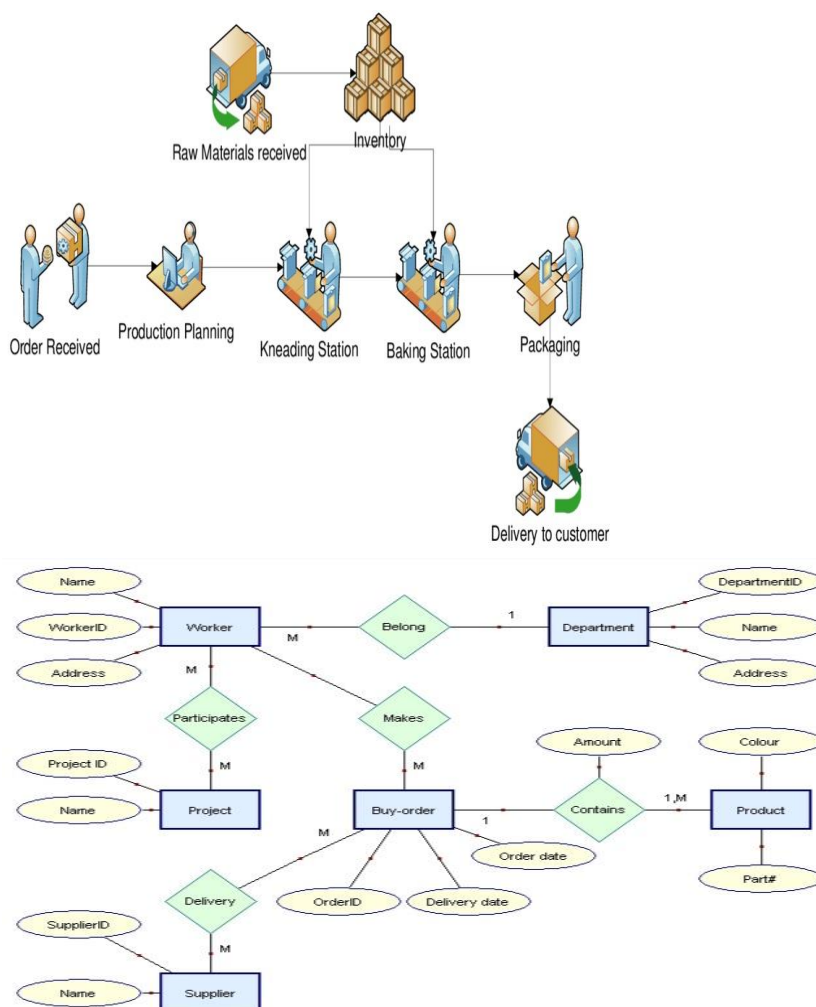
# 4. Project Design and Performance

## 4.1 Data Flow Diagram

### Data Flow Diagrams:

A Data Flow Diagram (DFD) is a traditional visual representation of the information flows within a system. A neat and clear DFD can depict the right amount of the system requirement graphically. It shows how data enters and leaves the system, what changes the information, and where data is stored.

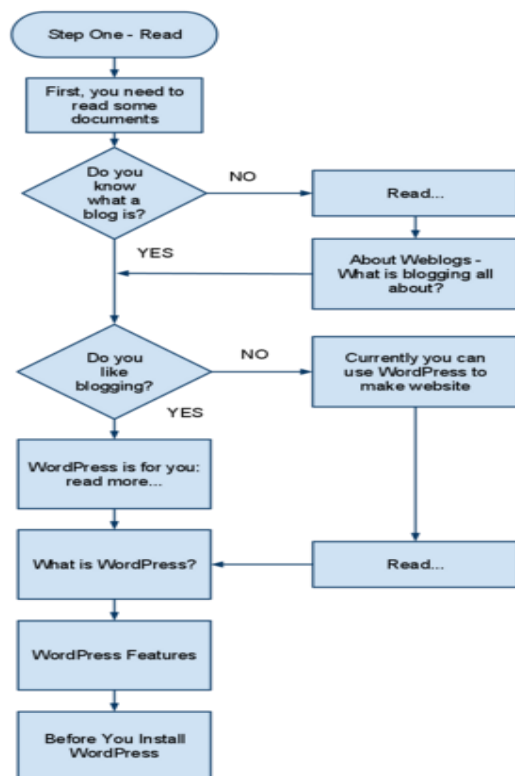
Example: DFD Level 0 (Industry Standard)

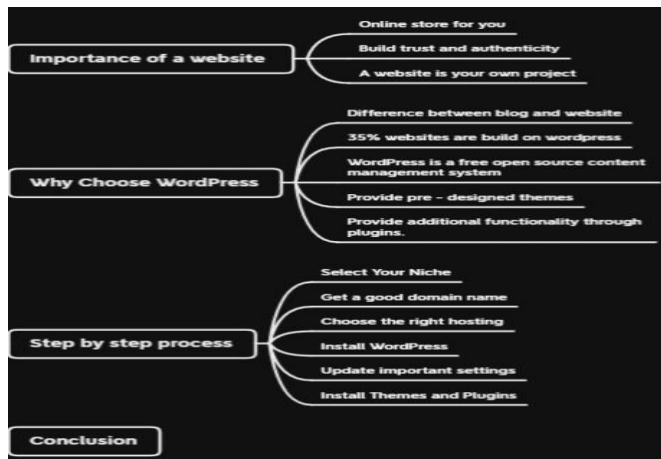


## 4.2 Solution & Technical Architecture

The Deliverable shall include the architectural diagram below

### Example:





**Table-1: Application Characteristics:**

S.No	Characteristics	Description	Technology
1.	Website Design	The visual style and layout of the blog	WordPress Themes
2.	Content	Articles about cakes, recipes, and more.	WordPress Editor.
3.	E-commerce	Selling cakes and related products	WooCommerce Plugin
4.	Contact Form	A way for customers to reach the shop	Contact Form Plugin
5.	Social Sharing	Share blog posts on social platforms	Social Sharing Plugin

## 4.3 User Stories

### User Stories:

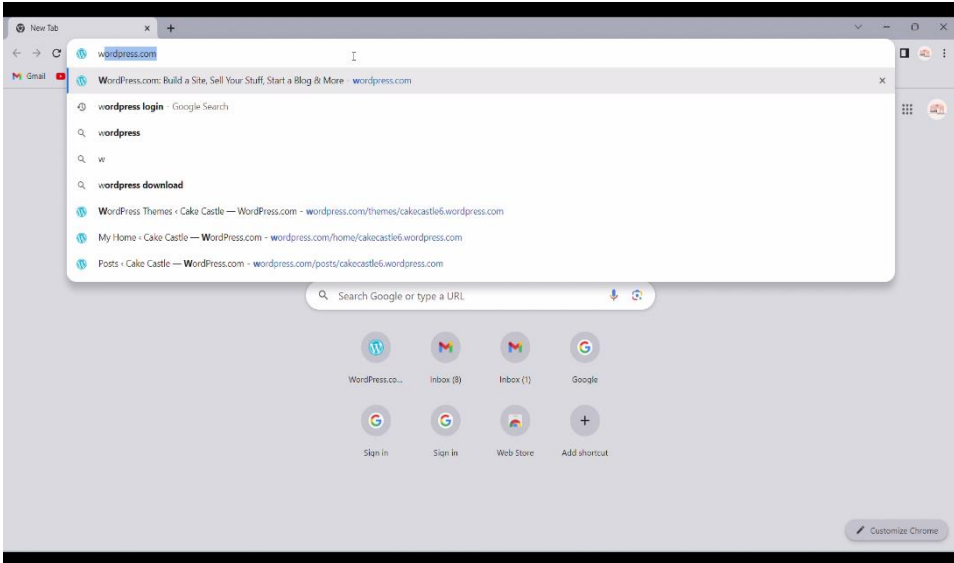
User Type	Functional Requirement (Epic)	User Story Number	User Story / Task	Acceptance criteria	Priority	Team Members
Owner/Manager	Blog Setup	US1	As an owner, I want to set up a blog in WordPress for the cake shop.	WordPress blog is created and configured.	High	Issha Shree
Content Writer	Content Creation	US2	As a content writer, I want to draft and publish the first blog post.	The blog post is written and published on the site	High	Karishma
Web Designer	Design Customization	US3	As a web designer, I need to customize the blog's design and layout.	The blog design matches the cake shop's branding.	Medium	Karthickaruna
Marketing Manager	SEO Optimization	US4	As a marketing manager, I want to optimize the blog for SEO	On-page SEO elements are added (meta tags, keywords).	Medium	Shruthi Saba
Social Media Manager	Social Sharing Integration	US5	As a social media manager, I want to integrate social sharing buttons on the blog.	Social sharing buttons are added to each blog post.	Low	Naveen Kumar Hariharan

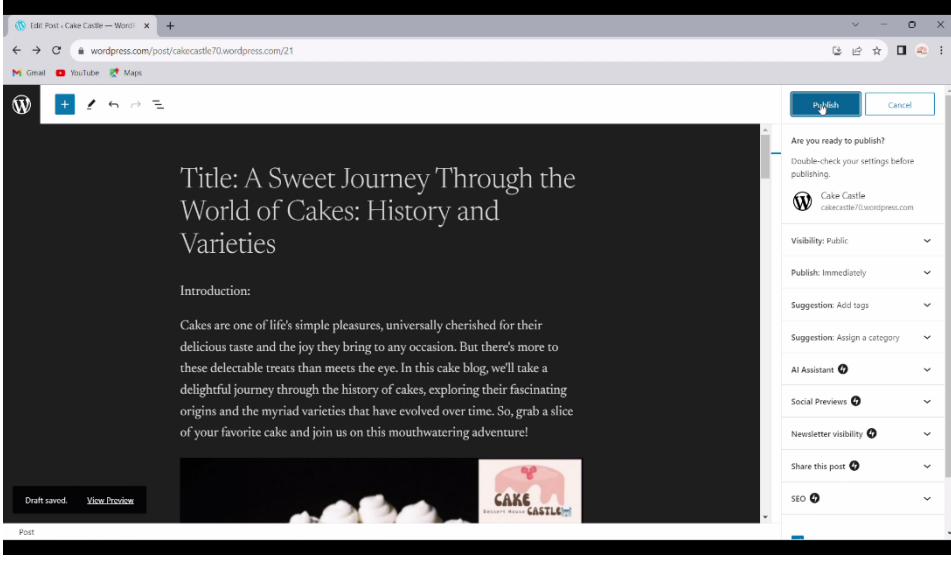



# 5. Result

## 5.1 Model Performance Metrics

### Model Performance Testing:

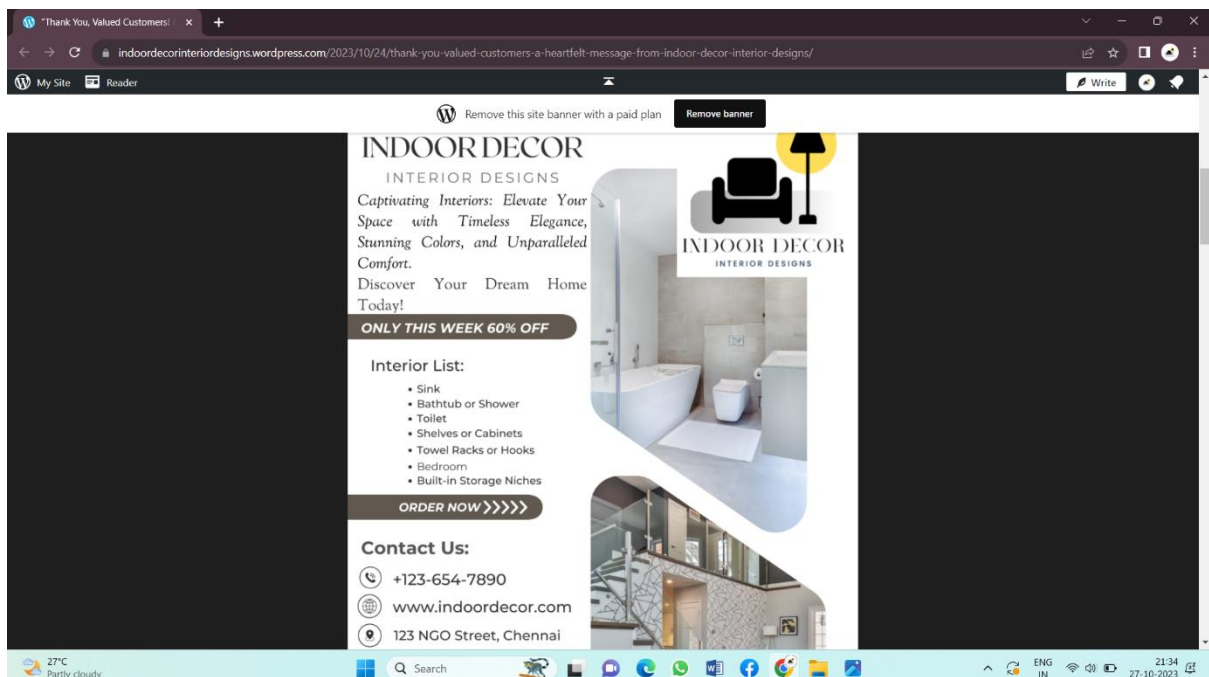
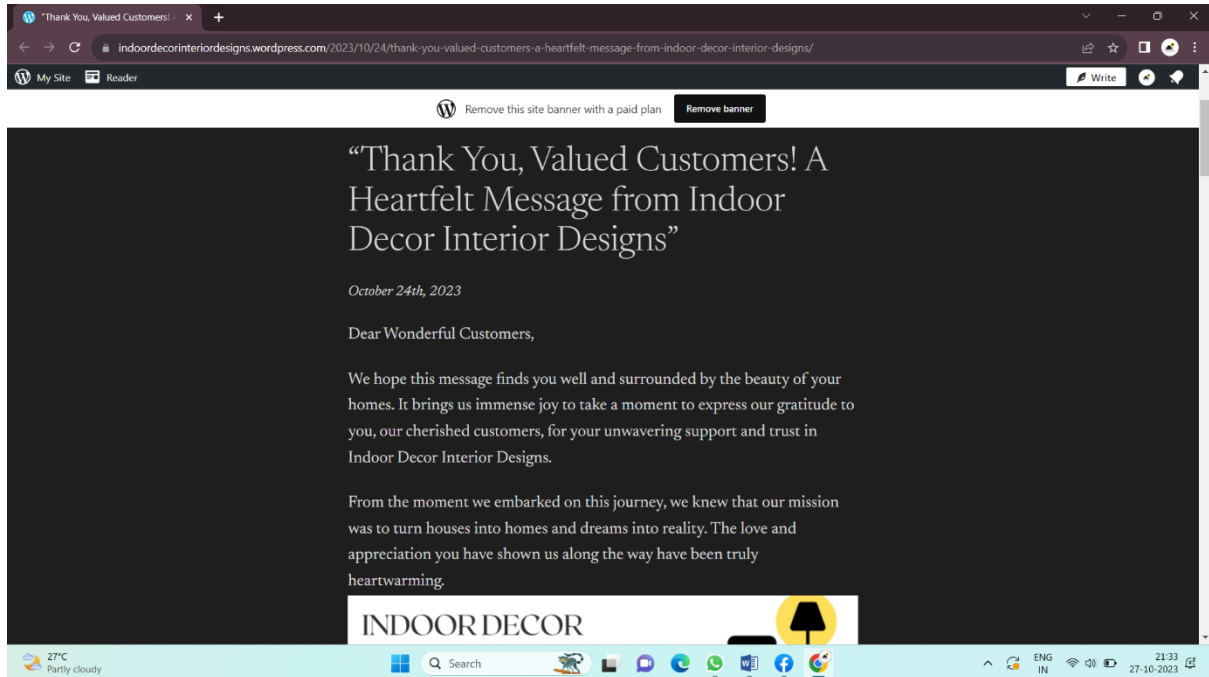
Parameter	Values	Screenshot
Search Site	Search WordPress and open the website.	

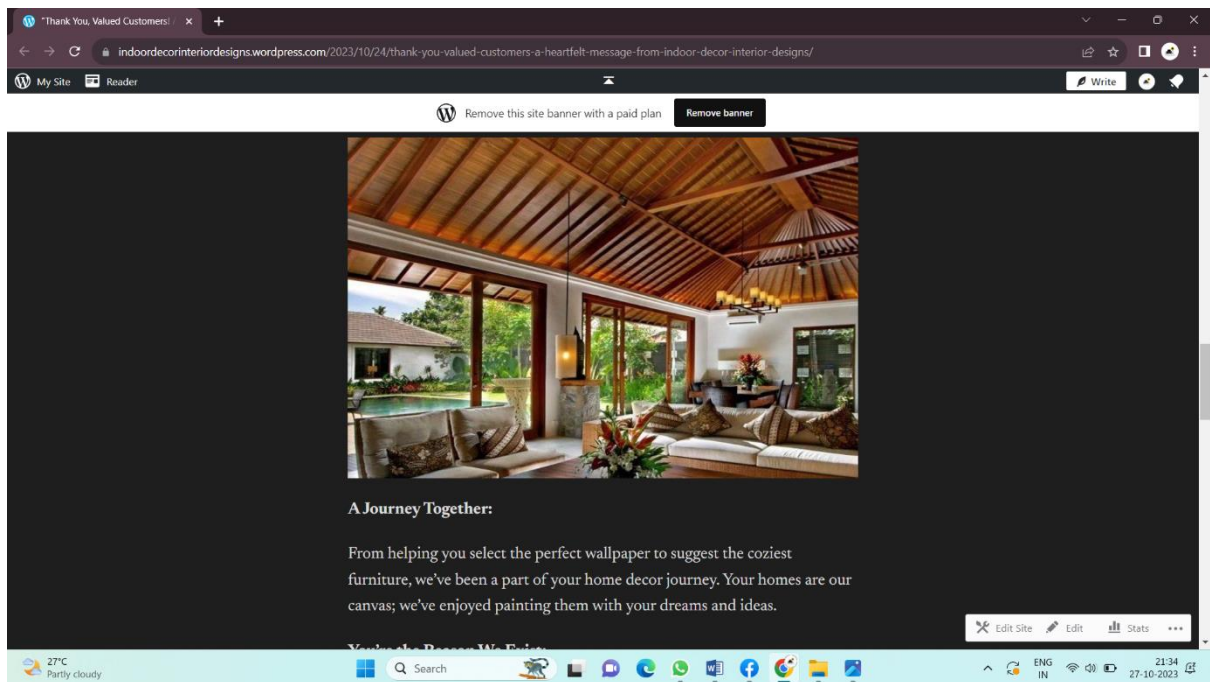
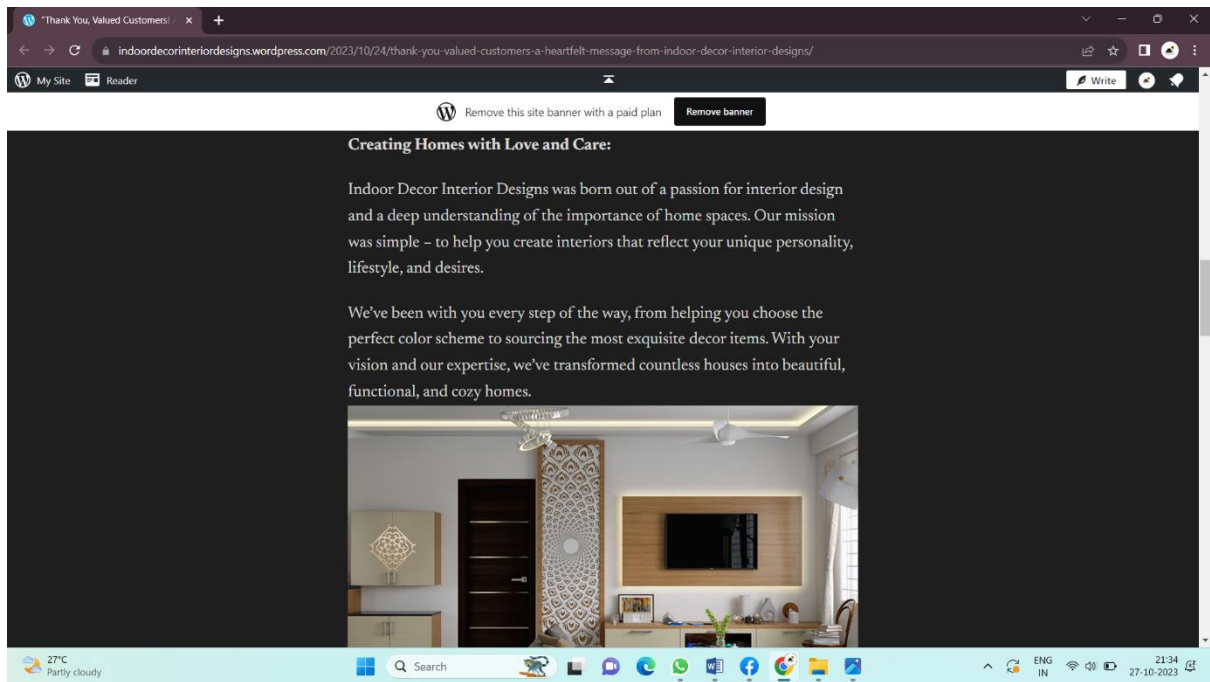
Publish	Create a Blog and publish it.	
Poster	Blog Poster	

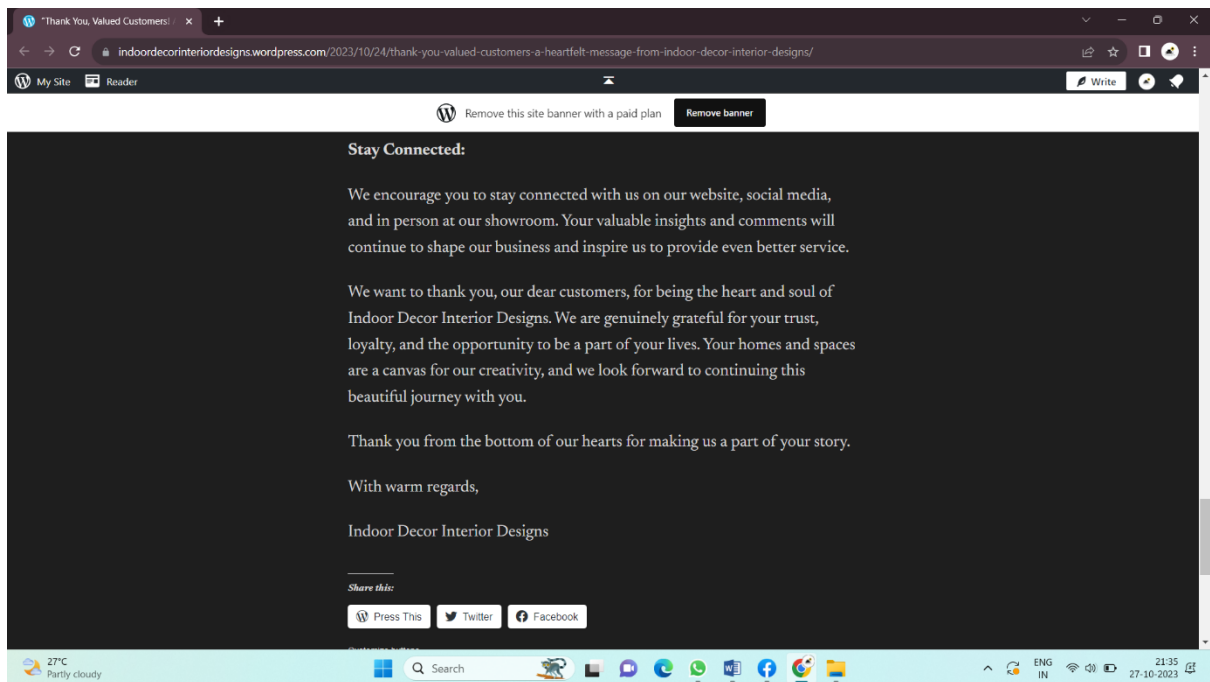
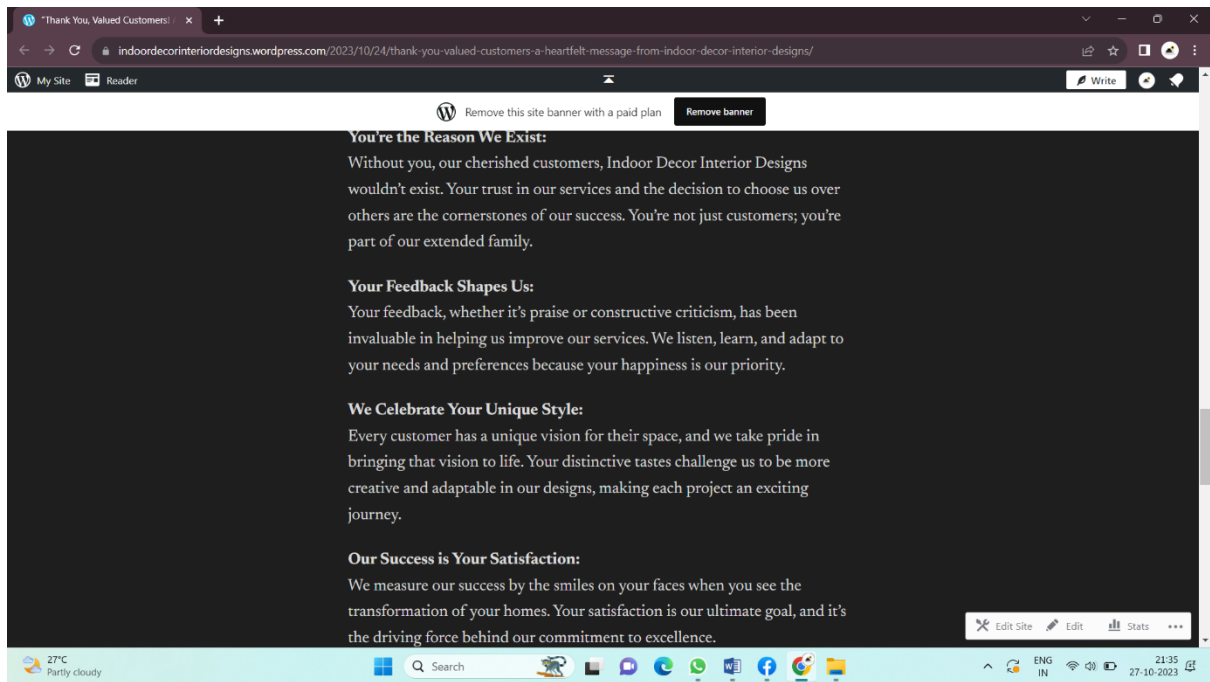
## 5.2 Output

### Creating a Blog Using WordPress Platform

#### Cake Castle







## 6. Advantages and Disadvantages

### Advantages:

- **Customization:** Providing the option for customers to customize their cakes for special occasions, such as birthdays, weddings, and anniversaries, can be a significant advantage. Cake Castle can offer personalized designs, flavors, and decorations.
- **Freshly Baked:** Ensuring that all cakes are freshly baked using high-quality ingredients can set Cake Castle apart. Freshness can greatly enhance the taste and quality of the cakes.
- **Specialty Cakes:** Offering specialty cakes for dietary preferences, such as gluten-free, vegan, or sugar-free options, can attract customers with specific dietary requirements.
- **Delivery Services:** Providing reliable cake delivery services to local areas or even beyond can make it convenient for customers to enjoy Cake Castle's products for various occasions.

### Disadvantages:

- **High Competition:** Depending on the location, there could be a high level of competition in the cake industry. Cake Castle may have to work hard to stand out among other well-established bakeries and cake shops.
- **Seasonal Demand:** Cake sales can be highly seasonal, with peaks during holidays and special occasions. During off-peak times, Cake Castle may struggle to maintain consistent revenue.
- **Ingredient Costs:** High-quality ingredients are essential for making delicious cakes, but they can be expensive. Managing ingredient costs while still offering affordable prices to customers can be a challenge.

## 6. Applications

- **Online Ordering:** Cake Castle can develop a user-friendly website or mobile app for online cake orders. Customers can browse through a catalog of cake designs, flavors, and sizes, select their preferences, and place orders online for pickup or delivery.
- **Cake Decorating Classes:** Hosting cake decorating classes can be a fun and educational way to engage with customers. Cake Castle can offer both in-person and online classes, teaching people how to decorate cakes, cupcakes, and other baked goods.
- **Catering Services:** Cake Castle can expand its services to include catering for events like weddings, parties, and corporate functions. This would involve providing a variety of desserts and sweets, not just cakes.
- **Specialty Cakes:** Introduce a line of specialty cakes, such as gluten-free, vegan, or sugar-free cakes to cater to customers with dietary restrictions or health-conscious preferences.
- **Subscription Boxes:** Offer monthly cake subscription boxes where customers can receive a new, unique cake flavor or design each month. This can create a sense of excitement and anticipation among subscribers.
- **Seasonal Specials:** Create seasonal or holiday-themed cakes and desserts to celebrate various occasions throughout the year, such as Valentine's Day, Halloween, Christmas, and more.
- **Kids' Parties and Workshops:** Organize cake decorating parties and workshops specifically designed for children. These events can be a great way to introduce kids to the art of cake decorating and baking.



## 7. Conclusion

In the enchanting world of Cake Castle, we craft dreams into delectable reality. Our artisanal cakes are not just desserts; they are edible masterpieces that bring joy and sweetness to every occasion. With a commitment to quality, creativity, and a dash of magic, Cake Castle stands as the ultimate destination for indulgence and celebration. Join us in creating unforgettable moments, one slice at a time.

### **WordPress Blog Link:**

<https://cakecastle70.wordpress.com/2023/10/24/title-a-sweet-journey-through-the-world-of-cakes-history-and-varieties/>

### **Video Description (Screen Recorded Video):**

<https://drive.google.com/file/d/11Fd1suP5FEBEW9LmaQEIQMhqBriPQFaq/view?usp=sharing>