

Website Proposal for Sweet LionHeart

Sweet LionHeart is a bit of a modern take on an online bake shop headed by Nikki Symons since 2015. With custom cakes, cupcakes, cookies, and treats being the brand's specialty, Sweet LionHeart is renowned for their creativity, innovation, and positive message. To expand the brand and engage your customers aggressively, you'll need a stand-alone website that will function as a marketing channel and webstore at the same time."

Aims:

- Establish a powerful online presence" Sweet LionHeart And the clients who would like to find your stores.
- Highlight products, story, and values of the bakery.
- Minimize clicking for customers to explore the products and to reach the bakery or locate the bakery.
- Create the framework for future e-commerce capability (such as online ordering, and payments

Target Audience:

- Cake lovers and foodies looking for unique, custom-designed cakes.
- Event planners and families searching for cakes/treats for special occasions.
- Young professionals and social media users who value creativity, aesthetics, and Instagram-worthy products.

Web Structure:

1. Home Page (SweetLionHeart.html)

Welcome to Sweet LionHeart!

We're so glad you're here. Picture the smell of freshly baked cakes and the joy of discovering something sweet and beautiful—this is what we're all about. On our home page, you'll get a taste of who we are, what makes us special, and a peek at our favorite treats. We hope you feel right at home!

2. About us (About.html)

Our Story & Our People

Every cake has a story, and so do we! Here, you'll meet the dreamers and bakers behind Sweet LionHeart. We'll share how our founder's passion for creativity, innovation, and

positivity turned into a bakery that's as much about people as it is about pastries. Get to know our team, our values, and why we pour our hearts into every bake.

3. Shop (Shop.html)

Treat Yourself!

Ready to find your next favorite cake? Our shop page is like a window into our kitchen—full of tempting photos, mouthwatering descriptions, and a “View Cake” button for every treat. While we're not quite ready for online orders, you can browse, dream, and plan your next celebration with us. (And yes, we're working on making it even easier to order soon!)

4. Contact Us & Location (ContactUs.html)

Say Hello or Drop By!

We'd love to hear from you—whether you have a question, want to share some love, or just feel like chatting about cake. Our contact form is simple: just your name, email, and message. You'll also find our bakery's address in beautiful Cape Town, and soon, you'll be able to find us on Google Maps too. Don't be a stranger!

Design Approach:

- **Style:** Clean and elegant layouts to reflect on the bakery's chic and playfulness.
- **Navigation:** Directions and map on the contact page.
- **Responsiveness:** For it to be accessible in all devices.
- **User Experience:** Simple and minimal clicks.

Technology:

Languages that will be used consist of:

- **HTML:** For structure.
- **CSS:** For style, colour and layout.
- **JavaScript:** For interactivity

Benefits:

- To make it easier for customers to find, connect and inquire about the products and services.
- Strengthen the brand of the business.

- Can showcase products online for easy purchase.
- Builds a foundation for future online sales.

Timeline:

- **Week 1:** Design website and structure using HTML.
- **Week 2:** Add different pages with descriptions and (pictures where necessary).
- **Week 3:** Add style/colour with CSS.
- **Week 4:** Final testing.

Conclusion:

This proposal outlines the creation of an elegant, modern and functional website for Sweet LionHeart. It will reflect on the creativity and sparkle that define the brand.