**Introduction to Web Development**

**Project Proposal - Milestone One**

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###### **I. Website Design**

**Purpose and Goals**

Our main purpose is to create a website for a fictional bakery based in Metro Vancouver. As a small business, it is necessary that we invest in creating and maintaining a functional website. The advantages of a website tailored to customer needs are significant and will outweigh upkeep costs especially since none of the website hosting and design will be outsourced. Our website is not meant to replace our physical location; rather it will be of interest to a new customer-base.

In order to craft a website that is suitable for our customers, we considered long-term plans against short-term goals and accomplishments. In the short-term, our website will promote our brand and products. It will serve as an additional source of advertisement and will provide the exposure needed to maintain our competitive edge. In the long-term, we hope to build and improve customer relationships. By increasing the bakery’s popularity, we can gather more meaningful information through traffic analytics and customer feedback. This will help us understand our market, improve our services and continue to grow our business.

**Target Audience**

The target audience consists primarily of residents in the Greater Vancouver District. Since our business specializes in pastries and dessert items, we seek customers who prefer sweeter foods. Catering and delivery are available which allows our company to serve the Greater Vancouver District. There are also gluten-free, allergy-free, and organic products available for customers who have preferences and dietary restrictions.

**Content of Website**

The content of our website will consist largely of graphical elements and short textual descriptions of our products. We will also be including, but not limited to: a homepage, a menu list of our products, philosophy and a history about our company, testimonials, contact information, and a form for online membership registration. Visual content will be minimalistic in order to maximize the visual appeal of the website.

**Website Success Factors**

The success of our website will largely depend on the user’s experience. Firstly, the website and its products must be visually appealing. Presentation is key since first impressions will determine whether a customer will continue browsing. With a minimalistic design, users will not be overwhelmed by an abundance of information and can simply enjoy the overall experience. Customers are also likely to browse through our website similar to a menu so products must be eye-catching and visually appetizing. Secondly, the information should be clear and concise because our design choice limits the amount of space allocated to written sections. Lastly, the website must be intuitive. It must be functional across all platforms and the ease of access should be simple and effortless. All users should be able to purchase products within the fewest number of clicks.

**Critique and Comparison**

After browsing several bakery websites, the first bakery that caught our attention was the Ugly Cake Shop. Initially, we were overwhelmed by the detail provided on the homepage and the navigation bar felt overcrowded. Each section heavily favors text and lacks consistency which detracts from the actual products. Furthermore, the center alignment was not preferred as the site felt congested without the use of negative space. Note that these flaws were not as prominent in the mobile version. Another aspect that we disliked was that a user was required to sign up in order to buy products. In contrast, content is easily accessible because the navigation bar directly scrolls to the desired section. Unlike other websites, one distinctive characteristic of this site was that it does not require extensive loading between pages.

Ugly Cake Shop - [http://www.uglycakeshop.sg](http://www.uglycakeshop.sg/)/

Overall, we preferred the website of St. Germain Bakery. The pictures of food are vibrant and captures the attention of its customers. There is a large emphasis on images rather than text and the static backdrop helps focus our attention. We also like the fluidity and design of the drop-down menus in the navigation bar and the slideshow. Despite this, the website is a little too conservative; the layout is clean, but rather unspectacular. They opt for a structured and rectangular look to their page whereas we prefer an abstract and minimalistic design. We also felt that content such as awards and hiring were not appropriate on the homepage and should be placed in its respective sub-pages. Unfortunately, the biggest problem is that the page does not scale well on some mobile browsers with sections either overlapping or cut off.

Saint Germain Bakery - <http://www.saintgermainbakery.com/>

**Functional Requirements**

To imitate a professional website, a catering order form and cart will be implemented so that users will be able to add and remove purchases. The users will be able to toggle and store previous dietary restriction filters upon registration. Furthermore, as the success of a business also depends on customer relationships, a testimonial and feedback section will be added. We will also include a gallery of our products for browsing purposes. Due to the nature of our products, a large reference list for smaller pastries will be provided to our customers.

**Project Plan**

We acknowledge that our group’s experience in web development varies. After many discussions, we agreed that we need to create both a professional and learning environment for each other to be successful. From an individual’s standpoint, our responsibilities include: 1) to keep up with lecture material; 2) to actively research information pertaining our website; and 3) to experiment with new code and features. We emphasize, however, that members can always confide in each other as an extra resource. From a collaboration standpoint, we have prioritized structure, organization and communication as marquee characteristics that our team must uphold. To help with this, we have appointed Ryan Liang as our leader because he has the most experience in programming.

We decided that we need to hold weekly meetings until the end of this project. This will ensure that we have adequate time to deal with unforeseeable delays or to implement improvements. During these meetings, each member is expected to prepare and present new content, ideas, documentation or changes to the team. In addition, we have decided to set personal deadlines for our website which will precede the due date of each milestone. If, for any reason, a group member is unable to provide the necessary work requested, the rest of the group will divide and complete the work so that the project is not postponed. All components of our project will be available through shareable mediums such as Google Drive and GitHub.