**Requirement and design: Toronto Cupcake**

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**Goals**

The primary goal of this project is to create a visually beautiful and user-friendly experience that invites users to explore the bakery's delectable cupcakes and streamlines the online purchase procedure is the main objective of the Toronto Cupcake website overhaul. In order to do this, usability problems like the misplaced mobile menu will be fixed, a responsive design will be put in place, and the entire visual will be updated to better represent the essence of the business.

Users will be able to quickly locate information regarding flavors, ordering options, and the history of Toronto Cupcake thanks to the clear navigation.

A simplified online ordering system with clear descriptions, customization choices (quantities, flavors, delivery), and secure payment processing will make transactions easy and spark cravings for the cupcakes.

**Audience**

Foodies and Dessert Enthusiasts: These people enjoy unusual and delectable flavors, and they probably keep up with the latest trends and try out new foods.

Prospective Corporate Clients: Businesses interested in cupcake bouquets, large orders for corporate functions, or presents for clients make up this audience.

The following is the secondary audience for the redesigned Toronto Cupcake website: Canadian cupcake enthusiasts: Although not the main goal, a larger audience might find the website through internet searches and possibly place an online order or, if applicable, visit a physical store in the future.

**Client**

While details like contact information and establishment year are unavailable on the current website, Toronto Cupcake appears to be a local bakery specializing in delicious, high-quality cupcakes. Toronto Cupcake likely desires to increase brand awareness, attract new customers, and solidify their position as the top destination for cupcakes in the GTA. Additionally, they might be considering the possibility of opening a physical store in the future. Their desired brand image is friendly, creative, and focused on offering visually appealing and delicious treats.

**Constraints**

**Website Maintenance:** Due to the website being maintained by the client themself, the information architecture should prioritize static content that won't require frequent updates.

**Technical Specifications:**

**Browser Compatibility: The website should be accessible on all modern web browsers.**

**Responsive Design: Pages of the website should be responsive and adapt to multiple screen resolutions.**

**Project timeline: The redesign of this website must be completed within a specified timeframe decided by team members. No additional personnel can be brought onto the project.**

**Accessibility: The website should be accessible to users with disabilities.**

**Page Structure for Toronto Cupcake Website**

**Home Page**

**Structure:**

Navigation Bar: Links to different parts of the website.

Hero Section: Big picture, title, and order button.

Delicious Bakery Section: Info about the bakery.

Top Picks Section: Best cupcakes with pictures, prices, and quantity selection.

Our Clients Section: Customer testimonials.

Get in Touch Section: Contact info.

Footer Section: Logo, bakery info, and subscription form.

**Functions:**

Navigation Links: Move around the site.

Order Now Button: Start the order process.

Quantity Selection: Choose how many cupcakes to order.

Testimonials: Happy customers' feedback.

Contact Information: Reach out to the bakery.

Subscription Form: Sign up for updates.

**Cupcake Page**

**Structure:**

Main Navigation Section (main-nav):

Contains the website's logo and navigation links.

Uses <navbar> for the navigation bar, which includes links to various pages like Home, Cupcakes, Occasions, Corp Events, About, Contact Us, Cupcake Delivery, and About Our Team.

Includes a wish list and cart icons with counters for indicating items.

Hero Section (hero-section):

Presents a prominent section with a heading and a paragraph to introduce the cupcake offerings.

Styled with a class cupcake-hero and includes padding from the top (pt-80).

Different Tastes Section (different-taste-section):

Displays a variety of cupcake flavors in an icon format with images and labels.

Includes a heading "Explore Different Tastes" and individual cupcake flavor icons like Chocolate Cupcake, Vanilla Cupcake, etc.

Top Picks Section (top-picks-section):

Showcases individual cupcake items with images, titles, prices, descriptions, and selection options.

Each cupcake is presented in a card format with options to select quantity and add to the wishlist.

Each card is placed in a responsive grid layout (col-xl-3 col-lg-4 col-sm-6).

**Functions:**

Navigation Bar:

Provides links for users to navigate through different sections of the website.

Includes special features like a mobile view (view-mobile), wish list, and cart functionalities.

The navigation toggle icon (fa-bars with id="nav-toggler") is likely used for mobile menu functionality.

Hero Section:

Introduces the main theme of the page with a heading and a descriptive paragraph.

Aimed at attracting the user's attention with a prominent display of the cupcake theme.

Different Tastes Section:

Displays different cupcake flavors in a visually appealing manner.

Allows users to quickly explore the variety of cupcakes available.

Top Picks Section:

Provides detailed information about individual cupcakes, including images, prices, and descriptions.

Offers functionality for users to select the quantity of cupcakes and add them to the wishlist.

**Occasions Page**

**Structure:**

Head Section:

Basic info about the page.

Links to pre-made design tools.

Custom design style.

Body Section:

Navigation Section:

Logo and links to move around the website.

Icons for small screens.

Hero Section:

Title and short message about occasions.

Client Sections:

Info about weddings, birthdays, etc.

Each has a title, description, and a button for more info.

Footer Section:

Logo, brief message, and a form to sign up.

More links to move around.

Copyright info and links to legal stuff.

Scripts Section:

Links to tools to make things interactive.

Code to check if forms are filled correctly.

Extra code for more actions.

Functions:

Navigation Links: Click to move around the site.

Mobile View Toggle: Switch between big and small screen menus.

Icons: Clickable symbols for quick actions.

Subscription Form: Fill in to get updates.

View More Button: Shows more about each occasion.

Form Validation: Checks if form info is right.

Custom JavaScript: Extra tricks and moves for the site.

**Team Members Page**

**Structure:**

Header Section:

Contains the logo and navigation links to various pages of the website.

Includes a collapsible menu for smaller screens.

Displays icons for wishlist, cart, and profile.

Team Container:

Header Section:

Logo and links to different pages.

Team Section:

Lists team members with their names, roles, and photos.

Modal:

Shows detailed info when a team member is clicked**.**

Scroll Button:

Takes you to the top of the page.

**Functions:**

Modal Popup:

Shows detailed info when a team member is clicked.

Scroll Button:

Appears when you scroll down; takes you to the top when clicked.

Lazy Loading:

Delays loading images until they're needed.4. Cupcakes Page

Header:

Introduction to the variety of cupcakes offered.

Flavors List:

Grid layout with images, names, and descriptions of all cupcake flavors.

Filters:

Options to filter cupcakes by categories (e.g., vegan, gluten-free).

Order Button:

Button for each flavor to add to the cart or start an order.

**5. Contact Us Page**

### Structure:

### **Header**:****

Logo and menu.

Icons for wishlist and cart.

Menu icon for mobile.

**Contact Form**

Form for name, email, phone, and message.

Privacy policy checkbox.

**Image:**

Cupcake picture.

**Footer:**

Logo and info.

Email subscription.

Links.

### Functions:

**Navigation:**

Links move around.

Mobile menu shows up.

**Wishlist and Cart:**

Icons show items.

**Contact Form:**

Send messages.

**Validation:**

Check form entries.

**Phone Input:**

Country-specific input.

**Email Subscription**

Get updates by email.

**Modal Popup:**

Success message.

1. **About Us Page**

**Structure:**

Header Section:

Menu with links.

Toronto Cupcake logo.

Links to pages like Home, Cupcakes, etc.

Icons for Wishlist, Cart, Profile.

Hero Section:

Big title: "About Us".

Main Content Section:

Info about Toronto Cupcake.

Text and a picture.

Testimonial Section:

A customer's nice words.

Picture of the customer's mom.

Footer Section:

Logo and short text.

Form for email subscription.

Links to pages and policies.

Success Modal:

A popup saying "Success!" when you submit a form.

Functions:

Navigation:

Click links to move around the site.

Wishlist Counter:

Numbers go up when you add things to your wishlist.

Success Modal:

Popup shows when you do something right.

**Responsive Design:**

Site looks good on phones and computers.

Bootstrap Components:

Ready-made parts for the website.

Client-Side Validation:

Checks if you entered your email correctly.

CSS and JavaScript:

Fancy stuff like colors and moving things.

**7. Corporate Events**

**Structure:**

Logo links to homepage.

Navigation menu for site sections, including Corporate Events.

Mobile menu toggle for navigation on mobile devices.

Additional links: Wish List, Cart, Profile (for mobile).

Hero:

Highlights "Corporate & Marketing Events."

Marketing:

Describes marketing event services, such as custom decorations and frosting.

Includes image of marketing cupcakes.

Contact:

Displays contact information (email, phone).

Provides physical office location.

Clients:

Shows logos of corporate clients.

Top Picks:

Displays recent marketing events with cupcake images and descriptions.

Footer:

Includes logo and brief company description.

Links to website sections.

Allows email subscription.

Displays copyright info and policy links.

Modal:

Success message after form submission.

Thanks user and assures response.

