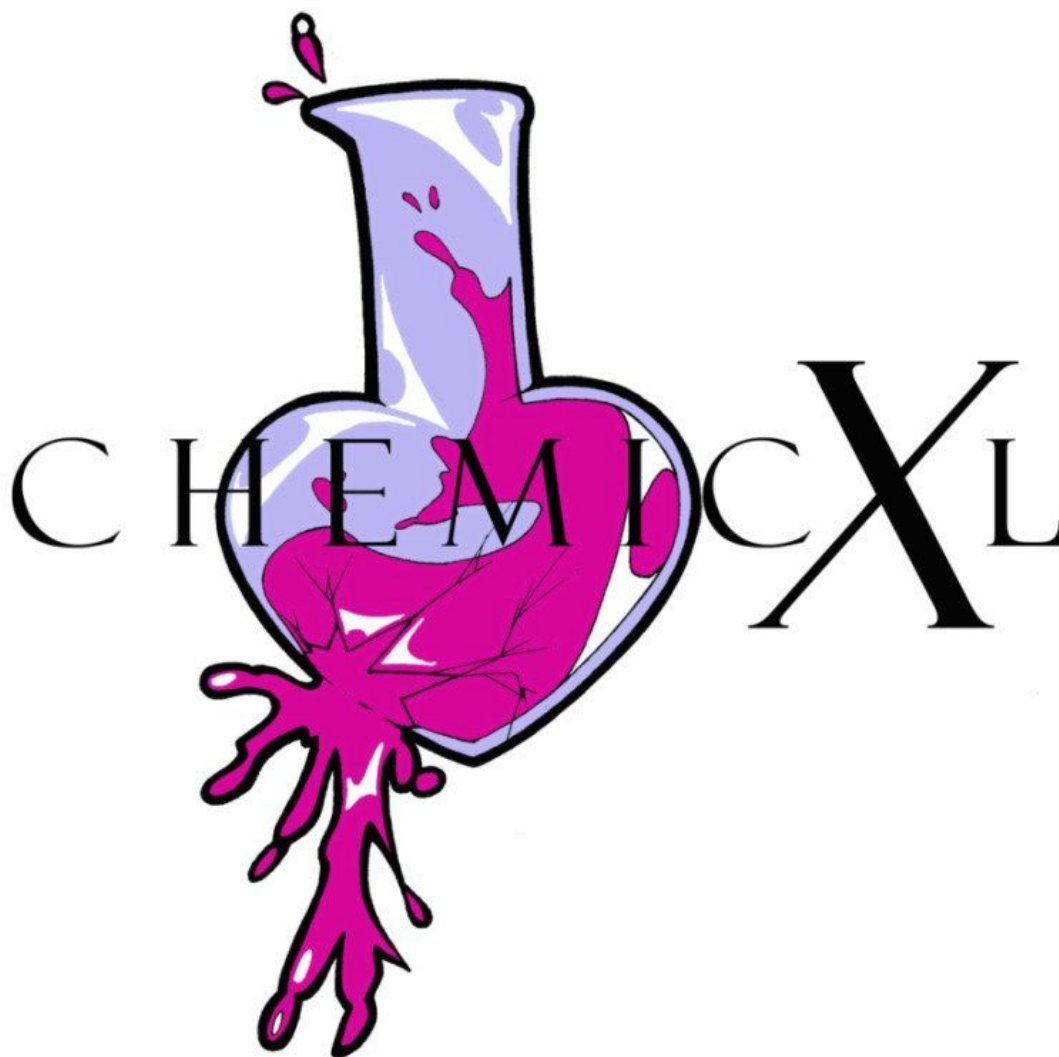


Chemical X



Team 4:

Tangirun Mannan

Maznoon Mannan

Tareq Mannan

CREATIVE BRIEF

1. Introduction

Chemical X is created and owned by the CEOS of Mannan Inc. It was made in May 2018.
The CEOS and founders are:

Tangirun Mannan: tmannan314@gmail.com

Maznoon Mannan: mmannan93@gmail.com

Tareq Mannan: tareqmannan@gmail.com

2. About "Chemical X"

We are dedicated to providing consumers with an efficient subscription service that takes the guesswork out of baking. We provide sustainable locally sourced ingredients that are free of GMOS and harmful chemicals/pesticides. We want to enable our consumers to learn how to bake for their lifestyle, whether you're diabetic, gluten-free or vegan. To take the stress out of the overwhelming amount of choices, we match deserts to you based on your profile as well as the approval rating of the desert based on a "like" and "dislike" rating. We hope to partner with Amazon Fresh or Google Express to deliver the wholesome ingredients to our consumers.

3. Target Audience

- Beginner and Intermediate level Bakers.
- Busy people who don't have time to cook.
- People who don't know how to bake or use the ingredients catered to their dietary needs.
- People who prefer to know where their ingredients are sourced from and how they are grown.

4. Website activities and objectives

We would like the general user to participate in the following activities/objectives on our website:

- Create a profile and add recipes to their individual profiles
- Like or dislike a dessert recipe to generate a dessert profile history
- Get matched to a variety of desserts according to prior liked desserts
- Sign up for our subscription service and choose recipes to make for the month
- Bake using our ingredients that we deliver to you
- Use your prior social media profiles to document your creations and link it back to us

These activities would tie in to our website's objectives:

- Build up our online community
- Raise publicity about our subscription service
- Contribute to our like and dislike rating system
- Contribute reviews and comments to our recipes
- Share and like our recipes to friends and family
- Broaden our company's public image

5. Navigation Structure

- I. Home
- II. Recipes
 1. Cakes
 - A. Carrot Cake
 - B. Black Forest Cake
 2. Pastries
 - A. Brownies
 - B. Vanilla Macarons
 3. Pies
 - A. Apple Pie
 - B. Pecan Pie
- III. Pricing

6. Website Features

Our website contains:

- Social Media APIs
- Google Font API
- Form for Reviewing
- Pricing Form & Button
- Dessert images
- Responsive Webpages with Bootstrap
- Logo linking to home page
- Like and dislike button
- Matching jQuery toggle button and images
- Carousel & Jumbotron with Parallax
- Icons
- Tabs with CEO profiles and avatar images
- Ads
- Sticky Navigation bar with drop down menu

In the future we would like to include:

- More Ad opportunities
- More categories
- Sign in profile page
- Check out page
- Create our own social media accounts
- Improve our rating system

7. Competitor Websites

- Blue Apron
- Homemade Meals
- VegOut City Box
- My Bakers Box
- Red Velvet NYC
- Mix Box by Homemade Bakers
- Prep To Your Door
- The Innocent Baker
- SoBakeable
- The Baker's Dozen

8. Design

Our design inspiration is based off the name of our website, "Chemical X." Since we are promoting the fictional substance that gives the characters in show "Powerpuff Girls" their superpowers and intelligence we decided that the layout of our site should reflect this. We are a bakery subscription site so we chose to go for a more edgy cute look for a more modern aesthetic. We chose pastel blues, pinks and greens to represent Blossom, Bubbles and Buttercup. To show off the dark edginess aesthetic of "Chemical X," we used pastel purples and some black to represent Mojo JoJo. We kept this design format for all our recipe pages as well but to increase the cuteness factor we included bakery print banner images. We used the Google API font Modern Antiqua, because we felt it perfectly exemplified the blend of contrasting styles that we wanted.