**Capstone Project Overview**

**1. Your Name:**  
Peiyu Han

**2. The Name of your Project:**  
PetCake Delight - Custom Pet Cake E-commerce Website

**3. The Purpose of Your 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 furry friends' special moments with adorable and safe custom cakes. It allows users to browse a catalog of pet-safe cakes, customize their order with flavor, icing, shape, and pet name, and make secure purchases online.  
The goal is to offer a fun, transparent, and trustworthy shopping experience with features like:  
• Natural, pet-safe ingredients (no additives)  
• Custom design options  
• Local pickup or delivery  
• Birthday reminders  
• Informative blog content  
This platform provides a meaningful way for pet lovers to treat their companions while promoting health and personalization.

**4. Your Intended Technology Stack:**  
• WordPress (CMS)  
• WooCommerce (Product management & shopping cart)  
• PHP (Custom order logic)  
• HTML/CSS/JavaScript (Theme customization & frontend interaction)  
• Stripe / PayPal (Secure payment gateways)  
• Elementor or WordPress Block Editor (Visual page building)  
• Optional APIs:  
 Mailchimp (Newsletters, birthday reminders)  
 Google Maps (For delivery area validation)

**5. User Roles:**  
• **Shopper** - Pet owners who browse cakes, customize their order, check out securely, and receive updates. Can register to track orders and receive reminders.  
• **Admin** - The business owner who manages the store, handles orders, maintains blog posts, sends marketing emails, and oversees customer communication.

**6. Features:**

**Must Have**  
• [Shopper] Browse and view pet cake products with images and descriptions  
• [Shopper] Customize orders (size, flavor, shape, icing, message) via order form  
• [Shopper] Secure checkout via Stripe or PayPal  
• [Admin] Add/edit/delete cake products in WooCommerce  
• [Admin] View, manage orders, and track order status  
• [Admin] Set up shipping or local pickup options

**Should Have**  
• [Shopper] Register an account to save pet details and view order history  
• [Shopper] Subscribe to the newsletter for product updates, discounts  
• [Admin] Send order confirmation and shipping notification emails  
• [Admin] Maintain a blog section promoting healthy ingredients, customization options, and store philosophy (e.g., no additives, pet-safe ingredients)

**Nice to have:**  
• [Shopper] Upload a pet photo to personalize the order  
• [Shopper] Leave a product review  
• [Shopper] Send a message form to the shop  
• [Shopper] Select delivery location using Google Maps API  
• [Admin] Offer discount coupon codes for special occasions or repeat customers  
• [Admin] Send birthday reminders

**7. Narrative Descriptions for Each User Role:**

**Shopper (Emma):**  
Emma is a pet owner looking to buy a birthday cake for her dog. She visits PetCake Delight, browses seasonal designs, and customizes one with a ube flavor, a heart shape, and her dog’s name. She chooses local pickup and checks out via PayPal, then receives a confirmation email. Curious about the ingredients, Emma reads a blog post explaining the benefits of using natural, pet-safe ingredients with no artificial additives. She subscribes to the newsletter to receive future offers and birthday reminders for her dog. She also uploads a cute picture of her dog with the cake to include with her order.

**Admin (Brynne):**  
Brynne is the owner of PetCake Delight and manages her website using WordPress and WooCommerce. She logs in to update the product listings with new cake designs with different flavors. In addition to managing inventory and shipping, she runs a blog that promotes the shop’s values: natural ingredients, additive-free recipes, and the ability to fully customize cakes based on pets’ dietary needs. When a new order comes in, she reviews the customization, prepares the cake, and updates the order status in WooCommerce. She uses Mailchimp plugin to send birthday reminder emails and tracks customer engagement using analytics plugins.

**Optional Enhancements - May Evolve**

**Additional Functional Features (Optional):**  
• [Admin] View sales statistics and generate popular product reports (e.g., using WooCommerce Analytics or Metorik)  
• [Shopper] Add cakes to wishlist for future orders (helps improve repeat purchases)  
• [Admin] Categorize products by pet type (e.g., dogs, cats) to improve filtering and management

**Useful WordPress Plugins and APIs (Optional):**

| **Purpose** | **Plugin / API** | **Description** |
| --- | --- | --- |
| Email marketing & reminders | Mailchimp for WooCommerce | Syncs order data with Mailchimp for newsletters, discounts, and birthday reminders |
| Enhanced product search/filter | Product Filters for WooCommerce | Allows filtering products by flavor, size, type, etc. |
| Wishlist functionality | TI WooCommerce Wishlist | Adds "Favorite" button to products for easier re-ordering |
| Contact form | WPForms / Contact Form 7 | Enables contact message form for shoppers |
| Image upload on order | WooCommerce Product Add-Ons / Product Fields | Allows shoppers to upload pet photos during order |
| Analytics | WooCommerce Google Analytics Integration | Tracks conversions and user behavior |
| Automated marketing | AutomateWoo | Automates birthday emails, discount codes, and other custom workflows |
| Location services | Google Maps API | Validates delivery locations and enables address autocomplete |