CAPSTONE PROJECT
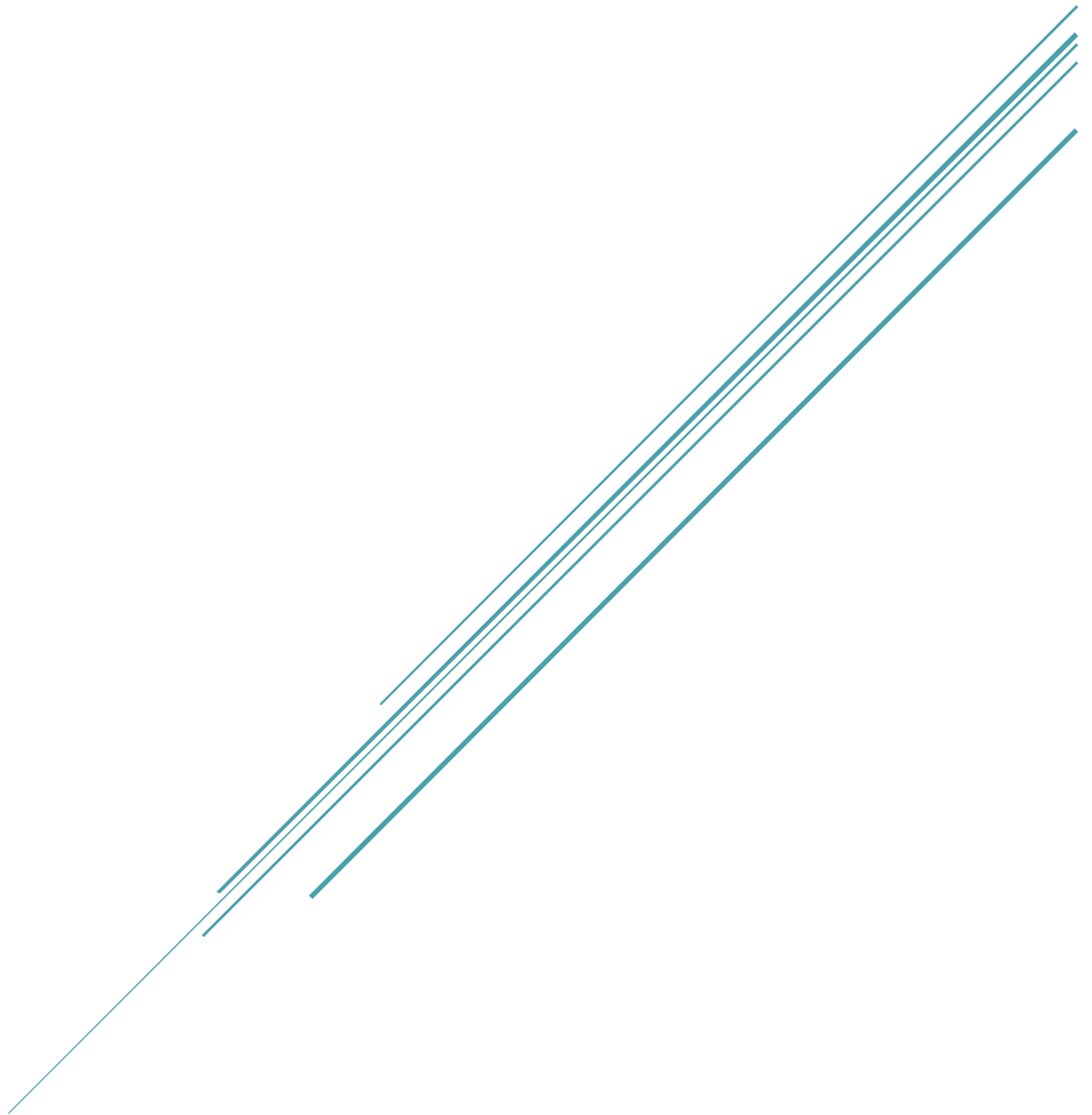
Bakery-Plus

Student: Exenreco Bell
Instructor: Robert Kumar

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Introduction

Company Overview

Bakery-Plus, a small local bakery, has decided to expand and establish a web presence. The bakery would like to establish a website that allows customers with a web browser to order bakery goods in advance for pickup, or to ship to their homes using a variety of shipping options including same-day and next-day delivery. To place an order, a customer would search to find the bakery goods they want to purchase, and then add those items to the shopping cart. Bakery goods featured vary each day based on the day of the week. The customer could search again for more items if desired. Once the customer makes final selections, the customer would see the cost of their order, and be prompted for their zip code to estimate shipping costs based on the delivery options chosen. If picking up their order, the customer could pre-pay using a credit card or could pay with cash upon arrival to the store. If choosing delivery, the customer would provide a credit card for use on the current order.

The site should have an option for the customer to register with the bakery, login, and save their information for future orders. If registering, the customer could save their name, address information, contact information, email address, and payment information if desired, so they wouldn't have to re-enter this information every time they placed an order. Recurring customers are also eligible for a rewards program. If the customer didn't want to save personal details on the site, customers could register their email address only, which would let them receive coupons and updates on special promotions.

You just received a copy of an RFP from Bakery-Plus and would like to submit your proposal to bid on this UI design and web development project. The RFP proposal response is due by the last day of the week.

Overview – Goals (Part I)

In this section we'll be focusing on the gold of the business and this proposition, at the end of this section you will be able to:

- Identify the goal(s) of this website.
- Identify the core users of the website.

Bakery-Plus Goals

The primary goals of the Bakery-Plus website are:

1. To increase online orders: The website should allow customers to easily order bakery goods for pickup or delivery, growing sales and revenue for the bakery.
2. To improve consumer convenience: By allowing customers to order online, the website aims to provide a more convenient and efficient experience, reducing the need for phone calls or in-store visits.
3. To enhance customer engagement: The website should encourage customer loyalty and repeat business by offering loyalty programs, promotions, and personalized experiences.

Bakery-Plus Core users:

The core users of the Bakery-Plus website are:

1. Regular customers: Individuals who frequently purchase bakery goods from Bakery-Plus and want to streamline their ordering process.
2. Busy professionals: People with limited time for in-store visits or phone calls seek a convenient way to order online bakery goods.
3. Families and individuals: Customers looking for special treats or gifts like birthday cakes or holiday-themed baked goods.

These core users are likely to be frequent buyers of bakery goods and value the convenience and personalized experience offered by the website.

Executive Summary (Part II)

This proposal outlines our comprehensive approach to designing and developing a state-of-the-art online ordering system for Bakery-Plus. Our team has carefully reviewed the requirements outlined in the Request for Proposal (RFP) and is confident we can deliver a solution that meets and exceeds your expectations.

Our proposal focuses on creating a user-friendly and natural online platform that enables customers to easily order bakery goods for pickup or delivery. We will design and develop a robust e-commerce system that integrates with Bakery-Plus existing systems, allowing seamless orders, inventory, and logistics management.

Key features of our proposed solution include:

- A visually appealing & responsive user interface that showcases Bakery-Plus products and allows customers to search, add to cart, and checkout with ease
- Integration with multiple shipping options, including same-day and next-day delivery, with accurate estimates of shipping costs based on customers' zip codes
- Secure customer registration and login system, allowing users to save their information for future orders and access exclusive rewards and promotions
- A comprehensive order management system that tracks inventory, manages logistics, and provides real-time updates on order status.

Our team is committed to delivering a high-end solution that meets the needs of Bakery-Plus customers while improving operational efficiency and driving revenue growth. Our proposed solution is well-suited to achieving these goals, and we look forward to discussing this project further.

Key Benefits:

- Increased online orders and revenue through a user-friendly and efficient ordering process
- Improved customer convenience and engagement through personalized experiences and rewards programs
- Enhanced operational efficiency through streamlined order management and logistics

Timeline: We estimate the project duration to be approximately 12 weeks, assuming a collaborative effort between our teams and Bakery-Plus stakeholders.

Cost Estimate: Our cost estimate for this project is [$X], which includes all aspects of the scope outlined above.

Our team is well-equipped to deliver a high-quality solution that meets the needs of Bakery-Plus. We look forward to discussing this project further and demonstrating how our proposed solution can benefit your organization.

Personas (PART III)

Overview

In this section, we will be creating three personas based on users that may use the Bakery-Plus website; These users are fictitious but highlight key features users of similar age range might consider. Each persona will be created using the notes below:

Notes: Generate three (3) personas to represent users of the Pets-R-Us website. Describe each personas using a minimum of ten (10) descriptive characteristics. Those characteristics must include:
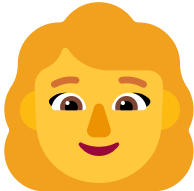
- Name
- Distinguishing characteristics that could impact design
- Photo, illustration, icon or emoji
- Feature(s) the persona would use most often. i.e. most important features
- Feature(s) the persona would not commonly use
- Needs the application can meet for this persona
- Computer skill level
- NOTE: Add three or more additional elements of your choice

Computer skills & Personas

The computer literacy of each persona can be explained in the figure below, this table is extremely useful for security purposes, it is used to combat users will strong skills who might launch attacks on the Bakery-Plus Website.

Computer Skill Meter	
LEVEL	CAUTION
Basic	Can navigate simple online tasks but may need assistance with more complex features
Intermediate	Can navigate online shopping carts but may need help with more advanced features
Advanced	Can troubleshoot technical issues and optimize code

Persona 1: Samatha "Pastry Lover" Wilson

IMAGE	ABOUT	
	Name	Samatha Wilson
	Age	32
	Job	Photographer/Illustrator
	Family	Married with two young children (ages 2 and 10)
	Computer Skill	Advance
	Characteristics	High-energy individual who values efficiency and convenience; often multitasks while working or parenting.
	Needs	Convenience, speed, and ease of ordering; ability to multitask while placing orders.

COMMON FEATURES	UNCOMMONLY FEATURES	ADDITIONAL ELEMENTS
- Online ordering for quick pickup - Easy payment processing with stored credit card info - Real-time order tracking	- Recipe sharing and discussion forums (not relevant to her busy lifestyle) - Advanced bakery product customization options (too time-consuming)	- Favorite feature: The "Quick Order" button that allows her to place a repeat order without having to navigate the full website. - Pain point: Difficulty finding time to make it to the bakery in person, which often leads to missed opportunities or last-minute decisions.

Persona 2: Adrian "Food Enthusiast" Brown

IMAGE	ABOUT	
	Name	Adrian Brown
	Age	29
	Job	Food blogger and social media influencer
	Family	Single, with a passion for food and sharing experiences online.
	Computer Skill	Intermediate
	Characteristics	Inspiration, creativity, and authenticity in baking.
	Needs	Curious individual who value authenticity and creativity; often seeks out new flavors and ingredients to share on their blog.

COMMON FEATURES	UNCOMMONLY FEATURES	ADDITIONAL ELEMENTS
- Recipe sharing and discussion forums (connects with fellow food enthusiasts) - Advanced bakery product customization options (wants to create unique flavor combinations) - Real-time order tracking (needs updates on his orders for content creation)	- Online ordering for quick pick up (not a priority; prefers in-store experience and interaction) - Gift ideas and suggestions (too commercialized for their taste)	- Favorite feature: The "Bakery Spotlight" section that highlights new products and trends. - Pain point: Difficulty sourcing unique ingredients or inspiration for their blog content.

Persona 3: Tatiana "Loving Grandmother" Thompson

IMAGE	ABOUT	
	Name	Tatiana Thompson
	Age	62
	Job	Retired Doctor
	Family	Married with three adult children (ages 30, 32, and 35)
	Computer Skill	Basic
	Characteristics	Emotional decision-maker who prioritizes family bonding and memories; often looks for inspiration and ideas online.
	Needs	Family bonding, special treat ideas, and inspiration for everyday moments.

COMMON FEATURES	UNCOMMONLY FEATURES	ADDITIONAL ELEMENTS
- Recipe sharing and discussion forums (connects with other parents and finds inspiration) - Customizable bakery product options (wants to create special treats for her family) - Gift ideas and suggestions (wants to surprise her loved ones)	- Online ordering for quick pick up (not a priority; prefers in-store experience) - Advanced payment processing options (simplistic and easy-to-use is preferred)	- Favorite feature: The "Bakery Recipe" section that shares new and creative baking ideas. - Pain point: Struggling to find unique and meaningful gifts for her family members.

Story Writing (Part IV)

Overview

In this section, we will be creating user stories based on the personas created that reflects the outcome of the site or a particular feature users might want the site to achieve, when creating these user stories, the notes below will be taken into consideration:

Note: Using the personas that were created in part III, complete the following:

Write fifteen (15) user stories (five user stories per persona). Use the following story format: "As a role (who), I need functionality (what), so that justification (why)."

Samantha Wilsons Stories (Persona 1)

1. As a Pastry Lover, Samantha Wilson, I need the ability to quickly reorder my favorite bakery products online to manage my family's snacking needs efficiently and have more time for other essential things in my life.

2. As a Pastry Lover, Samantha Wilson, I need personalized gift ideas and suggestions based on my previous orders and preferences to surprise my family with thoughtful and unique gifts.

3. As a Pastry Lover, Samantha Wilson, I need to be able to track my online orders in real time to plan accordingly and avoid any last-minute rushes or mistakes.

4. As a Pastry Lover Samantha Wilson, I need the ability to store my credit card information securely on the website for easy payment processing to save time and hassle when making future purchases.

5. As a pastry lover, Samantha Wilson, I need the "Quick Order" button feature to place repeat orders quickly without navigating the entire website every time.

Adrian Brown Stories (Persona 2)

1. As a Food Enthusiast, Adrian Brown, I need advanced bakery product customization options to create unique flavor combinations and share my creations with my foodie friends online.

2. As a Food Enthusiast, Adrian Brown, I need real-time order tracking updates to promptly incorporate my bakery purchases into my social media content and recipes.

3. As a Food Enthusiast, Adrian Brown, I need access to recipe-sharing and discussion forums to connect with fellow food enthusiasts and gain inspiration for new creations.

4. As a Food Enthusiast, Adrian Brown, I need the "Bakery Spotlight" section feature to stay up to date on the latest bakery trends and products to share with my audience.

5. As a Food Enthusiast, Adrian Brown, I need the ability to create and manage custom gift ideas for special occasions so that I can surprise my friends and family with thoughtful and unique presents.

Tatiana Thompson (Persona 3)

1. As a Loving Grandmother Tatiana Thompson, I need easy-to-use advanced payment processing options to quickly and securely make purchases online without any hassle or confusion.

2. As a Loving Grandmother Tatiana Thompson, I need customizable bakery product options for special treats and gifts to create personalized presents for my family members and friends.

3. As a Loving Grandmother, Tatiana Thompson, I need recipe-sharing and discussion forums to find inspiration for everyday moments and connect with other parents with similar values and interests.

4. As a Loving Grandmother Tatiana Thompson, I need the ability to reorder my favorite bakery products online so that I can quickly and easily purchase treats for my family and loved ones without visiting the store physically.

5. As a loving grandmother, I need to be able to order unique and special treats for my family's birthdays and holidays so that I can surprise them with something truly thoughtful and delicious.

Prototype (Part V)

In this section, we'll be creating wireframes for the proposed website for bakery-Plus, when creating these wireframes the give prompt will be consider:

Prompt: Create hand-drawn sketches (wireframes) of the proposed solution. Include in your drawing a write-up discussing two or more user interface principles/best practices you used when sketching the design.
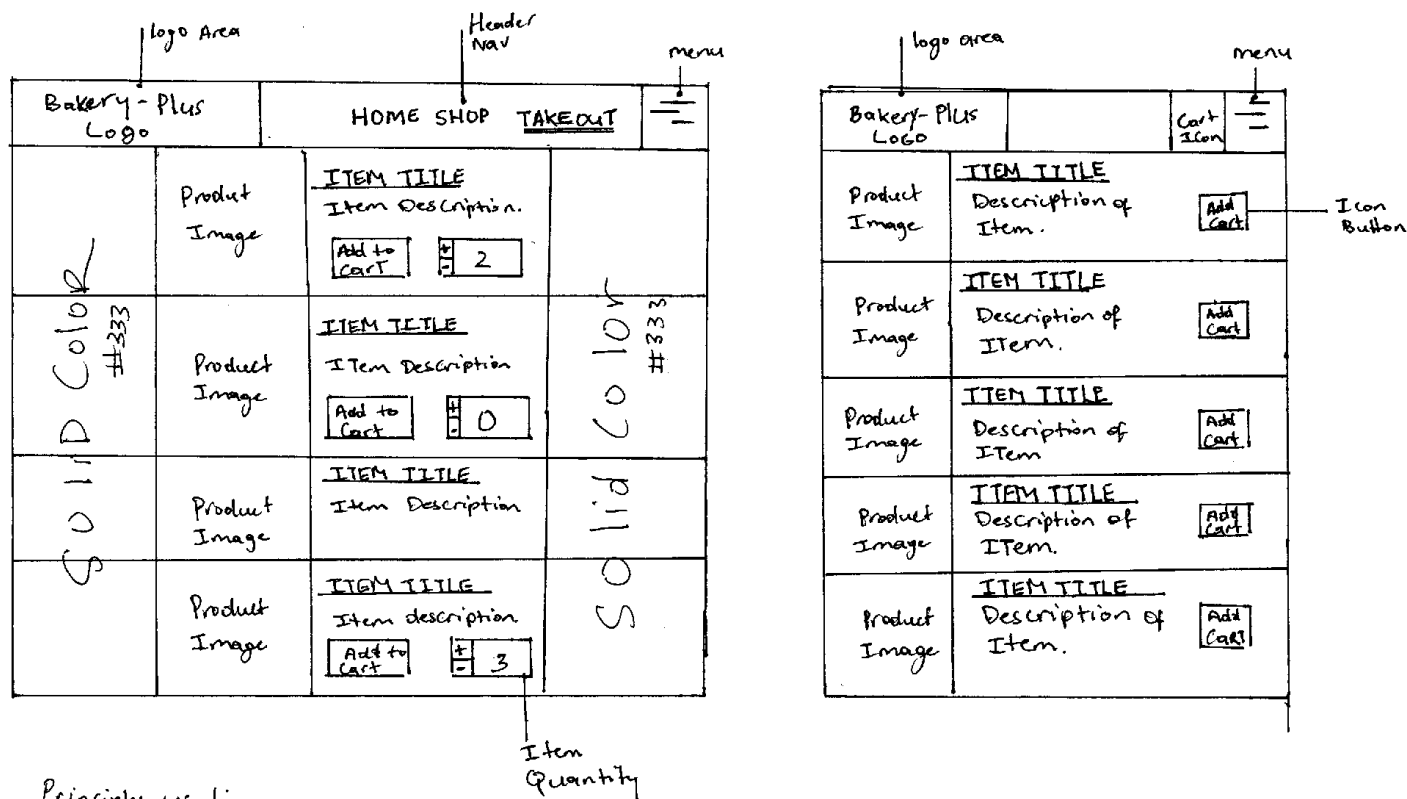
Principles used:

1. <u>Consistency</u>: A Consistent layout is used for responsiveness, each product Items has a Similar layout along with a Cart button. This helps users to quickly find Info they need.

2. <u>Visual Hierarchy</u>: The wireframe visually guids users attention to important elements. Example, the Site header with logo and menu button; By doing this an intuitive user experience is achieved.

Accessibility (Part VI)

In this section, Identify and discuss the accessibility and standards-related considerations you adhered to when designing the wireframes for this website.

Wireframe Accessibility

In designing the wireframes for the Bakery-Plus website, I considered several accessibility features and standards-related factors to ensure a user-friendly experience for all users.

Firstly, I ensured that the wireframes comply with (WCAG) 2.1, ideally focusing on:

1. **Perceivable:** Providing alternative text for images, using semantic HTML structure, and ensuring color contrast meets WCAG guidelines.

2. **Operable:** Using a consistent navigation pattern, providing clear calls-to-action, and ensuring interactive elements are focusable.

Additionally, I considered the following standards-related features:

- **Responsive Design**: The wireframes adapt to numerous screen sizes, devices, and orientations to ensure a smooth user experience.
- **Accessibility-First Approach:** I prioritized accessibility features throughout the design process, such as:
    o Providing alternative text for images (e.g., alt tags)
    o Using clear and concise language
    o Ensuring keyboard-navigable interfaces
    o Implementing ARIA attributes for dynamic content

To cater to diverse user needs, I also considered:

- **Multi-Device Support:** The wireframe design accommodates various devices, including desktop computers, laptops, tablets, and mobile phones.

- **Cognitive Accessibility:** Provide straightforward navigation, minimize cognitive load, and use consistent design patterns throughout the site.

By incorporating these accessibility and standards-related considerations into the wireframe design, I aimed to create an inclusive, usable, and enjoyable website for users of all abilities.