Task Breakdown

Name: Austin Leung

Web Development Project
Task Breakdown

Task	**Date Due (Planned)** *When you intend to complete the task*	**Date Due (Actual)** *When you actually completed the task*
1. Create user story backlog	3/18/19	3/18/19
2. Create low fidelity wireframes	3/19/19	3/19/19
3. Create mid fidelity wireframes	3/19/19	3/19/19
4. Create basic code structures for html, css, javascript files	3/21/19	3/21/19
5. Figure out images to use and how they will be incorporated	3/21/19	3/21/19
6. Custom orders feature	3/22/19	3/23/19
7. Page with two occasions	3/23/19	3/23/19
8. Visitor inquiry form	3/23/19	3/23/19
9. Contact information, map, and visiting hour graph	3/24/19	3/23/19
10. Mobile compatibility and create high-fidelity wireframe	3/24/19	3/26/19
11. User testing and revising	3/25/19	3/26/19
12. Additional Feature	3/25/19	3/26/19

User Stories

Web Development Project Butterwood Bake Consortium User Stories
Austin Leung

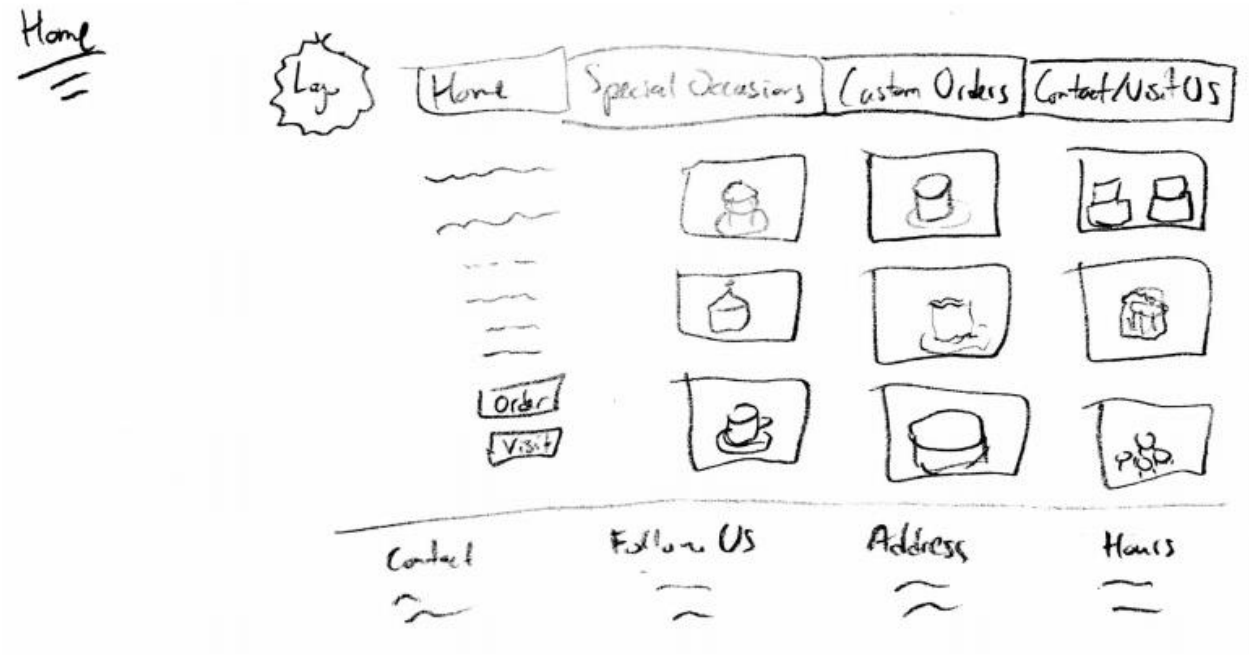
Web Development Project User Stories			
#	As a/an	I want to...	so that...
1	frequent customer	find the custom order form	I may order a pie
2	person that has been recommended the bakery	look at pictures of the bakery's food	I can decide whether I would like to try the food
3	person planning a trip to the bakery	find the address and hours	I may find directions to the bakery on Google Maps and figure out when to go
4	customer who has made an order	find the bakery's phone number	check to see if my cake is ready
5	person planning a birthday party	learn about birthday cakes and custom testimonials	I can decide whether to order from Butterwood
6	businessman who wants to invest in the bakery	contact management	the message can be conveyed
7	social media user who loves cake accounts	find the instagram page	I may follow it
8	visitor short on time	find the downtime for the bakery	time is not wasted waiting at the bakery
9	skeptical potential customer	find articles about the bakery	I can see what food critics say about the bakery (as well as recommendations)
10	cake lover	view videos on how cakes are made for different occasions	I can learn more about how bakeries work

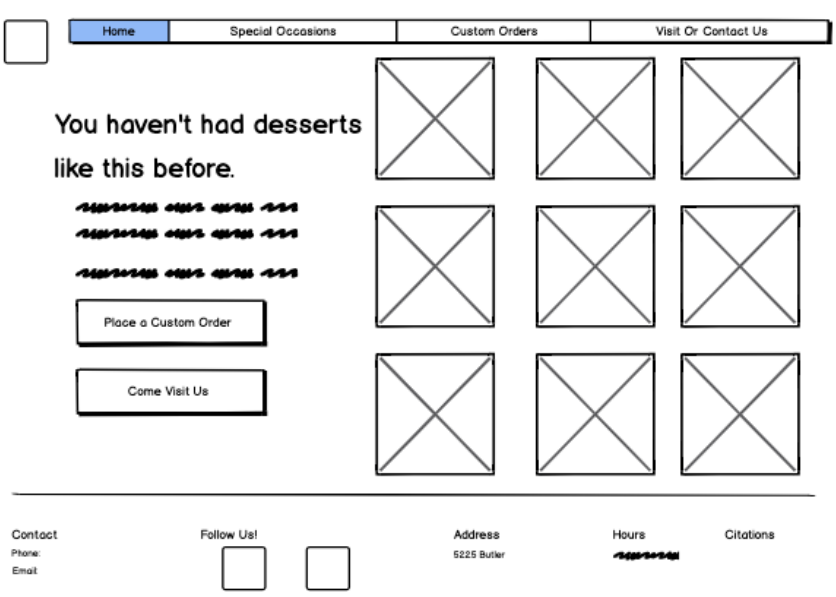
Website Design and Information Architecture

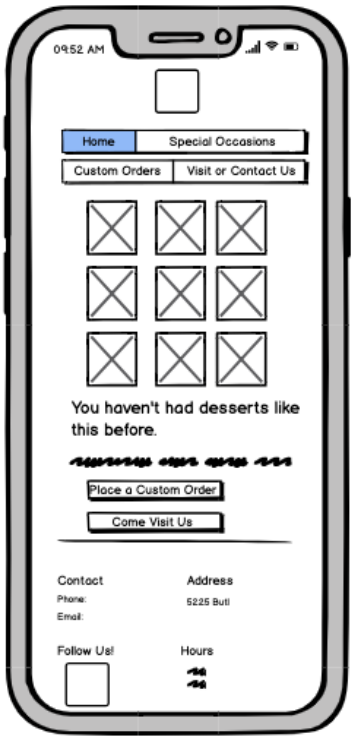
The goal of my website was for new visitors to be directed to what they wanted (based on the user stories I created) from the home page with minimal scrolling and navigating between pages. I made a nav that could take the user to the three other pages as well as linking them to pages based on a couple of buttons with verbal actions. I tried to keep the pages simplistic in terms of amount of text as to not put too much of a cognitive burden on the user. The bulk of the information is concentrated in the special occasions page if sought out. The primary information architecture approach used in these pages is visual hierarchy as splitting elements by columns, rows, borders, and colors can differentiate or group them. For example, the “Visit or Contact Us!” page shows a table for visiting the bakery on the left and a form for contacting on the right. They are grouped in a row with similar borders which makes sense for the user as they fulfill the primary two uses suggested by the title in the nav.

Wireframes

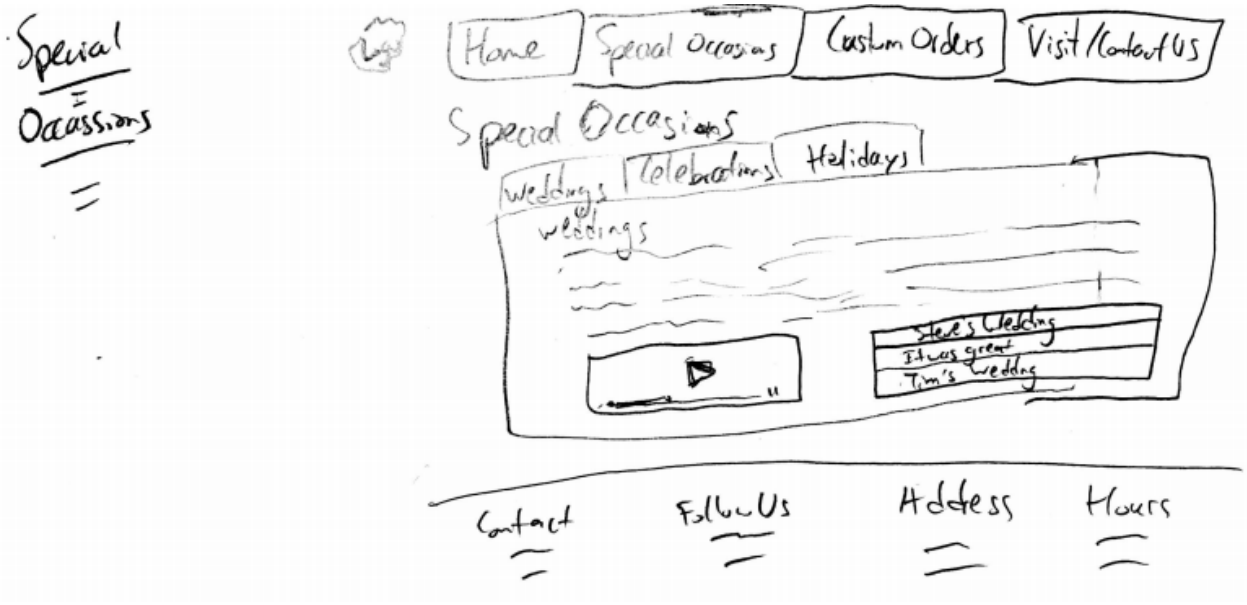
Home

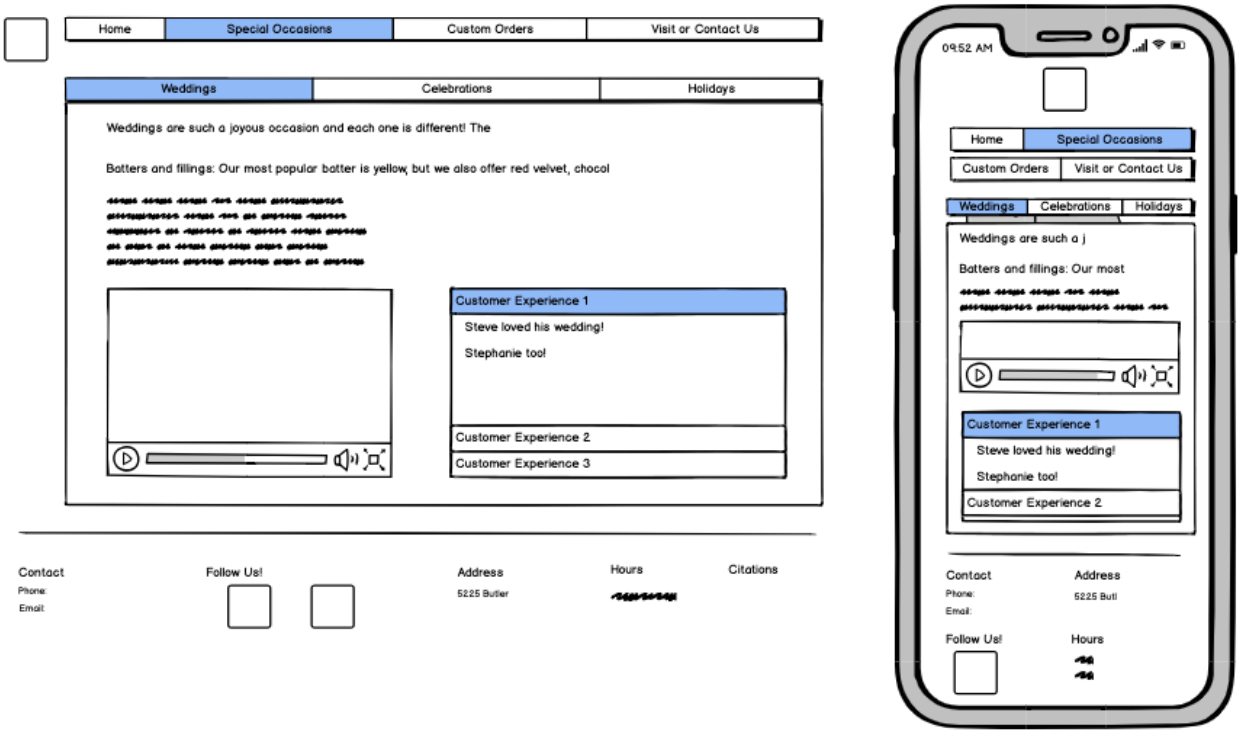




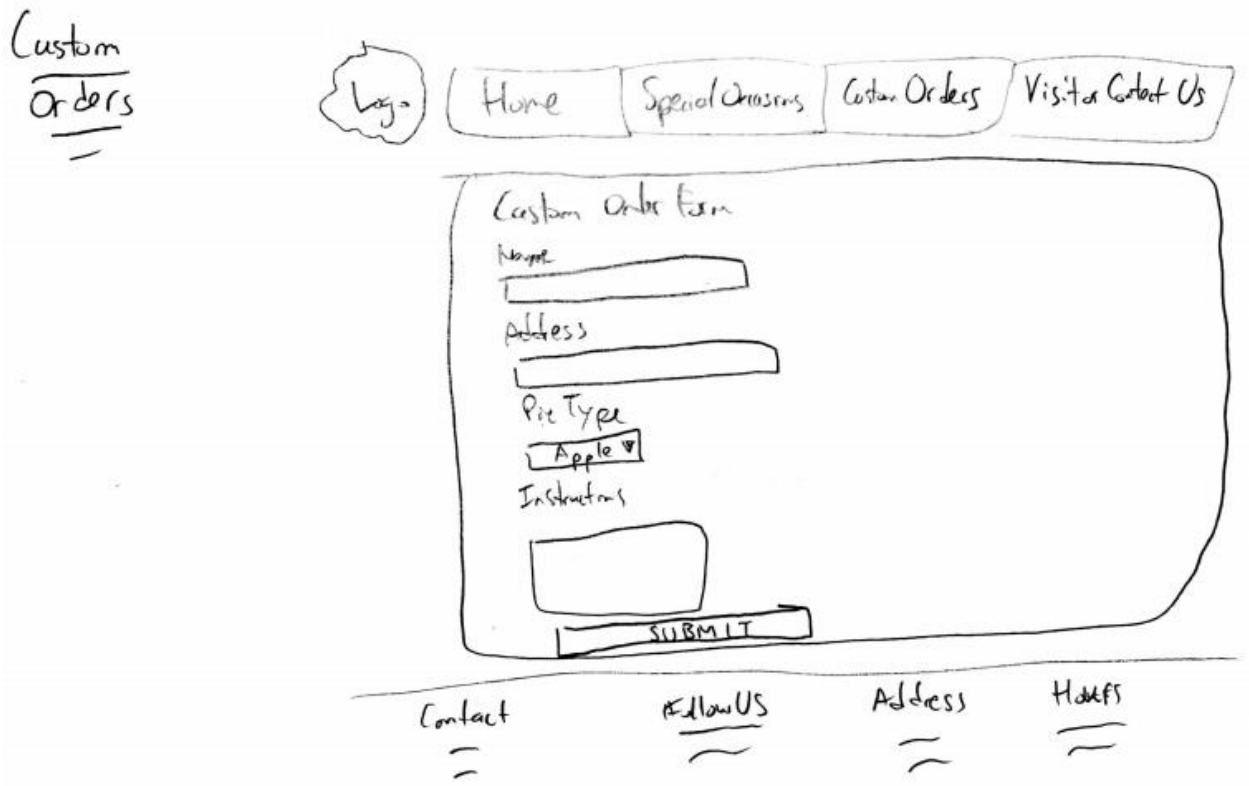


Special Occasions





Custom Orders


Custom Orders
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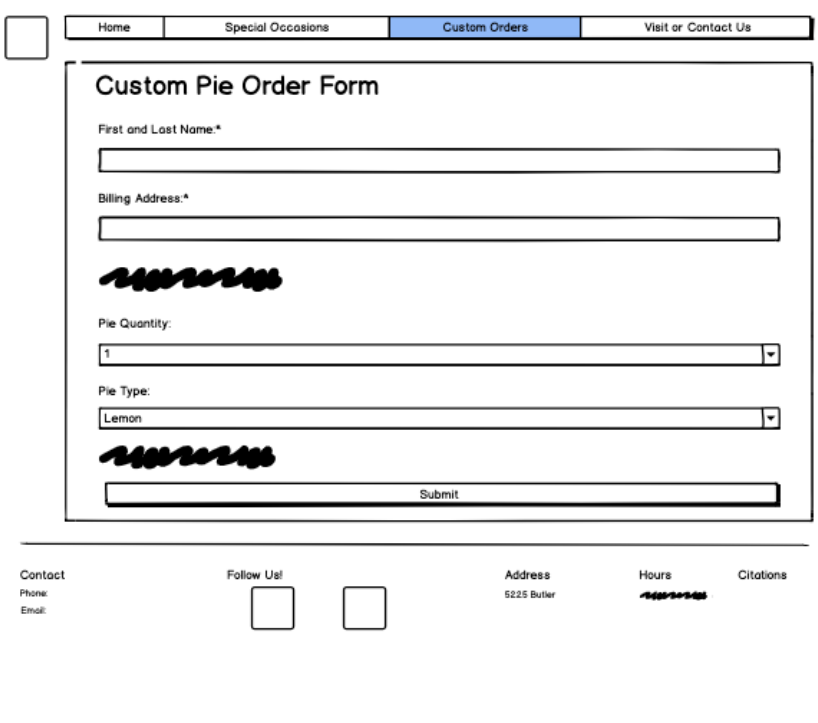
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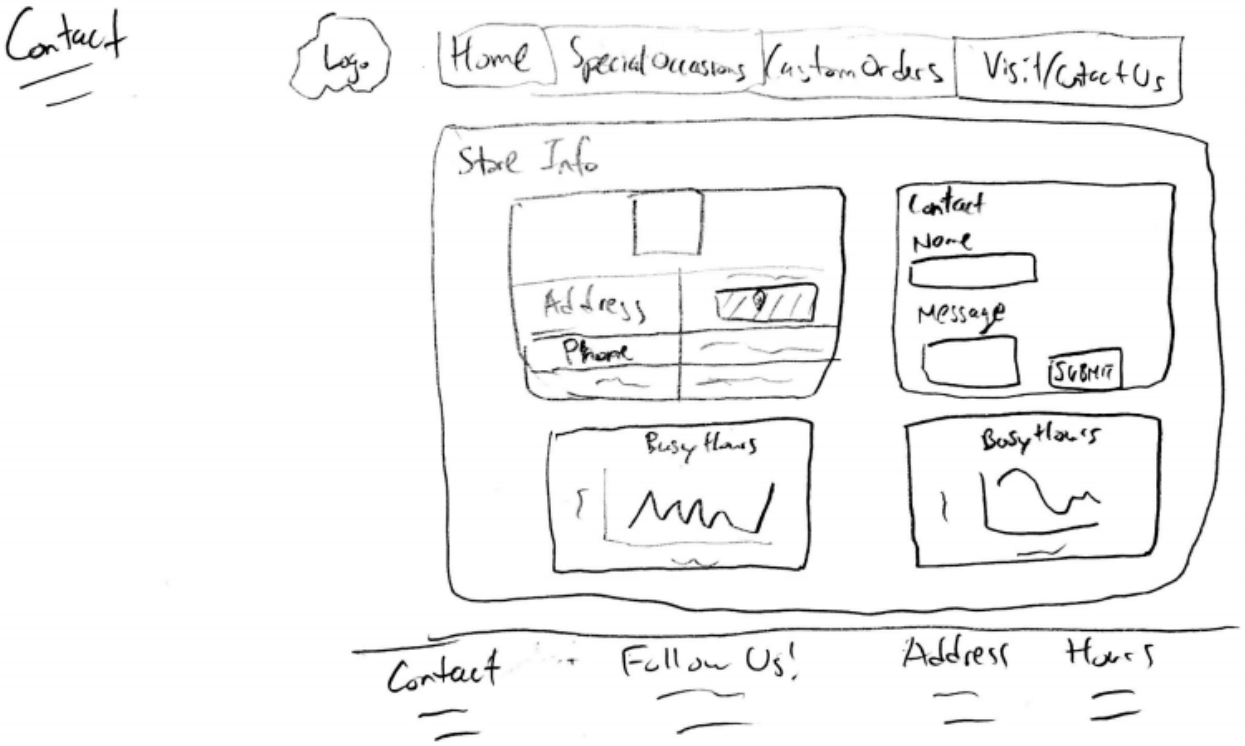
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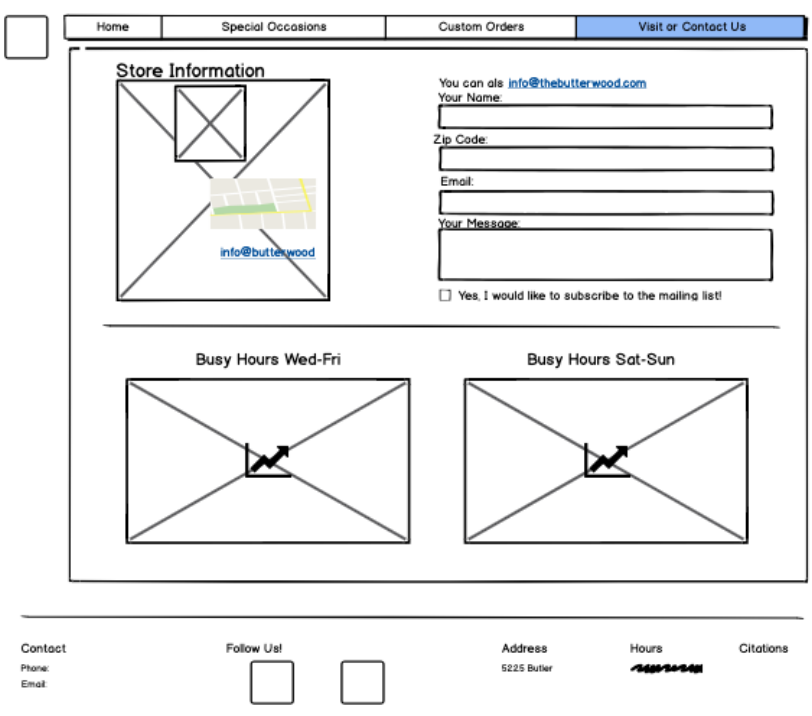
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