CAPSTONE PROJECT

rochelle.markham@gmail.com

ROCHELLE MARKHAM   WEB 321

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Bakery-Plus Website Goals:

- Establish a web presence for Bakery-Plus to help expand business and meet the needs of current clients.
- Establish an online ordering system to allow customers to pre-order items to be picked up in-store.
- Establish an online ordering system to allow customers to order items to be shipped to them.
- Establish shipping options for items that include several options as well as same day delivery and next-day delivery.
- Include a search function and a shopping cart to allow users to find and then view items to be purchased.
- Create an interface that displays featured items that rotate based on the day of the week.
- On the shopping cart screen, the total should be displayed, then the customer must enter their zip code in order to see shipping options and pricing.
- Customers that are picking orders up in store should have the option to pay ahead of time with a credit card, or in cash upon pick up. Delivery customers should only have the credit card option.
- Create a log-in screen that allows new users to register, and previous users to retrieve their stored information.
- Create a rewards program for returning customers as an incentive to order more frequently.
- Allow customers to sign up, using their e-mail address only, to receive coupons and special offers.

Core Bakery-Plus Users:

- Parents ordering cakes for kid's birthday parties or school functions
- Men ordering gifts for their significant others
- Businesses ordering baked goods for special events and meetings
- Brides searching for wedding cake and dessert options
- Church groups ordering for special events
- Caterers/Restaurants ordering items to use to create menu items
- Family Members planning for special occasions (major anniversaries or significant birthdays)
- Groups holding food-centric fundraising events
- Family members/Friends wanting to send baked goods to people in other cities or states
- Employees of Bakery-Plus using the site to retrieve order information
- Bakery-Plus owner and managers using the site to retrieve income reports
- Bakery-Plus marketing will use the site to display and change out current promotions

Personas

Dorothy Wilson

68, retired, grandmother of 2

Dorothy is searching the site because her oldest grandson just left for college, and she wants to send him some cookies as a care package. Dorothy is comfortable with using the internet and uses it a few times a week to send e-mails and find other information. She also accesses the web on her phone and keeps up with her grandchildren using Facebook and FaceTime.

Dorothy is leery of entering her credit card information for online purchases. She worries about site security and about people stealing her identity. Depending on whether her grandson likes the cookies or not, Dorothy could be a repeat customer. She might be interested in special promotions and doesn't mind signing up for e-mail notifications, but she doesn't want a site to store her personal information.

She needs the site to be easy to use, with clear pictures and item descriptions so she can make her selection. She also wants the site to reassure her that her information is secure before she enters her credit card information. She also wants to see pictures of the different cookie flavors instead of just a list of flavors.

If the cookies go over well, Dorothy might be interested in ordering other items as well, like birthday cakes or baked goods for family gatherings and holidays.

Allison Bell

34, married, stay-at-home mom, mother of 3 (Lori, 12, Steven, 8, and Charity, 5)

Allison has a lot going on. If you think being a stay-at-home-mom isn't a full-time job, you would be wrong. Allison's morning starts bright and early, getting the kids ready for school, then she works on laundry, cleaning the house, and running errands for the family. After she picks the kids up from school, she takes Lori to Piano or Volleyball; Steven has basketball practice and Youth group; Charity goes to dance and has soccer practice. Not to mention cooking, helping with homework, and family events.

With everything that the family has going on, Allison likes make birthdays extra special for her kids. Lori is turning 13 in a few weeks, and Allison wants a special cake to celebrate her oldest becoming a teenager.

Ordering things online is a breeze for Allison, in fact, she relies on online ordering to order clothes, books and other essentials for the family. She usually orders her kids' cakes from Bakery-Plus and is excited about their new online ordering, so that she can place orders whenever she can find the time. She needs the site to have cake options for younger kids, older kids and adults, as well as for males and females. Allison needs the site to be well organized and have designs that can be personalized.

She is always looking for ways to save time and money, so a rewards program would be great for her. She would also be interested in getting information about special offers. She might even purchase other baked goods throughout the year, if they are on special.

Brooke Bennett (Price)

24, newly engaged to Brian

Brooke has been planning her wedding since she was a little girl, cutting pictures out of magazines of dresses and flower arrangements. She recently got engaged to her boyfriend of 5 years, Brian, and is actively planning details for their wedding in 8 months. Everything has to be perfect.

Brooke is looking for the cake of her dreams. Her parents always got birthday cakes from Bakery-Plus, so she knows their products are amazing. She really wants to order the cake for her special day from them because she feels like they have shared the other important events in her life. She wants to be able to see the bakery's previous work and testimonials from the brides that they have worked with. She also wants to see a list of flavors and find out how to schedule an appointment to view other designs that may be available and taste cake flavors. She also wants to see what other baked goods options are available, since she will need bread for her reception dinner and also has to plan the menu for the rehearsal dinner. She is excited, but also a little overwhelmed. Everything is happening so quickly!

She needs the site to show her cake sizing options for large groups as well as examples of designs and flavors. She doesn't need to be able to order the cake for her special event online, but she wants to know how to get in touch with someone to schedule an appointment to discuss the important details face-to-face. She needs the site to show her options for bread and other dessert items for the other events associated with the wedding. She wants to be able to order these items online when she decides what she will need. Brooke wants to see the pricing on these other items, so she can compare with other vendors. She is well-versed in the art of online ordering. If Bakery-Plus has any recommendations for other wedding vendors, she would be interested in knowing this information.

She needs to the site to be laid out well and logically organized so that she can find all of the information she needs quickly. Since she will be ordering for multiple events, she would love to be able to save her login and payment information, so that she doesn't have to enter it every time she visits the site.

Paul Miller

52, married, Lion's Club officer

Paul is planning the annual fundraiser for his local chapter of the Lion's Club. Paul loves giving back to his community and participating in club events. He has wanted the chance to plan this event for a few years now, and it's finally his time to shine. He wants to get everything just right so that the event brings in as much money as possible to fund their community projects. The event is a dinner and silent auction.

Paul is searching the site to purchase dinner rolls and desserts for the event. He wants to be able to easily navigate the site to make a list of the items he may need. He will then present the list and pricing to the other members of the club to make decisions on what they should purchase. Paul will then purchase the items online for in store pickup. He also wants to know how to contact the bakery,

so that he can ask the manager if they will do special pricing or consider donating any items for the fundraising event.

Paul is decently computer literate and doesn't have any issues with online ordering. He likes websites that clearly describe their products and don't beat around the bush about pricing. He needs to know the exact price upfront, so that he can take this information back to the other club officers. Being able to print the information in a readable format, would be a plus. He might be interested in receiving e-mails about promotional deals for future events.

Doug Campbell

45, businessman, married to Christine, 41

Doug is in big trouble. He is out of town on a business trip and JUST remembered that his anniversary is in 2 days. Christine is going to kill him if he doesn't do something to acknowledge their anniversary. Christine loves chocolate, so Doug wants to find something to have delivered to their house. Doug works on his computer all day long, so he's no stranger to ordering online and using search engines to find what he wants.

He is searching the Bakery-Plus site for chocolatey baked goods to send to Christine. He isn't sure exactly what he wants, but he knows it has to be chocolate. He needs the site to have a search option, so he can get to just the chocolate items easily. The site could also be organized by type of baked goods with an option to filter for items containing chocolate.

He would be interested in saving his information on the site, so that he can order more products in the future. Who knows when he'll be in this kind of situation again. He would also be interested in promotional e-mails so that he can send baked goods "just because". He's also interested in sending flowers, so if the bakery has any affiliates that do flower delivery, he would like to see that information.

Top 5 User Stories (Product Owner):

1. As a user, I need the site to display baked items by categories, so that I can easily find what I am looking for.
2. As a Bakery-Plus employee, I need to be able to easily retrieve, add, delete and print ordered items, so that I can fill customer orders in an efficient and timely manner.
3. As a user, I need to be able to see pictures of the items along with their prices and descriptions, so that I can make an informed selection.
4. As a user, I need to know that my credit card information is secure, so that I have peace of mind when ordering from the bakery online.
5. As a user, I need the site to contain a search function, so that I can find what I'm looking for without having to look through every category if I'm in a time crunch.
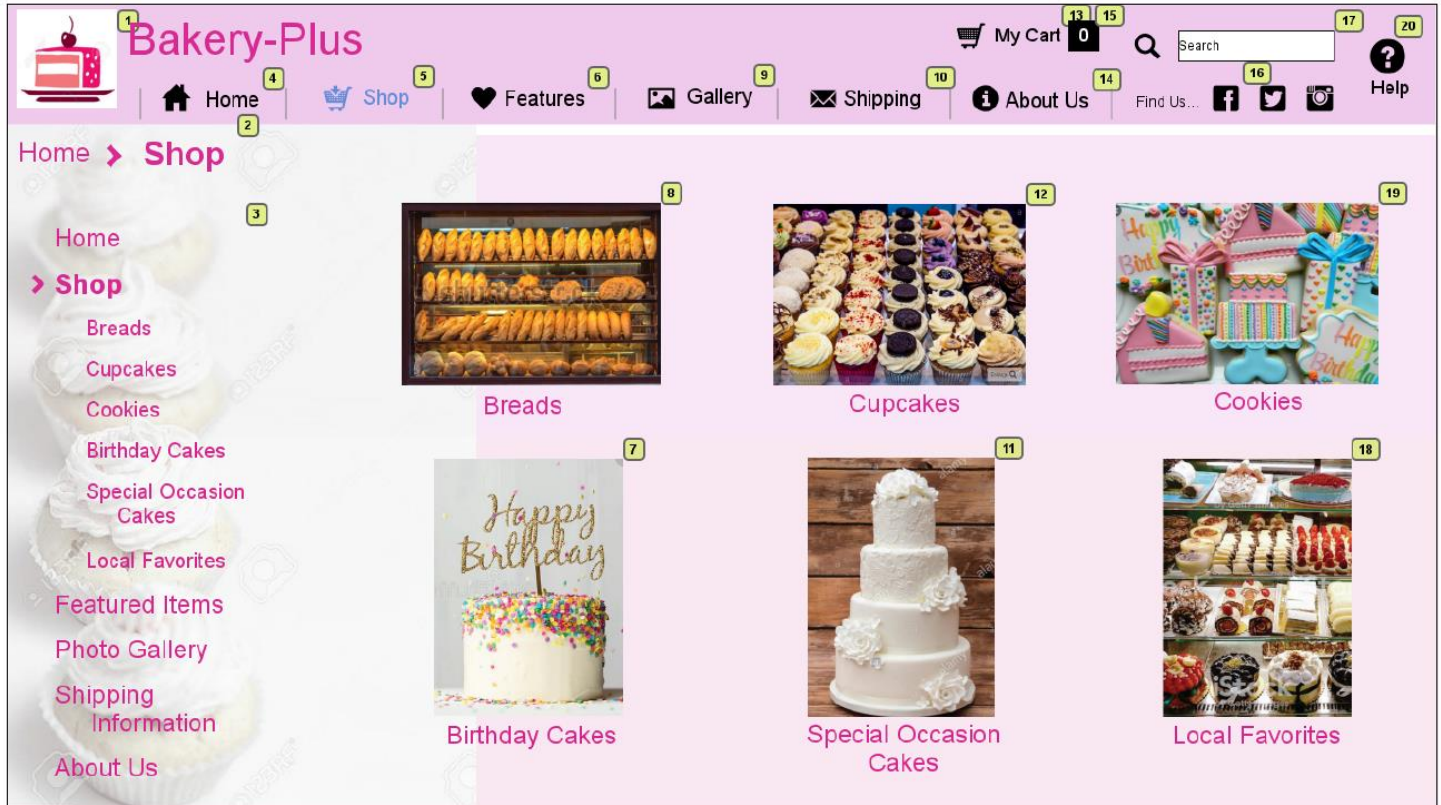
Top 5 User Stories (Developer):

1. As a developer, I need to obtain a list of items and categorize them, so that the site can be organized by categories for users to find items easily.
2. As a developer, I need to create a log in system for customers, so that they can save their personal information for rewards and future orders.
3. As a developer, I need to create a form for new users and guests to enter in their personal information when finalizing their orders, so that this information will be linked to their order and payment information.
4. As a developer, I need ensure that users' personal information and credit card information is secure and can't be manipulated by malicious code, so that users feel comfortable using the site to place orders and make payments.
5. As a developer, I need to create a shopping cart function, so that users can view the items they selected for the total price and to make changes as needed.

Time Estimation

	Hours
As a user, I need the site to display baked items by categories, so that I can easily find what I am looking for.	**4**
Obtain a list of items and categorize	2
Create a "Shop" page showing pictures and links for each category	2
As a Bakery-Plus employee, I need to be able to easily retrieve, add, delete and print ordered items, so that I can fill customer orders in an efficient and timely manner.	**14**
Create an employee access screen to show orders placed online	4
Make order details available in a printable fashion	2
Enable employees to complete orders, moving them to a completed orders category	8
As a user, I need to be able to see pictures of the items along with their prices and descriptions, so that I can make an informed selection.	**16**
Create a page for each item including pictures, flavors, pricing, add to cart and other options	16
As a user, I need to know that my credit card information is secure, so that I have peace of mind when ordering from the bakery online.	**11**
Use industry standards for security for personal information	2
Throughly test for security loopholes	8
Create graphics showing security logo to indicate security measures	1
As a user, I need the site to contain a search function, so that I can find what I'm looking for without having to look through every category if I'm in a time crunch.	**6**
Create a search function to look for site items	4
Make items filterable	2
As a developer, I need to obtain a list of items and categorize them, so that the site can be organized by categories for users to find items easily.	**-**
Already completed in previous list item	-
As a developer, I need to create a log in system for customers, so that they can save their personal information for rewards and future orders.	**16**
Create a personal information form	4
Allow users to save this information by registering	2
Record purchase history for each individual registered	4
Link rewards to purchase history	4
Allow users to redeem rewards for online purchases	2
As a developer, I need to create a form for new users and guests to enter in their personal information when finalizing their orders, so that this information will be linked to their order and payment information.	**-**
Already completed in previous list item	-

As a developer, I need ensure that users' personal information and credit card information is secure and can't be manipulated by malicious code, so that users feel comfortable using the site to place orders and make payments.	-
Already completed in previous list item	-
As a developer, I need to create a shopping cart function, so that users can view the items they selected for the total price and to make changes as needed.	**27**
Create a screen to show users the items they have selected to purchase	2
Allow users to update quantities from this screen	2
Allow users to remove items from this screen	1
Show price of items in cart separately & Total price of all items	2
Add local pick-up or shipping option	1
For local pick-up allow choice of payment	2
For delivery prompt user for delivery address & show shipping options	6
Allow user to select from different shipping options	1
Create form for credit card information based on pick-up/delivery options	4
Have site confirm credit card information and then send order to Active Orders screen	6

Total Hours Estimated for Presented User Stories	**94**
Total Overall Coding Hours Estimated	**120**

Wireframe

Bakery-Plus

My Cart 0 🔍 Search   ❓ Help

🏠 Home | 🛒 Shop | ♥ Features | 🖼 Gallery | ✉ Shipping | ℹ About Us | Find Us... 📘 🐦 📷

Home ❯ **Shop**

Home
❯ **Shop**
   Breads
   Cupcakes
   Cookies
   Birthday Cakes
   Special Occasion Cakes
   Local Favorites
Featured Items
Photo Gallery
Shipping Information
About Us

Breads   Cupcakes   Cookies

Birthday Cakes   Special Occasion Cakes   Local Favorites

1. Image: Clicking this icon or the business name will take the user to the home screen
2. Text: Breadcrumb trail shows the user what selections they made to get to this point in the website
3. Text: These links show the hierarchy of the page and links to the options for the current page
4. Text: Clicking this link or icon takes the user to the Bakery-Plus home screen
5. Text: Clicking this link or icon will take the user to a screen with links to different product types. This is the current screen shown, so it is highlighted in blue
6. Text: Clicking this link or icon will take the user to a page showing the featured item of the day and any current specials
7. Image: Clicking the link or photo takes the user to a page where they can order and view birthday cake options
8. Image: Clicking the link or photo takes the user to a page where they can order and view bread options
9. Text: Clicking this link or icon will take the user to a page showing photos of bakery items with a focus on special occasion cakes
10. Text: Clicking this link or icon will take the user to a page showing shipping information and items that can be shipped
11. Image: Clicking the link or photo takes the user to a page where they can order and view special occasion cake options
12. Image: Clicking the link or photo takes the user to a page where they can order and view cupcake options
13. Text: Clicking this link or icon takes the user to a screen displaying items that are in their cart, along with the total pricing
14. Text: Clicking this link or icon takes the user to a screen showing information about the bakery including their story, business philosophy, location and contact information
15. Text: This icon shows the number of items currently in the user's cart
16. Icon: Clicking any of the social media links takes the user to the associated page for the business
17. Text input: The Search bar allows the user to search for specific bakery items
18. Image: Clicking the link or photo takes the user to a page where they can order and view local favorite options
19. Image: Clicking the link or photo takes the user to a page where they can order and view cookie options
20. Icon: Clicking this link or icon takes the user to the help page

Executive Summary

Cookies and Brownies and Pastries, OH MY! From cookies to tier cakes, Bakery-Plus has you covered, specializing in a wide variety of baked goods. Bakery-Plus has been a household name for years, but now it's time for them to graduate from family favorite to internet sensation. Bakery-Plus will now be offering their fabulous array of delicacies to shoppers online. Not only will you be able to get your Bakery-Plus favorites at their storefront, but you will also be able to ship fresh baked goods to anyone across the country.

This is an exciting time for your business. You are growing, expanding and joining the ranks of the countless others who have taken their businesses online. We understand that although this is an exciting time for your business, it is also full of uncertainty and apprehension. We have helped countless businesses in exactly the same situation, create beautiful web designs that highlight their products and logically organize them for customers.

Our plan is simple. We will create stunning graphics and pair them with photos of your beautiful baked goods. We will then describe your products to the user in a way that makes them practically irresistible. "Bakery-Plus brownies are heavenly, rich chocolate morsels topped with luscious buttercream frosting. They are better than Grandma's, but we won't tell her if you agree." We will then create a user interface that users can easily navigate to find their favorite items, add them to their digital shopping cart and checkout. We will create a simple and secure checkout system, allowing your customers peace of mind when ordering their products. Customers will be raving about the simplicity of the ordering process and about your baked goods.

Not only will you be allowing current customers the ability to order your good online, with your new shipping options, anyone across the U.S. can access and order your products. You aren't just opening up your business to your customers online, you are opening up your business to the country. With that said, it is important to get it right. We have the knowledge and know how to provide you with a professional looking and functional website that will exceed the expectations of your customers. Our staff has the experience you need to make your dreams a reality.

We can't wait to work with you. We are already planning your site and can't wait to share all of our ideas with you. Our staff will work tirelessly to take your business to the next level and provide you with the functionality you need. Competitors often make similar promises, but when they deliver, clients are left unimpressed. Our previous clients rave about our work and get compliments about their sites from their customers daily. We estimate your project will take roughly 12 weeks for completion and cost you only $7500. The benefits you will reap from this investment will make this sum seem small. Our aim is to increase your sales by 100%, at minimum.

We want to be a part of your next big adventure. We want to help you reach out and show the world your brand. Your products deserve to be on display, and that's exactly what we are going to do. This may all sound overwhelming and challenging, but we face these kinds of challenges every day and have an outstanding record of coming out on top. We aren't afraid to face this challenge, are you?

Proposal

BAKERY-PLUS

WEBSITE PROPOSAL

ROCHELLE MARKHAM
4/15/2020

OBJECTIVE

The goal of this site is to increase Bakery-Plus' sales by over 100% by ushering them into the digital age. We plan to create a site that shows off the best of Bakery-Plus' products and allows customers across the country order these products. We are not only creating an online presence for Bakery-Plus, we are introducing them to the world.

TIMELINE

Week 1: Research and gather materials and product photos

Week 2: Site Security

Week 3: Wire Frames

Week 4: Finalize Wire Frames and present prototypes

Week 5-7: Site Coding

Week 8: Site Approval and Changes

Week 9: User Testing

Week 10-11: Finalize & Make Changes indicated by user testing

Week 12: Launch Site

COSTS

Item	Cost
Site Layout and Graphics	$1500
Site Security Measures & Coding	$1000
Online Items Database	$1500
Online Ordering Functionality	$2500
User Testing	$1000
TOTAL	$7500

PROCESS

We estimate that within 12 weeks your site will be completely built, tested, secured and ready to hit the gates running. We will stay in constant contact with you and adhere to the timeline above to make this goal a reality. We can't wait to help your grow your business and realize the benefits of having your own website and ordering system.

SAMPLE WIREFRAME
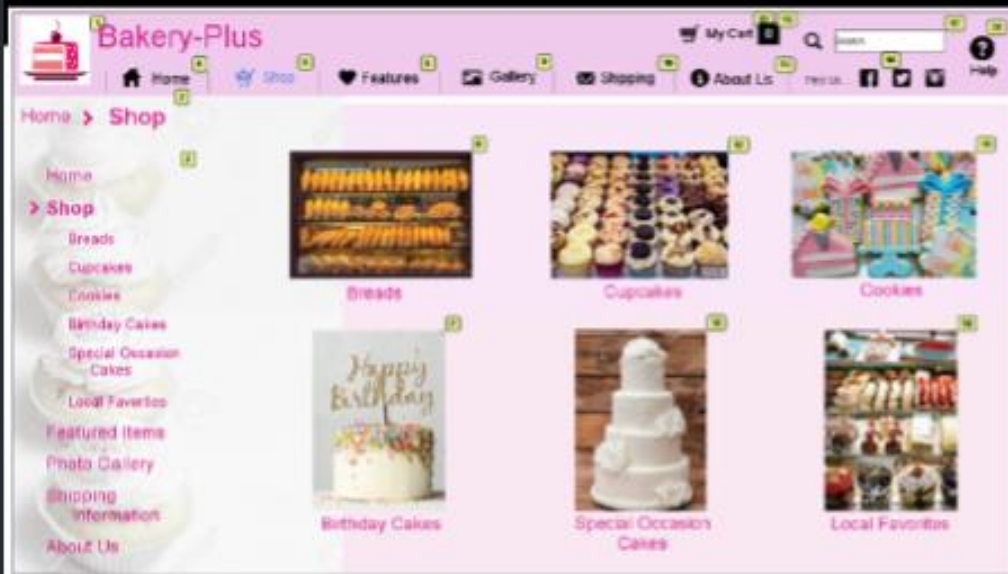
1.Image: Clicking this icon or the business name will take the user to the home screen

2.Text: Breadcrumb trail indicates the users location within the website

3.Text: These links show the hierarchy of the page and links to options for the current page

4.Text: Clicking this link or icon takes the user to the Bakery-Plus home screen

5.Text: Clicking this link or icon takes the user to a screen with links to product types. This is the current screen & is highlighted in blue

6.Text: Clicking this link or icon will take the user to a page showing the featured item of the day and any current specials

7.Image: Clicking the link or photo takes the user to a page where they can order and view birthday cake options

8.Image: Clicking the link or photo takes the user to a page where they can order and view bread options

9.Text: Clicking this link or icon will take the user to a page showing photos of bakery items with a focus on special occasion cakes

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MEET THE TEAM

ROCHELLE MARKHAM
PROJECT MANAGER

JANE DOE
WEB DESIGNER

JOHN DOE
WEB DEVELOPER & IT TECH

Assumptions:

- I assumed that shipping would be across the nation, rather than just local delivery.
- I also assumed that shipping meant through the mail, rather than a delivery service.
- I assumed that only a selection of the goods they offered would be able to be ordered online. For example, for large cake orders, customers could view options online, but would still have to come in to the storefront to place orders and finalize details.
- I assumed that very large orders over a certain number of goods or a certain price, would require the customer to call in the order or to order at the storefront. (ex: 5,000 dinner rolls).
- I assumed that Bakery-Plus might offer discounts or consider donation of items for charity events.
- I made assumptions about the types of products that Bakery-Plus carries, including custom cakes, cookies, brownies, breads, etc....
- I assumed that Bakery-Plus has some sort of marketing team or person that would be able to access the site to make changes to specials.
- I assumed they would offer cakes for a variety of genders, age ranges, and events.
- I made the assumption that they would allow cakes to be personalized.
- I assumed that they would keep pictures of their previous cake designs and possibly keep positive customer feedback.
- I assumed Bakery-Plus may have affiliates that they have worked with for events and that they may want to provide users with links to their affiliates' sites.
- I assumed that shipping items would be something new they were starting with the launch of their website, rather than something they were already doing, but now offering online.

Accessibility and Standards Considerations

I adhered to several standards when designing the wireframe for this website. I utilized standard icons to indicate the functions of the main navigation links. I also used the shopping cart icon and "My Cart" label to display the link to the page showing the items the customer wished to purchase. I also used standard logo links to show the user how to find the business on social media. I used a breadcrumb trail to display the user's location within the site. I also used the standard sidebar layout to show the hierarchy of the links for the page, showing the main navigation as well as the individual links within the "Shop" section. The search bar is also in a standard location and uses a common search icon and common styling.

In designing elements for this site, I would make sure that all of the photos on the site had alt text defined. The site doesn't have too many complex elements, so making sure that all elements have focus would be an issue that I would address as the site was built. I also checked on my color choices to make sure that the site wouldn't have any issues for people with color-blindness. I used colors that had good contrast to make sure that people with impaired vision wouldn't have a hard time viewing my site. Taking these considerations into mind, I believe my site would meet accessibility requirements and wouldn't exclude any users from enjoying the Bakery-Plus website.