Business Report

Subject: Front Page

Prepared by: Linda Lorie Lopez

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Introduction

The report assesses the effectiveness and user engagement of the homepage, where customers are first greeted. It evaluates how visitors interact with the navigation menu, product image examples, and the footer containing direct company information. Additionally, providing a welcome message and slogan. The goal is to understand how these features contribute to the overall user experience and business objectives

Fields

1.Navigation Menu

- Home – Front Page where uses are welcomed and introduced to the website
- Customer Management – Customer Account and confidential data
- Order Management – A unique orders tracking system, updating progress of orders from pending to completion.
- Product Mangement – Products available displayed with option to customize by selecting preferred   product.
- Contact Us – Direct contact in providing feedback or ask questions, fostering communication.
- Login – Allow customers to sign up or sign in to their existing account for personalized services.

2. Product Showcase and Message

- Showcases bakery products to give insight into the type of products offered.
- Welcome message with the bakery name and a slogan to capture the essence of bakery.

3. Footer

- Contains business contact details of address, phone number, and email address.

Conclusion

The homepage features, including the navigation menu, product showcase, welcome message, and footer, are well-organized and designed to enhance user engagement. The navigation menu allows users to easily access key sections of the site, while the footer ensures they can quickly get in touch with the business. The product showcase gives a preview of what the bakery offers, and the welcoming message creates a personal connection with visitors. Overall, the front page is effective in creating a positive first impression and promoting the business's offerings.