Jonathan Disla

Capstone Project

Web 321

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**Goals**

* Order in advance for pickup or ship same or next day
* Ability to search and add to shopping cart
* Variable featured goods every day of the week.
* At checkout/cart display cost and ask for zip to estimate shipping
* Carry out orders pay online or cash on location
* Delivery orders provide a credit card to pay for order
* Registration feature to save information for future orders (email required)
* Record name, address, contact info, email and payment info for registration (optional)
* Rewards program function for registered...coupons and updates for email only

**User Types**

* Early morning workers with early shifts
* Birthdays
* Those in tech field
* Families with school age kids
* Tourists
* Business owners for parties/meetings

**Personas**

 **Persona:** Mike and Shawn **Age:** 35 **Gender:** Male

**Distinguishing Characteristic:** They are early risers who rely on their routine coffee and baked goods for breakfast in the morning. They eat by way of take out and would like to order their food before hand.

**Important Feature:** Order their products by call for take out before they arrive as to not be late by waiting in line.

**Unimportant Feature:** They are not techie so unless it is extremely easy to use, they don’t care much about ordering online only.

**Needs to Meet:** The application must have a secondary option to call ahead of time.

**Favorite Brands:** Craftsman, Black and Decker, Yamaha

**Hobbies:** Car detailing, Building, Painting

**Occupation:** High rise construction workers

**Computer Skill Level:** 4/10

 **Persona:** Williams Family **Ages:** 30, 10, 7 **Gender:**Male/Female

**Distinguishing Characteristic:** They order cakes for birthdays and like to have them delivered. They are known to place orders for other people’s behalf.

**Important Feature:** Reward points for amount of orders and references given.

**Unimportant Feature:** Apply their rewards to purchases

**Needs to Meet:** They must be able to choose the amount of reward points to use when making an order.

**Favorite Brands:** Old Navy, North Face, Nike

**Hobbies:** Legos, Coloring, Soccer

**Occupation:** Teacher (mom)

**Computer Skill Level**: 8/10

**Persona:** Tech Firm **Ages:** 30s **Gender:**Male/Female

**Distinguishing Characteristic:** Like to work remote and regularly snack on baked goods. Know their orders in details and always place orders online.

**Important Feature:** Want to be registered as to reorder previously purchased items.

**Unimportant Feature:** Not crucial to have a search bar.

**Needs to Meet:** A registration that allows to make reorders quickly

**Favorite Brands:** Apple, Windows, Google

**Hobbies:** Programming, Hiking, Sports

**Occupation:** Developers

**Computer Skill Level:** 10/10

**Persona:** Family **Ages:** 6-40 **Gender:**Male/Female

**Distinguishing Characteristic:** Like to try new things and prefer to make orders online paying with a credit card

**Important Feature:** Would benefit from a “features” option in the home page and to search for new products

**Unimportant Feature:** Track previous orders

**Needs to Meet:** A featured section and a search bar

**Favorite Brands:** Tesla, bath and body works, best buy

**Hobbies:** Hiking, boating

**Occupation:** Architect, Nurse

**Computer Skill Level: 7**/10

**Persona:** Tourists **Ages:** 40s **Gender:** Male/Female

**Distinguishing Characteristic:** Only drop in when in the area. New customers that may not know the menu well on the other hand like promotions and coupons

**Important Feature:** Coupons

**Unimportant Feature:** Registering

**Needs to Meet:** Offer to take down their email only in order to send coupons and promotions

**Favorite Brands:** Columbia, Delta, Jet Blue

**Hobbies:** Traveling, Collecting, Photography

**Occupation:** Random (tourist)

**Computer Skill Level:** 5/10

Bakery Plus

Executive Summary

Due to recent events, our client base is ordering online more than ever before. This is an increasing trend with endless opportunities in reach to customers. It is crucial to establish a web presence in order to fulfill the need of all of our customers.

In order to achieve this endeavor, demonstrated herein, are the essential features that this application must contain. Customer must be given the option to order in advance or to order in the future. We suggest at least one day ahead. A lot of concerns are time restraints as well as flexibility of available product. This feature should fulfill the needs of customers who are pressed for time and need to have their product available. To achieve this feature’s success, customers shall be able to search through the products offered. This will entail an online catalog where thousands of users can go at once and see what we offer.

At times, customers may also be undecided as to what to get. There are certain groups that like to try new things and don’t mind a gentle suggestion. Adding a featured section that updates every day will help to drive new products. Also, it is a way to show off current sales that customers may be able to take advantage of. Shipping fees will be determined by zip code. Upon checkout, the application should gather the customer’s zip code although there are better ways of achieving gathering the shipping costs which is to register users.

A registration that requires customer information will make ordering much faster. Registering allows for the app to remember past orders so that the member doesn’t have to go through the menu. The rewards program is implemented by gathering the information of a registered user. The email address is a mandatory field that is required both for registered users and unregistered. Those unregistered can leave their emails to receive updates and coupons. When it comes to delivery or carry out, payments shall be taken respectively. Online orders that are delivery based will have a check out feature to pay online while carry outs pay in store.

**Stories**

Product Owner

* As a product owner, I want to have a calendar so that I can choose the date and time of my order.
* As a product owner, I want to have a dashboard so that I can keep track of daily sales.
* As a product owner, I want to receive a weekly so that I can see new sign ups to the site.
* As a product owner, I want alerts of the amount of online vs offline transactions so that we can gage audience preference.
* As a product owner, I want a map so that I can know where our customers are ordering from the most.

UI Designer

* As a UI Designer, I want product information so that we can determine the featured items of the application.
* As a UI Designer, I want implementation of Google maps so that delivery and time information can be established.
* As a UI Designer, I want branding information so that the application adheres to color schemes and branding.
* As a UI Developer, I want stripe access so that credit card implementation can be added to the application.
* As a UI Designer, I want customer information from the owner so that I can know how to setup the rewards.

Accessibility Standards

* Alternate text provided for screen readers, braille and simple languages
* Alternatives for media
* Clear separation from foreground and background
* Compatibility with assistive technologies
* Prohibit content known to cause seizures
* Adhere to section 508 when needed
* Text sizing
* Sign language interpretation offered

Assumptions

* The product owner is highly interested in the ability to choose track sales.
* The developer needs a database to provide information keep track of users and their entitlements such as rewards.
* The user is interested a simple to use yet functional way to order their goods.
* Different groups will share outcomes.