Custom Orders

Cookies

Cakes

Cupcakes

Our Options

Hear From Us

Locations

Contact Us

About Us

Home

I used information Architecture in my website to optimize user interaction and make website exploration intuitive. Starting at the top navigation bar, there are four options: Home, About Us, Contact Us, and Our Options. I made it easy for users to learn more information about Say It With Sweets by placing the About Us and Contact Us right next to the Home page. Furthermore, there are nested navigation options under Contact Us so users have the choice of seeing the hours and location or if they wish to email. Similarly, Our Options gets divided into the categories of Cupcakes, Cakes, Cookies, and Custom orders so users can easily locate and browse through the available offerings. This arrangement of the navigation bar makes it so that individuals can navigate the website with confidence and discover relevant content effortlessly.

The design of the website caters to both first-time visitors and returning customers. For first-time visitors, the website is simple and clear since essential information is readily accessible and easy to understand. There are headers that are not vague and not too long to help welcome newcomers to the site. For returning customers who already know what they want, they can go to the Our Options tab to easily click on which option they want from any page of the site without having to go through the home page again.

When wireframing, I failed to include every feature that was needed, like a video or hours of operation, but other than details like those, the website followed the wireframing closely. Two things I had to omit from the wireframes were the search feature and the cart feature due to time restraints, but if more time was given, these features would have been implemented also.

Citations:  
All images were taken from the old Say It With Sweets website: <http://www.wearesweets.com/>

The video was taken from Pexels: <https://www.pexels.com/video/a-person-putting-icing-on-top-of-cupcakes-8478149/>

The yelp API was used with Rapid API: <https://rapidapi.com/letscrape-6bRBa3QguO5/api/yelp-reviews>

The JavaScript library I am using is Axios to help with the yelp API.