

# WATS 3010 Intro to Bootstrap

## Design Document

**Name of company:** Akimbo

### **Description of design concept/approach**

- Want to emphasize the art and beauty of pastries and desserts
- Blog upcoming events and seasonal pastries
- Draw people to beacon hill for this pastry shop
- Learn about Chef Ruby and her creations.

### **Hope to accomplish with design concept/approach**

- Get people interested in pastries
- Make this a popular location so more businesses pop up around the area
- Community of repeat customers
- Local neighborhood hangout

### **Other websites for inspiration**

- I wanted to see other food websites look like that use Bootstrap. I found this site which could give me some great inspiration: <https://colorlib.com/wp/food-website-templates/>  
These seems to be templates as opposed to actual restaurants. There seems to be a theme of white lettering over a beautiful picture of food with these templates.
- Atmosphere is also an important aspect to a business. Pastries goes hand in hand with coffee and while this isn't a coffee shop, you would want the sit down experience. This website would be something very advanced for a developer like myself, but it shows the atmosphere on the website and a place I would like to visit. <http://cafe-henrici.ch/ueber-uns/>

### **Other sites for comparable businesses**

- Le Panier: <http://www.lepanier.com/le-menu-2>
- The French Bakery: <http://www.thefrenchbakery.com/#fresh>
- Bakery Nouveau: <http://www.bakerynouveau.com/#>

### **Target Audience**

- Demographics
  - Seattle Working Professionals
  - Age 25-60
  - Disposable Income
  - "Foodies"
- Motivations
  - Build community
  - Educate public about fine pastries
  - Share a passion