**Capstone Project Overview (Revised)**

**1. Your Name:**

Peiyu Han

**2. Project Name:**

**PetCake Delight – Custom Pet Cake E-commerce Website**

**3. Purpose of the Project: Who is it for and what does it do?**

**PetCake Delight** is an e-commerce website designed for **pet owners** who want to celebrate their pets’ special occasions with safe, personalized cakes. Users can **browse a catalog**, **customize cake orders** (flavor, icing, shape, message), and choose **local pickup or delivery**.

The platform aims to offer a **fun and trustworthy shopping experience**, promoting pet health and personalization.

**Key Goals:**

* Pet-safe, all-natural ingredients (no additives)
* Customizable cake options
* Pickup or delivery
* Optional birthday reminders
* Informative content (About & possibly a Blog section)

**4. Technology Stack:**

* **WordPress** (CMS)
* **WooCommerce** (Product & cart management)
* **PHP** (Custom logic)
* **HTML/CSS/JavaScript** (Frontend customization)
* **Stripe / PayPal** *(Nice to have)* (Secure payment gateways)
* **Elementor or Block Editor** (Page building)

**Optional APIs/Plugins:**

* Mailchimp (Newsletters, birthday reminders)
* Google Maps API (Validate delivery area)

**5. User Roles:**

* **Shopper** – Pet owners who browse cakes, customize orders, and optionally register for reminders.
* **Manager** *(renamed from Admin)* – Store manager responsible for product management, order fulfillment, and communication.

**6. Features:**

**✅ Must Have**

**For Shopper:**

* Browse pet cakes with images and descriptions
* Customize orders (size, flavor, shape, icing, message, pet name)

**For Manager:**

* Add/edit/delete products
* View and manage orders
* Set up shipping or pickup options

**🟡 Should Have**

**For Shopper:**

* Register an account to save pet details and view order history
* Subscribe to newsletter

**For Manager:**

* Send order confirmation and status update emails
* Maintain a simple **About Page** (and optionally a blog to promote natural ingredients and customization philosophy)

**🟠 Nice to Have**

**For Shopper:**

* Upload a pet photo with the order
* Leave product reviews
* Use contact form
* Select delivery location using Google Maps
* Secure checkout (Stripe / PayPal)
* Add items to wishlist

**For Manager:**

* Offer discount codes
* Send birthday reminders via Mailchimp
* View analytics and sales reports

**7. User Role Narratives**

**Shopper – Emma:**  
Emma visits PetCake Delight to buy a cake for her dog. She selects a seasonal design and customizes it (ube flavor, heart shape, her dog’s name). She chooses pickup and submits her order. After reading the About page, she signs up for newsletters and birthday reminders and uploads a photo of her dog.

**Manager – Brynne:**  
Brynne manages the store via WordPress. She updates cake listings, checks new orders, and prepares custom cakes. She uses Mailchimp for reminders and WooCommerce tools to monitor sales and trends. She shares the shop’s values through the About page or optional blog posts.

**8. Optional Enhancements**

| **Feature** | **Plugin/API** | **Purpose** |
| --- | --- | --- |
| Email marketing & reminders | Mailchimp | Newsletter + birthday emails |
| Product filtering | Product Filters for WooCommerce | Filter by flavor, size, etc. |
| Wishlist | TI WooCommerce Wishlist | Save favorites for reordering |
| Contact form | WPForms / Contact Form 7 | Shopper inquiries |
| Pet photo upload | WooCommerce Product Add-Ons | Attach image to order |
| Analytics | WooCommerce Analytics | Track conversions |
| Delivery validation | Google Maps API | Validate delivery addresses |
| Automated marketing | AutomateWoo | Birthday emails, coupons |

**🔁 Feedback-Based Changes Summary:**

* ✅ **Admin role renamed to “Manager”**
* ✅ **Make Payment (Stripe/PayPal)** moved to *Nice to Have*
* ✅ **Blog section marked optional** (default to “About” page unless blog is explicitly needed later)

**Capstone Project 概述 (修訂版)**

1. **你的名字**:  
   Peiyu Han
2. **專案名稱**:  
   PetCake Delight – 客製化寵物蛋糕電子商務網站
3. **專案目的**: 誰是目標對象，並且它的功能是什麼？  
   PetCake Delight 是一個為寵物主人設計的電子商務網站，讓他們能夠為寵物的特殊場合慶祝，並訂購安全、個性化的蛋糕。用戶可以瀏覽目錄，定制蛋糕訂單（口味、糖霜、形狀、訊息），並選擇當地取貨或配送方式。  
   本平台旨在提供一個有趣且值得信賴的購物體驗，並推廣寵物健康與個性化設計。

**主要目標**:

* + 寵物安全、全天然成分（無添加劑）
  + 可定制的蛋糕選項
  + 提供取貨或配送服務
  + 可選的生日提醒
  + 提供資訊內容（關於我們頁面及可能的部落格區域）

1. **技術堆疊**:
   * WordPress (內容管理系統)
   * WooCommerce (產品與購物車管理)
   * PHP (自定義邏輯)
   * HTML/CSS/JavaScript (前端定制)
   * Stripe / PayPal (建議使用) (安全支付閘道)
   * Elementor 或 Block Editor (頁面構建)

**可選的 API/插件**:

* + Mailchimp (電子報，生日提醒)
  + Google Maps API (驗證配送區域)

1. **用戶角色**:
   * **購物者** – 寵物主人，瀏覽蛋糕、定制訂單，並可選擇註冊生日提醒。
   * **經理**（由原本的 Admin 改名）– 店鋪經理，負責產品管理、訂單處理與溝通。
2. **功能**:  
   ✅ **必須擁有**
   * **對購物者**:
     + 瀏覽寵物蛋糕並查看圖片和描述
     + 定制訂單（尺寸、口味、形狀、糖霜、訊息、寵物名字）
   * **對經理**:
     + 添加/編輯/刪除產品
     + 查看並管理訂單
     + 設置配送或取貨選項

🟡 **應該擁有**

* + **對購物者**:
    - 註冊帳號以保存寵物詳情並查看訂單歷史
    - 訂閱電子報
  + **對經理**:
    - 發送訂單確認與狀態更新郵件
    - 維護簡單的關於我們頁面（可選擇使用部落格來推廣天然成分與定制理念）

🟠 **附加功能**

* + **對購物者**:
    - 上傳寵物照片與訂單一同提交
    - 撰寫產品評論
    - 使用聯絡表單
    - 使用 Google 地圖選擇配送地點
    - 安全結帳（Stripe / PayPal）
    - 將物品加入願望清單
  + **對經理**:
    - 提供折扣碼
    - 通過 Mailchimp 發送生日提醒
    - 查看分析與銷售報告

1. **用戶角色敘述**  
   **購物者 – Emma**:  
   Emma 訪問 PetCake Delight 購買一個蛋糕給她的狗。她選擇了一個季節性設計並進行定制（紫薯口味、心形、寫上她狗的名字）。她選擇取貨並提交訂單。閱讀完關於我們頁面後，她註冊了電子報與生日提醒，並上傳了她狗的照片。

**經理 – Brynne**:  
Brynne 通過 WordPress 管理商店。她更新蛋糕清單，查看新訂單，並準備定制蛋糕。她使用 Mailchimp 發送提醒，並利用 WooCommerce 工具監控銷售與趨勢。她通過關於我們頁面或可選部落格分享商店的價值觀。

1. **可選增強功能**

| **功能** | **插件/API** | **目的** |
| --- | --- | --- |
| 電子郵件行銷與提醒 | Mailchimp | 電子報與生日提醒 |
| 產品篩選 | Product Filters for WooCommerce | 根據口味、尺寸等篩選 |
| 願望清單 | TI WooCommerce Wishlist | 保存最愛商品以便重新訂購 |
| 聯絡表單 | WPForms / Contact Form 7 | 購物者查詢 |
| 寵物照片上傳 | WooCommerce Product Add-Ons | 將圖片附加至訂單 |
| 分析 | WooCommerce Analytics | 追蹤轉換率 |
| 配送驗證 | Google Maps API | 驗證配送地址 |
| 自動行銷 | AutomateWoo | 生日郵件、優惠券 |

🔁 **基於反饋的變更摘要**:

* ✅ 管理員角色更名為「經理」
* ✅ 「支付（Stripe/PayPal）」移至「附加功能」
* ✅ 部落格區域標註為可選（默認為「關於我們」頁面，除非之後明確需要部落格）