**Pitchboard**

Most companies today have websites that can be used for many reasons including to help sell, market, give information to a specific group. This website is just that. This website is designed to help bring awareness and give basic information to consumers about a privately owned ice cream shop. While Dairy Queen is a chain, their website is very vague and does not help answer questions that may be needed from a specific restaurant. So, by designing this website, the content is more catered to this specific restaurant for the benefit of the consumers.

Annie, a mother of 3, has many birthdays coming up and wants to celebrate in a special way. She considers an ice cream cake but has no clue what her options are. She is able to check this website and see what is offered at her local store.

Mike, has a work party coming up and wants to get a cake for the celebration. He wants to make a good impression with his co-workers, so he wants to see reference pictures from this specific store to see how well the cake could turn out.

Mark, a local business owner, wants to surprise his employees with a cold treat. He googles ice cream locations near him, however google doesn’t give an address because the store is too new. This website gives basic store information for any person to be able to access at any time.

DQ website: <https://adorable-arithmetic-b1bcb8.netlify.app/index.html>

Designed nice, but does not give much local information – and if does, it’s incorrect.

Frosty Boy website: <https://www.frostyboygr.com/>

Not much here either. There are some nice graphics, but no useable options for customers.

Baskin Robbins: <https://order.baskinrobbins.com/menu/cakes-pies>

Similar to DQ’s website. Does not give much local information – and if does, it’s incorrect.

\*pages are out of order because of the drawing feature

**Annotation**

Graphical user interface

Description automatically generated

So here is an example of what I was trying to achieve: there is very minimal work done, but still gets the main information across and gives features that the main Dairy Queen website does not offer for privately owned stores. Information is key in every aspect in this website, while being easy to read.

**Wireframe**

