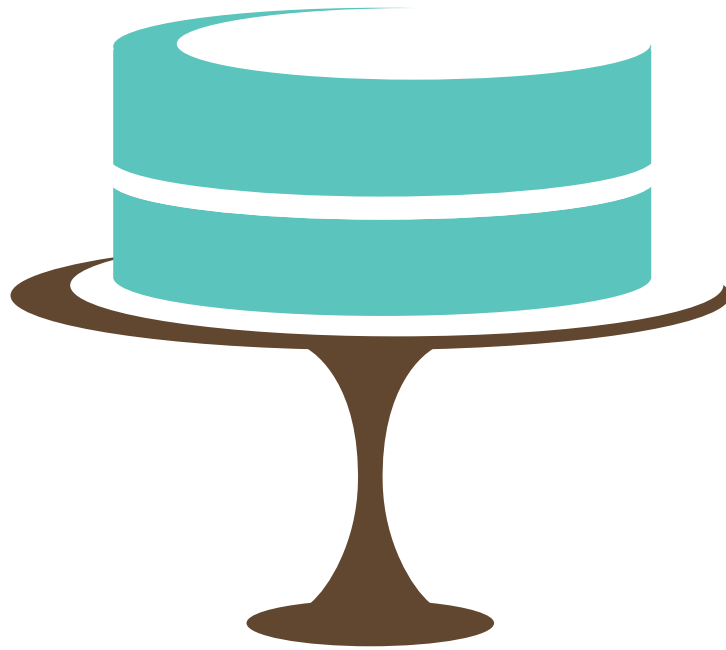


Business Name: Tasty Fusion Bakery



Tasty Fusion

PROJECT PLAN

Version: 0.1.0

Date: 4/22/16

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About Your Business

Tasty Fusion Cakery specializes in creating gourmet desserts such as multi-tiered cakes, cup cakes, cake pops and cookies for special events such as weddings, birthdays and corporate events to name a few.

Goals

Tasty Fusion has primarily relied on social media such as Facebook and Instagram to promote the business which has been instrumental in growing a strong client base but still has its limits. Over the last year or so, Tasty Fusion has really started to flourish so I'd like to have a more professional, cohesive online presence to showcase my work to potential clients. Branding.

WEEK 1	WEEK 2	WEEK 3	WEEK 4
research			
mood board			
wireframe			
high-res mockup			
	basic HTML structure		
	create and test forms		
	add CSS styling		
		add dynamic content (javascript) content i.e. image galleries, ect.	
		test on all desktop platforms and various browsers versions	
		test on popular mobile platforms and various browsers versions	
			minimize all code and register to CDN
			optimize all graphics and images
			upload to production test server for additional testing
			final test and optimization
			upload to live production server

CLIENT QUESTIONNAIRE

Website Information

Do you have an existing website? No

If so, who is hosted by? N/A

Is your current website built using a CMS (Wordpress, Joomla)? N/A

Do you currently sell, or plan on selling products through your site (ecommerce)? No

Do you anticipate on frequently updating your site (daily, weekly, monthly)? Yes

About You & Your Business

Are you the original owner/creator of the business? Yes

How long have you been in business? 4 Years

Briefly describe your the current products/services you offer? Tasty Fusion Cakery specializes in creating gourmet desserts such as multi-tiered cakes, cup cakes, cake pops and cookies for special events such as weddings, birthdays and corporate events to name a few.

Where do you see your business 3-5 years from now? Over the next few years I plan to slowly move away from Specializing in birthday cakes to becoming primarily focused on wedding cakes. My hope is to become the areas premiere wedding cake specialist throughout the Sacramento and surrounding areas.

Design

Do you currently have a logo? Yes

If so, do you plan on using this logo or are you wanting to redesign it? No

Do you currently have a color scheme for the website? Yes

Please use 5 different adjectives to describe the look and feel you're trying to achieve Simple, modern, bright, shabby chic and inviting.

Please provide links to other websites who's look and feel is similar to how you'd like your site to look?

<http://www.galabakery.com>

<http://ninecakes.com>

<http://peayvineyards.com>

Goals

What is the primary goal for creating/redesigning your website? Since the start of my business I've primarily relied on social media such as Facebook and Instagram to promote my business. Over the last year or so, my business has really started to flourish so I'd like to have a more professional, cohesive online presence to showcase my work to potential clients.

Do you currently use or have social media platforms to promote your business (please list all accounts)

www.facebook.com/TastyFusion

www.instagram.com/TastyFusion

www.yelp.com/TastyFusion

CLIENT PERSONA



PERSONA 1

Name: Jenny Miller
Age: 24
Profession: Escrow Agent
Education: High School Graduate
Ethnicity: White
Household: 2(no children)



PERSONA 2

Name: Haylee Simms
Age: 28
Profession: Journalist
Education: Bachelor's Degree
Ethnicity: Asian
Household: 4 (2 children)

SWOT ANALYSIS

STRENGTHS

- The website has a great domain.
- The filler content seems to load fast.

WEAKNESSES

- Literally no personal content currently on the site.
- Site will have to be built from the ground up.

OPPORTUNITIES

- Create a beautiful site without having to deal with old code.
- Strong social media presence can help to promote new site.

THREATS

- Competitors already have a website up.
- Will have to build up search engine results.