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- **Purpose of site-** This website was designed for the consumer to locate cupcake bakeries that are independently owned throughout Manhattan.
- **Measurable Goals-** This website will draw attention to independent businesses and continue to encourage their advertising. Each page will give the location, menu and short explanation about the bakery. Social media links like Twitter, Facebook and Instagram will be linked for the customer to connect to the bakery. By asking for an email address, the consumer will receive emails informing them about updates made to site and hints on whats popular to order.
- **Target Audience(s)-** Throughout Manhattan, there are several different cupcake bakeries. The target aged consumer for this website would be college students and older.
- **Content-** The website will include a summary about the bakeries. Social media links will be included to access each site. There will be directions and pictures of each location, as well as a favorite cupcake that is updated monthly.
- **Functionalities-** By requesting email addresses from each consumer they will be able to receive monthly emails about updates to the website. The updates will include a suggestion list for a favorite cupcake and the new inclusions of new locations throughout Manhattan.

- **Supported platforms-** The website will be accessible by using a laptop, a cellphone and a tablet.
- **Style-** Each page will be unique and express the bakeries edgy, friendly and warm personality. The site will be organized and respect the appropriate vibes of each bakery.