

Cake Website

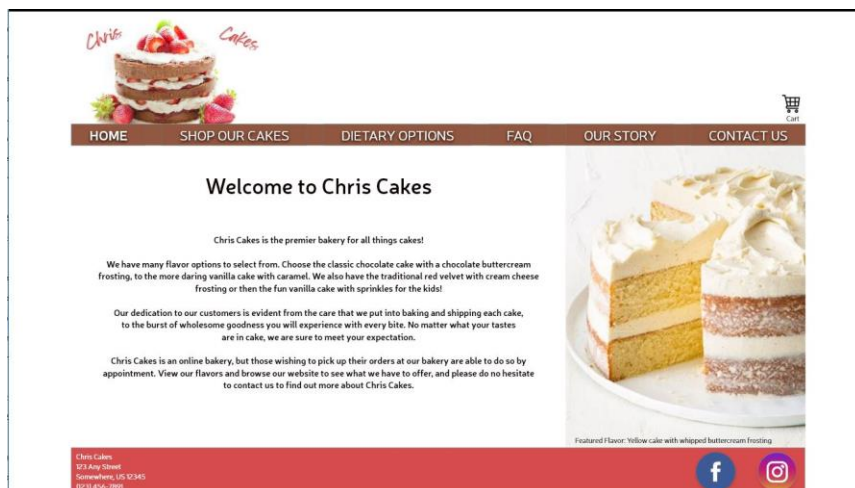
October 2022 – December 2022

I was the lead researcher and designer.

The goal was to design a prototype of a cake ordering website.

I completed research on various competitor's websites. I noticed the layouts, colors, and ease of ordering. The biggest challenge was organizing the various cake options into something that was a good flow for the user.

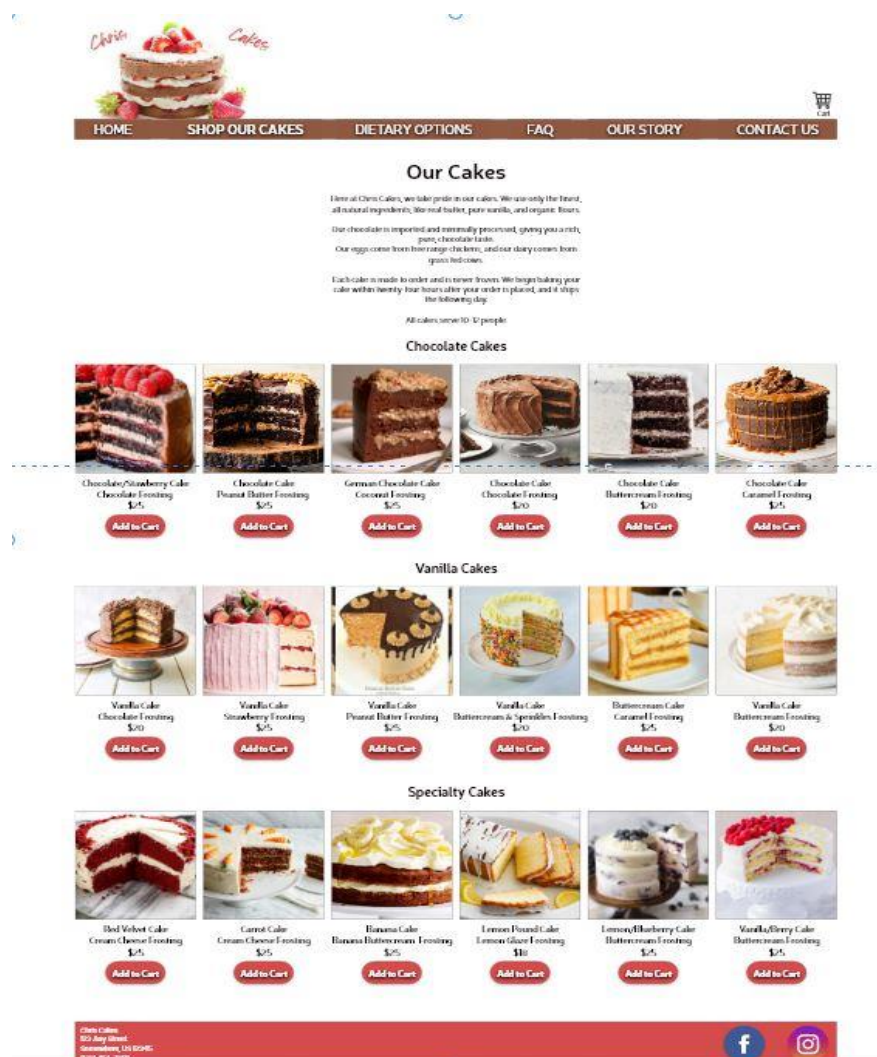
With this website the user would be able to easily see the different flavor options, serving sizes, and pricing. A FAQ also answered many of the questions the consumer would have regarding the cakes.



I designed the website with a more traditional layout. The homepage is simple, with quick information that the user can quickly read.

The navigation bar along the top makes it easy to navigate the site.

The colors for the website are pulled from the logo. Text and colors were also matched for accessibility.



One aspect that I had to consider with this website was the amount of information that needed to be organized in a clear and concise manner.

Using a grid layout allowed me to showcase the various cakes options complete with photos. The description under each photo gives the cake and frosting flavor as well as the price. Each cake has the same number of servings, and this is indicated in the paragraph at the top of the page.

An “Add to Cart” button is available to complete “quick buys.”

The same grid style is also used on the responsive website design.

A fly out menu is utilized with the responsive website design for easier navigation.

I kept the design and layout clean and simple, with the user flow following a traditional and expected path.

