WATS 3020 Final Project

By Laura Mackenzie

Project Description:

My Wats 3020 Final Project will be a website for a “Mobile Cupcakery”. This project was inspired by my 12-year-old daughter, Jada, who wants to own and operate a cupcake food truck when she grows up. I’m essentially creating the future online presence of an imaginary company called “Jemcakes” (JEM are my daughter’s initials).

This responsive website will include a header with links and a logo, as well as a large header photo displaying a cupcake and the slogan “Where Baking Meets Art”. Below the header, the website will display a grid of vivid close-up images of a selection of cupcake flavors. My daughter has agreed to bake and decorate a selection of her beautiful cakes so that I can do my own photography for the project.

The “Jemcakes” logo will be pretty minimalist, just the company name with an image of a gem. I will include some hover animations on the logo and header links. In addition, when the user clicks on the cupcake photos in the grid, it will show/hide its flavor and other descriptive details.

Below the display grid of cupcake photos, I will include information about placing a custom order. Below this section will be a “Find Us” section. Here, I’ll be using the Google Calendar API, so that users can select a date from the calendar to find out the location of the truck on that day. In addition, I’m going to implement parallax.js to create a nice scrolling effect throughout the site.

The final section of the site site will include contact information, Facebook/Twitter links, and information about the charitable donations by the company (a portion of the proceeds of each cupcake goes to charity). Included in my design documents are wireframes for both desktop and mobile states, as well an example of my logo, a sample photo, and the color scheme I will use.

Third Party Libraries I will use in this project:

* JQuery
* Bootstrap
* Parallax.js
* Google Calendar API

Comparable Websites Online:

http://www.cupcakeroyale.com/  
https://www.trophycupcakes.com/  
https://gigiscupcakesusa.com/