User Experience Design Project Presentation on "Cake Order Shopping Online"

Group ID: - G18

Team members & Enrollment No.: -

- Prajapati Yash Prakashbhai (20162121023)

Institute Of Computer Technology, Ganpat University

Dt: 11/03/2022

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Introduction

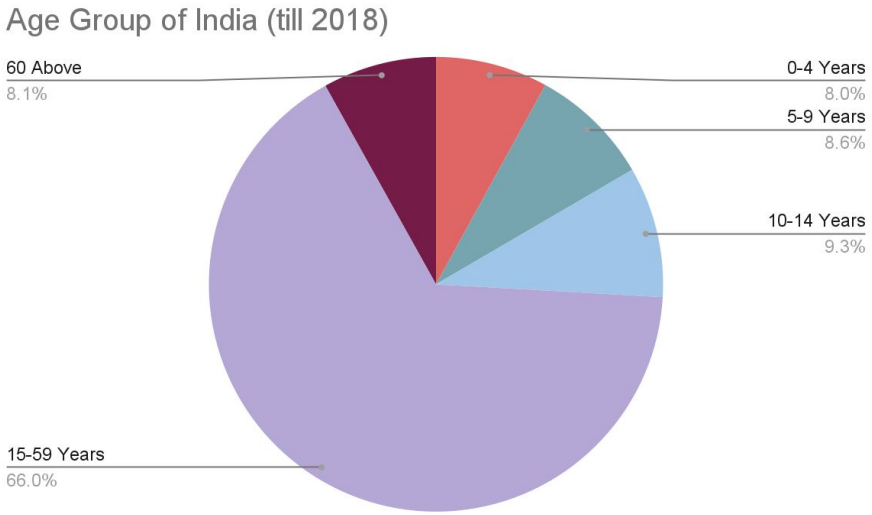
- Buy a Cake is a portal which allows admin in developing counters to advertise and sell their cake. This would permit rural communities to make their wares available to the rest of the world.
- The objective of this project is to create a portal which would allow product information to be updated securely using a mobile device and will allow users to buy cake from the seller.
- In future the internet become whole and soul to the business fields, each and every trades are going to be done through it so this portal may helpful to the local bakers as a business person in this running world.

Objective & Scope

My objective is to create a webpage that will help the local bakers to sell their cakes and make their presence online. This will in turn help them to grow their business. My aim is also to give a platform for the rural women bakers to sell their cakes and make their business grow and make them a business person in this developing and fast moving world.The Cake Shop (TCS) will help the customers to choose from variety of cakes and pastries. It will help the customers to choose the perfect & fresh cakes for perfect occasion. We will also extend the varieties in future and add different kinds of cakes from different culture.

User Research (Target Audience)

- Our target user are from age group 18 to above.
- Our sales will be dependent mainly of occasions such as Birthdays, Marriage Functions, Baby Showers, Ring Ceremony etc.

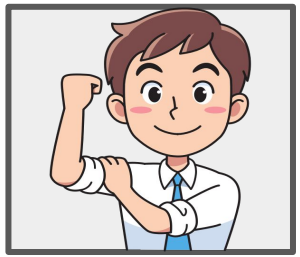


Competitive Analysis

– – –

- Monginis:
  - The site of Monginis is so poor. There are so many things that they need to improve. And we can learn from them that we should also improve in the fields that they are lacking.
- Kabhi B:
  - By doing analysis on Kabib-B website, we can learn many things. Such as Menus, Variety of cakes, presentation, Ordering system, etc.
  - Kabib-B lacks at “Product Description”, which we can improve in our website.

User Persona - 1



Yash

Age:19
Education: BTech CSE
Hometown: Ahmedabad
Occupation: Student

“I am fond of bakery items. But i don’t know cooking”

Goals

- To be good computer engineer
- While working, he eats bakery items and prefer to order online as he is busy working

Frustrations

- Can not order local bakery items online
- Lack of online services
- Lack of delivery services

He likes bakery items and he is fond of eating cakes but he is busy working and studying hard and he cannot go out to buy cakes. So he prefers to order cakes online.

User Persona - 2

Parita

Age: 18
Education: BTech CSE
Hometown: Ahmedabad
Occupation: Student

"I love fresh and homemade cakes but i don't know how to bake"

Goals

- To be computer engineer
- While working, she eats cakes and prefer to order online
- To achieve healthy life

Frustrations

- Can not order bakery items online
- Lack of online services
- Lack of delivery services
- Doesn't know how to cook

She loves chocolate cakes but she doesn't know how to make cake or pastries so see orders the cake online. But due to lack of services in her locality she is not able to order cake online

Technology & Tools

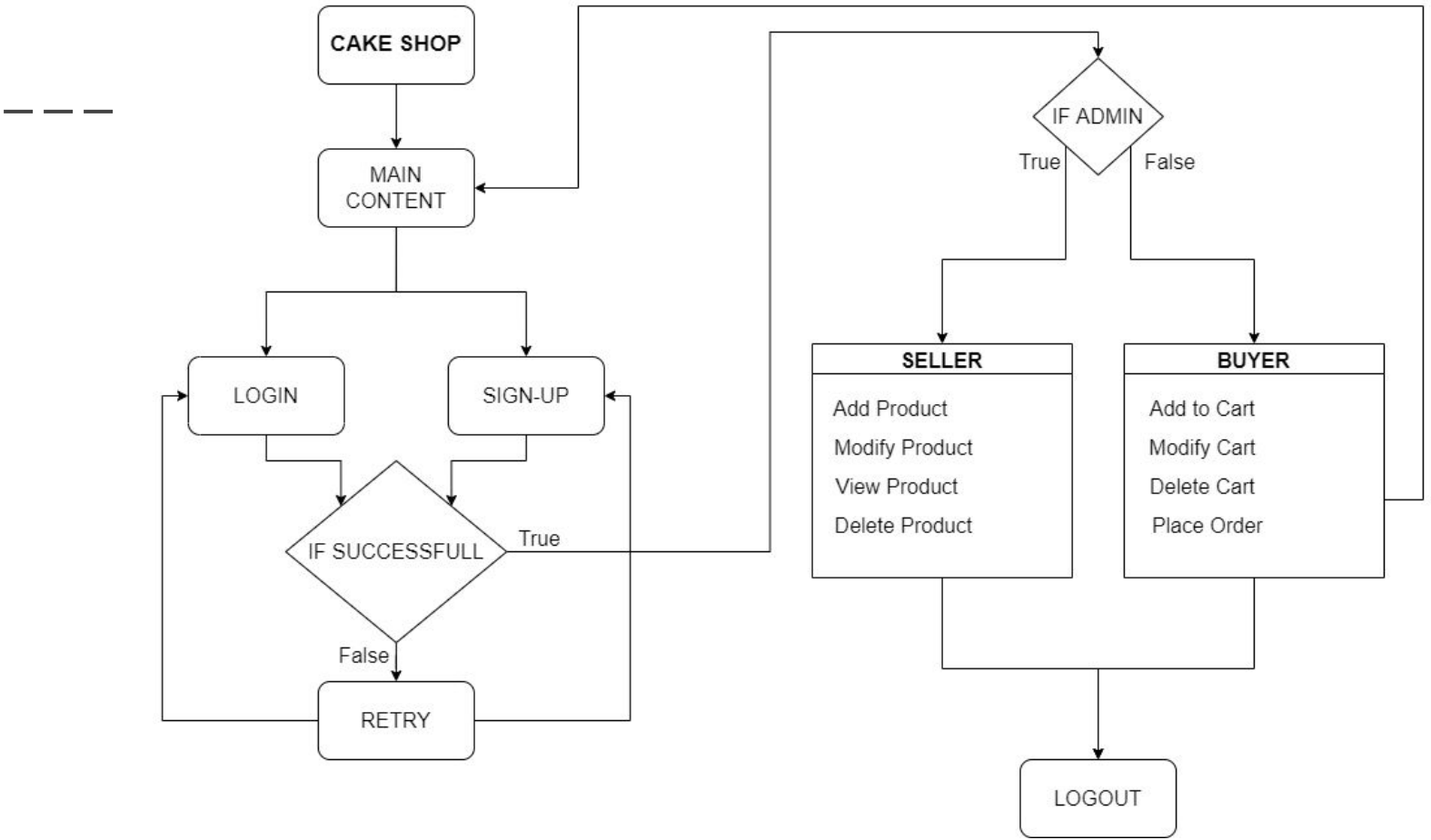
- **Frontend**
  - HTML5
  - CSS3
  - Bootstrap 4
  - MD Bootstrap
- **Backend**
  - Java SE 14
  - JDK 16
  - MySQL Server 8
  - JSP
  - Javascript
  - Apache Tomcat Server 10

Methodology (Modules)

– – –

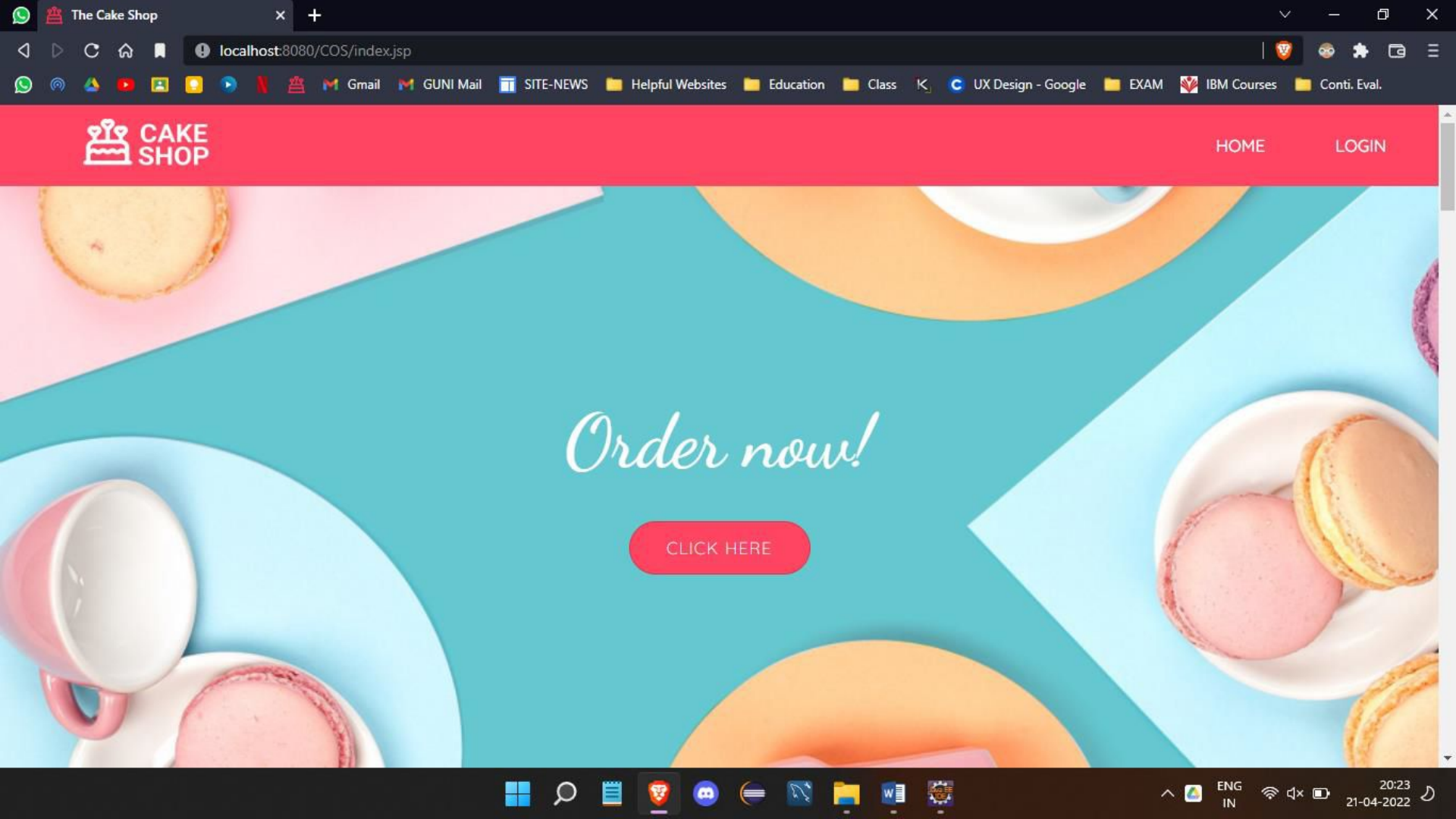
- **For User:**
  - Homepage
  - Login / Sign-up
  - Main Content
  - Order Confirmation Page
  - Payment Page
- **For Admin:**
  - Dashboard (Add / View / Modify / Delete - Products & Categories)

Process Flow Diagram



SCREENSHOTS

Frontend/User/Client Side Screenshots


The Cake Shop
localhost:8080/COS/index.jsp
Gmail
GUNI Mail
SITE-NEWS
Helpful Websites
Education
Class
UX Design - Google
EXAM
IBM Courses
Conti. Eval.
CAKE SHOP
HOME
LOGIN
Order now!
CLICK HERE
ENG
IN
20:23
21-04-2022

The Cake Shop

localhost:8080/COS/index.jsp

Gmail GUNI Mail SITE-NEWS Helpful Websites Education Class UX Design - Google EXAM IBM Courses Conti. Eval.

CAKE SHOP

HOME LOGIN

Macaroons

ENG IN 20:23 21-04-2022

The Cake Shop

localhost:8080/COS/index.jsp

Gmail GUNI Mail SITE-NEWS Helpful Websites Education Class UX Design - Google EXAM IBM Courses Conti. Eval.

CAKE SHOP

HOME LOGIN

Eclairs

ENG IN 20:23 21-04-2022

The Cake Shop

localhost:8080/COS/index.jsp

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CAKE SHOP

HOME LOGIN

Cakes

ENG IN 20:23 21-04-2022

The Cake Shop

localhost:8080/COS/index.jsp

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CAKE SHOP

HOME LOGIN

Fruit Cake

ENG IN 20:23 21-04-2022

THE CAKE SHOP

Cake Shop and Stores is a successful baking venture by Bakery Foods Limited, dealing in numerous baked goods and products in various cities across India. We are renowned for dealing and serving high-quality bakery goods to our customers, with also the option to customise the cakes to suit their occasion and preferences of their near and dear ones.

QUICK LINKS

- Home
- Cakes
- Occassions
- Contact-us

FOLLOW-US

Please Follow Us On Social Media

CONTACT US

Institute of Computer Technology, Ganpat University

9876543210

info@cakeshop.com

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Login

localhost:8080/COS/account.jsp

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CAKE SHOP

HOME LOGIN

USER - LOGIN

Email

Enter Email

Password

Enter Password

Login

Don't have account? Sign up

ENG IN 20:24 21-04-2022

Sign Up

localhost:8080/COS/signup.jsp

Gmail GUNI Mail SITE-NEWS Helpful Websites Education Class UX Design - Google EXAM IBM Courses Conti. Eval.

CAKE SHOP

HOME LOGIN

USER - REGISTER

Name

Enter Your Name

Phone

Enter Phone no.

Gender

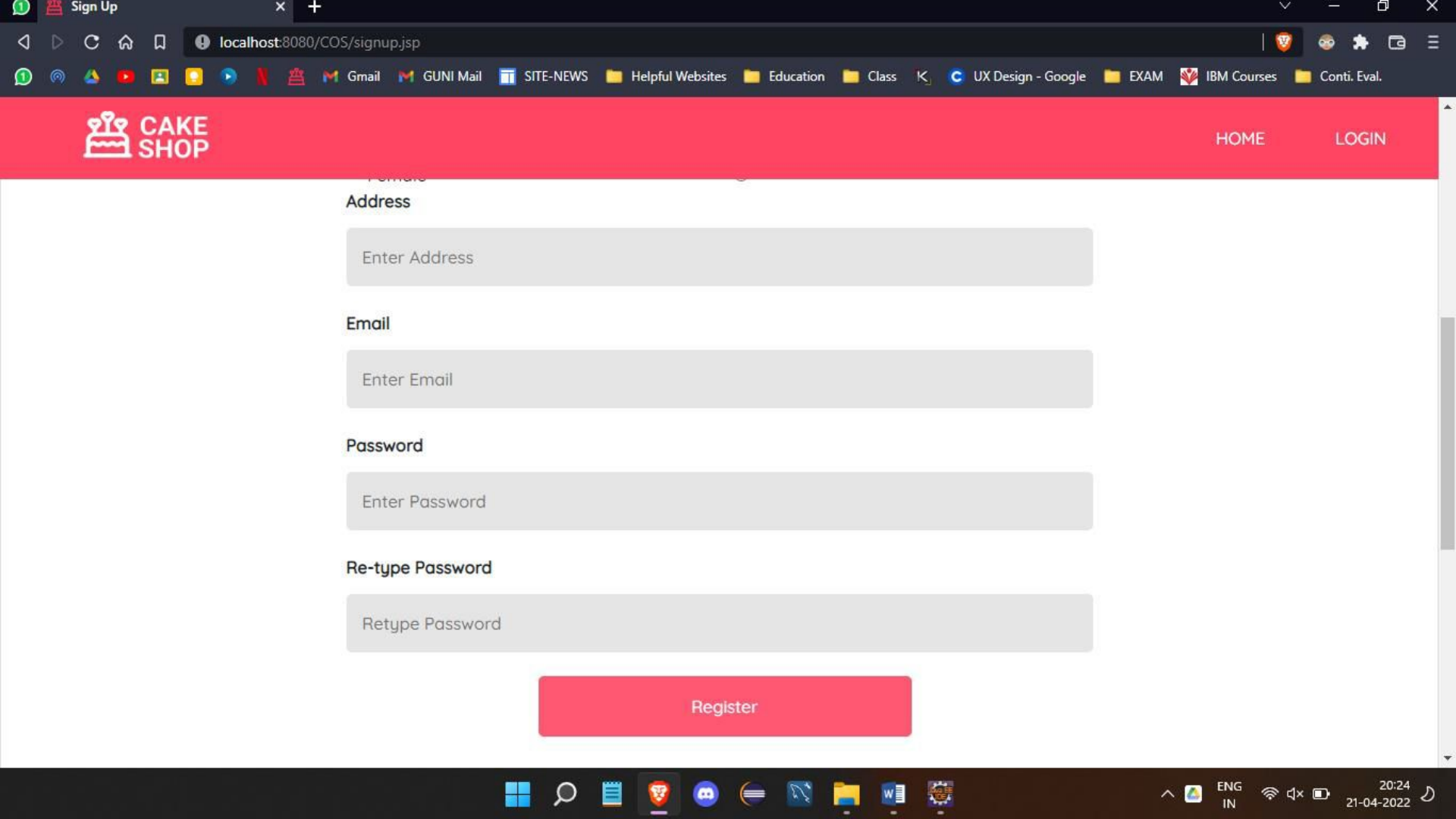
Male

Female

Address

Enter Address

ENG IN 20:24 21-04-2022


Sign Up
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Gmail
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Education
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EXAM
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CAKE SHOP
HOME
LOGIN
Address
Enter Address
Email
Enter Email
Password
Enter Password
Re-type Password
Retype Password
Register
ENG IN
20:24
21-04-2022

The Cake Shop

localhost:8080/COS/index.jsp

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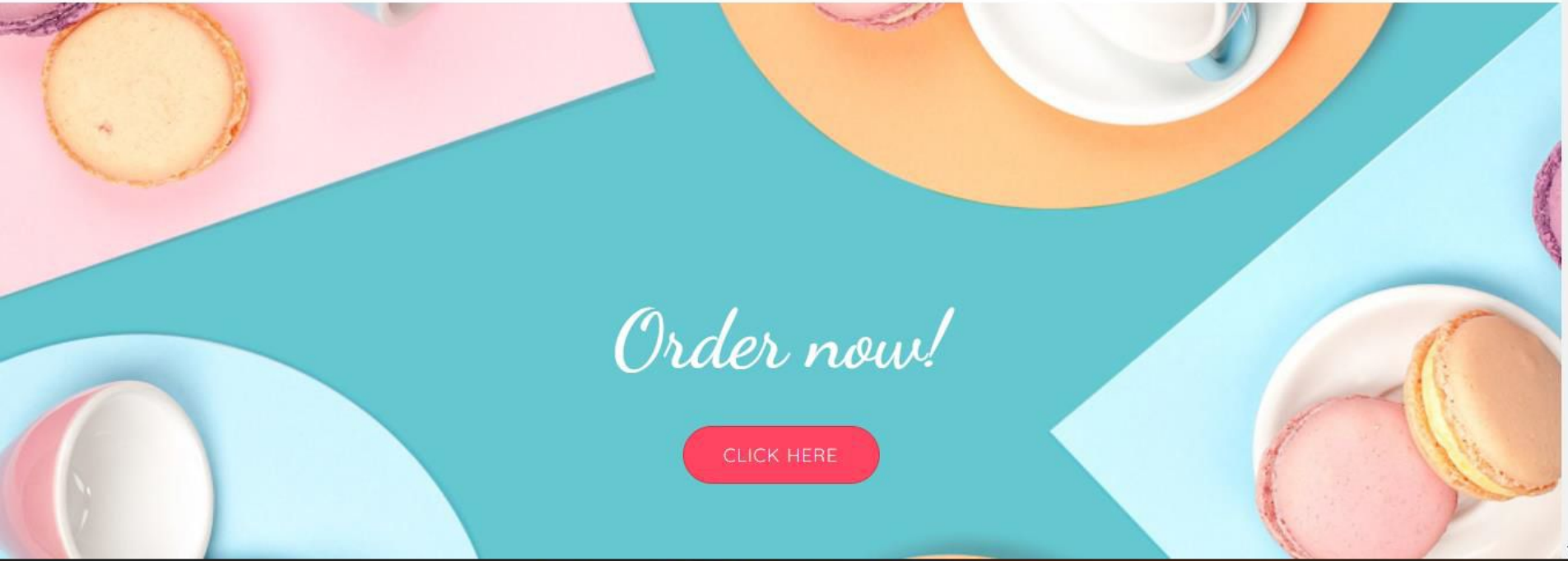
CAKE SHOP

HOME LOGIN

Registration Successful !!! Prajapati Yash Prakashbhai



ENG IN 20:25 21-04-2022

Home Page

localhost:8080/COS/normal.jsp?category=all

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CAKE SHOP

HOME | CART (0) | PRAJAPATI YASH PRAKASHBHAI | LOGOUT

- All Cakes
- Rainbows
- Birthday Cakes
- Occasional Cakes
- Waffle
- Pasteries
- Cheese Cake
- Ice Cream Cake
- Jain Cake

Happy Bday Cake

A birthday cake is a cake eaten as part of a birt...

₹ 475.0 /- ~~₹ 500/-~~ 5% off

Add To Cart

Berliner Pfannkuchen

A Berliner Pfannkuchen is a traditional North Germa...

₹ 1533.57 /- ~~₹ 1649/-~~ 7% off

Add To Cart

TBBT

The Big Bang Theory is a comedy about brilliant ph...

₹ 850.0 /- ~~₹ 1000/-~~ 15% off

Add To Cart

ENG IN 20:26 21-04-2022

Dashboard

localhost:8080/COS/dashboard.jsp

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CAKE SHOP

HOME CART (0) PRAJAPATI YASH PRAKASHBHAI LOGOUT

Prajapati Yash Prakashbhai

Information

Email	Phone
yashpra1010@gmail.com	7285850155

Additional Info

Address	User Type
60, Srinand Tenament	NORMAL

ENG IN 20:27 21-04-2022

Home Page

localhost:8080/COS/normal.jsp?category=all

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CAKE SHOP

SH PRAKASHBHAI | LOGOUT

All Cakes
Rainbows
Birthday Cakes
Occasional Cakes
Waffle
Pasteries
Cheese Cake
Ice Cream Cake
Jain Cake

Your Cart

Cart is Empty

Close | Checkout

Happy Bday Cake

A birthday cake is a cake eaten as part of a birt...

₹ 475.0 /- ~~₹ 500/-~~ 5% off

Add To Cart

Berliner Pfannkuchen

A Berliner Pfannkuchen is a traditional North Germa...

₹ 1533.57 /- ~~₹ 1649/-~~ 7% off

Add To Cart

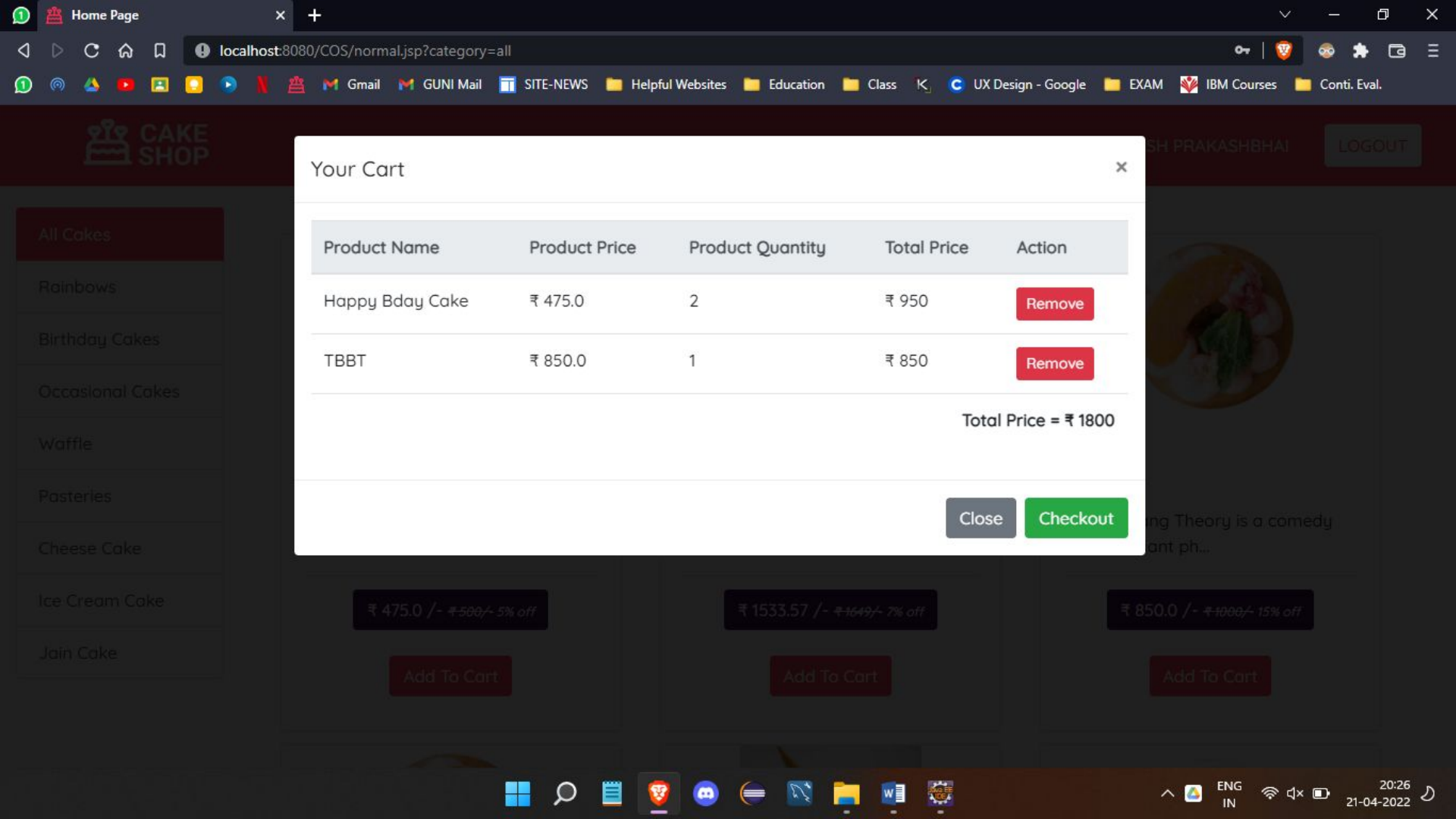
TBBT

The Big Bang Theory is a comedy about brilliant ph...

₹ 850.0 /- ~~₹ 1000/-~~ 15% off

Add To Cart

ENG IN | 20:26 21-04-2022


Home Page
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CAKE SHOP
LOGOUT
All Cakes
Rainbows
Birthday Cakes
Occasional Cakes
Waffle
Pasteries
Cheese Cake
Ice Cream Cake
Jain Cake
Your Cart
Product Name
Product Price
Product Quantity
Total Price
Action
Happy Bday Cake
₹ 475.0
2
₹ 950
Remove
TBBT
₹ 850.0
1
₹ 850
Remove
Total Price = ₹ 1800
Close
Checkout
₹ 475.0 /- ₹ 500/- 5% off
₹ 1533.57 /- ₹ 1649/- 7% off
₹ 850.0 /- ₹ 1000/- 15% off
Add To Cart
Add To Cart
Add To Cart
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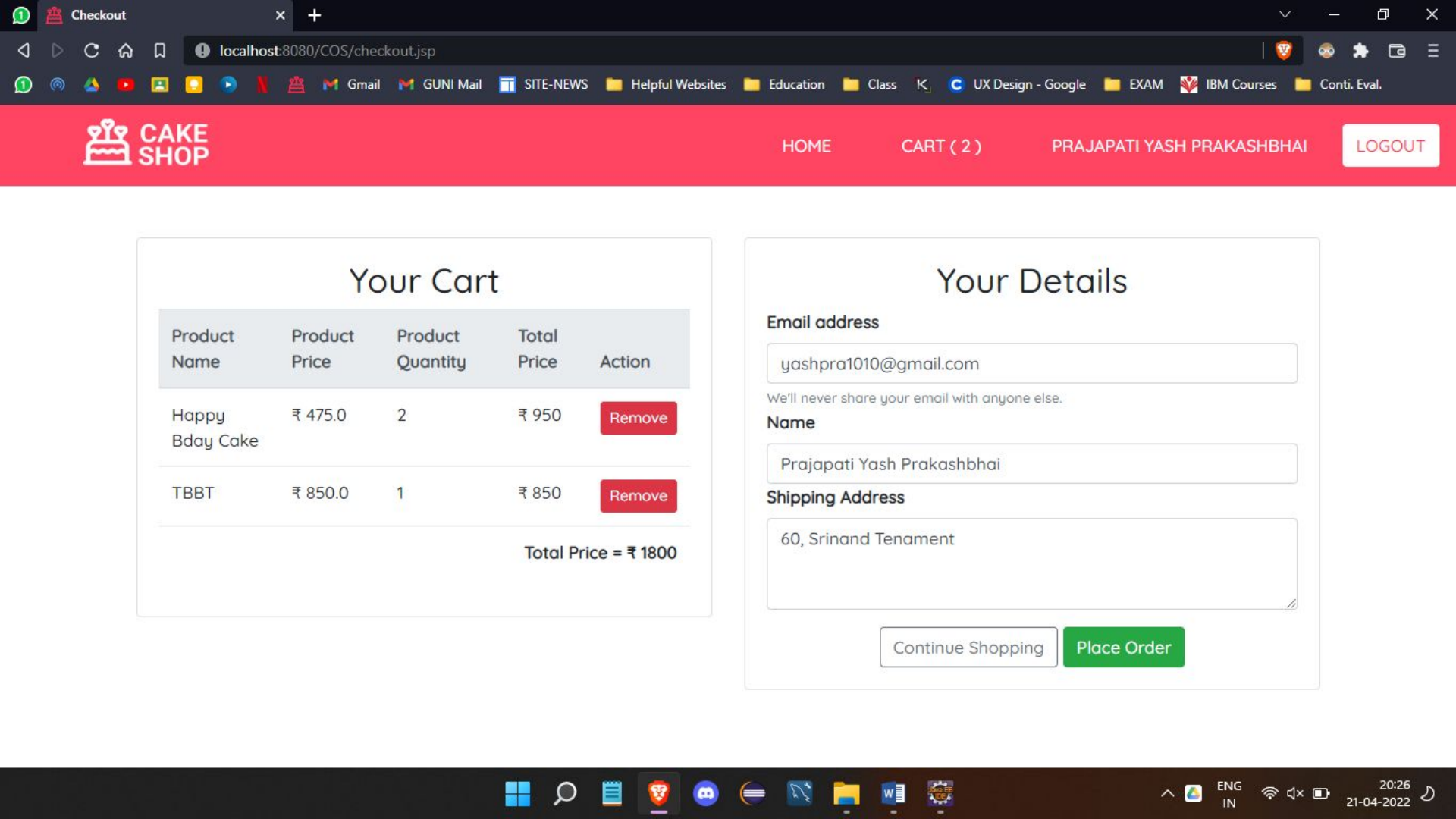
21-04-2022



Checkout
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CAKE SHOP

HOME CART (2) PRAJAPATI YASH PRAKASHBHAI LOGOUT

Your Cart

Product Name	Product Price	Product Quantity	Total Price	Action
Happy Bday Cake	₹ 475.0	2	₹ 950	Remove
TBBT	₹ 850.0	1	₹ 850	Remove

Total Price = ₹ 1800

Your Details

Email address

yashpra1010@gmail.com

We'll never share your email with anyone else.

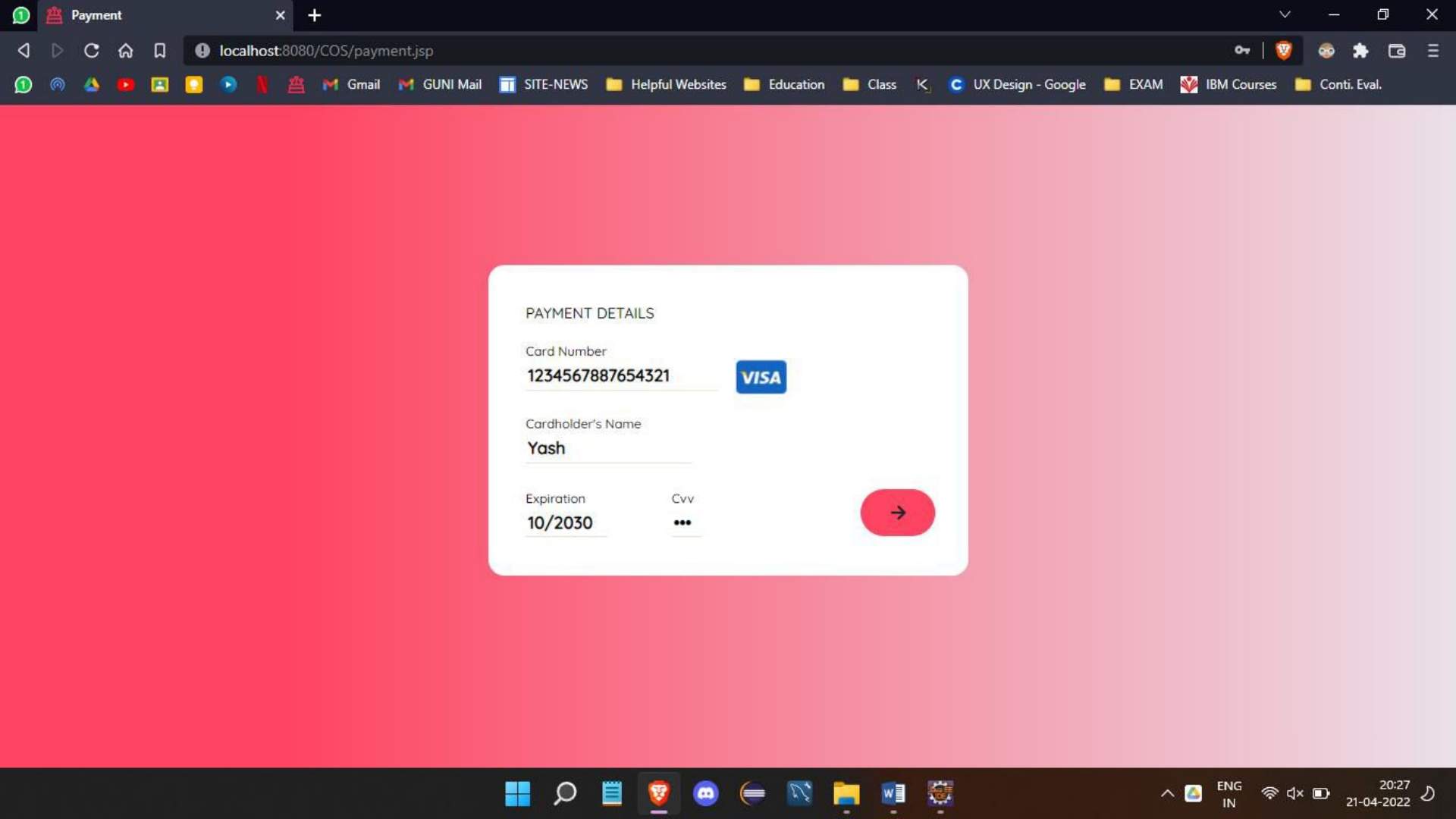
Name

Prajapati Yash Prakashbhai

Shipping Address

60, Srinand Tenament

Continue Shopping Place Order


Payment
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PAYMENT DETAILS
Card Number
1234567887654321
VISA
Cardholder's Name
Yash
Expiration
10/2030
Cvv
•••
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21-04-2022

Payment Successful

localhost:8080/COS/success.jsp?card-num=1234567887654321&name=Yash&exp=10%2F2030&cvv=123

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CAKE SHOP

HOME CART (0) PRAJAPATI YASH PRAKASHBHAI LOGOUT

Payment Successful

Go Home

ENG IN 20:27 21-04-2022

Backend/Admin Side Screenshots

Admin - Home Page

localhost:8080/COS/admin.jsp

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CAKE SHOP

HOME | YASH PRAJAPATI | LOGOUT

13

Users

8

No. Categories

12

No. Products

Add Categories

Add Products

ENG IN

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21-04-2022

Admin - Home Page

localhost:8080/COS/admin.jsp

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CAKE SHOP

HOME YASH PRAJAPATI LOGOUT

Add Categories

Add Products

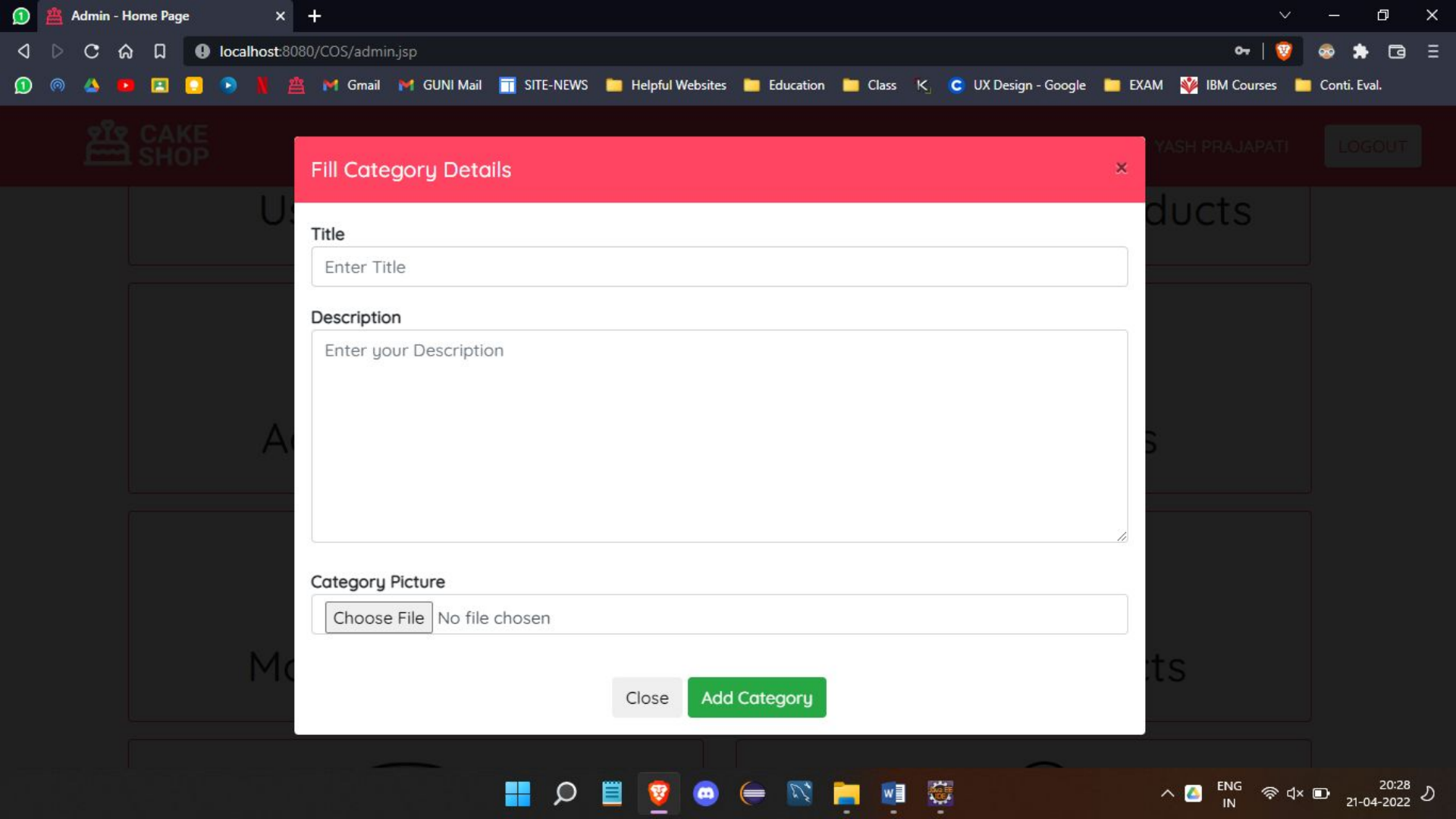
Modify Category

Modify Products

Delete Categories

Delete Products

ENG IN 20:28 21-04-2022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CAKE SHOP
YASH PRAJAPATI
LOGOUT
Fill Category Details
Title
Enter Title
Description
Enter your Description
Category Picture
Choose File
No file chosen
Close
Add Category
ENG
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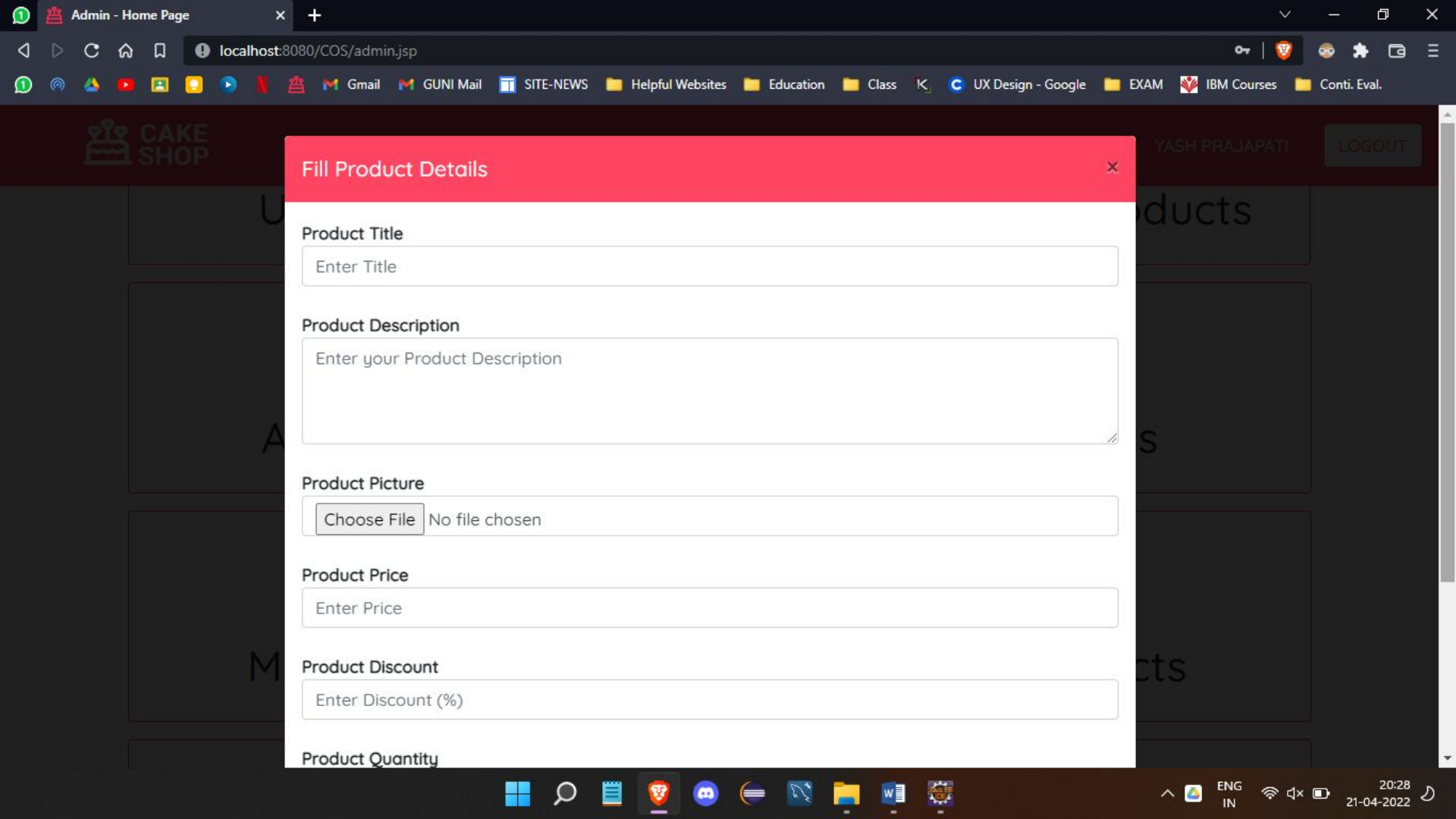
21-04-2022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YASH PRAJAPATI
LOGOUT
Fill Product Details
Product Title
Enter Title
Product Description
Enter your Product Description
Product Picture
Choose File
No file chosen
Product Price
Enter Price
Product Discount
Enter Discount (%)
Product Quantity
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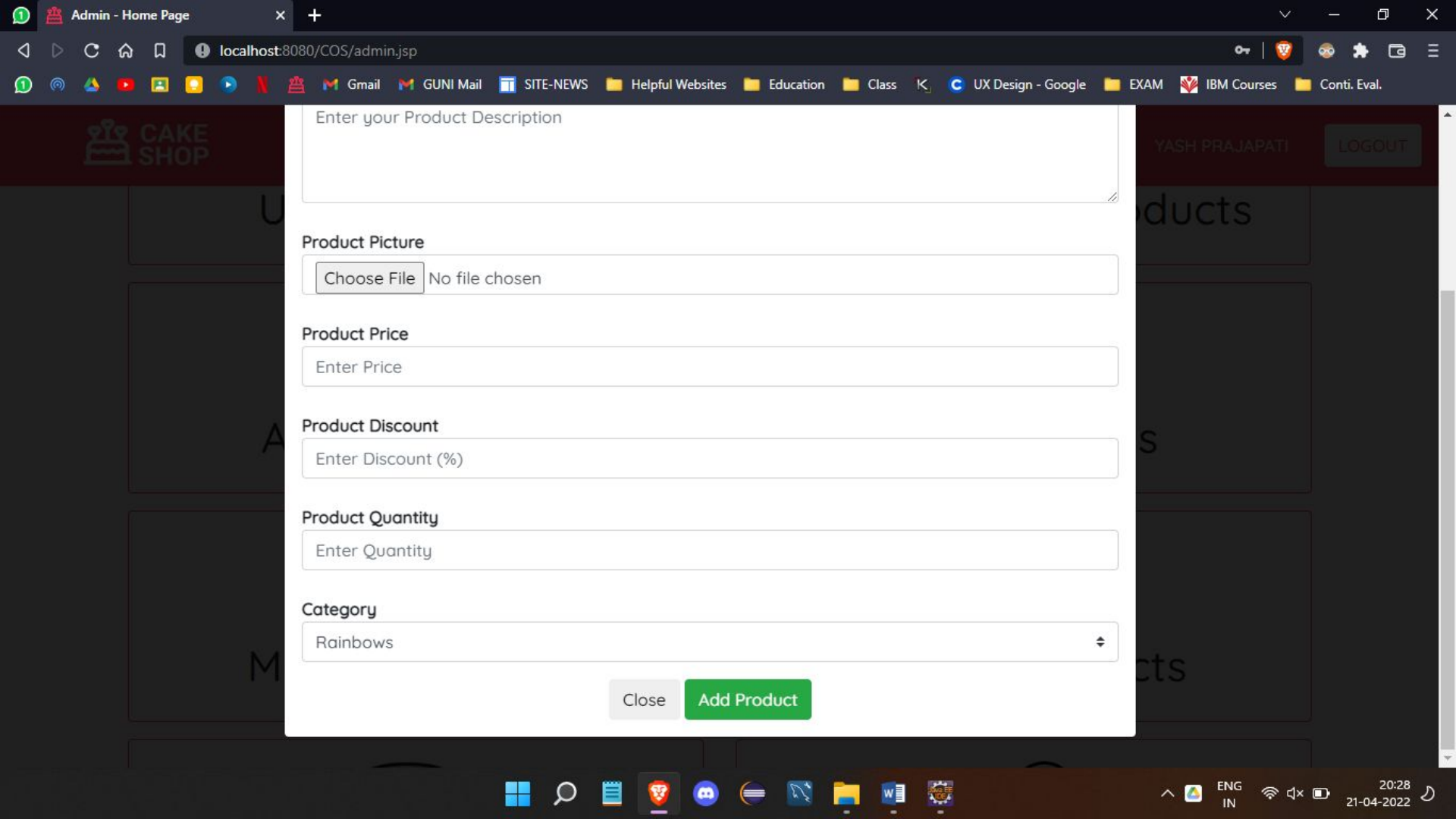
21-04-2022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CAKE SHOP
YASH PRAJAPATI
LOGOUT
Enter your Product Description
Product Picture
Choose File
No file chosen
Product Price
Enter Price
Product Discount
Enter Discount (%)
Product Quantity
Enter Quantity
Category
Rainbows
Close
Add Product
ENG
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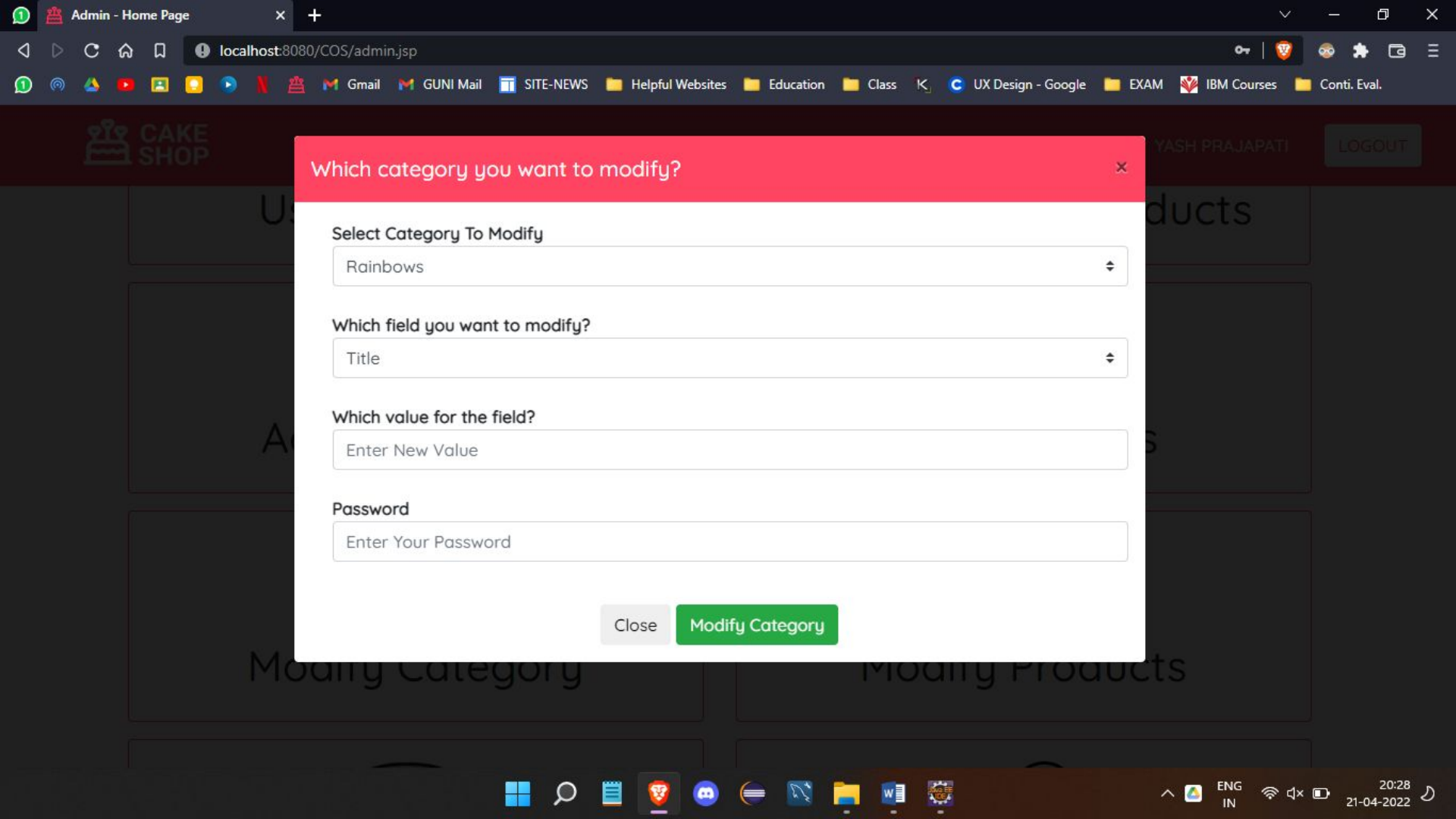
20:28
21-04-2022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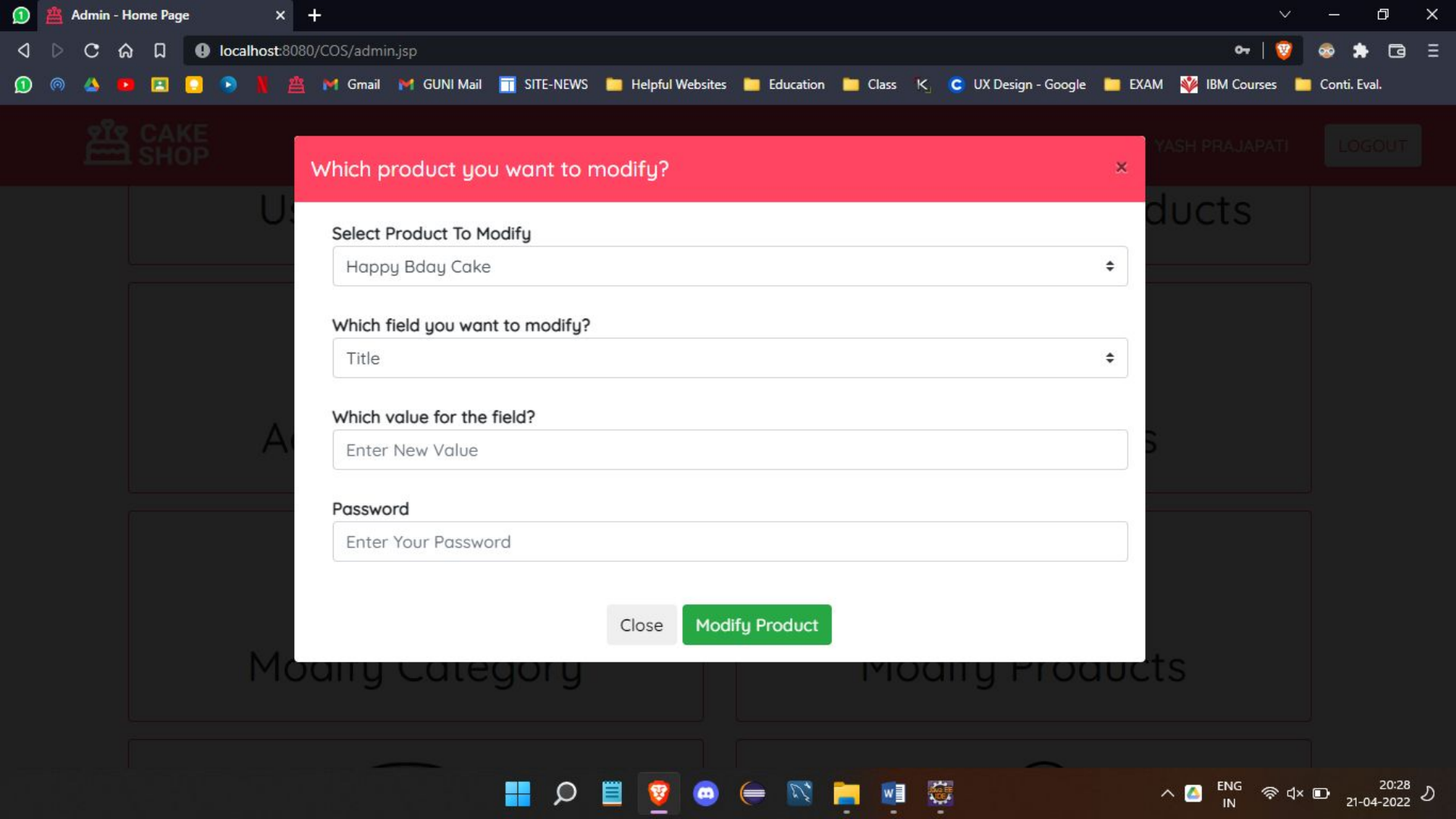
CAKE SHOP
YASH PRAJAPATI
LOGOUT
Which category you want to modify?
Select Category To Modify
Rainbows
Which field you want to modify?
Title
Which value for the field?
Enter New Value
Password
Enter Your Password
Close
Modify Category
ENG
IN
20:28
21-04-2022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CAKE SHOP
YASH PRAJAPATI
LOGOUT
Which product you want to modify?
Select Product To Modify
Happy Bday Cake
Which field you want to modify?
Title
Which value for the field?
Enter New Value
Password
Enter Your Password
Close
Modify Product
ENG
IN
20:28
21-04-2022

Admin - Home Page

localhost:8080/COS/admin.jsp

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CAKE SHOP

YASH PRAJAPATI LOGOUT

Which category you want to delete?

Category

Rainbows

Password

Enter Your Password

Close Delete Category

Modify Category

Modify Products

Delete Categories

Delete Products

ENG IN 20:29 21-04-2022

Admin - Home Page

localhost:8080/COS/admin.jsp

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CAKE SHOP

YASH PRAJAPATI LOGOUT

Which product you want to delete?

Select Product to Delete

Happy Bday Cake

Password

Enter Your Password

Close Delete Product

Modify Category

Modify Products

Delete Categories

Delete Products

ENG IN 20:30 21-04-2022

References

– – –

- www.themeforest.net/ - For Homepage
- www.youtube.com - For Backend Concepts
- www.stackoverflow.com - For error solving
- www.geeksforgeeks.org - For Backend Concepts
- www.w3schools.com - For Frontend Concepts
- www.javatpoint.com/ - For Backend Concepts
- www.mdbootstrap.com/docs/b4/ - For Frontend
- www.getbootstrap.com/docs/4.0/components/ - For Frontend

Conclusion

The motivation behind this project was to study and practice UI/UX ideas. By this project I will actually want to make a decent and solid website which will be the best platform for cake merchants and give a superior stage to order cakes online. The Cake Shop (TCS) will assist the clients with browsing assortment of cakes and baked goods. It will assist the clients with picking the ideal and new cakes for amazing event. We will likewise expand the assortments in future and add various types of cakes from various culture. For vender's side, TCS will be the stage for the dealers to sell their cakes. My goal is to make a site, that is effectively available to everybody. I want to associate each country pastry specialist to a typical stage from where they can sell their cakes and the clients can purchase cakes. Making a connection for clients to get newly prepared cakes. Extent of this venture will be to fill the hole of rustic bread cooks and clients.

THANK YOU