## Web Project – Concept & AnalySIS

##### Your name: Aizada Azirbayeva Describe the client of the website: Bakery Lovers, customers who wants to order Birthday party pastries, cakes. Name of the Website: Aiza’s Bakery Website Goals:

##### Provide information about our shop, our variety of pastries, drinks, and let people know that we also taking orders for birthday events.

Intended Users of the Website

Target audience: walk-in: coffee/pastry lovers, cozy place to meet your old friend or place to spend a pleasant Sunday morning; events: birthday cakes and cupcakes purchasers. `

Income Level: Middle class

Age: 20 +

Internet Connectivity: Wi-fi, cable modem, can be used on all devices such as mobile phone, tablet and via desktop.

Website Visit Scenarios

**Website Scenario #1** My daughter’s 8th birthday in 2 weeks, we planned the party and only the cake hasn’t been ordered yet. I went online to search for bakery, found a website with a very cute cupcake. On the website I checked their gallery and of course the reviews which sounded very promising. Checked the separate page “Birthday Party Menu” and chose my daughter’s favorite strawberry flavored cake and cupcakes as well.

**Website Scenario #2**: Just moved from LA to New York, my school friend Allison wanted to stop by, I decided to look for some cozy place in the neighborhood. On the website I clicked a page “Shop Menu” to look at their variety and prices, stopped by the gallery to check how is the shop looked alike.

Competitor Analysis:

1.Colson Patisserie https://www.colsonpastries.com

1. It is a company that serves baked goods, salads and has 3 type of businesses, walk-in shop, online shop and the caterings.
2. I did not like the home page because it seemed too much, too many pictures, pressure for eyes, but from the other perspective I liked that all of the pastries and cakes on that home page were actually available for sale. I also liked their variety of pastries for catering, the actual cake pictures, which also showed how the cake looks from inside. Prices for catering looked decent, but there were no price tags for the in-store items(dislike).

2.Mah Ze Dahr https://mahzedahrbakery.com/weddings/

1. It is a high-class bakery, they make only sweet staff. They make modern-style wedding cakes.
2. I like that their website actually tells you who their target audience is and I can tell they are targeting wealthy people. Their dark blue and a white contrast makes the website look very expensive, luxury. Unfortunately, I would probably want to see pictures of some of their customers, but maybe that is the idea to show that your order will be exclusive.