Project Proposal - Nick Yu

Awesome Dessert

1. Introduction

- Design is a pastry website for a start up idea with goals of advertising the start up restaurant, with possible later on integration of payment system to make direct online orders, communication forum to allow pastry lovers to engage with each other, etc.
- This website is aimed at introducing the brand, connecting to various other social medias platforms. View categories of pastries that people are interested, and eventually able to place order directly through the website. Depending on the expansion of knowledge, will also try to integrate forum for topic discussions.

2. Expected List of Features

- Display index page with nice overview of about us and pastry categories
- Able to jump to section that viewer is interested and browse more about the section.
- Able to view by stars/ratings or view random recommendations
- Able to provide feedbacks/experience on the restaurant/pastry
- Later on to integrate functionalities like make purchase online, register account, store user information in the Database, etc
- Integrate functionality to send emails to registered users with upcoming specials, etc

3. Market Survey

- Similar concept compare to a few below:
- Bitter sweet pastry
- Extraordinary dessert (Great overview with the functionalities of business)
- Mike's pastry (Rich story telling)
- Voodoo Doughnut (Unique website design)
- Bouchon Bakery (nice animated sliding view with JavaScript, simple to use)

4. References

https://bittersweetpastry.com/
http://extraordinarydesserts.com/
https://www.mikespastry.com/
https://www.voodoodoughnut.com/
https://www.thomaskeller.com/bouchonbakeryyountville#