



UI/UX Web App Design Project

Part 1

Requirement

Imagine that you've been hired by an entrepreneur who wants to open a new, delivery-only establishment that delivers food (or drinks) to customers living nearby. You have been asked to plan and design the restaurant's website. The centerpiece of this website will be an online food customization and ordering system.

Clickable mockup prototype link:

<https://www.figma.com/proto/m5MENN67K13aSS86J3o7I2/CakeCloudie?node-id=12-3&viewport=397%2C-3795%2C0.5&t=ITWGV2gKdOIYboAK-0&scaling=min-zoom&starting-point-node-id=145%3A1454>

Click step:

1. Sign in;
2. Add cake in stock to cart;
3. Add pre-order cake to cart;
4. View cart;
5. Check out.

Restaurant Concept

Restaurant Name & URL

Cake Cloudie

<https://www.cakecloudie.com>

Food & drink

Sponge cake.

- **Size:**

- 6 inch
- 8 inch
- 10 inch
- 9x12 inch

- **Flavor:**

- Original
- Vanilla
- Strawberry
- Chocolate
- Lemon
- Orange
- Pineapple

- **Decoration:**

Various decorations to choose from.

Location

Downtown, Woodlands, Texas, US.

Main target audience

Young parents

Cost

moderate to pricey, depending on options.

Elevator pitch

Indulge in our delectable airy cloudy sponge cakes, crafted to perfection for birthdays, celebrations, presents or simply as an everyday treat. With our prompt delivery, you can savor the fresh delicate goodness right in the comfort of your home.

Strategy

Target Audience

Roles (groups of people with similar goals)

- Mom who wants to get a fancy yummy cake to celebrate her children's birthday.
- Festival party organizer.
- Office lady who wants to have leisure snack and coffee time with her besties on weekends.
- Cake lover.
- People who have never tried sponge cake and want to give it a try.

Demographics

- **Gender:** More female than male
- **Education:** High school education or higher
- **Occupations:** Office lady who has children, single office lady, party planner
- **Age:** 20 – 70
- **Marital status:** married
- **Income:** average to high income
- **Location:** Woodlands, Texas.

Psychographics (personality, values, attitudes, interests, lifestyles)

- **Personality & Attitudes:**
 - Loving
 - Positive
 - Exquisite
 - generous
 - Curious
- **Values:**
 - Appreciation of beauty
 - Family bonds
 - Enjoyment and fulfillment
- **Lifestyles:**
 - Love family
 - Enjoy leisure time
 - Spend time with friends
 - Love parties

User Needs

The website needs to enable the users to:

- Find out if the cake shop delivers to their area
- Find out delivery date and time available
- Order cake online
- Currently available cake in stock
- Customize the pre-order cake and schedule a delivery
- Ingredients
- Price information and images of the cake
- tracking of order
- Contact information

Client Needs

The website needs to enable the client to:

- To sell food online that will be delivered only
- Show delivery date and time and no service days and time
- The store and products introduction, ingredients
- Show the specialty of the products
- Fancy and attractive interface
- Provide a system for order customization
- Easy contact for customers
- Order update and notification in real time and easy order tracking

Outline of Scope

Content Requirements

Content (text, images, video) that the user will need.

“The user will be looking for...”

- About the cake Cloudie shop and the sponge cake introduction, and the ingredients
- Delivery area (delivery available to the whole Woodlands city), delivery fee and delivery date and time
- No service days and time announcement.
- User account and shopping cart
- Cake ordering interfaces, including cake in stock and pre-order interfaces
- Cake images and prices
- Contact us
- Refund, cancellation and other policies
- Social medial (facebook and instagram, etc.) links
- FAQ

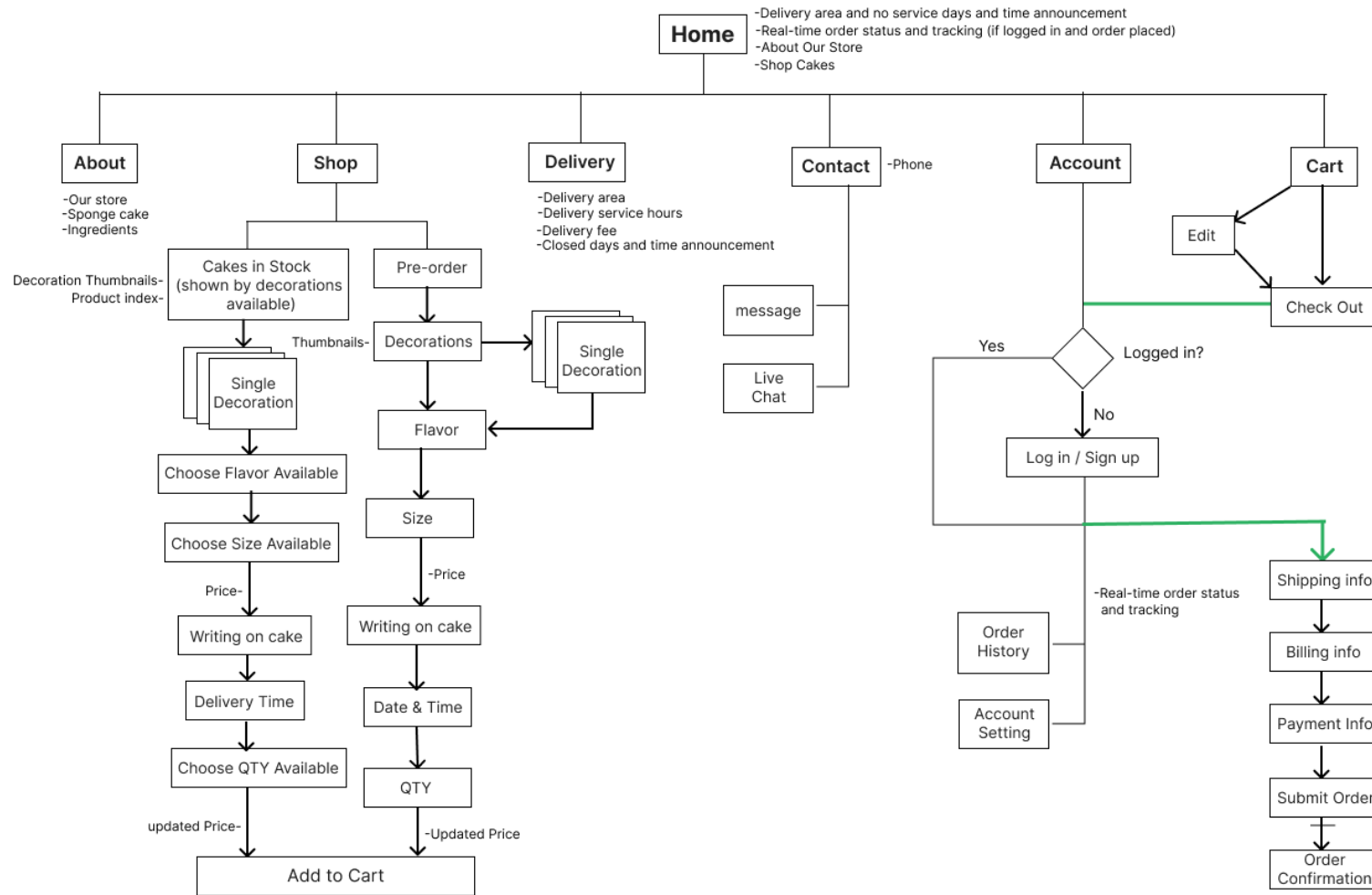
Functionality Requirements

Systems that will allow the user to accomplish tasks.

“The user will be able to...”

- Login or create an account
- Edit account information
- Customize cake by choosing options
- Customize delivery date and time
- Add item(s) to cart
- Edit items in shopping cart
- Check out (fill out shipping and billing address, payment information. Order confirmation after placing order)
- Order cancellation or ask for refund
- Real-time order status and delivery tracking
- Live chat

Sitemap



Footer

FAQ

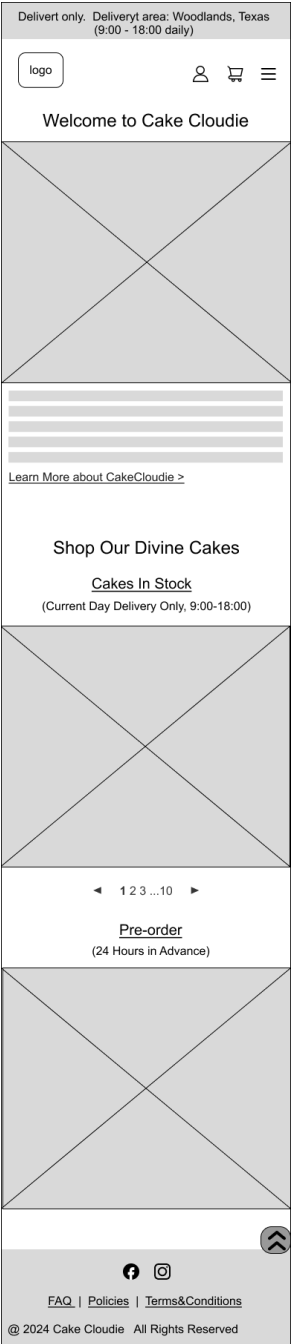
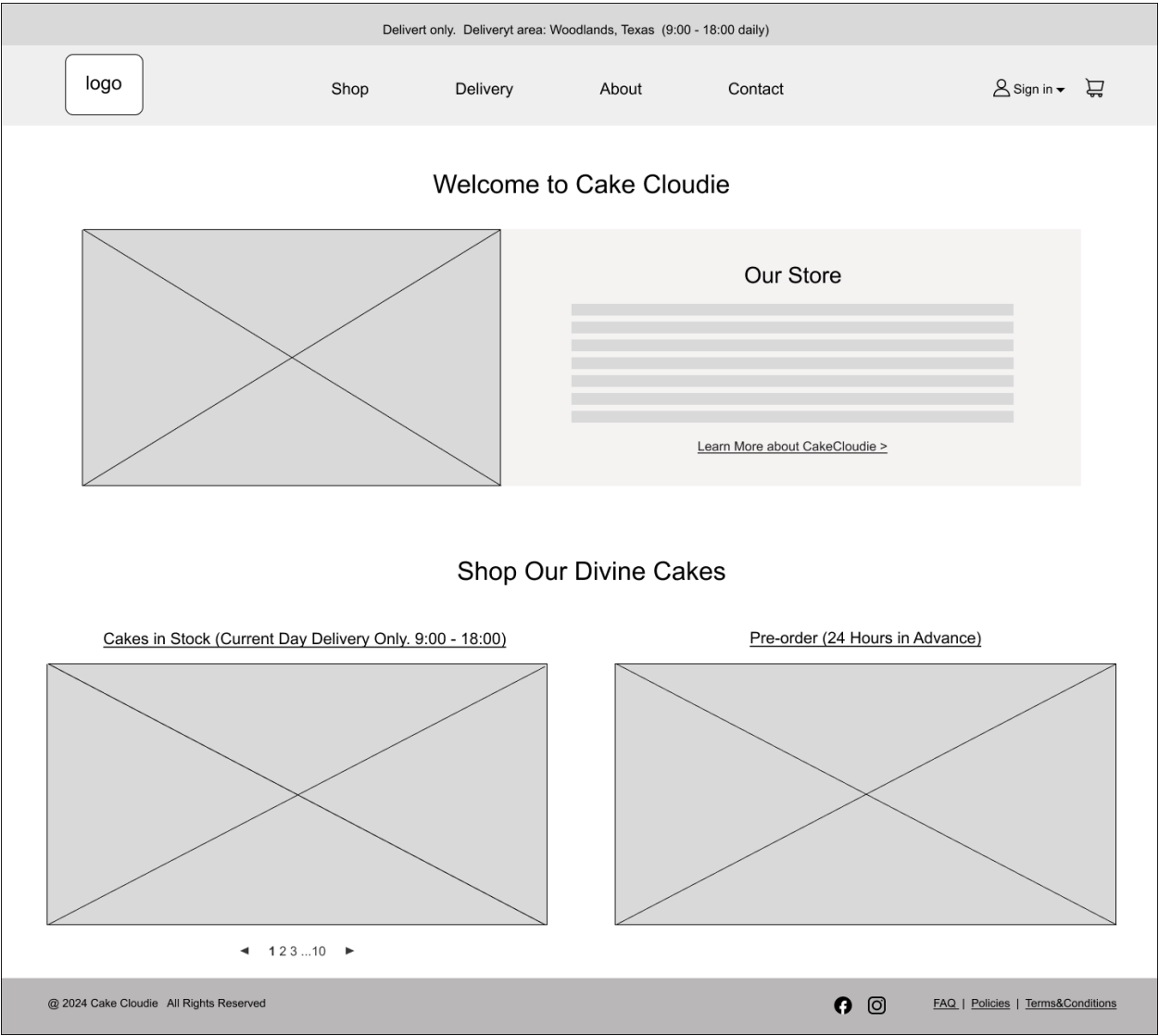
Policies

Terms & Conditions

-Privacy policy
-Return, refund and cancellation policy

Wireframe

Home - unsigned in (desktop and mobile phone)



About

Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)

logo

Shop

Delivery

About

Contact

Sign in

Home / About

Welcome to Cake Cloudie

Our Store

Sponge Cake

Our Ingredients

@ 2024 Cake Cloudie All Rights Reserved

FAQ

Policies

Terms&Conditions

Sign in

Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)

logo

Shop

Delivery

About

Contact

Sign in

Sign In

New? [Create an Account](#)

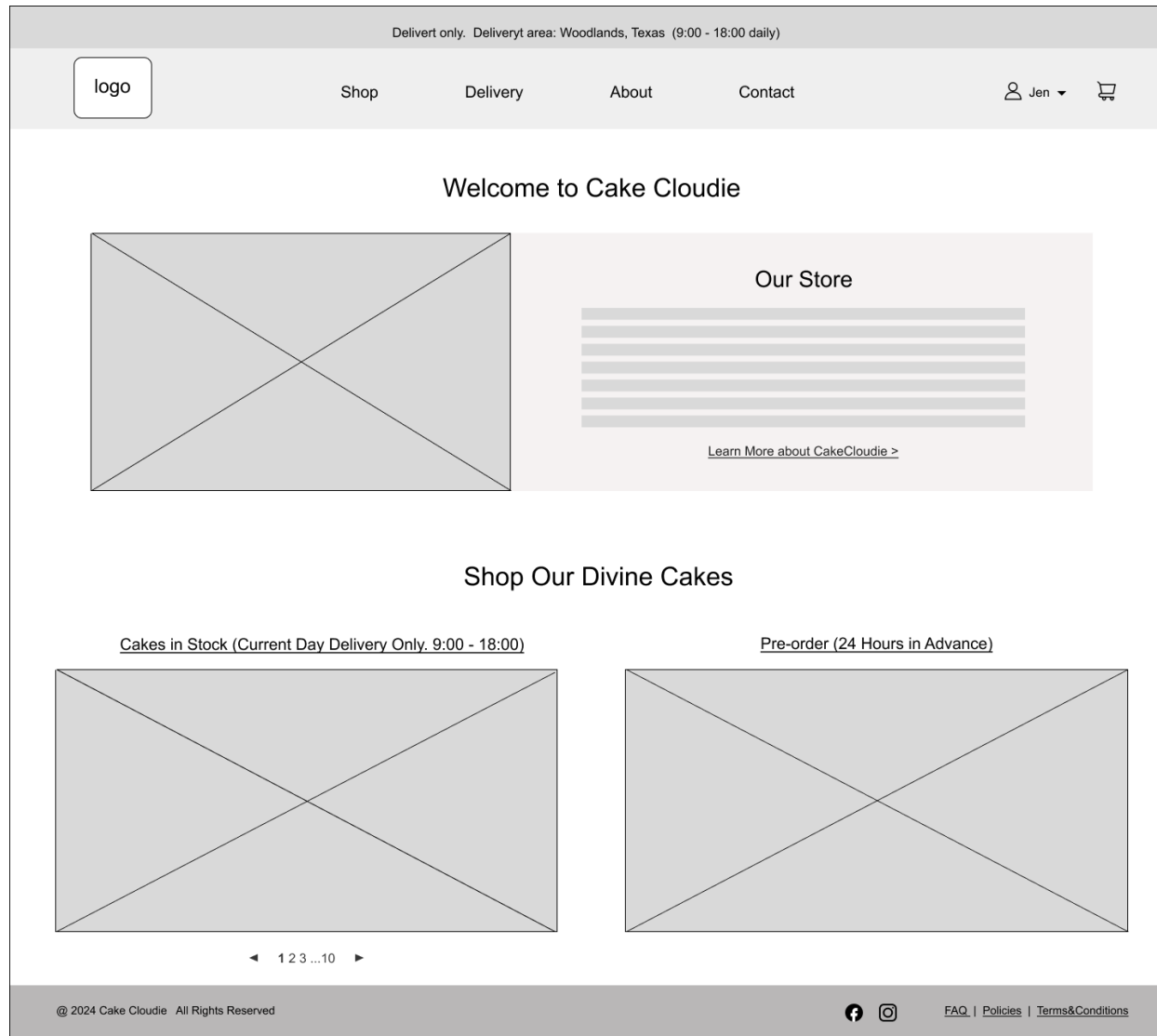
Sign In

[Forgot Password?](#)

@ 2024 Cake Cloudie All Rights Reserved

[FAQ](#) | [Policies](#) | [Terms&Conditions](#)

Home - Signed in as Jen



Shop

Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)

logo

Shop

Cakes in Stock

Pre-order

Delivery

About

Contact

Jen ▾

Home / Shop

Shop Our Divine Cakes

Cakes in Stock (Current Day Delivery Only. 9:00 - 18:00)

Pre-order (24 Hours in Advance)

◀ 1 2 3 ...10 ▶

@ 2024 Cake Cloudie All Rights Reserved

[FAQ](#) | [Policies](#) | [Terms&Conditions](#)

Shop cakes in stock

Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)

logo

Shop

Delivery

About

Contact

Jen

Home / Shop / Cakes in Stock

Cakes in Stock

All

Size

Flavor

@ 2024 Cake Cloudie All Rights Reserved

FAQ | Policies | Terms&Conditions

Shop single cake in stock

Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)

logo

Shop

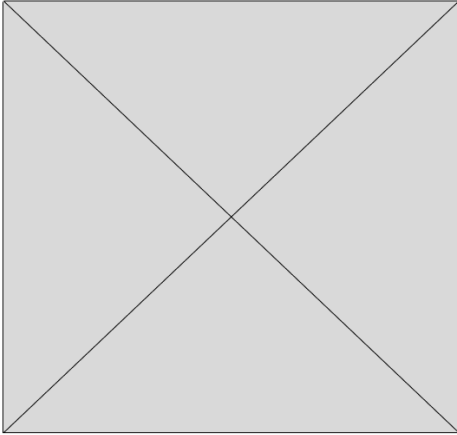
Delivery

About

Contact

Jen

Home / Shop / Cakes in Stock / 10Vanilla5



10" Vanilla Cake with Decoration 5

\$55

Flavor Available

Vanilla

Size Available

10"

Writing on Cake (30 chars max)

Happy Birthday

Delivery Time (Current day 9:00 - 18:00)

15:00

QTY Available

1

Add to Cart

@ 2024 Cake Cloudie All Rights Reserved

FAQ

Policies

Terms&Conditions

Pre-order cakes

Delivert only. Delivery area: Woodlands, Texas (9:00 - 18:00 daily)

logo

Shop

Delivery

About

Contact

Jen

Home / Shop / Pre-order

Customize your pre-order

Decoration

Choose decoration

Writing on Cake (30 chars max)

Happy Birthday

Size

10"

Flavor

Original

Date & Time

12/12/2024

13:00

Qty:

1

+

Price:

\$55 / each

Add to Cart

Update

@ 2024 Cake Cloudie All Rights Reserved

FAQ | Policies | Terms&Conditions

Pre-order cakes, select decoration style first

Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)

logo

Shop

Delivery

About

Contact

Jen

Home / Shop / Pre-order

Customize your pre-order

Decoration: What do you want your cake to be like?

Decoration 1 (no coating)

Decoration 2

Decoration 3

Decoration 4

Decoration 5

Decoration 6

Decoration 7

Decoration 8

Decoration 9

Decoration 10

Decoration 11

Decoration 12

Decoration 13

Confirm

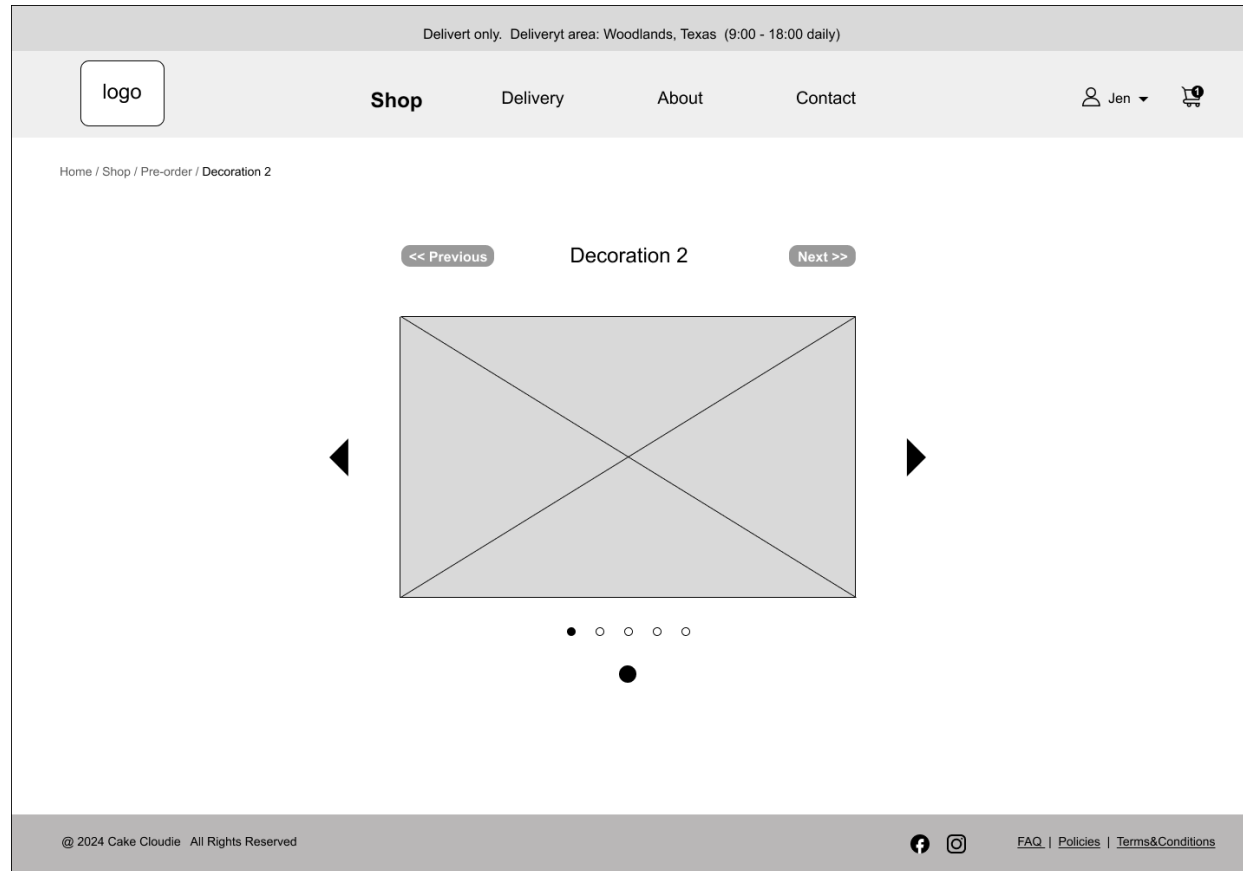
@ 2024 Cake Cloudie All Rights Reserved

FAQ

Policies

Terms&Conditions

Pre-order cakes, select decoration style by browsing single decoration one by one



Continue pre-order cake

Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)

logo

Shop

Delivery

About

Contact

Jen

Home / Shop / Pre-order

Customize your pre-order

Decoration

Decoration 2

Writing on Cake (30 chars max)

Happy Birthday

Size

10"

Flavor

Original

Date & Time

12/12/2024

13:00

Qty:

1

+

Price:

\$55 / each

Add to Cart

Update

@ 2024 Cake Cloudie All Rights Reserved

FAQ

Policies

Terms&Conditions

View cart

Delivert only. Delivery area: Woodlands, Texas (9:00 - 18:00 daily)

logo

Shop

Delivery

About

Contact

Jen

Cart (2 items)

Cake(s) in Stock:

10" Vanilla Cake with Decoration 5

\$55.00

Decoration: Decoration 5

Writing on Cake: Happy Birthday

Size: 10"

Flavor: Strawberry

Date & Time: 15:00, Today

Qty: 1

Pre-ordered Cake(s):

10" Original Cake with Decoration 2

\$55.00

Decoration: Decoration 2

Writing on Cake: Happy Birthday

Size: 10"

Flavor: Original

Date & Time: 13:00, 12/12/2024

Qty: 1

Order Summary

Subtotal:

\$110.00

Tax

\$9.08

Delivery fee

\$7.00

Total

\$126.08

Check Out

@ 2024 Cake Cloudie All Rights Reserved

FAQ

Policies

Terms&Conditions

Check out

Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)

logo

Shop

Delivery

About

Contact

Jen

Check Out

Back To Cart

Deliver To

Billing To

Payment (credit card)

Card Details

Card Number

Name on Card

MM/YY

CVC

Place Order

Order Summary

Subtotal:

\$110.00

Tax

\$9.08

Delivery fee

\$7.00

Total

\$126.08

Items in Your Order (2)

Cake(s) in-stock:

10" Vanilla Cake with Decoration 5

Show Item Details

\$55.00

Pre-ordered Cake(s)

10" Original Cake with Decoration 2

Show Item Details

\$55.00

@ 2024 Cake Cloudie All Rights Reserved

FAQ

Policies

Terms&Conditions

Order confirmation

Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)

logo

Shop

Delivery

About

Contact

Jen ▾

✓

Order Confirmed!

Thank you for your order! (order#: 123456789)

You'll receive a confirmation email with your order number shortly.

Home

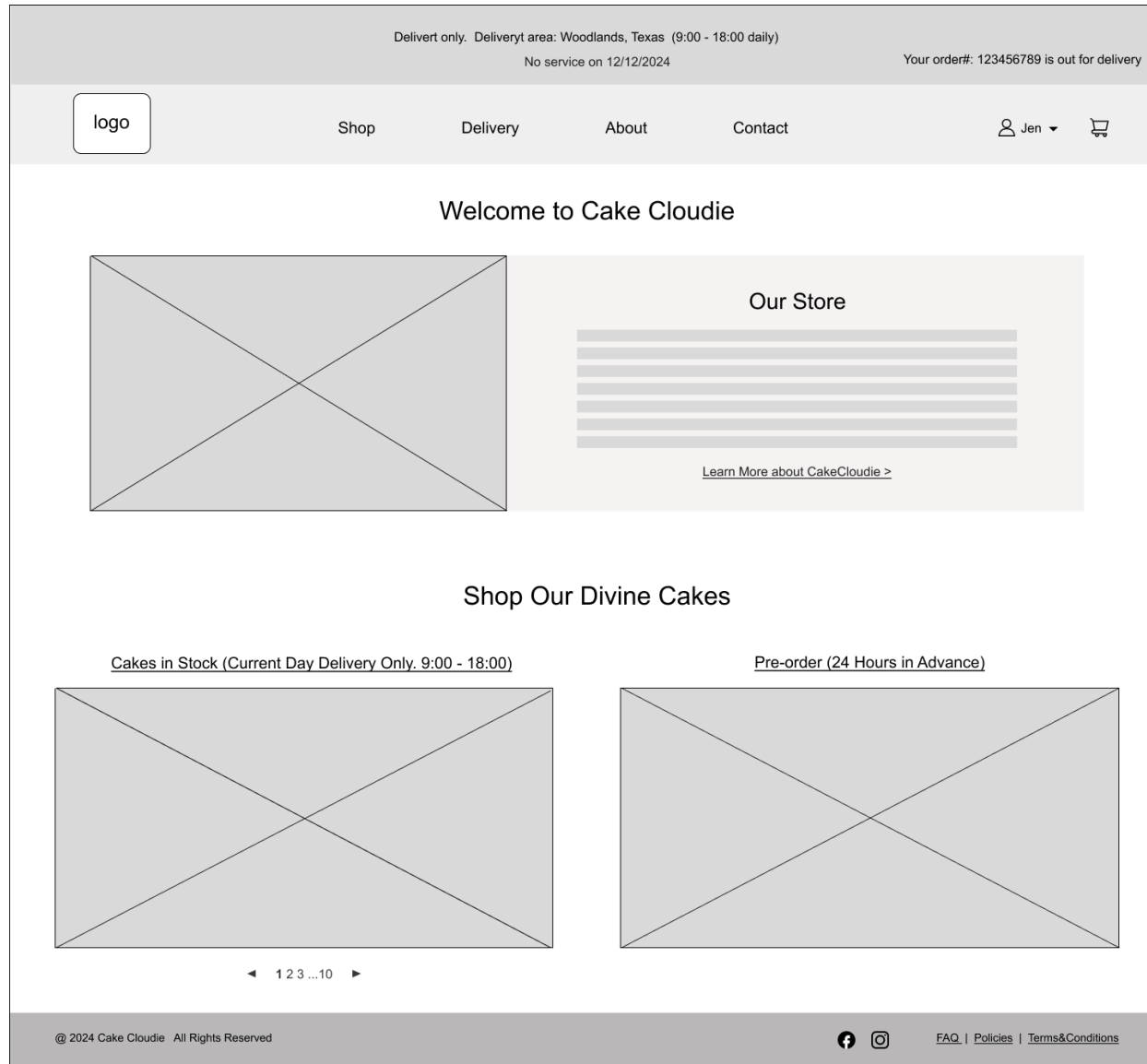
Continue Shopping

@ 2024 Cake Cloudie All Rights Reserved

f

FAQ | Policies | Terms&Conditions

Home - after order placed, with 'no service' announcement, and with order tracking information.



Moodboard

Cake Cloudie



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890

