**James Bailey CSD-200 Module 12 Capstone Project (Due: May 15, 2022)**

1. Goals. The goals of this website are to allow customers the ability to order their favorite baked goods for pickup or to ship (same day or in advance). Provide access to search for available baked goods from anywhere throughout the site. Give access to a shopping cart which updates upon items added. Customers should also be given an easy to find and easy to fill out form to estimate shipping cost and taxes in their area. Allow purchases to be paid by credit card, at time of site visit or later. As well as provide an option to finish checking out and pay in cash, or card upon pickup. Customers should be given an area on the home page and in check out, an option to save personal information to an account within the site and recall the information the next time they make a purchase. Connect the company with its customers with advertisement space to highlight their available products as well as allow its customers to provide a simple email to receive new sales and promotional information. The site should also have a large space on the home page which displays the company’s ‘featured’ baked goods, which change based on the day of the week.
2. The Core Users for the Bakery Plus website are anyone with a cellphone, computer, or tablet with internet connectivity, old enough to make legal purchases and a craving for tasty baked treats. Primarily the largest demographic of the core users are college students, business professionals, middle class society, and young adults.
3. Personas:
   1. Kathy – Business leader with a team of twelve people collaborating with her. Provide snacks every morning during the initial meeting from Bakery Plus. Orders her team’s baked goods the night before and picks up her order on the way to the office. Goals are to search products, add to cart, check-out, reserve order, pick-up order and avoid time constraints.
   2. Brian – Father of three and husband. Every Saturday morning orders his family’s favorite treats and picks up his order. Goals are to browse items easily, add items to cart while browsing, reserve orders for up to three days, change or cancel orders easily.
   3. Amanda – College student at the local university. Comes in to take out her lunch between classes. Sometimes she brings her classmates. Goals are to find items easily, share items, expedite order, pay later, and schedule a delivery service.
   4. Robert – A high-school student who likes to get his breakfast every other day, or when he has a little extra cash. Catches the school bus near the shop, so he likes to order on his phone while he gets ready in the morning and pickup his order on the way to the bus stop. Goals are to search and locate items quickly, pay with cash upon pickup, and easily cancel orders.
   5. Sam – An elderly man who likes to order baked goods every weekend for his partner and himself. Only has a home computer to order. Likes to reserve his order and have it delivered to his home at a certain time. Goals are to easily find items with lower vision ability and limited physical aptitude, schedule delivery, pay with credit card.
4. Five requirements from the standpoint of the Product Owner:
   1. As a product owner, I need to manage the product backlog, so that all stakeholders (particularly developers) have all required and up-to-date information to ensure optimized performance and project outcomes.
   2. As a product owner, I need to produce a detailed customer journey map, so that I can anticipate client and customer needs and improve customer experience.
   3. As a product owner, I need to evaluate product progress at every iteration, so that the best product is produced through evolving customer and client needs.
   4. As a product owner, I need to represent the customer to the development team, so that customers can find a seamless solution to their needs of baked goods.
   5. As a product owner, I need to develop a concise roadmap of the development process, so that developers have a detailed list of items to deliver and the required time to deliver them throughout the design of the website.
5. Five requirements from the standpoint of the user interface designer:
   1. As a user interface designer, I need to research the customer and define their journey throughout the website and its content over the life of the customer and the site.
   2. As a user interface designer, I need to define and develop the user persona profile, so that the development team can better understand the user and the ways to improve their experience.
   3. As a user interface designer, I need to create a ‘mind map’ for building an information architecture based on relations between all the site’s entities with detailed description of functionality, so that the design team can label the categories and develop interface navigation most suitable to the user’s needs.
   4. As a user interface designer, I need to prototype the website, so that the flow and the function of the site and its entities are bast suitable to address customer and client needs over time.
   5. As a user interface designer, I need to define and design a mood board and a user interface style guide, so that the front-end development team can prototype the graphic interface and evaluate it.

**James Bailey CSD 200 Module 12 – Capstone Project Due May 15, 2022**![Graphical user interface

Description automatically generated with low confidence]()

**James Bailey CSD 200 Module 12 – Capstone Project Due May 15, 2022,** ![Diagram, engineering drawing

Description automatically generated]()

**James Bailey CSD 200 Module 12 – Capstone Project Due May 15, 2022**

![A picture containing text

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1. The accessibility standards and the related considerations I adhered to. This site will fallow the WCAG 2.0 standards implemented in 2010 and coincide with AAA level requirements. There were multiple considerations that were included while designing the Baker Plus website. I made sure to match my design with the product. I achieved this by giving he site a feeling of comfort, and an American “shabby chic” design principal. WCAG 2.0 AAA requirements include perceivable, operable, understandable, and robust principles and their guideline, while supporting the success criteria for requirements and conformance testing to meet all sufficient as well as several advisory criterions. Another consideration made was toward the shopping cart design, to include functional product images, reviews, and a convenient search bar.
2. Assumptions – Where the customer is on and off the site to best gauge where deliveries will need to go, and when peak times will be for sales. How the customer will communicate, will they go online and order, fill out forms, chat online with support or call the store. What percentage will communicate each way to best design an infrastructure to manage the volume of large avenues and save cost by reducing staff for the lesser avenues. The customer’s demographic as in their location, to gauge delivery and shipping needs. Their age, to gauge the level of support needed. The type of font used, type of advertising to deploy, and the customer’s level of expertise browsing online and shopping. The customers’ psychographics like their attitude to best gauge best advertisement choice, i.e., color schemes and times of orders. The customers’ preferences in the best U.I design to use. The location of the company being in Saint Charles Missouri, and Bakery Plus sells products to all the United States.

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**Executive Summary**

Problem statement It is evident that today’s society is more dependent on serviced provided quickly and from the comforts of anywhere. The fast-paced world we live in today is not friendly to casual encounters with business, nor the ability to wait in lines for others to decide what they want to make a purchase of s single snack, or their meal within a quickly ending meal break.

Proposed solution JPB-Designs will bring the masses to Bakery Plus through competitive web design and UI design principals. We have a seasoned team of professionals to take any idea and turn it into a masterpiece.

Value We pride ourselves on being a people first company and providing excellent service at a competitive yet economically sound price. Also, in our firm belief in core values and trust.

Final thoughts and steps We will provide lasting support for your company throughout the life of the website with periodic testing and redesign of elements for a paid service fee. As well as technical support for the first two years of deployment at no extra cost.

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**Written Proposal:**

Between our expertise seasoned experience and dedication to our client’s success, I am confidant we can grow the recognition of your brand and educate your market on your history and the diverse products Bakery Plus has to offer. Our firms enthusiastic about the opportunity to partner with you to accomplish these goals and is hopeful to continue this conversation soon. We would also like to thank you for your time and consideration throughout this process.

Sincerely,

James Bailey

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**Plan:**

JPB-Designs plans to bring everyone with internet access closer to comfort through all the many delicious nooks and crannies Bakery Plus has to offer and make the Bakery Plus brand synonymous with comfort and baked goods. To accomplish these goals, our firm has produced a comprehensive plan providing project operation, deliverables, and predicted timeline of completion.

**Logo redesign**

we plan to redesign the Bakery Plus logo to best suit the current marketplace. UI/UX design, to best service the community in searching for, browsing through, purchasing and deliver of products and

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services, our firm will implement an up-to-date user interface and experience design. We will bring accessibility to everyone by adhering to Web Content Accessibility Guidelines (WCAG) 2.0 and coinciding with AAA level requirements. We aim to bring style and function to the core users of the Bakery Plus website.

**Pricing**.

The pricing for our services is competitive, while remaining fair as well. We work tirelessly form 7am to 3pm Mon-Fri, and project our campaign to occupy no less than 9 weeks, and no more than 1 year. We offer an up-front payment option in addition to an hourly rate. At an up-front price point this project’s estimated cost will be no less than $15,578.93 for 9 weeks and no more than $90,000.00 for 1 year. At the hourly rate we would calculate total cost at the end of the project, at 35.00 per hour.