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Scenario one, has a nav bar at the top of the page with connections to social media accounts that exist for the home website and a search bar that will help find specific cupcake businesses. According to a original type, reviews and location. Each page will be a similar structure with different colors that are in relation to the original website of each bakery. Every page will have the option for reviews, directions and a way to connect to the original website. The stores hours , contact information and pictures are shown as well as easy access links to connect to other bakeries. Suggestive cupcake choices from each location change monthly and are known as “cupcake of the month”. My goal was to create a informative and neatly organized website for this consumer to find cupcakes and other deserts easily.

Scenario two, The navigation bar is not on the very top instead theres a picture of the sites logo. The categories are all different popular locations in Manhattan, between TriBeCa and Washington Heights, that serve fresh cupcakes. Each button will have a drop down menu suggesting the bakeries based on their name. The bio about the website has key information that will inform the consumer about the bakeries. The images are a personal description of what the bakery has to offer, there is also a monthly suggested choice for the consumer to try. Each pages goal is to appropriately, creatively and respectfully help encourage the sales of independent bakeries throughout Manhattan.