

Assignment 3

Section 1: Description of the Business

The business I have chosen a retail business that is a bakery, named under Perry's Bakehouse. This business is selling baked goods like cakes, cupcakes, muffins, bagels, and so on to the customers. As this is a startup, most of the customers would be local people and some of the small companies as well who can place an order to the bakery for a handful of special events. Moreover, this bakery would have a special collection of cakes for weddings and birthday parties. Furthermore, in order to grab the attention of more and more customers, the bakery would be providing a number of additional services like home delivery at a low cost. So, during this beginning phase, the bakery mainly emphasizes maximizing its reputation.

Considering the growing concern of individuals towards the hygiene, the bakehouse would ensure proper hygienic environment for the employees as well as customers.

(Section 2 that is wireframes is on the next page)

Section 2: Wireframes



Assignment 3



PERRY'S
BAKEHOUSE

MENU GALLERY WHY US CONTACT



MENU

-Pick Up Any Of Your's Choice And Contact Us For Cash On Delivery Of Sweets



BAGELS



CUP CAKES



PASTRIES



MUFFINS



CAKES



WEDDING CAKES

Hours:
Monday - Friday: 7am - 5pm
Saturday: 8am - 4pm
Sunday: Closed


Find us



Phone: 780.478,1218 Fax: 780.487,1428

Menu Page

Assignment 3

 PERRY'S
BAKEHOUSE

MENU GALLERY WHY US CONTACT

Contact Us

You can contact us for your special order or with any question. We are always glad to help you out and take your special orders. Feel free to provide your feedback for the Perry's Bakehouse.

Name

E-mail

Message

SEND




Hours:

Monday - Friday: 7am - 5pm

Saturday: 8am - 4pm

Sunday: Closed

Find us



Phone: 780.478,1218

Fax: 780.487,1428

Contact Page

Section 3: Feature/Content Explanations

Let's explain those features/content first that common in all the 3 wireframes:

- **Navbar:** On the left side of the there is a logo and the name of the bakery that is in actual links to the landing page. Furthermore, on the right side, “Gallery”, “Menu”, “why us”, “Contact” that are also the links to the corresponding items on the webpage.
- **Footer:** This would be a jumbotron that contains the information of the days and hours of opening and closure of the bakery. Apart from that, icons of Instagram, Twitter and Facebook are also present here. Although, these icons wouldn't work for now, there is a popover on each of the icons indicating which social media app's icon is it.

Landing Page:

- There would be a jumbotron with a carousel just below the navbar consist of the name of the bakery and a line that is “Make your special events more special with us”. Along with this, there is a button saying “Contact us” is also available, that takes the visitors to the contact page. Owing to the use of carousels the image behind the content would automatically alter.
- Next is the photo gallery that contains images of handful of products offered by the bakery Moreover, these images also have a hover effect that is with hover content related with the corresponding image would pop up on the screen.

Menu Page:

- A jumbotron with a background of an image articulates the heading of the page that is “Menu” to the customers so that whenever they access the website they can clearly see that this is the menu page. Besides that, another

information included in this jumbotron is that the bakery offer cash on delivery of goods.

- The menu is designed in a way that all the items available in the bakery are cards with an image and the name of the corresponding item. Moreover, on click, the pictures of the products related to that image would pop up with their respective prices.

Contact Page:

- Likewise the menu page, Contact page also has a heading that aids users to know that they can contact bakery via the form given under the header. Into the bargain, some content is “You can contact us for your special order or with any question. We are always glad to help you out and take your special orders. Feel free to provide your feedback for the Perry’s Bakehouse”. This content is to ensure users that how curious Perry’s bakehouse is to hear from them any feedback or question as well as to take special orders.
- Next is the form that enables users to contact the bakery for their special orders and feedback. Zooming further towards the form, there are labels that illustrates the users what goes where and with corresponds to each label, there is a textbox where user add their information in order to get in touch with the bakery. However, in case of message, there is text area that gives users more space to give their review or to make any special request. In addition, there is a button (“Send” would be written on it) that would send all the information filled in the form to the Perry’s bakery email address so that the bakery can access all the information.