

Mary Leong
Assignment #1

Project Proposal/ Problem Statement

The website created is a landing page for a Chinese bakery, YiYi Bakery.

The bakery owner has had his shop for more than a decade and is finally ready to take his business online. His shop is currently located in a low traffic area and feels that he needs to grow his consumer base to increase sales. Since his business is family owned and the only workers are himself and his wife, he wants to test how much more business he could gain by expanding his brick and mortar business to the internet.

The design of this website will be simple and start off by showcasing popular bakery items and allowing people to make orders on buns. It will include links to social media sites that will be started to show new and popular items and allow customers to post their purchases and gain an online following.

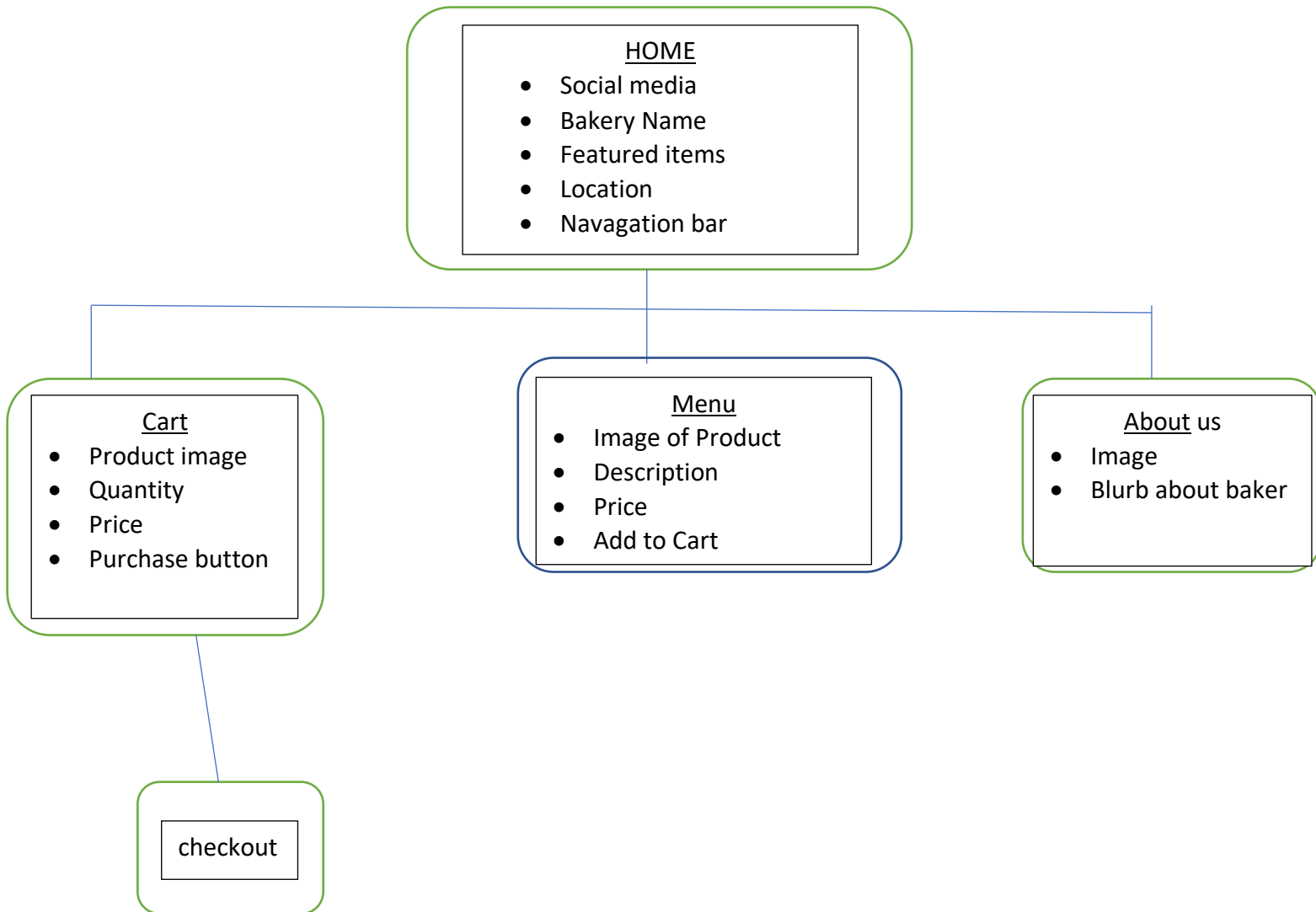
The website will showcase items sold with high quality images. Information about store hours and location can also be found on the website. The front page will showcase a popular item in the bakery as well as some current featured items. This webpage is meant to be a starting point for the bakery to show their delicious products and allow customers to order buns for pickup.

Outline

- I. Home
 - a. Social media – Clickable icon links
 - i. Facebook
 - ii. Instagram
 - iii. twitter
 - b. Name of bakery -YiYi Bakery
 - i. Size
 - ii. font
 - c. Cart
 - i. Image of cart item
 - ii. Item name
 - iii. Price
 - iv. Total Price
 - d. Navigation bar
 - i. Home
 - ii. Menu
 - iii. About Us
 - e. Featured image
 - f. Featured Items
 - i. Image
 - ii. Description
 - iii. Price
 - iv. Add to cart – button
 - g. Location
 - i. Image of store
 - ii. Store hours
 - iii. Store address
 - h. Footer
 - i. Name of Bakery
 - ii. Social media icons
- II. Menu
 - a. Image of product
 - b. Name of product
 - c. Price
 - d. Add to cart
- III. About Us
 - a. Image
 - b. Blurb about owner & beginnings
- IV. Cart
 - a. Item
 - b. Item quantity
 - c. Price

- d. Total
- e. Purchase button

Diagram





Home Page



Menu Page