

Challenge#1: Goal

GOAL: Pajes Bakeshop aims to launch a website that's both attractive and user-friendly, showcasing our delicious products for online shoppers. We want to create a smooth online experience by incorporating attractive design elements that highlight the high quality of our delicious products. This could also allow interested customers to know the location of the bakeshop. By doing so, they could find the physical bakeshop for in-person purchase.

PLAN: The plan is to create an appealing and user-friendly bakeshop website, starting with market research to understand our audience and analyze competitors. Focusing on a clean and attractive design and visuals, the website will be designed to create an enjoyable browsing experience for potential customers. Products will be organized with detailed descriptions and visuals. Providing contact details and location information makes it easy for customers to reach us personally for purchase, and integrating social media helps enhance our online presence.