8/21/2024

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WEDE5020\_POE\_PART1

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## Website Choice

Sweet Delights is a boutique bakery that specialises in handcrafted cakes, pastries, and bread produced with the finest ingredients. The bakery takes pride in its distinctive flavours, stunning designs, and dedication to quality. The website will function as an online shopfront, exhibiting the bakery's products, conveying the story behind the brand, and giving an easy way for clients to make orders and get in touch.

Sweet Delights is a boutique bakery that celebrates the art of baking via its beautiful selection of cakes, pastries, and bread. Our bakery is committed to using only the best ingredients, ensuring that every bite is a delicious experience. Sweet Delights caters to every taste with classic flavours and unique inventions. Our website will be an excellent venue for showcasing our items, with high-quality photographs and thorough explanations that highlight the artistry behind each piece. Customers will be able to browse our menu, place orders for pickup or delivery, and even have their cakes personalised for special occasions. The website will also have a blog where we will post baking techniques, recipes, and behind-the-scenes anecdotes from our kitchen. By designing an entertaining and user-friendly website, Sweet Delights aims to reach a wider audience and make it easier for customers to enjoy our delicious creations.

## Website Assets

**Logos and Images**

1. **Logo Creation:**
   * **Canva:** Canva Logo Maker
   * **LogoMaker:** LogoMaker
2. **High-Quality Images:**
   * **Unsplash:** Unsplash
   * **Pexels:** Pexels

**Graphics**

1. **Infographics and Visual Content:**
   * **Canva:** Canva
   * **Adobe Spark:** Adobe Spark

**Resizing and Cropping Images**

1. **Online Tools:**
   * **Pixlr:** Pixlr
   * **Fotor:** Fotor

## Website Pages and Content

**1. Homepage**

* **Logo: Sweet Delights logo at the top left corner.**
* **Strapline / Slogan: “Baking Happiness, One Bite at a Time.”**
* **Navigation Links: Links to About Us, Products, Blog, and Contact Us pages.**
* **Full-width Photo: A high-quality image of a beautifully decorated cake.**
* **Summary of Main Activities: Brief introduction to Sweet Delights and what makes our bakery special.**
* **Featured Products: Thumbnails and short descriptions of best-selling items.**
* **Basic Contact Info: Phone number, email address, and physical address.**
* **Social Media Links: Icons linking to Sweet Delights’ social media profiles.**
* **Copyright / Year: © 2024 Sweet Delights. All rights reserved.**

1. **About Us**

* **Our Story: A detailed narrative about the history and mission of Sweet Delights.**
* **Meet the Team: Photos and bios of the key team members.**
* **Our Values: Information about the bakery’s commitment to quality, sustainability, and community.**
* **Testimonials: Quotes from satisfied customers.**
* **Logo: Sweet Delights logo at the top left corner.**
* **Strapline / Slogan: “Baking Happiness, One Bite at a Time.”**
* **Navigation Links: Links to About Us, Products, Blog, and Contact Us pages**

**3. Products**

* **Product Categories: Links to different categories like Cakes, Pastries, Bread, and Custom Orders.**
* **Individual Product Pages: Photos, descriptions, prices, and customization options for each product.**
* **Special Offers: Information about any ongoing promotions or discounts.**
* **Logo: Sweet Delights logo at the top left corner.**
* **Strapline / Slogan: “Baking Happiness, One Bite at a Time.”**
* **Navigation Links: Links to About Us, Products, Blog, and Contact Us pages**

**4. Blog**

* **Latest Posts: Summaries and links to the most recent blog entries.**
* **Categories: Links to different blog categories like Recipes, Baking Tips, Behind the Scenes, and Events.**
* **Search Bar: A search function to help users find specific posts.**
* **Subscribe: A form for users to subscribe to the blog newsletter.**
* **Logo: Sweet Delights logo at the top left corner.**
* **Strapline / Slogan: “Baking Happiness, One Bite at a Time.”**
* **Navigation Links: Links to About Us, Products, Blog, and Contact Us pages**

**5. Contact Us**

* **Contact Form: A form for users to send inquiries or feedback.**
* **Location Map: An embedded Google Map showing the bakery’s location.**
* **Operating Hours: Information about the bakery’s opening and closing times.**
* **Additional Contact Info: Phone number, email address, and social media links.**
* **Logo: Sweet Delights logo at the top left corner.**
* **Strapline / Slogan: “Baking Happiness, One Bite at a Time.”**
* **Navigation Links: Links to About Us, Products, Blog, and Contact Us pages**

## List of References

1. **Logo created with Canva:**
   * Canva. (2024). Beige and Black Vintage Retro Minimalist Illustrated Bakery Logo

<https://www.canva.com/design/DAGNulyVMwk/TDool2vUO4sNl2m9XpIrgQ/edit>

1. Image from Unsplash:

* Lanty, L. (2018). Naked Wedding Cake with Flower Details <https://unsplash.com/photos/icing-covered-cake-beside-cupcakes-3962cSRPwOo>
* Daener, D. (2017). Baking Away <https://unsplash.com/photos/baked-bread-placed-on-round-white-ceramic-plate-SqP9Om7cAec>
* Razvan, M. (2021). Home-made chocolate diplomat cream eclairs, dusted with powdered sugar. <https://unsplash.com/photos/brown-bread-on-brown-wooden-table-tas-1lvQE6Q>
* Ilham, P. (2023). Fresh homemade artisan loaf of baguette breads on rustic background with copy space. sourdough mini baguette breads. <https://unsplash.com/photos/two-loaves-of-bread-on-a-black-surface-fT5EYbmJlMU>

1. **Image from Pexels:**
   * Rojas, C. (2021). A Man Assembling a Cake. <https://www.pexels.com/photo/a-man-assembling-a-cake-8477959/>
   * Shvets, A. (2020).Pastry Chef with Face Mask Standing. <https://www.pexels.com/photo/pastry-chef-with-face-mask-standing-5964622/>
   * Kungla, K. (2023). Red Velvet Cake with Caramelised Peanuts, Raspberries And Cream Cheese Frosting. <https://www.pexels.com/photo/red-velvet-cake-with-caramelised-peanuts-raspberries-and-cream-cheese-frosting-18254932/>
   * Dzedyshko, M. (2021). Loaves of bread on napkin. <https://www.pexels.com/search/Sourdough%20Bread/>

GitHub link: [mash147/WEDE5020-POE-PART1 (github.com)](https://github.com/mash147/WEDE5020-POE-PART1)