OVERVIEW

When it comes to social media, we have seen countless applications that have been highly successful such as Facebook and WhatsApp. On the other hand, we have yet to see a breakthrough for an application in the baking industry. This is where Ready Set Bake comes in. It is the missing puzzle piece between customers and their go-to bakeries and satisfies the needs of both parties. From the logo to font choice and landing page, everything will be strategically designed to attract the most downloads and provide the best service. With the efforts of our highly skilled team at Mercury Interactive, we have no doubt Ready Set Bake will be a phenomenal success.

ABOUT READY SET BAKE

Ready Set Bake is a Toronto-based company that has built a mobile application to let users find the best deals in baked goods. The application connects with bakeries in the city, allowing them to showcase their goods, pull in orders from customers in a timely manner, and make special limited-time offers. Their main target demographic is local bakeries, party groups, wedding planners, as well as individual buyers, which they deliver to directly. These same bakeries can post ads which customers can bid on. Ready Set Bake bridges the gap between bakeries and their customers, satisfying the needs of both in one easy-to-use app.

REQUIREMENTS

LOGO

The logo for the Ready Set Bake app will express the purpose of the app in a clean, legible manner and will be displayed on the app's official website, in the App Store and in Google Play. Catering is the main function of the app so we plan to use imagery associated with this business sector in the logo itself (e.g. food, delivery trucks, waiters, plates, etc.). Exceptional use of colour and typography will be required in order to set Ready Set Bake apart from similar apps.

LANDING PAGE

The Landing Page will demonstrate the mechanism of the application on a smartphone by displaying a preview using images on the page. A short description illustrating the functionality and usage of the application will be presented along with the preview of the application. The data of the application will be customised to be viewed in list and grid views for a user friendly experience. A call-to-action button to direct the users to download the app from App Store and Google Play will be exhibited on the landing page.

Features

The landing page will be a digital mockup that will include preview designs of the app itself. These previews will highlight the app's main features: a geo-location map, a bakery pre-order function, and a delivery function.

ABOUT US

Mercury Interactive is a digital agency started in 2008 specializing in website and application design. They have worked with a handful of major international brands such as Adidas, MTV, and Coca Cola. Their human-centered approach and dedication to extensive research has won them recognition from the likes of Net Magazine, Best Web Gallery, and The ONE Show. Whatever the challenge, Mercury has the talent, expertise and all the right tools to deliver an innovative and timely solution.

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