

Southern Institute of Technology

Assignment 2

ITC 509 – Fundamentals of Web

Web Project

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Date of Submission: 16th November, 2023

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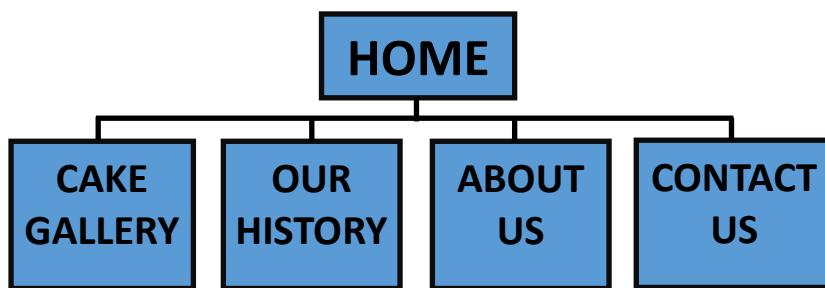
Conceptualisation

The concept of this website is based on my mother's cake business, Miss Muffet Cakes. I decided that I would use this project as a test to see how my web design and development skills could be used in a real-life client-developer situation.

My main goal is to produce a website that will help display my mother's caking journey and all of her amazing cakes, as well as make it easier for her to receive cake inquiries, in the format that she wants.

Design

Site Map



The head of the website is the Home page, which has links to all the other web pages. Each webpage has the same navigation bar which allows the user to move between web pages as they wish. For added convenience, there are also links to the other web pages in the footer. This website's navigation follows a shallow hieratical structure.

Wireframes

General:

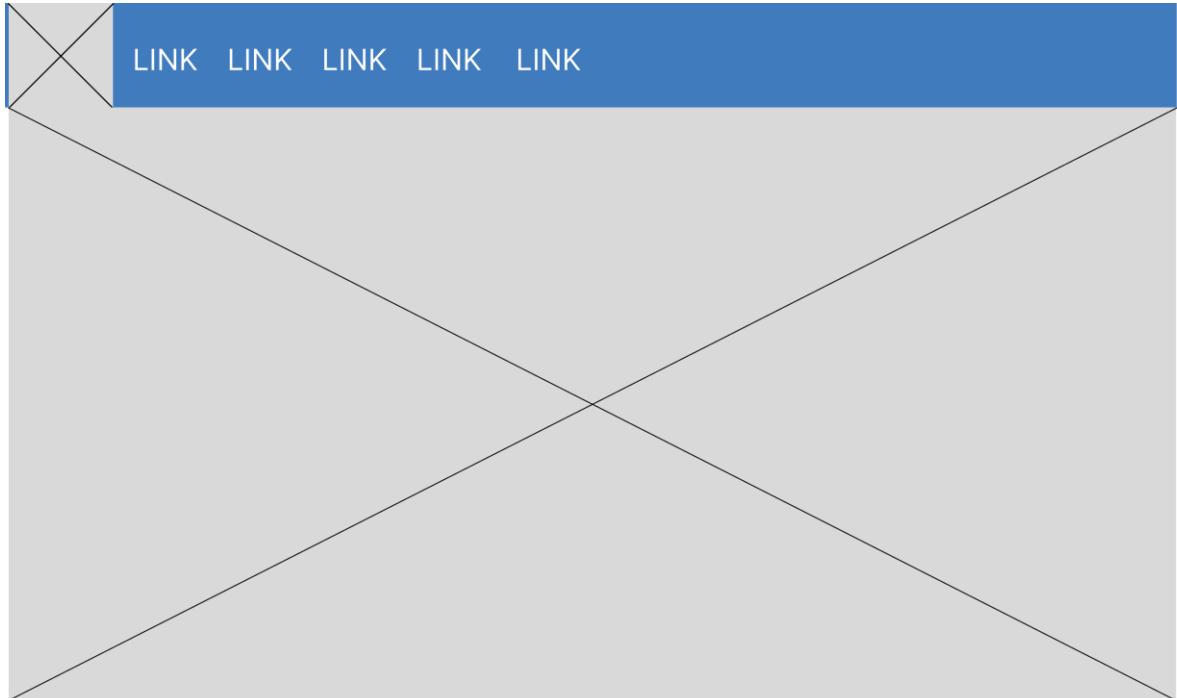
For the overall look of the website, I wanted something that had lots and lots of images to highlight Miss Muffet's work but would not overwhelm the user with a cluttered interface. For all of the web pages, I wanted to ensure that there was plenty of whitespace between content so that users could distinguish which section was which. When the website is in 'desktop mode' the main content would be centre aligned within a box that is 60% of the computer screen's width so that it would be easy to read, and the user would just need to focus on the centre of the screen.

The navigation would contain all the links to the web pages and a logo. When the screen width goes below 768px, the links would disappear, and a hamburger icon will appear on the top right of the screen. When the icon is clicked, all the links will reappear as a dropdown list. The footer will also contain links to all the web pages for convenience, contact information, social media links, and the copyright of the website.

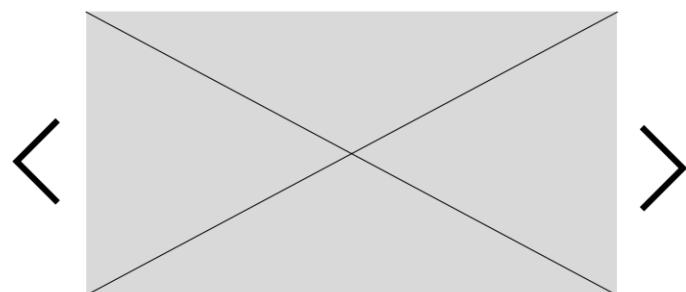
When the website goes below 768px all the sections/items in the main and footer stack on top of each other to utilise and the main-box/footer-box widths increase to 90% because it is a smaller screen, and the space needs to be utilised more efficiently for readability and aesthetics.

Home Page:

For the Home page, I wanted to have a large image slideshow that introduced a few of Miss Muffet's favourite cakes to draw the user's eye and showcase exactly what sort of cakes Miss Muffet can make.

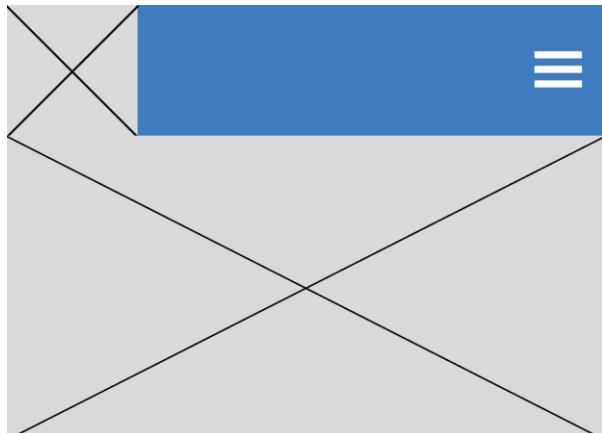


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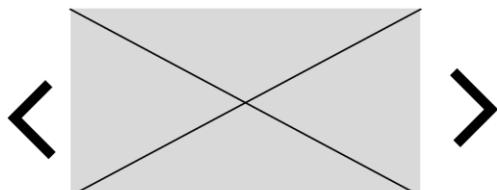
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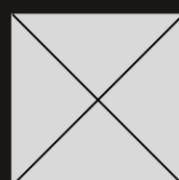
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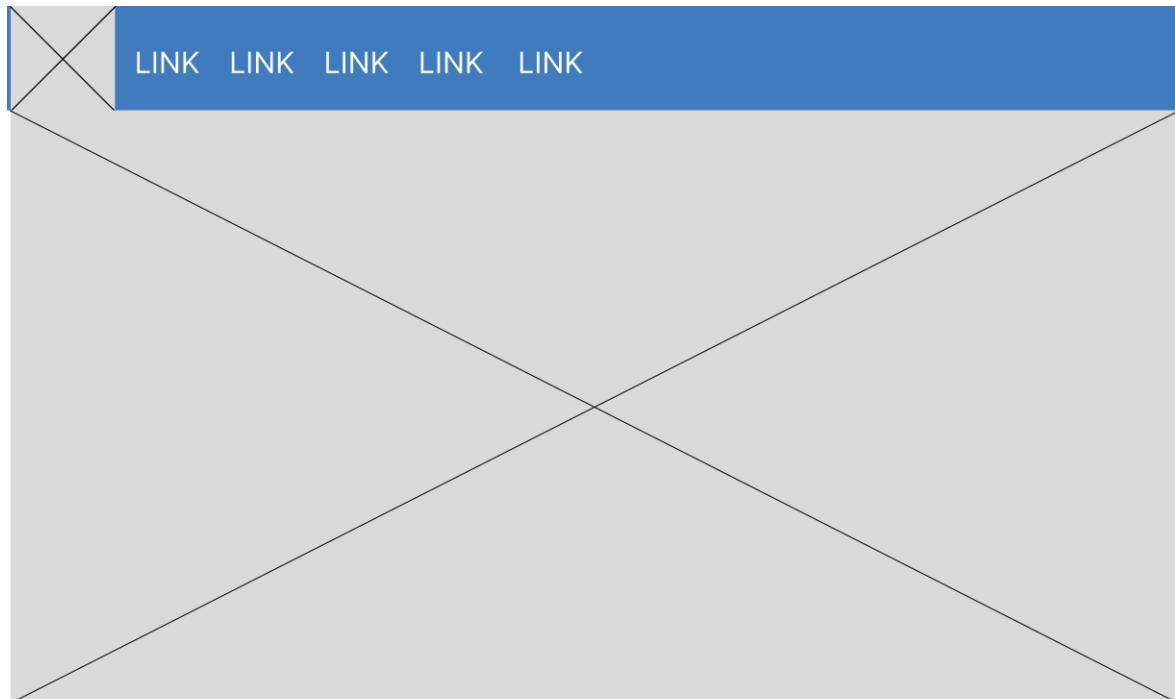
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Cake Gallery Page:

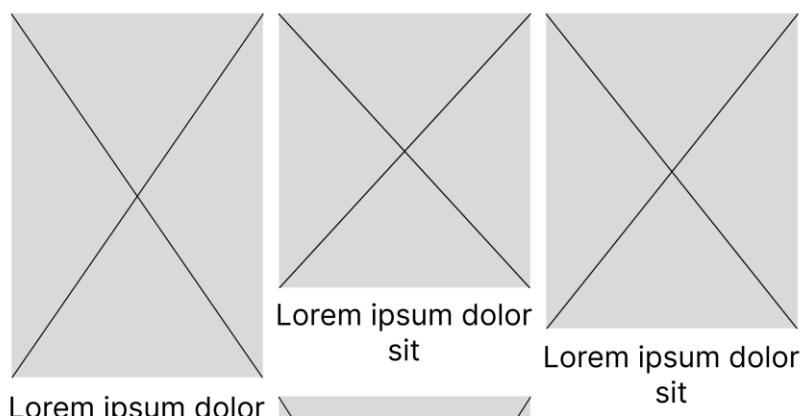
For the Cake Gallery, I wanted to showcase the variety of Miss Muffet's cake designs by having an image gallery so that user can scroll through all the images at their leisure. Each image will have a caption briefly explaining the design of the cake.

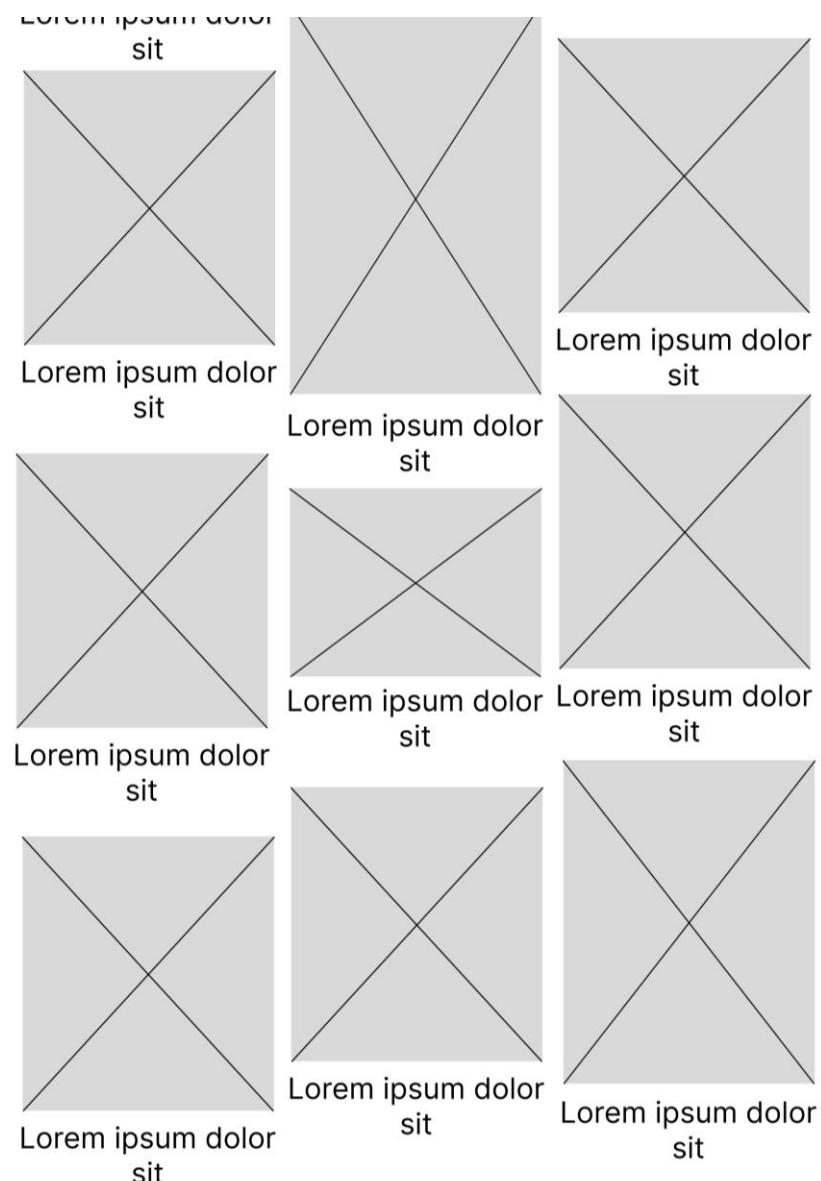
When the website decreases to 600px, the columns stack on top of each other so the width of one image fits the width of the main content box(90% screen width).



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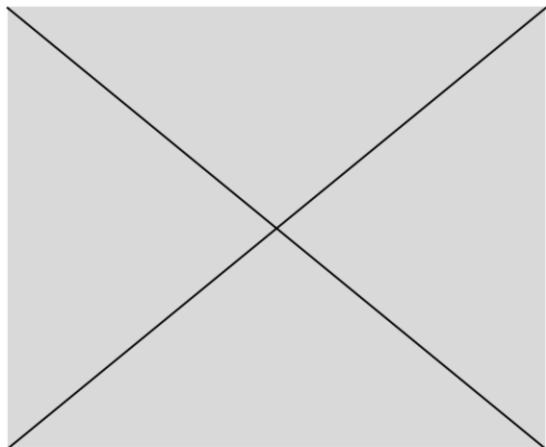
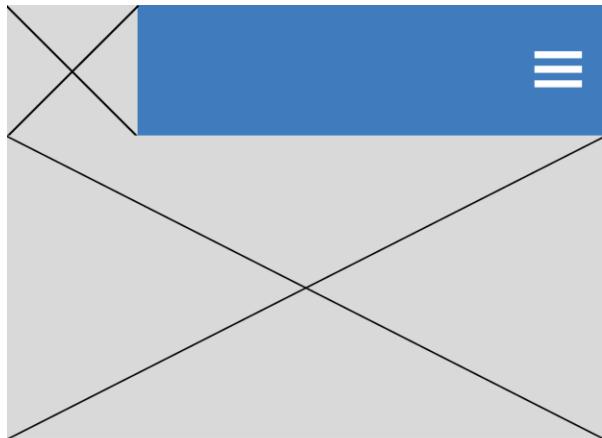
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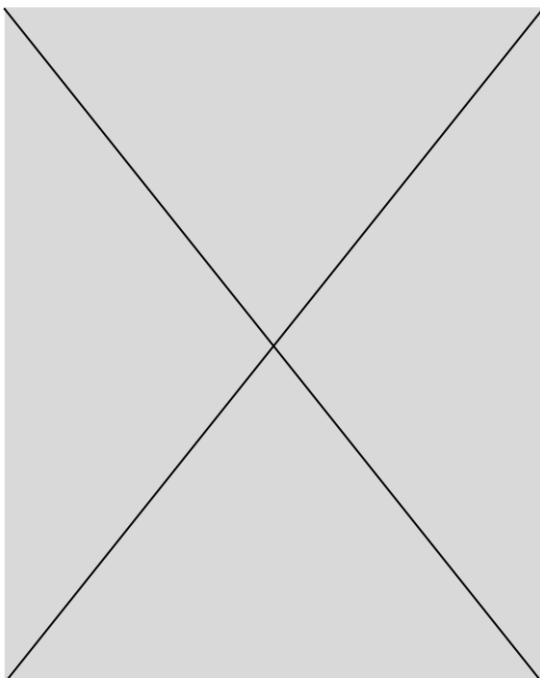




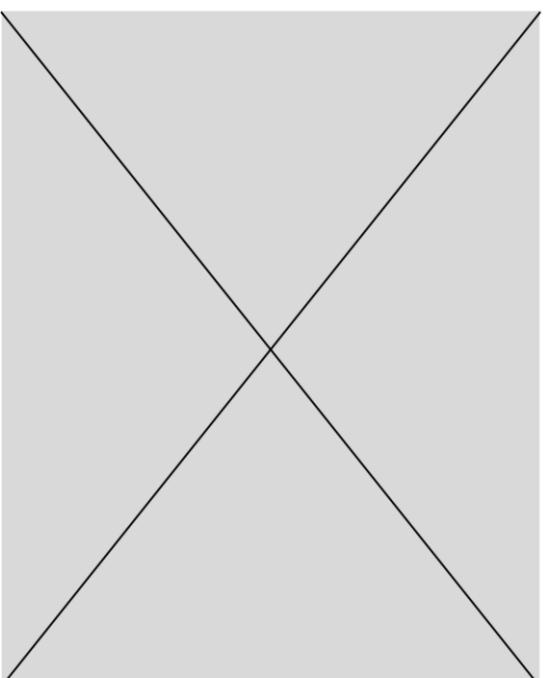
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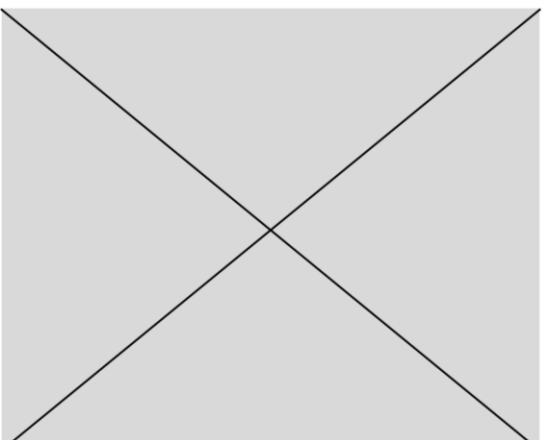
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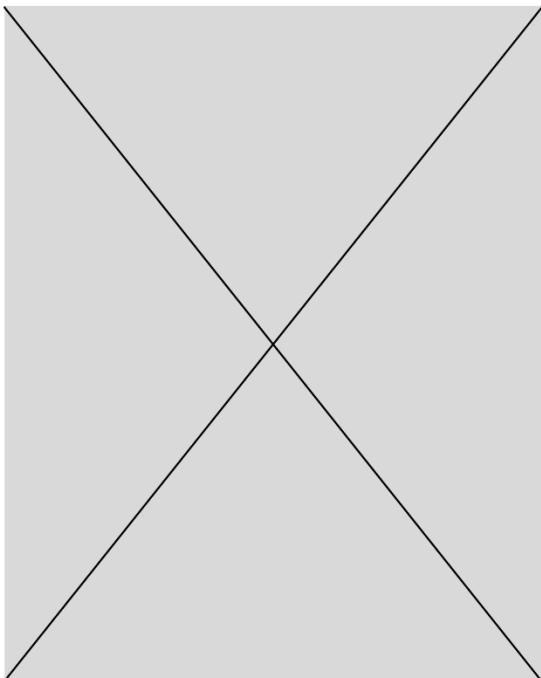
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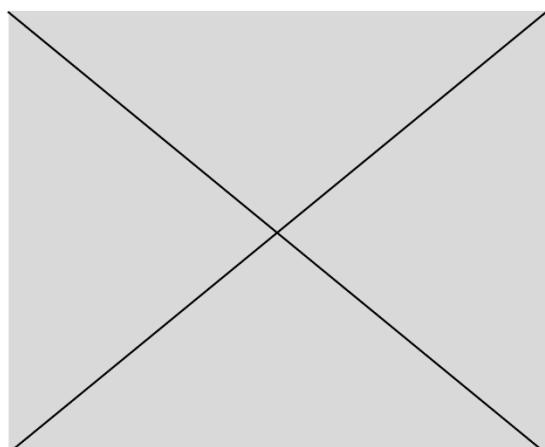
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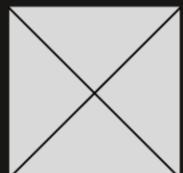
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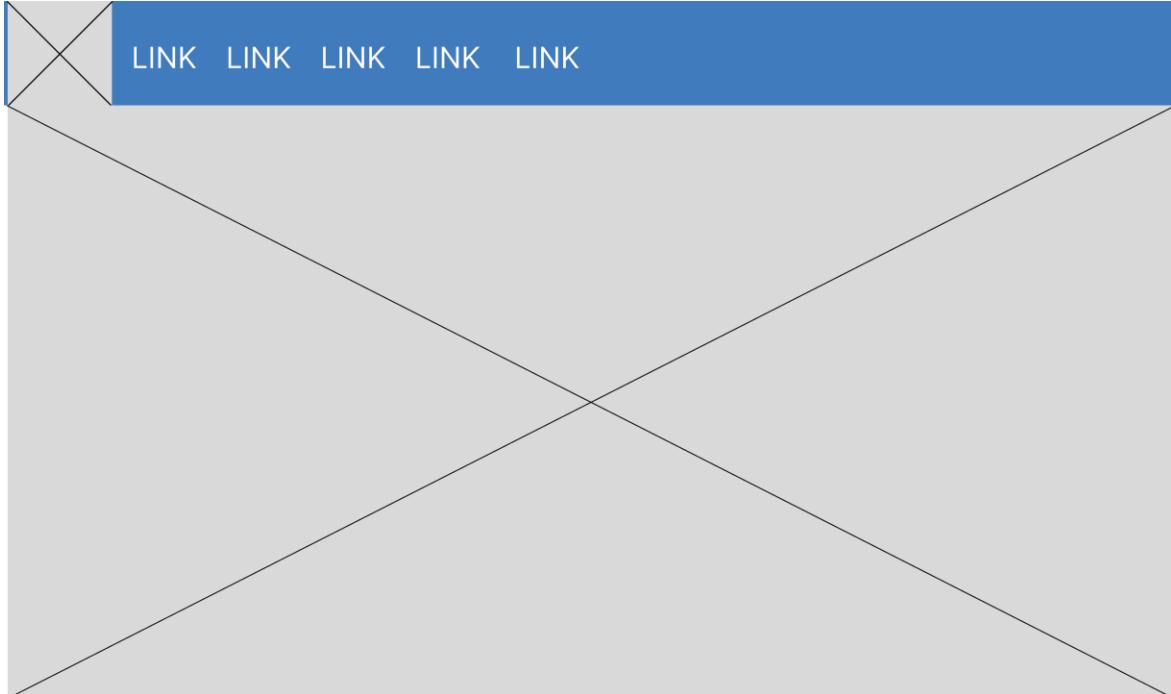
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About Us Page:

In the About Us page, I wanted to have a few paragraphs that introduce Shelley(Miss Muffet) and what Miss Muffet Cakes is about. I wanted to add a Q & A section as well which I thought would be best presented using a table.



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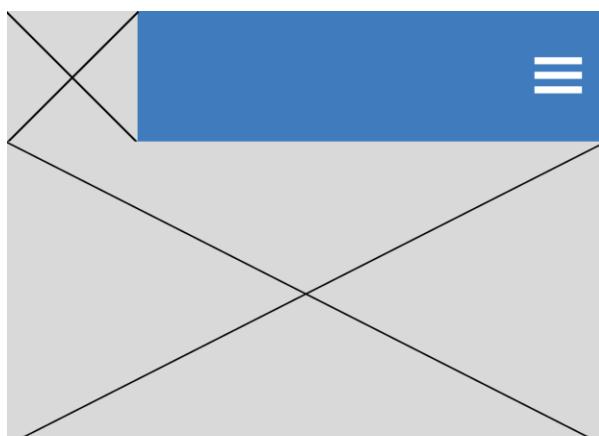
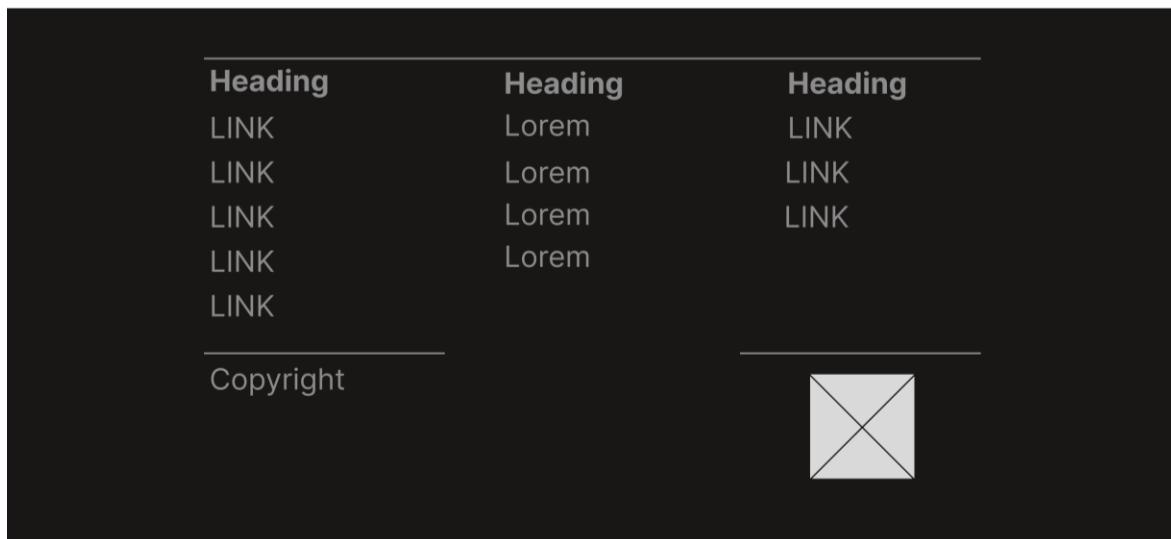
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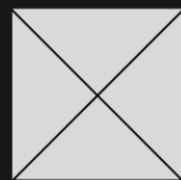
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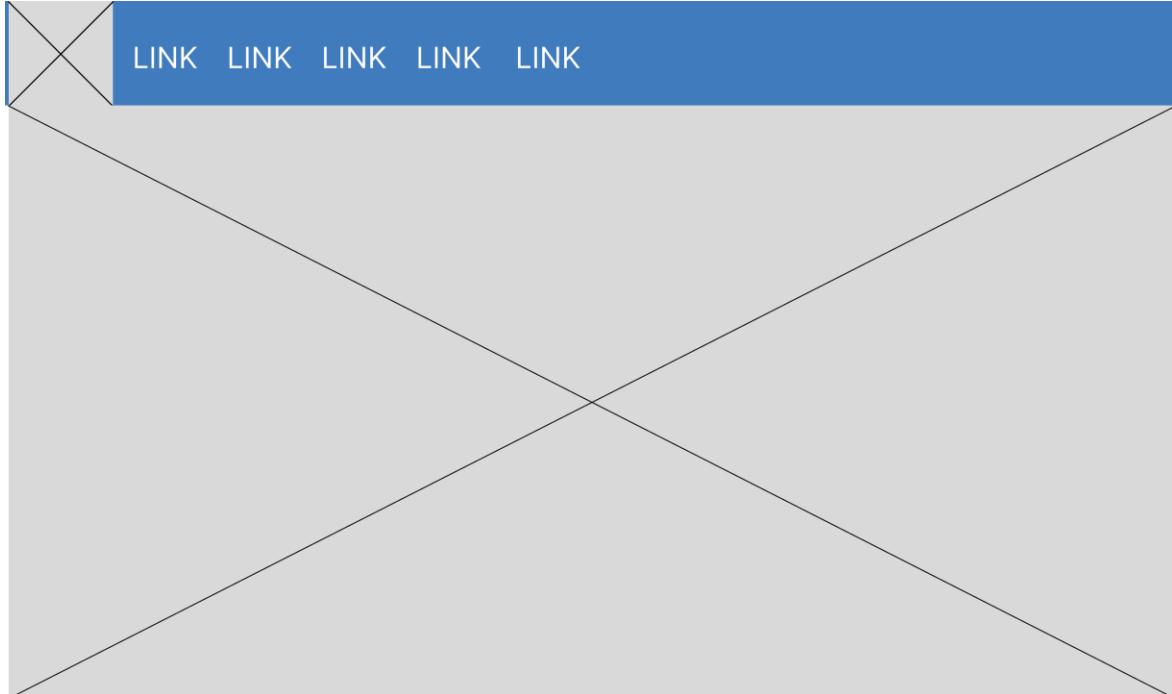
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Our History Page:

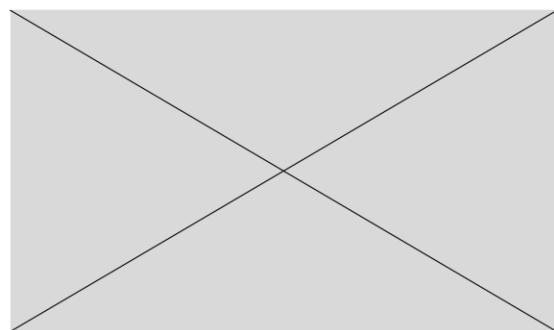
In this page, I wanted to show how the business slowly grew into what it is today and use images to show the change in cake style and design. I felt like using a progress or meter bar would be best suited to give a timeline effect.



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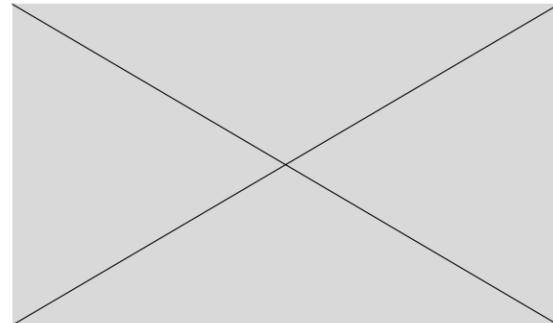
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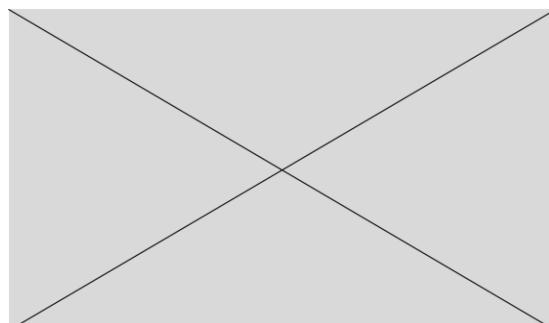
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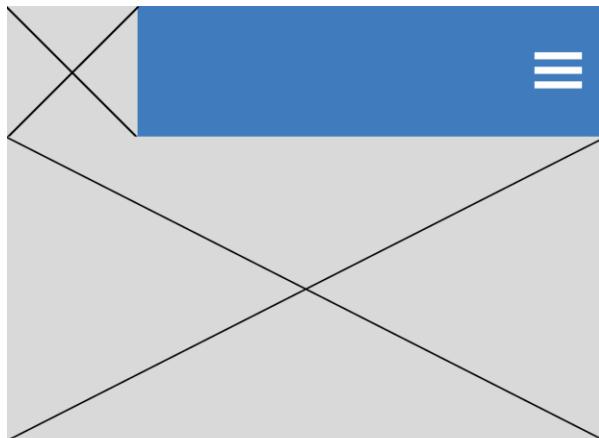
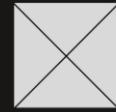
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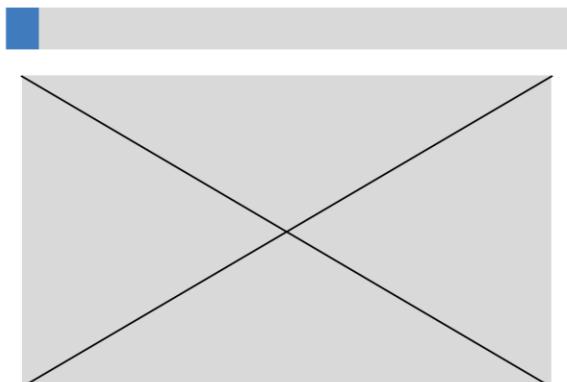
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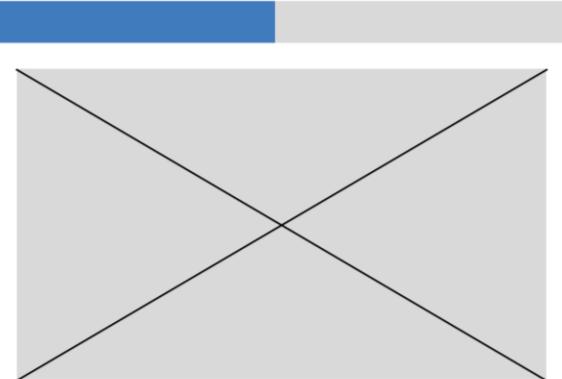
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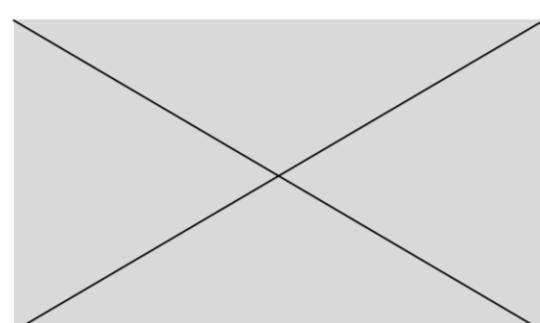
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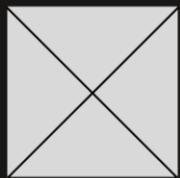
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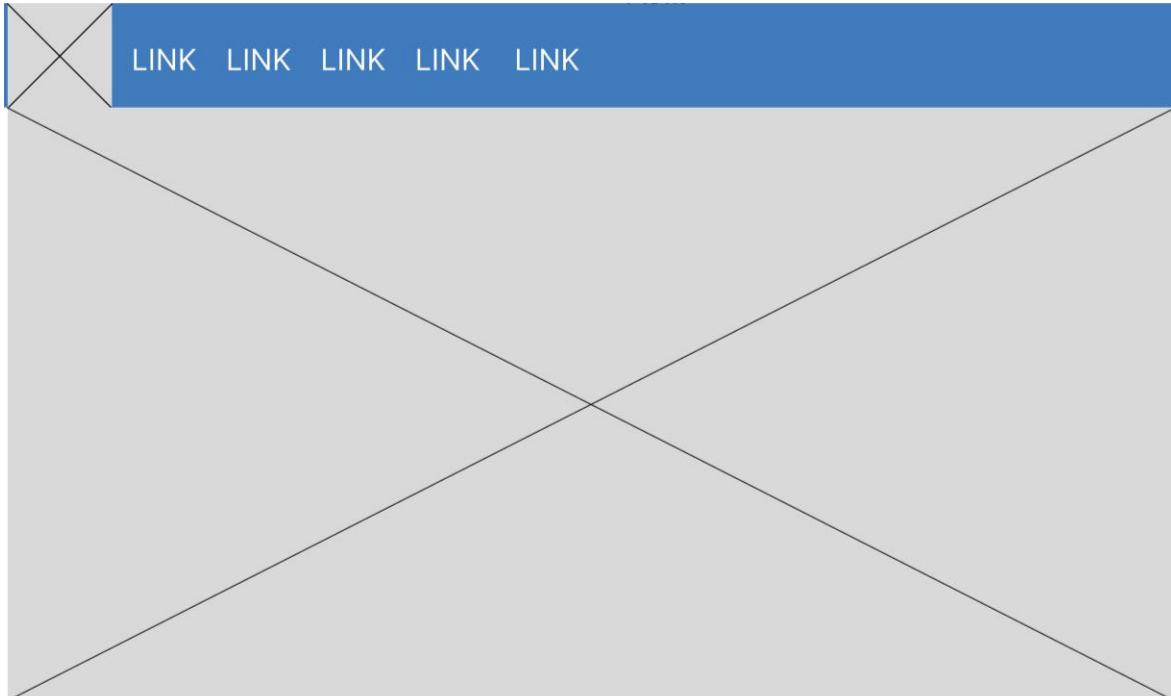
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Contact Us Page:

The goal of the Contact Us page was to give the user multiple options on how to contact Miss Muffet Cakes for inquiries. On the left would be a quick form that users can use to briefly describe what they are looking for and on the right would be some contact information and social media links.



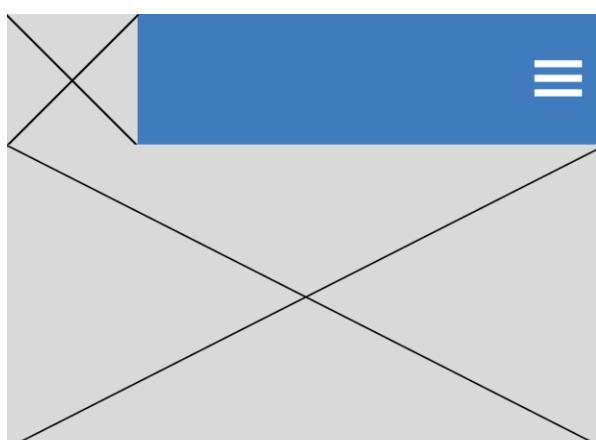
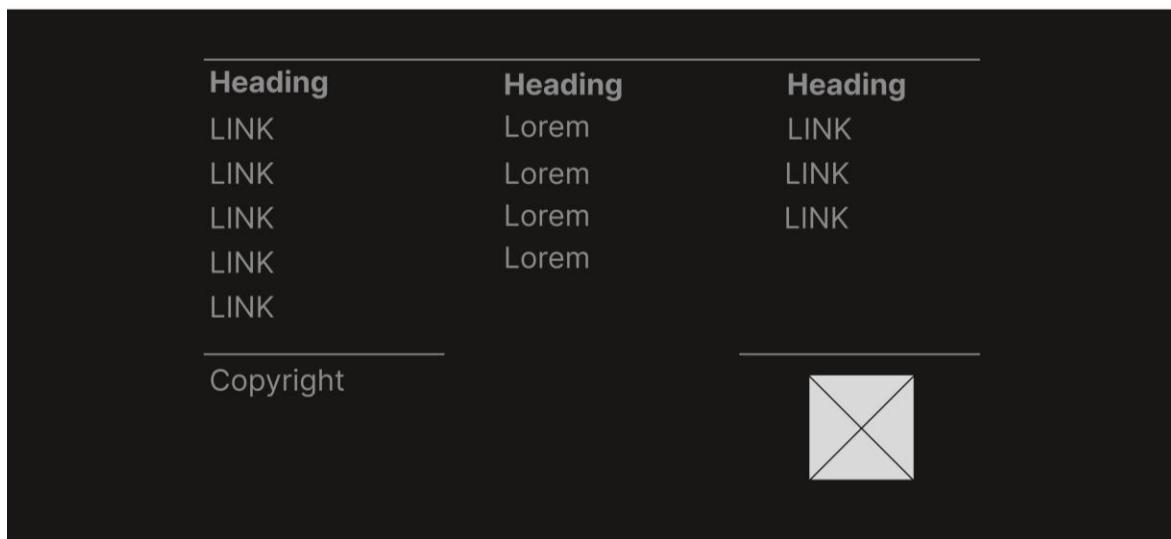
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Colour Scheme

As the website is based on an already active business, I was able to access the business cards and logo. Through sampling, I got my base colour of blue(RGB (64, 123, 190)), which is the colour that is most commonly used by Miss Muffet.

A tool I found to be most useful when deciding on other colours for my colour scheme was <https://coolors.co/>. Coolors.co generates 5-colour palettes with colours that complement each other using different methods like tetradic, analogous, complementary, and monochromatic. I input my base colour, and it generated a colour scheme based off of it. Using this tool, I was able to find an off-white for the background colour, and a dark grey(RGB (25, 23, 22)) for my footer.

White as a background colour can be quite blinding, so instead I used an off-white(RGB (230, 239, 233)). This means that my website still has that contrast with the black text for readability but

without the harshness on the eyes.

Content

General:

All of the information on this website has either been written by Miss Muffet herself, or by me through interviewing Miss Muffet. Every photo has been taken by Miss Muffet and I have been given permission to use them. The images were given to me through personal communication.

Home Page:

The Home Page first introduces Miss Muffet Cakes as a caking business. The unique element on this page is an image slideshow that iterates through images by itself without the need for user interaction. The aim of it is to draw the user's eye.



We specialise in creating bespoke hand-crafted buttercream and fondant cakes for all occasions including birthdays, weddings, and anniversaries. All our cakes are baked in an Invercargill City Council registered kitchen. If you want to see more of our yummy goods, please check out the Image Gallery.





Cake Gallery Page:

The main content is an image gallery that showcases a few of Miss Muffet's cake designs. The unique element in this page is the use of the figure and fig-caption html elements as they are perfect for displaying images and their captions.



Have a Look at Some of Our Favorite Cakes

This image gallery has some of our favourite designs from over the years. Here you'll see a mix of buttercream and fondant creations, as well as some of our handmade decorations.



Blue and gold chocolate cake with caramel Swiss meringue buttercream topped with delicious Lindt, Ferrero Rocher, Maltesers and Macarons

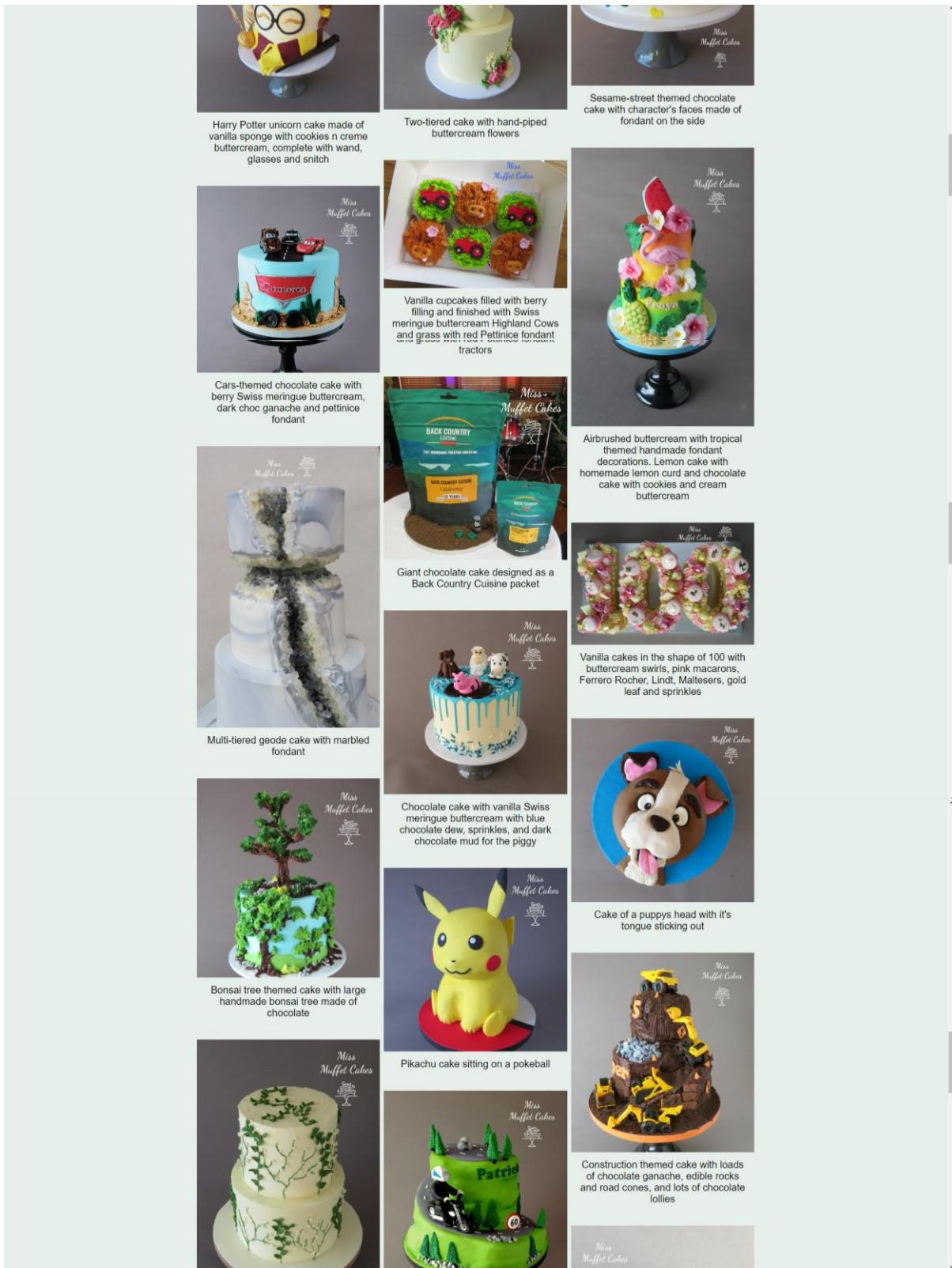


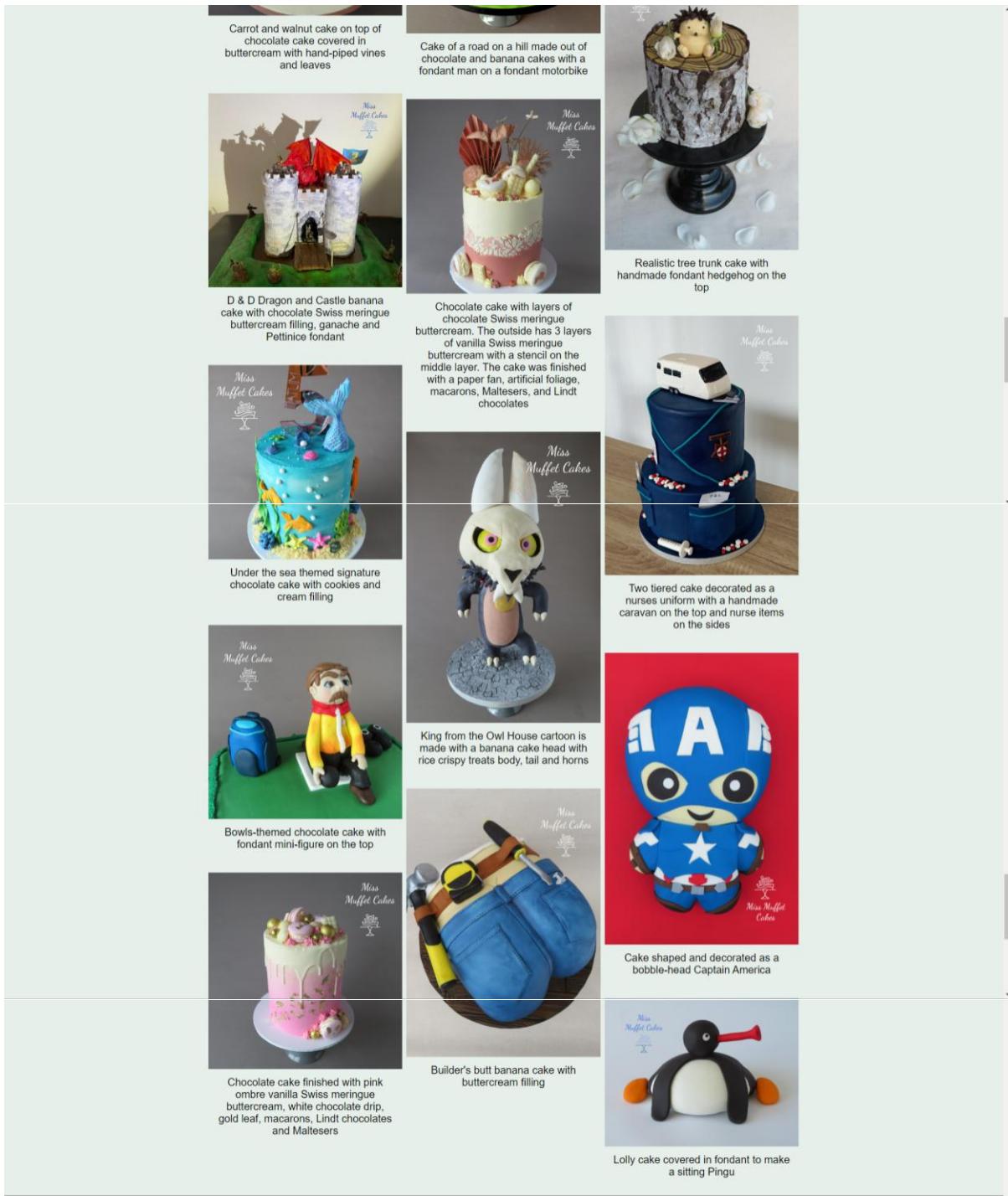
Banana cake with chocolate Swiss meringue buttercream. The cake was finished with ombre choc buttercream, decadent chocolates and vanilla macarons



Aqua and gold draped cake with gold chocolates on top







Explore Our Website
[Home](#)
[Cake Gallery](#)
[About Us](#)
[Our History](#)
[Contact Us](#)

Talk to Us
 Shelley Clay(Miss Muffet)
 163 Ritchie Street, Richmond, Invercargill,
 New Zealand
 +64 21 124 4088
missmuffetcakes@slingshot.co.nz

Follow Us On
[Instagram](#)
[Facebook](#)
[Youtube](#)

Copyright © Miss Muffet Cakes



Our History Page:

In the Our History page the unique component is the progress bars. They are being used to show the “journey through time” and how Miss Muffet has improved her caking skills over the years. At the start, the progress bar is at 5%, showing the start of her cakes, at the end of the page the progress bar is at 100%, showing how much she has improved since the start and how she has grown the business.

The screenshot shows the 'Our History' page of the Miss Muffet Cakes website. At the top, there's a navigation bar with links for Home, Cake Gallery, About Us, Our History, and Contact Us. Below the navigation is a large image of a two-tiered chocolate cake covered in white frosting and various chocolates. To the right of the cake, the logo for 'Miss Muffet Cakes' is displayed, featuring the brand name in a white script font next to a stylized drawing of a tiered cake on a stand. Below the logo, the text '-Our History-' is written in a smaller script font. A blue progress bar at the bottom of the page indicates the percentage of the history journey completed. The first section, 'January 2006', shows a buttercream ladybug cake with pretzel legs. The second section, 'January 2012', shows a pink mushroom-shaped cake with white polka dots and a small figure on top.

A Journey Through Time

Miss Muffet Cakes has been a business since October 2015 when I sold my first cake, but that wasn't even the start of my caking journey. On this page, I'll show you how I've come to be the Miss Muffet Cakes I am today.

January 2006

This was our daughter's first birthday cake. It was the first that I had baked and decorated a cake, and I was so proud. It was a buttercream ladybug cake and I used pretzel sticks for the legs. This cake represents the start of my caking journey.

January 2012

24



Six years and therefore six birthdays later I made this fairy mushroom house for our daughter's seventh birthday. This was my first time using fondant on a cake and I would say I did well, especially with the smaller details.

October 2015



A few years later I was approached by a friend to do her wedding cake. I had already been doing cakes on a smaller scale so doing this wedding cake is what really kickstarted Miss Muffet Cakes. I created a Facebook account to take inquiries and registered myself with the council, so I was ready to become a proper business. The wedding cake was Marvel superhero-themed for 'His' side and a white flowing fondant drape for 'Her' side.



Above was the first logo for my business. I wanted it to have some relation to the Miss Muffet from the story so I picked a spider.

March 2019





Over the next four years at Miss Muffet Cakes, I learnt many skills, like airbrushing, stencilling, and making toppers like the little hippy van on the above cake.



I enjoy trying new things, especially with the technical side of caking. Above is a digger cake with a cab that can rotate with manual assistance.



Around this time, we changed our logo to the above and started using business cards.

March 2023



Recently I entered a remake of my son's tenth birthday cake into the A&P Show's Professional Cake Competition and came third. The Rubik's cube was able to spin all 3 layers 360 degrees horizontally. I am proud of the progress I have made over the years and look forward to making more challenging cakes.



About Us Page:

In the About Us page, I wanted to show Miss Muffet not as a business owner, but as someone with a love for caking as a hobby. The unique component is a Q & A table which displays her preferences when it comes to cakes, as well as a bit about herself.

Miss Muffet Cakes - About Us

Meet Miss Muffet

Hi, I'm Shelley (Shell) and I love baking and decorating cakes.

Miss Muffet Cakes is a council registered bakery, specialising in bespoke hand-crafted buttercream and fondant cakes and is situated in Richmond, Invercargill, NZ. All our cakes are made from scratch using the finest ingredients. Our cakes are filled with sumptuous Swiss meringue buttercream.

We strive to make your cake ideas come to life and specialise in attention to detail. I love a challenge and really enjoy making 3D or moving cakes that have a WOW factor. We hope you enjoy browsing the galleries of our past work and look forward to seeing your cake designs. Whatever you wish for your upcoming occasion, we can design the cake that is right for you. I hope you enjoy my creations.

Learn About Miss Muffet's Caking Favorites

| | |
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| Favourite Flavour of Cake | Very difficult question, but for me the one that comes out on top is our lemon cake, it is so spongy and moist. It is made with real lemons to get that delicious flavour and smell, but the evil sour tang doesn't overpower the cake. |
| Favourite Colour of Fondant | My favorite colour of fondant would have to be what I call Miss Muffet Blue. It is used in the below zoo cake. |
| Favourite Style of Cake | I love working with fondant cakes because there are so many things that I can play |

around with regarding the colours of the fondant e.g. patterns, airbrushing, and marbling. Fondant gives me a lot of freedom to make my own toppers and edible objects as it's just edible modelling clay.

Favourite Cake-Icing Combo

If it hasn't been obvious enough, my favourite cake-icing combo is lemon cake with lemon curd. The lemon curd is what adds a bit of lemony tang. It is super yummy.

Favourite Cake You've Ever Made

Making technical cakes is something I love to do, because it's a challenge and the end result is always worth it. My son's 10th birthday cake was a Rubik's cube that had three layers that could spin 360 degrees horizontally, it was one of the more technical cakes I have ever done, so it is my favourite.



Explore Our Website

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- [Cake Gallery](#)
- [About Us](#)
- [Our History](#)
- [Contact Us](#)

Talk to Us

Shelley Clay(Miss Muffet)
163 Ritchie Street, Richmond, Invercargill,
New Zealand
+64 21 124 4098
missmuffetcakes@alingshot.co.nz

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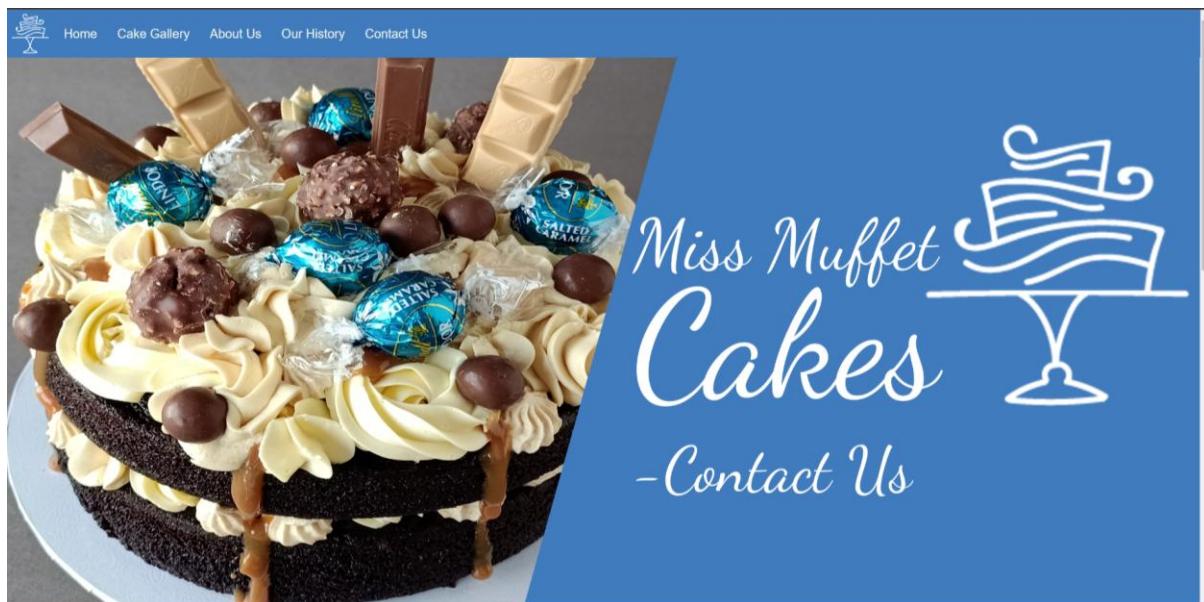
[Instagram](#)
[Facebook](#)
[Youtube](#)

Copyright © Miss Muffet Cakes



Contact Us Page:

The unique element in the Contact Us page is the contact form which allows the user to submit a cake inquiry. There are also links to Facebook and Instagram as Miss Muffet normally takes care of her inquiries on Facebook. As Miss Muffet often gets inquiries that do not have much description, causing a lot of needless back-and-forth messaging between Miss Muffet and the customer, I have added placeholders of suggested information that the customer could submit, as well as have required fields of key details needed.



Home Cake Gallery About Us Our History Contact Us

Miss Muffet Cakes

-Contact Us

Contact Us For Any Inquiries

If you have any inquiries you are more than welcome to use the form and we will answer you through email as soon as we can. If you prefer a more direct way of contact, just click on "Take me to FaceBook" and that will whisk you away to our FaceBook page where you can send us a direct message. This is because FaceBook is our main form of communication with customers, and so we often reply faster to inquiries, but feel free to contact us through any of the below methods.

Please Enter Your Full Name:

Please Enter Email:

Please Enter the Date for When You Want the Cake (DD/MM/YY):

Please Enter Cake Details, e.g Cake Flavour and Buttercream, Number of Servings, and Design

Submit

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Web Design Best Practices

Accessibility

Now that technology holds us all in a tight grip, the majority of the world currently has easy access to phones and computers, and therefore websites on the Internet. For some people though, navigating the world wide web is not as easy as it is for the likes of you and me. This is why accessibility is so essential in web design, as it allows for those who may struggle with using a website to have alternative methods of doing the same thing.

Something quite noticeable is that some of the aging generations are unable to keep up with it all. Especially as one ages, their fine motor skills can start to crumble. This can make using a mouse difficult. Also, users who have disabilities regarding in area may struggle in the same way. When navigating a website, the tab and enter keys on a keyboard can be used instead of a mouse. For example, a user wants to navigate to the Our History page. They just need to push the tab key until the focus is on the Our History link, and then press enter and they will be moved to that page.



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Another key factor when considering accessibility is sight. Since every user has a different level of sight it can make looking at images difficult. HTML has a built-in tag called the "alt" tag, which lets developers add a description of the image in the form of alternative text to an image. This allows users who have screen readers to understand what the image is. Alt text is also useful as it appears when images do not load on the page.

```

|   
|</div>

<div class="slides">
|   
|</div>

<div class="slides">
|   

```

Browser Compatibility

Since Tim Berners-Lee invented the first graphical web browser in 1990, there have been a couple hundred that have been brought to the market, but only a few of them are widely used. Each browser has its own set of rules when loading webpages, so sometimes a website will look differently depending on which browser you are looking at it on. This is why it is important to check how your website looks on different browsers and if it is compatible.

To check my browser compatibility, I checked it on FireFox, and Microsoft Edge. When creating my website, I was checking it on Google Chrome.

When checking my website on FireFox, I noticed that my progress bar on the Our History page was green, spare and there was a small animation, whereas on Chrome it had round corners and a blue colour which was why I did not change the default progress bar colour. I could not see any other major differences.



When checking on Microsoft Edge, the progress bar was again the only major difference. The progress bar loaded grey but did have the round corners like on Chrome.



Both FireFox and Microsoft Edge were no different to Chrome in terms of functionality, and I conclude that my website is compatible with these three widely used browsers.

Multimedia

A website that is just words, is boring, and in no way aesthetically pleasing. Multimedia is another method of communicating and expressing things in the form of images, videos, music, and many other visual and sound-related art forms. It is like what they say: "A picture paints a thousand words." In my website, I used plenty of images to showcase the range of designs that Miss Muffet has done and to draw the user's eye.

On the Home page, I displayed a few images in a self-iterating slideshow.



On the Cake Gallery page, I displayed quite a lot of images in a grid and each cake has a brief description.



Testing

Browser Compatibility:

As mentioned above, my website is compatible with Chrome, FireFox, and Microsoft Edge browsers. The functionality of the website remains consistent across all browsers, and the images, text, table, and form all load the same. The only obvious difference was the progress bar appeared differently on each browser. This is because I have not configured any CSS properties for the progress bar, and so the default progress bar design loads depending on the browser.

Chrome:

January 2012

FireFox:

January 2012

Microsoft Edge:

January 2006

Mobile Home Page:



Welcome to Miss Muffet Cakes

We specialise in creating bespoke hand-crafted buttercream and fondant cakes for all occasions including birthdays, weddings, and anniversaries. All our cakes are baked in an Invercargill City Council registered kitchen. If you want to see more of our yummy goods, please check out the Image Gallery.



This section contains navigation links and contact information. On the left, there's a dark sidebar with a navigation menu: 'Explore Our Website' (Home, Cake Gallery, About Us, Our History, Contact Us), 'Talk to Us' (Shelley Clay/Miss Muffet, address, phone number, email), and social media links ('Follow Us On' Instagram, Facebook, YouTube). On the right, there's a copyright notice: 'Copyright © Miss Muffet Cakes' with a small cake icon.

Mobile Cake Gallery Page:

(It is only a few of the images)



Have a Look at Some of Our Favorite Cakes

This image gallery has some of our favourite designs from over the years. Here you'll see a mix of buttercream and fondant creations, as well as some of our handmade decorations.



Blue and gold chocolate cake with caramel Swiss meringue buttercream topped with delicious Lindt, Ferrero Rocher, Maltesers and Macarons

Harry Potter unicorn cake made of vanilla sponge with cookies & creme buttercream, complete with wand, glasses and snitch



Lolly cake covered in fondant to make a sitting Pingu

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Mobile Our History Page:



A Journey Through Time

Miss Muffet Cakes has been a business since October 2015 when I sold my first cake, but that wasn't even the start of my caking journey. On this page, I'll show you how I've come to be the Miss Muffet Cakes I am today.

January 2006



This was our daughter's first birthday cake. It was the first that I had baked and decorated a cake, and I was so proud. It was a buttercream ladybug cake and I used pretzel sticks for the legs. This cake represents the start of my caking journey.

January 2012



Six years and therefore six birthdays later I made this fairy mushroom Extensions for our daughter's seventh birthday. This was my first time using fondant on a cake and I would say I did well, especially with the smaller details.

October 2015



A few years later I was approached by a friend to do her wedding cake. I had already been doing cakes on a smaller scale so doing this wedding cake is what really kickstarted Miss Muffet Cakes. I created a Facebook account to take inquiries and registered myself with the council, so I was ready to become a proper business. The wedding cake was Marvel superhero-themed for 'His' side and a white flowing fondant drape for 'Her' side.



Above was the first logo for my business. I wanted it to have some relation to the Miss Muffet from the story so I picked a spider.

March 2019



Over the next four years at Miss Muffet Cakes, I learnt many skills, like airbrushing, stencilling, and making toppers like the little hippy van on the above cake.



I enjoy trying new things, especially with the technical side of caking. Above is a digger cake with a cab that can rotate with manual assistance.



Around this time, we changed our logo to the above and started using business cards.

March 2023



Recently I entered a remake of my son's tenth birthday cake into the A&P Show's Professional Cake Competition and came third. The Rubik's cube was able to spin all 3 layers 360 degrees horizontally. I am proud of the progress I have made over the years and look forward to making more challenging cakes.

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Mobile About Us Page:



Miss Muffet Cakes

About Us

Meet Miss Muffet

Hi, I'm Shelley (Shell) and I love baking and decorating cakes.

Miss Muffet Cakes is a council registered bakery, specialising in bespoke hand-crafted buttercream and fondant cakes and is situated in Richmond, Invercargill, NZ. All our cakes are made from scratch using the finest ingredients. Our cakes are filled with sumptuous Swiss meringue buttercream.

We strive to make your cake ideas come to life and specialise in attention to detail. I love a challenge and really enjoy making 3D or moving cakes that have a WOW factor. We hope you enjoy browsing the galleries of our past work and look forward to seeing your cake designs. Whatever you wish for your upcoming occasion, we can design the cake that is right for you. I hope you enjoy my creations.

Learn About MISS MUFFET'S Caking Favorites

| | |
|--|--|
| Favourite Flavour of Cake | Very difficult question, but for me the one that comes out on top is our lemon cake, it is so spongy and moist. It is made with real lemons to get that delicious flavour and smell, but the evil sour tang doesn't overpower the cake. |
| Favourite Colour of Fondant | My favorite colour of fondant would have to be what I call Miss Muffet Blue. It is used in the below zoo cake. |
| Favourite Style of Cake | I love working with fondant cakes because there are so many things that I can play around with regarding the colours of the fondant e.g. patterns, airbrushing, and marbling. Fondant gives me a lot of freedom to make my own toppers and edible objects as it's just edible modelling clay. |
| Favourite Cake-Icing Combo | If it hasn't been obvious enough, my favourite cake-icing combo is lemon cake with lemon curd. The lemon curd is what adds a bit of lemony tang. It is super yummy. |
| Favourite Cake You've Ever Made | Making technical cakes is something I love to do, because it's a challenge and the end result is always worth it. My son's 10th birthday cake was a Rubik's cube that had three layers that could spin 360 degrees horizontally, it was one of the more technical cakes I have ever done, so it is my favourite. |



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Mobile Contact Us Page:



Contact Us For Any Inquiries

If you have any inquiries you are more than welcome to use the form and we will answer you through email as soon as we can. If you prefer a more direct way of contact, just click on "Take me to FaceBook" and that will whisk you away to our FaceBook page where you can send us a direct message. This is because FaceBook is our main form of communication with customers, and so we often reply faster to inquiries, but feel free to contact us through any of the below methods.

Please Enter Your Full Name:

e.g Bob Stevens

Please Enter Email

e.g Bob.Stevens123@gmail.com

Please Enter the Date for When You Want the Cake (DD/MM/YY):

e.g 05/01/23

Please Enter Cake Details, e.g Cake Flavour and Buttercream, Number of Servings, and Design

e.g chocolate cake with vanilla buttercream, 40 servings, Sesame Street themed

Submit

Talk to Us

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+64 21 124 4098

missmuffetcakes@slingshot.co.nz

Take Me to Facebook

Take Me to Instagram

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Validation For index.html

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for uploaded file index.html

Checker Input

Show source outline image report

Check by No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 11 milliseconds.

Validation For cake_gallery.html

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for cake_gallery.html

Checker Input

Show source outline image report

Check by No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 22 milliseconds.

Validation For our_history.html

Showing results for our_history.html

Checker Input

Show source outline image report

Check by No file chosen
Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Use the Message Filtering button below to hide/show particular messages, and to see total counts of errors and warnings.

1. **Error** Element `figcaption` not allowed as child of element `div` in this context. (Suppressing further errors from this subtree.)
From line 62, column 17; to line 62, column 28
`<figcaption>Around`

Contexts in which element `figcaption` may be used:
As the first or last child of a `figure` element.
Content model for element `div`:
If the element is a child of a `dl` element: one or more `dt` elements followed by one or more `dd` elements, optionally intermixed with [script-supporting elements](#).
If the element is not a child of a `dl` element: [flow content](#).

2. **Error** No `p` element in scope but a `p` end tag seen.
From line 62, column 113; to line 62, column 116
`ess cards.</p>←`

3. **Error** End tag `div` seen, but there were open elements.
From line 68, column 13; to line 68, column 18
`</div>←`

4. **Error** Unclosed element `figcaption`.
From line 62, column 17; to line 62, column 28
`<figcaption>Around`

Document checking completed.

Used the HTML parser.
Total execution time 24 milliseconds.

These errors can all be quickly fixed as the first error is because I missed deleting a figcaption tag when I was adjusting the HTML, and the other ones are end or start tags that have not been properly done. They are due to me not proofreading my code.

After the errors were fixed the validation came back all good.

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for our_history.html

Checker Input

Show source outline image report

Check by No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 16 milliseconds.

Validation for about_us.html

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for about_us.html

Checker Input

Show source outline image report

Check by No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 7 milliseconds.

Validation For contact_us.html

Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

Showing results for contact_us.html

Checker Input

Show source outline image report

Check by No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Document checking completed. No errors or warnings to show.

Used the HTML parser.

Total execution time 10 milliseconds.

Validation For style.css



The W3C CSS Validation Service

W3C CSS Validator results for style.css (CSS level 3 + SVG)

W3C CSS Validator results for style.css (CSS level 3 + SVG)

Congratulations! No Error Found.

This document validates as [CSS level 3 + SVG](#) !

[Launch](#)

When it comes to launching a website, there are many factors and costs.

One of these costs is a domain name. According to Mary Emasah on her HostAdvice.com blog, “A business domain name is a digital identity that guides customers to your virtual storefront,” and “The domain name should reflect your business’s nature and offerings”(Emasah, M. (2023, November 8). *Business Domain Name: Definition & How to Choose One*. hostadvice. Retrieved from

<https://hostadvice.com/blog/domains/business-domain-name/#:~:text=It%20should%20also%20be%20relevant,aligns%20with%20the%20brand%20image>).

Other cake businesses in New Zealand seem to follow a format of businessname.co.nz. For example, <https://theurbankitchen.co.nz/> and <https://www.cakesbyanna.co.nz/>. I think that for a business that is restricted to a single country, it is important to have a country code top-level domain, so that is why I believe missmuffetcakes.co.nz would be a good domain name. The business name is clearly stated and so is the country. I used <https://myhost.nz/> to find if my preferred domain name is already in use, which it is not. myhost.nz also allows you to purchase the domain name for \$25.95 for a one-year registration.

Web hosts are online services that allow you to publish your web applications on the Internet and are another cost factor when launching a website. The two web hosts I have found are <https://myhost.nz/> and <https://www.godaddy.com/en-nz/hosting/web-hosting>. Each web host company has plans and pricing, depending on what the user is looking for. Since I am looking for a plan for a single website, I compared the smallest plans from the companies.

| myhost - Small | | GoDaddy – Web Hosting Economy |
|-----------------------------------|--------------------------|-------------------------------|
| Price per Month (14/11/23) | \$8.95 | \$7.99 |
| Number of Websites | 2 | 1 |
| Number of Databases | Unlimited | 10 |
| Storage | Unlimited | 25GB |
| Domain | Unlimited Parked Domains | Free Domain |
| Bandwidth | Unlimited | Unmetered |
| Mailboxes | Unlimited | 2 Microsoft 365 |
| Backups | Free Daily Backups | Free Daily Backups |

After comparing these two web hosts, I would pick myhost.nz. This is because of the unlimited storage and database features, and I could have an additional website if needed, for only \$1 per month more.

Maintenance

If I had more time and skill, there are a few other features I would like to add to my website.

One is having a ‘sticky’ navigation bar that sticks to the top of the page as the user scrolls down. I did try to experiment with some examples I found on the internet, but because I did not have enough understanding of how it works I left it as it is. I feel like this would be a useful feature as some of my web pages are quite long, and it would save the users from having to scroll all the way up to get to the navigation bar.

Miss Muffet has described to me that one of the issues she has when customers are ordering cakes is that they are never descriptive enough. For example, they say “I want a zoo themed cake,” which doesn’t have any description about what animals they want, do they want a safari zoo or something about reptiles. There are endless possibilities with a simple description like that. Customers sending pictures of a design they want can lessen the workload and amount of back-and-forth questions between Miss Muffet and the customer, so if I had the skills, I would add a section in my Contact Us form that allows customers to add images from the internet or their own pictures of the style cake they are looking for.

The last feature I would add is when a user clicks on one of the images in the Cake Gallery page, the image enlarges into a ‘pop up’ so the user can have a closer look. The pop up would also act as a

slideshow so that users can cycle through all the images in the format instead of viewing them in the image grid.

Conclusion

The website developed for the Miss Muffet Cakes business is an accessible website that caters to users on both desktop and mobile devices, and users that may have disabilities that restrict their motor skills. It has an uncluttered layout and a colour scheme that reflects Miss Muffet's own colour scheme.

The many images display Miss Muffet's multiple cake-decorating talents and will hopefully entice customers into ordering cakes. Every page has a unique element that perfectly fits the content/context of that page to ensure variety and that no page is identical.

Overall, I strongly believe that this website has achieved my goals of showing users Miss Muffet's caking journey, displaying her range of cake styles and designs, and creating a more efficient method of taking cake inquiries. This also has been a great experience for me as I have learned what it is like to be a website developer in a developer-client situation.

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[https://www.w3schools.com/html/html_favicon.asp#:~:text>To%20add%20a%20favicon%20to,is%20%22favicon.ico%22](#)