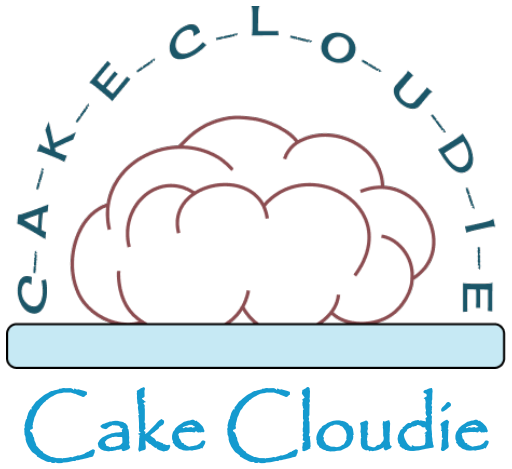


UI/UX Web App Design Project

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=ITWGV2gKdOlYboAK-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

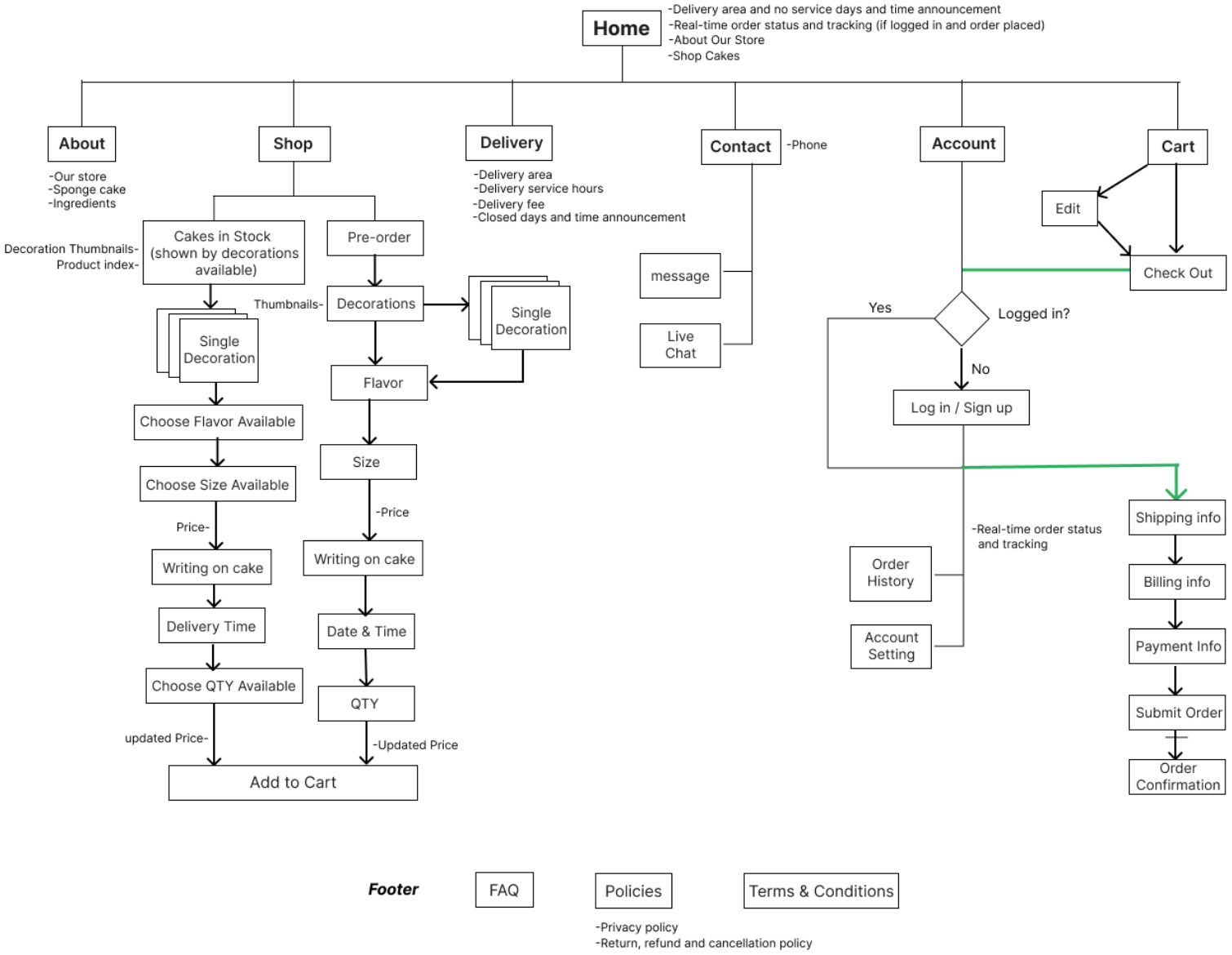
Functionality Requirements

Systems that will allow the user to accomplish tasks.

"The user will be able to…"

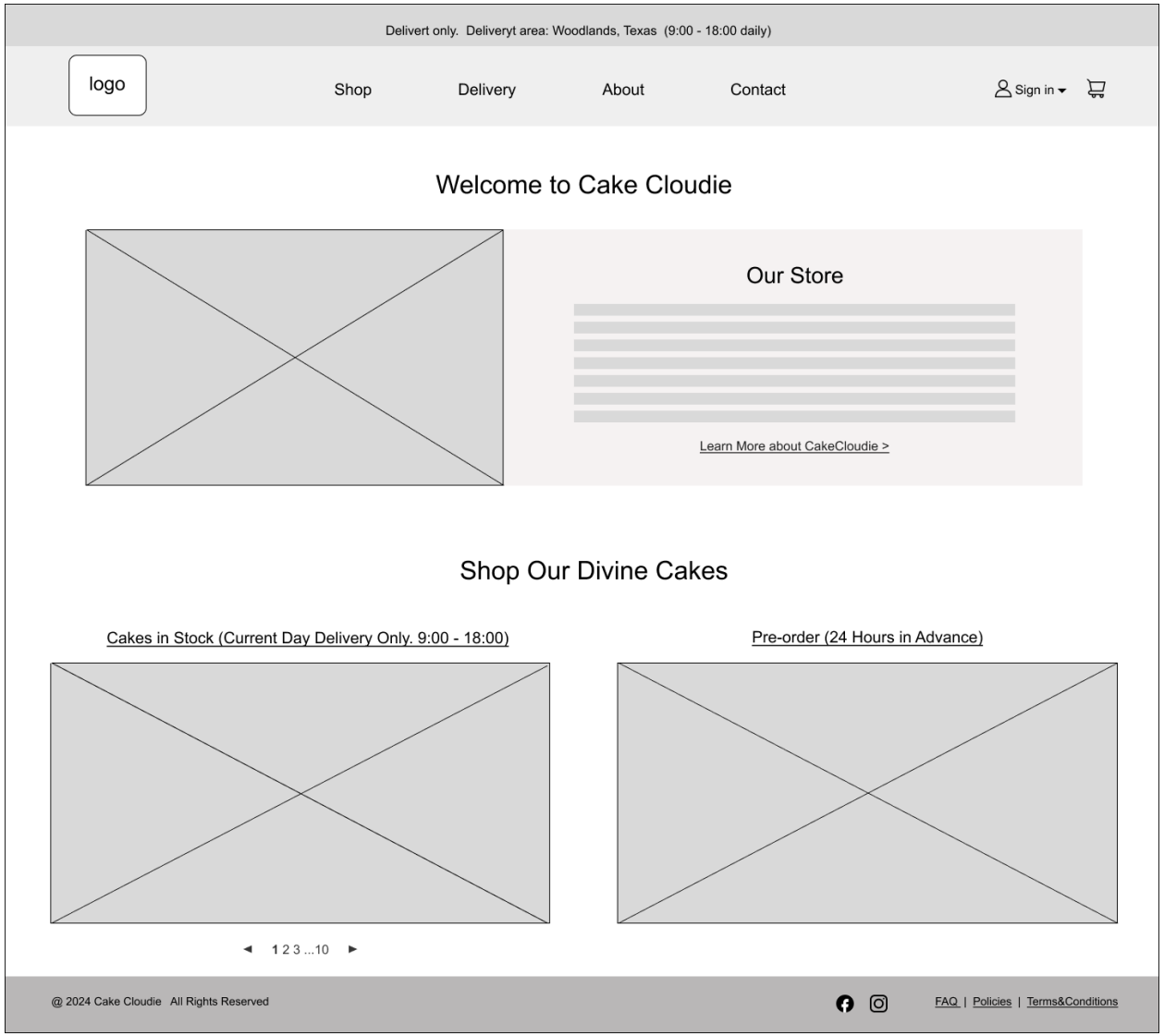
- Login or create an account
- Edit account information
- Customize cake by choosing options
- Customize delivery date and time
- Add item(s) to cart
- Edit items in shopping cart
- Check out (fill out shipping and billing address, payment information. Order confirmation after placing order)
- Order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

Sitemap

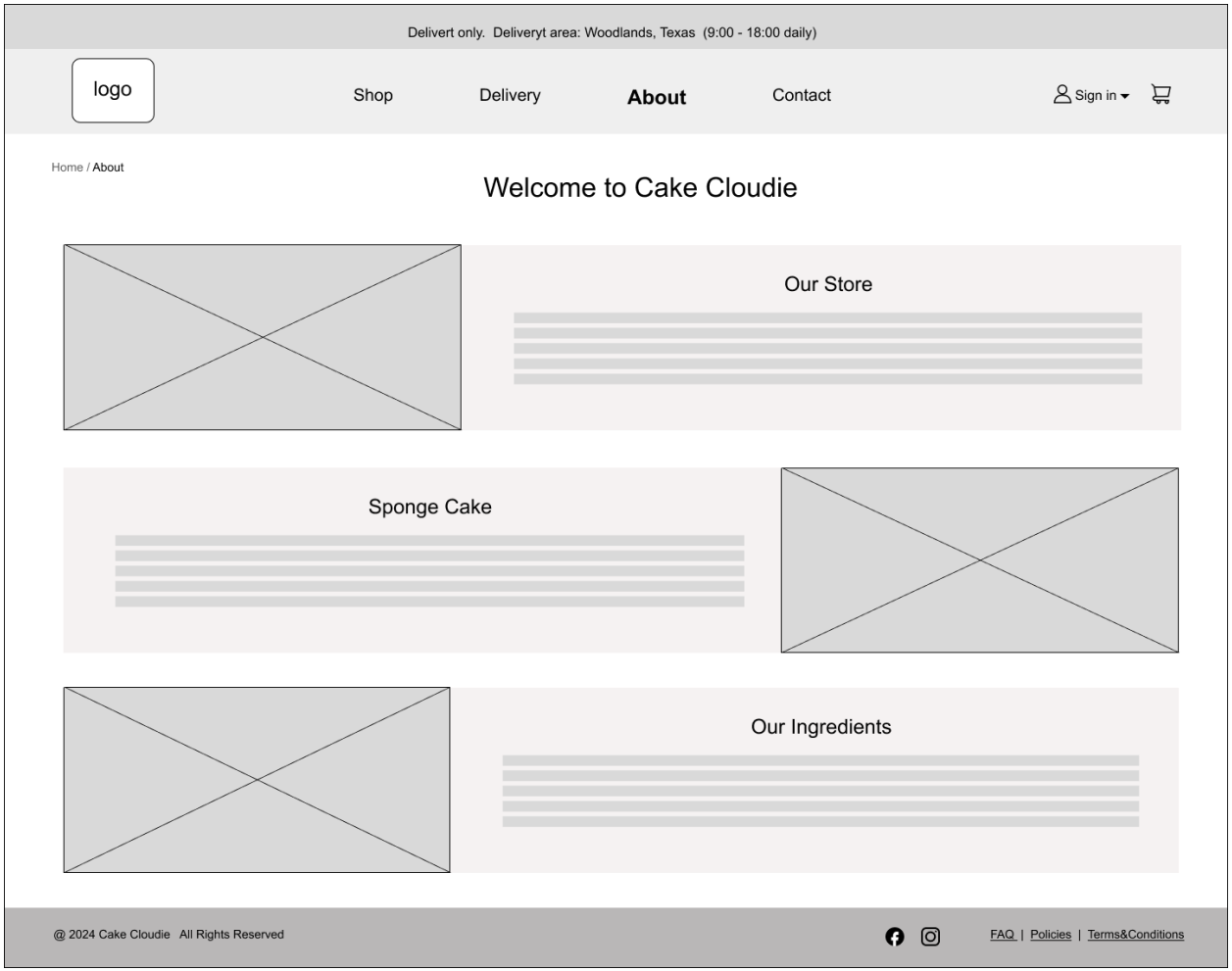

Home
-Delivery area and no service days and time announcement
-Real-time order status and tracking (if logged in and order placed)
-About Our Store
-Shop Cakes
About
-Our store
-Sponge cake
-Ingredients
Shop
Delivery
-Delivery area
-Delivery service hours
-Delivery fee
-Closed days and time announcement
Contact
-Phone
Account
Cart
Edit
Check Out
Decoration Thumbnails-
Product index-
Cakes in Stock (shown by decorations available)
Pre-order
Thumbnails-
Decorations
Single Decoration
Single Decoration
Flavor
Choose Flavor Available
Size
Choose Size Available
-Price
Price-
Writing on cake
Writing on cake
Delivery Time
Date & Time
Choose QTY Available
QTY
updated Price-
-Updated Price
Add to Cart
message
Live Chat
Yes
Logged in?
No
Log in / Sign up
-Real-time order status and tracking
Order History
Account Setting
Shipping info
Billing info
Payment Info
Submit Order
Order Confirmation
Footer
FAQ
Policies
-Privacy policy
-Return, refund and cancellation policy
Terms & Conditions

Wireframe

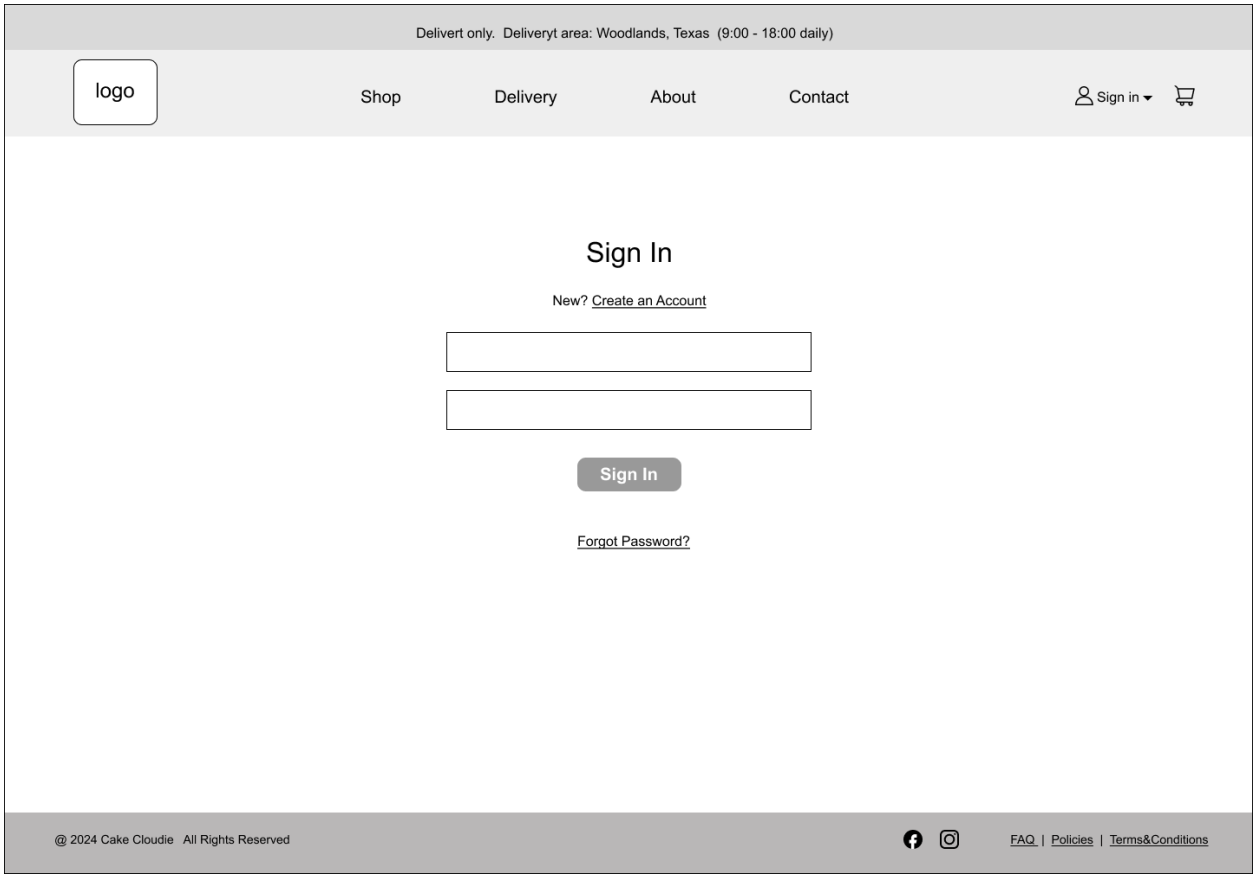
Home - unsigned in (desktop and mobile phone)



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?
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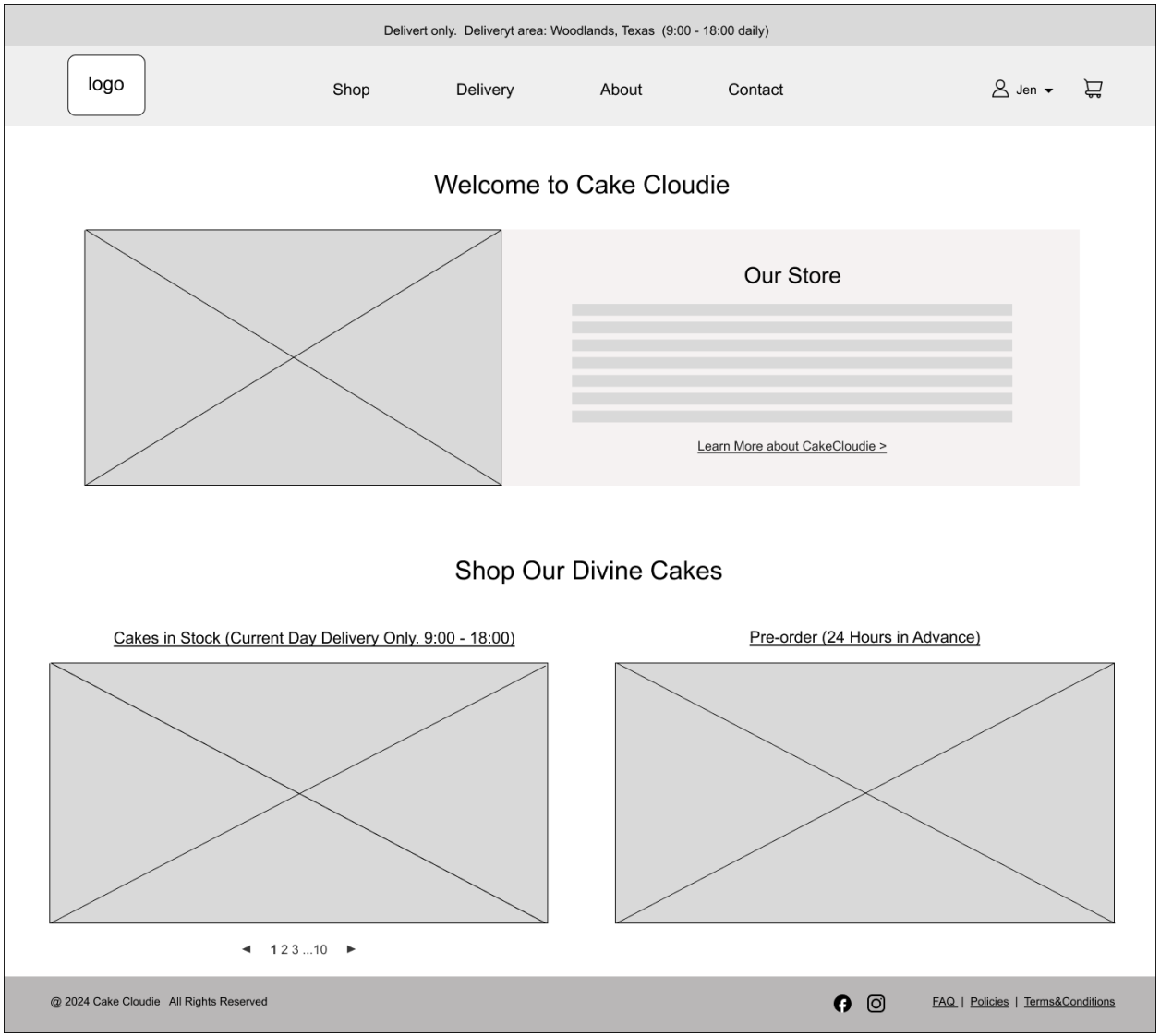
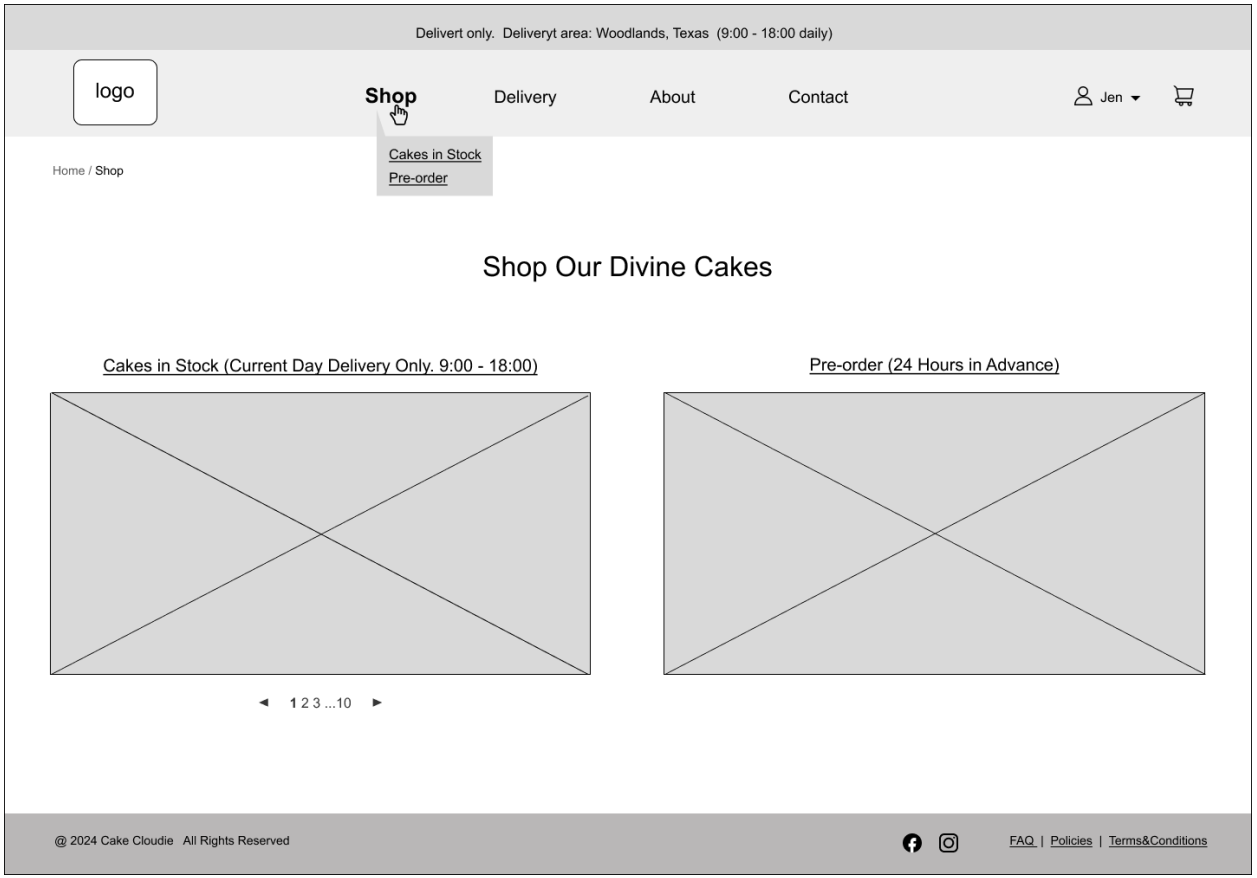
Home - Signed in as Jen



Shop


Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)
logo
Shop
Delivery
About
Contact
Jen
Cakes in Stock
Pre-order
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 ►
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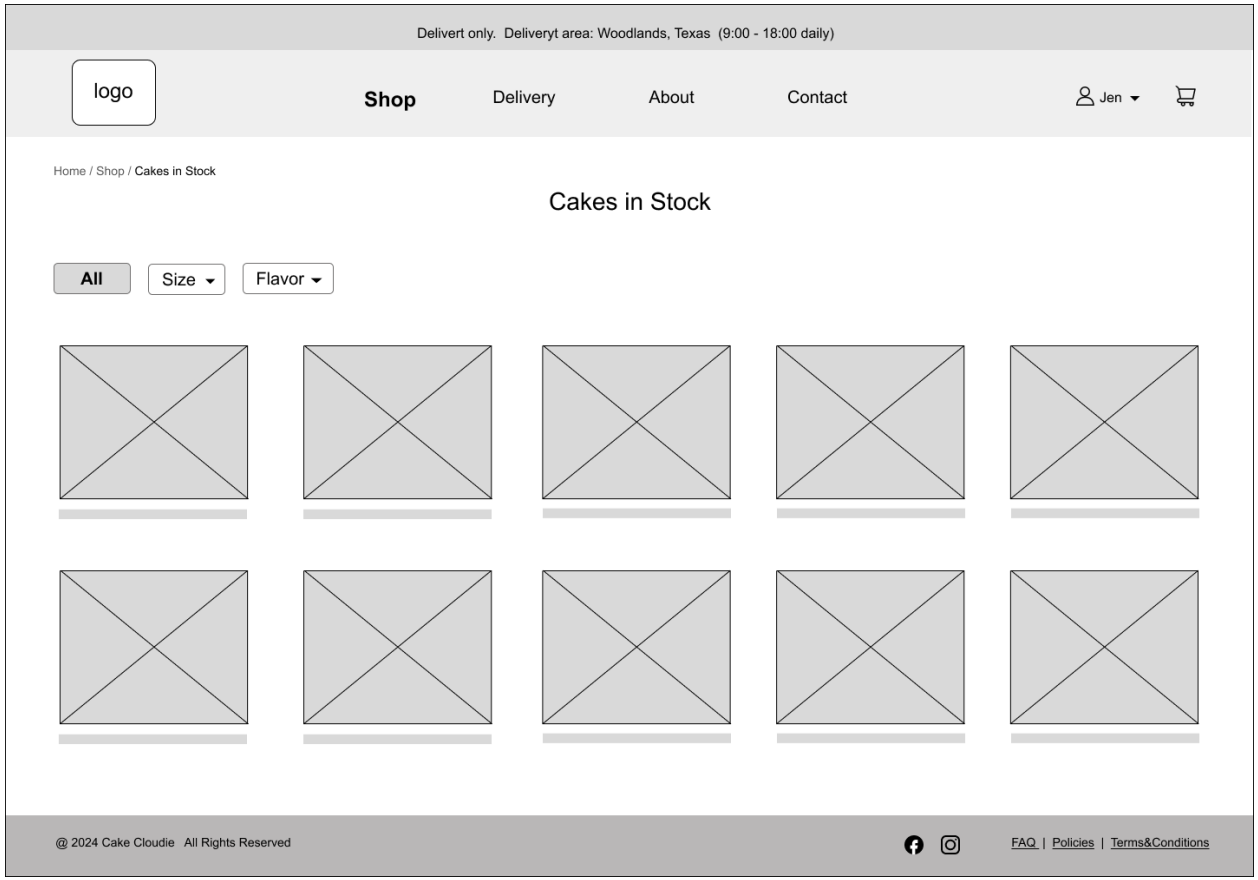
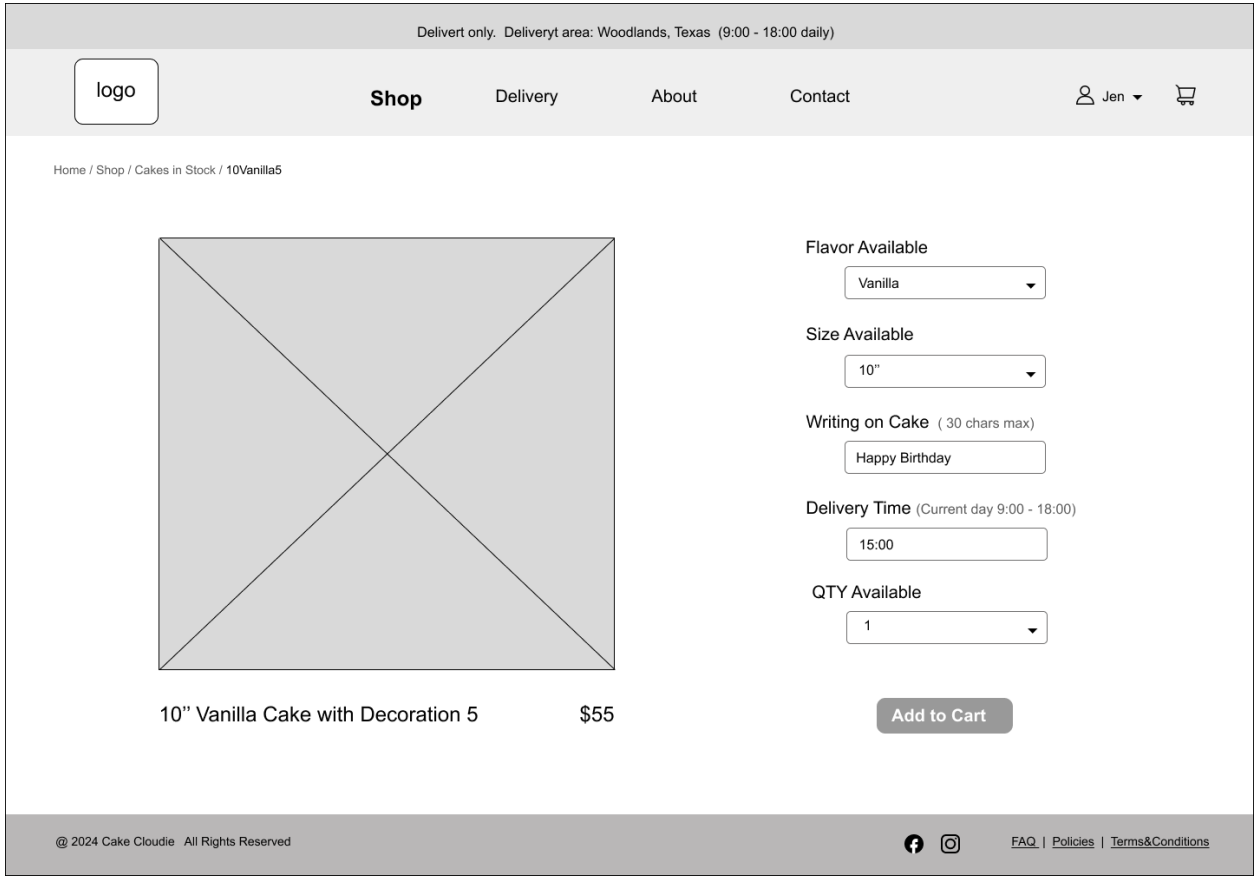
FAQ | Policies | Terms&Conditions

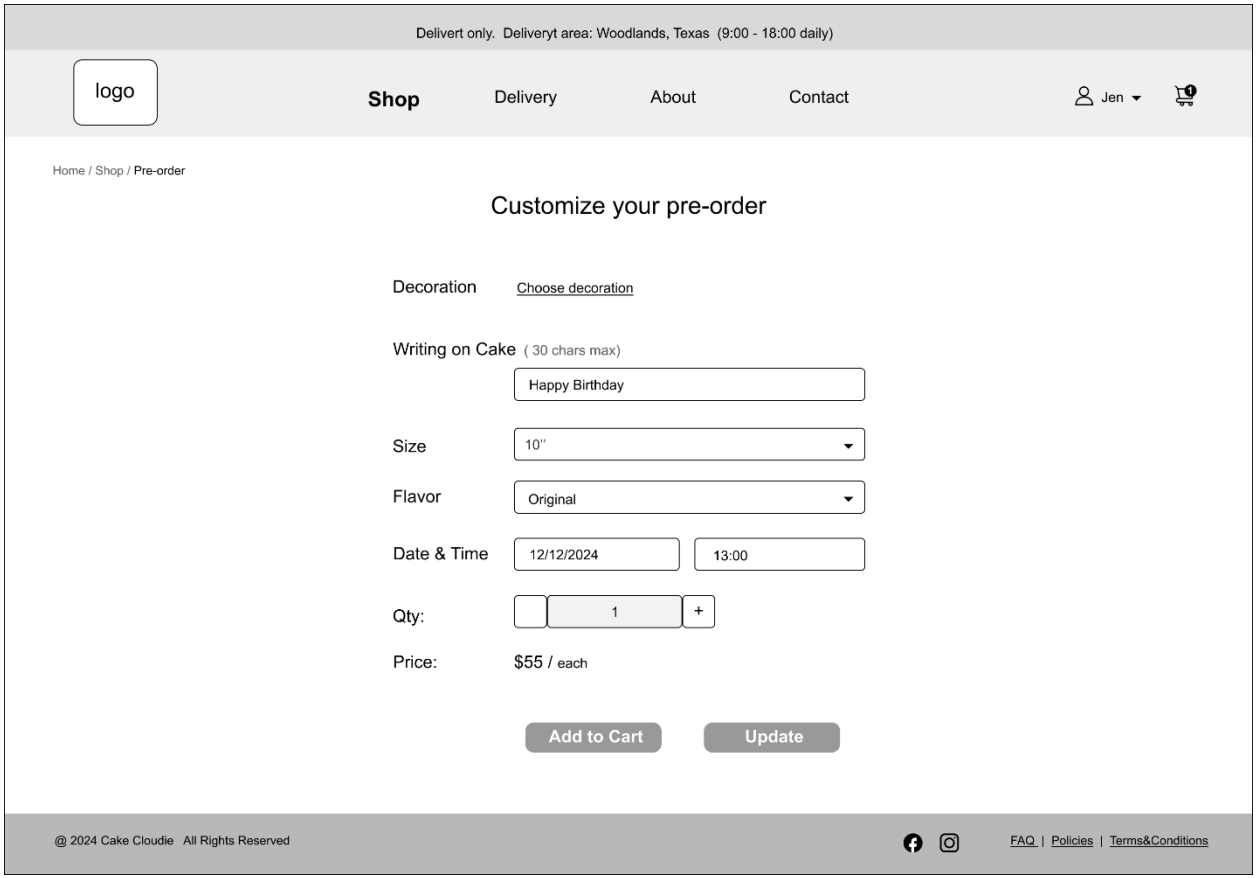
Shop cakes in stock



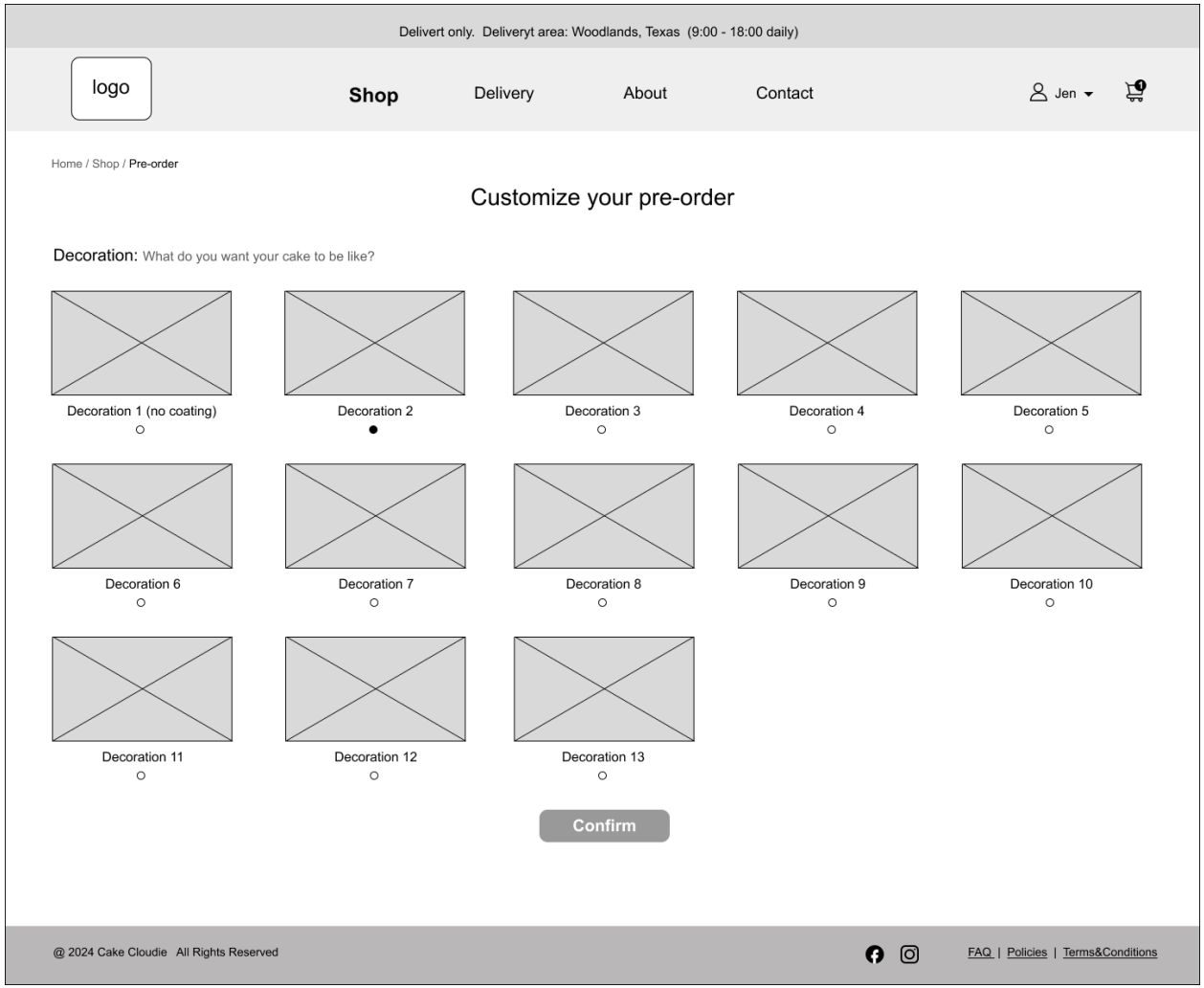
Shop single cake in stock



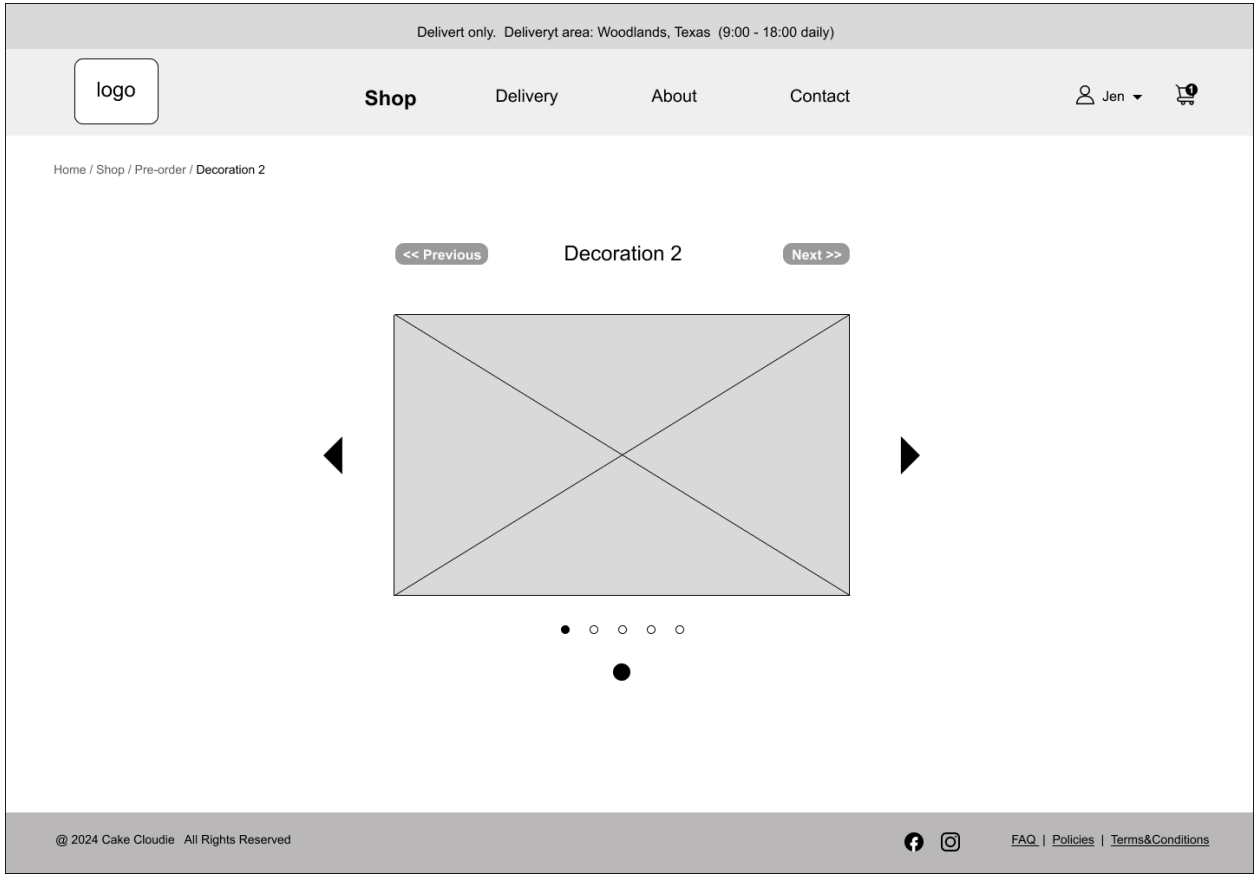
Pre-order cakes



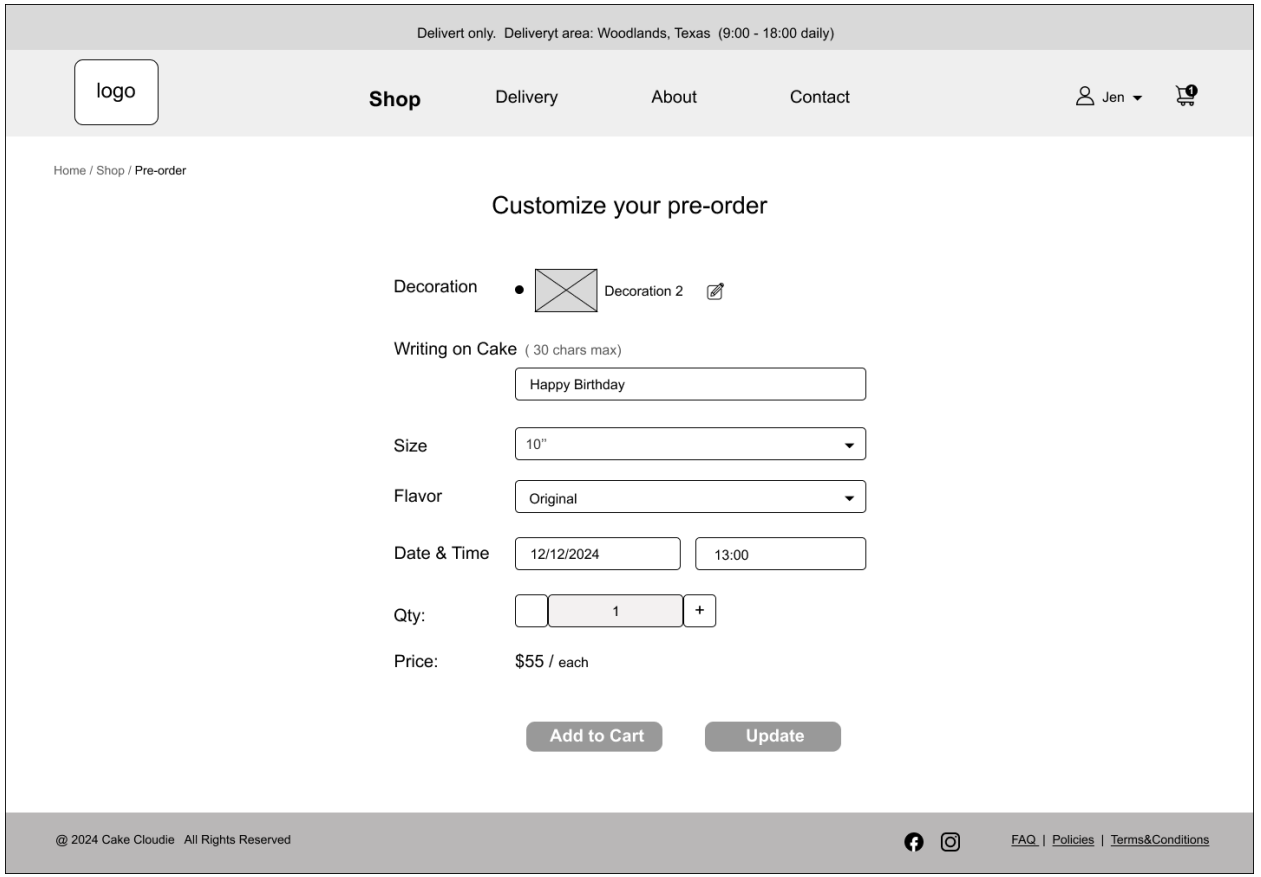
Pre-order cakes, select decoration style first



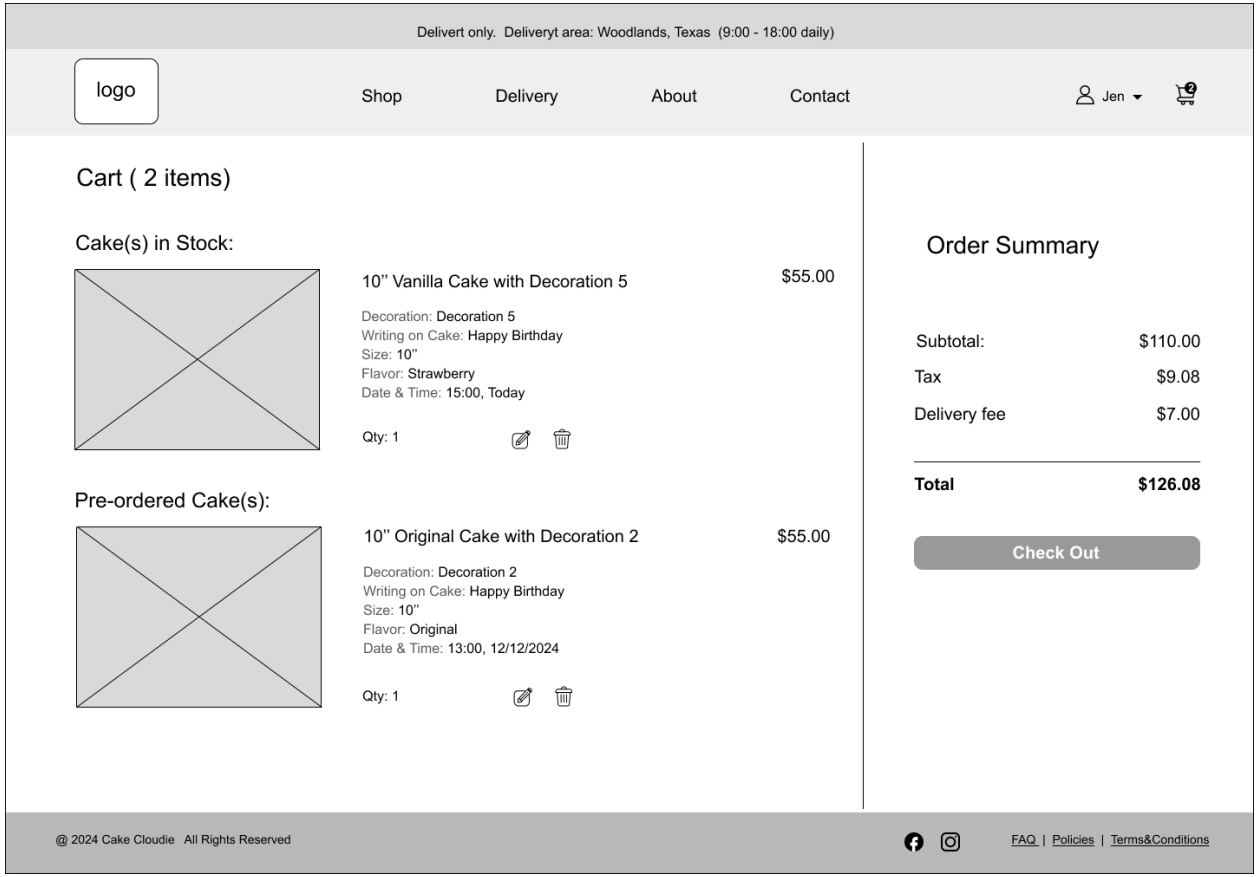
Pre-order cakes, select decoration style by browsing single decoration one by one



Continue pre-order cake



View cart


Delivert only. Deliveryt 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
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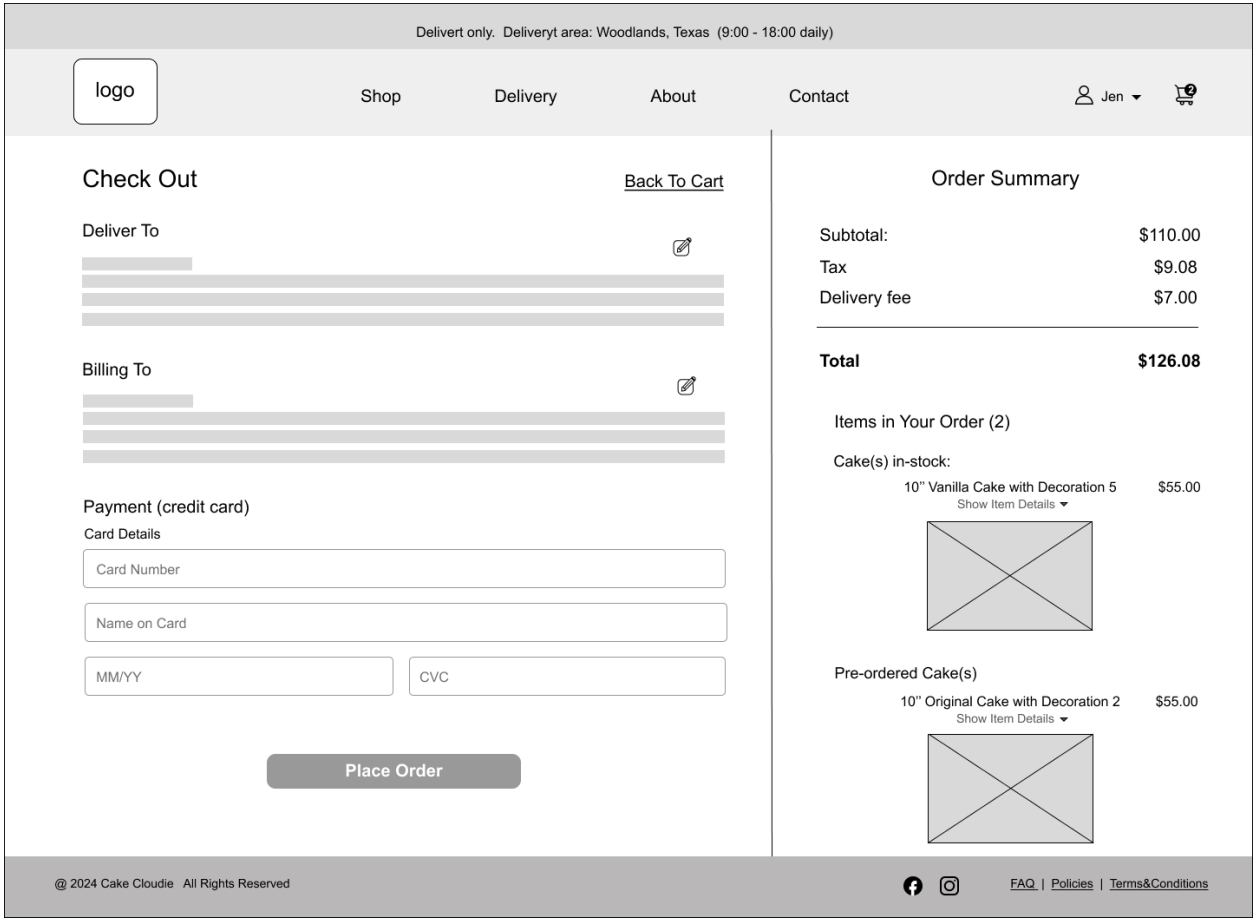
FAQ | Policies | Terms&Conditions

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 $55.00
Show Item Details
Pre-ordered Cake(s)
10'' Original Cake with Decoration 2 $55.00
Show Item Details
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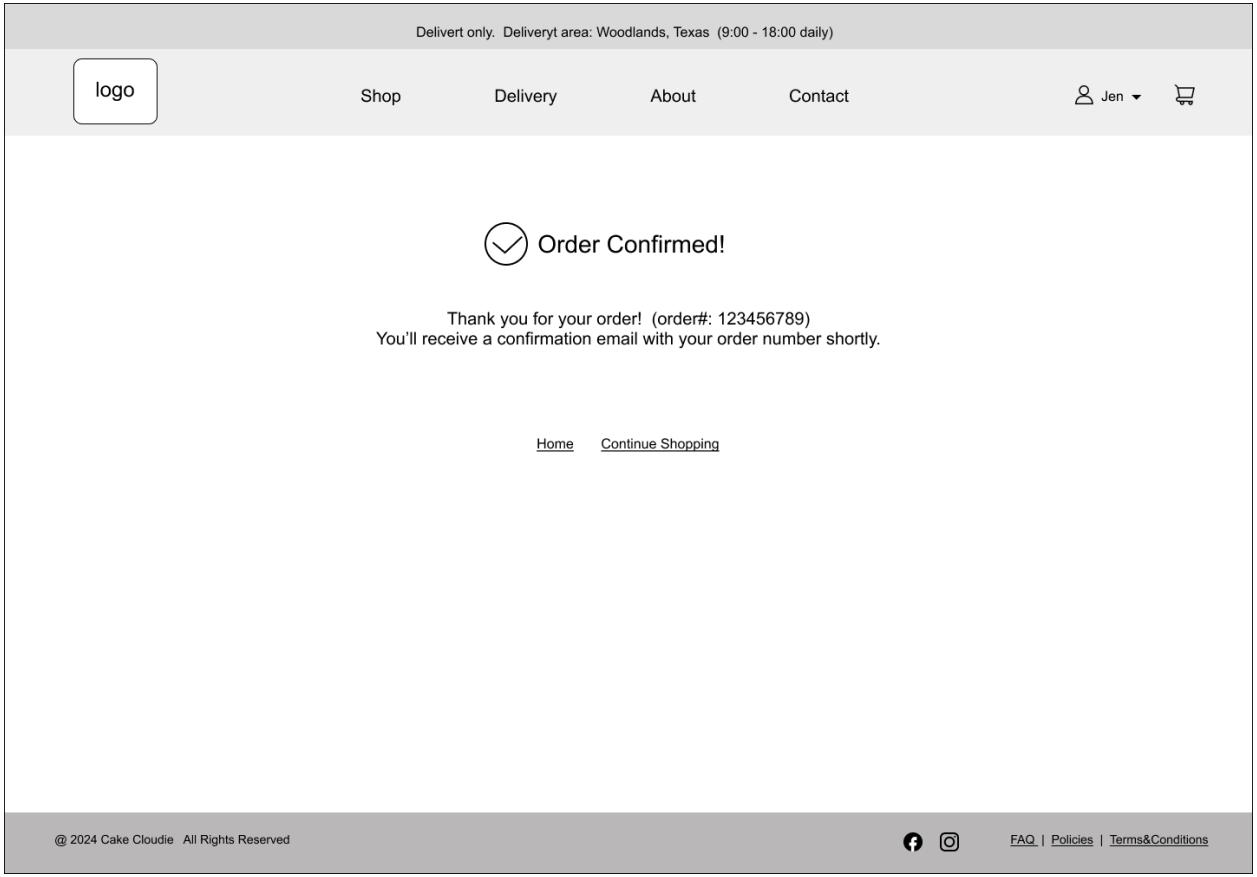
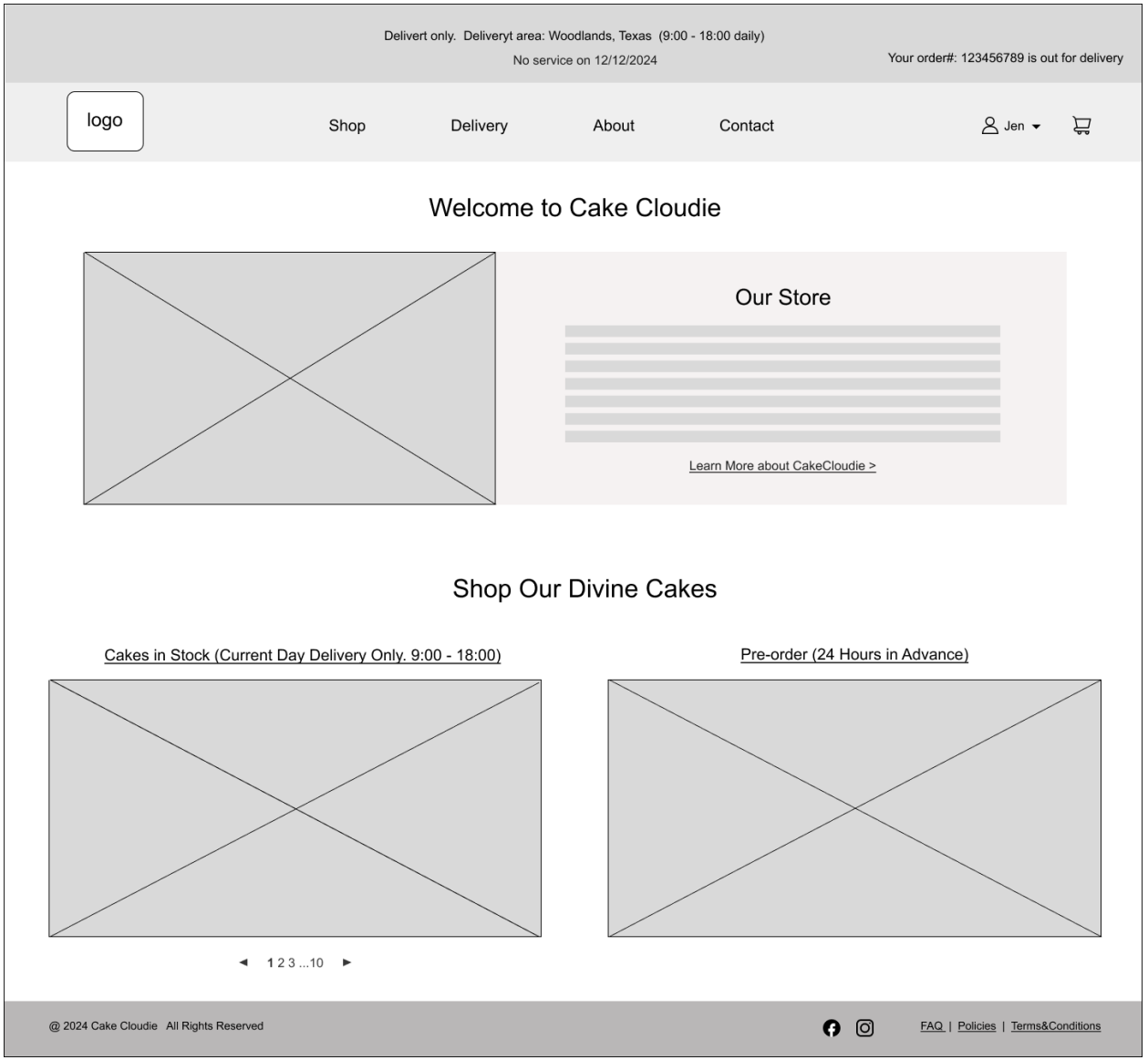
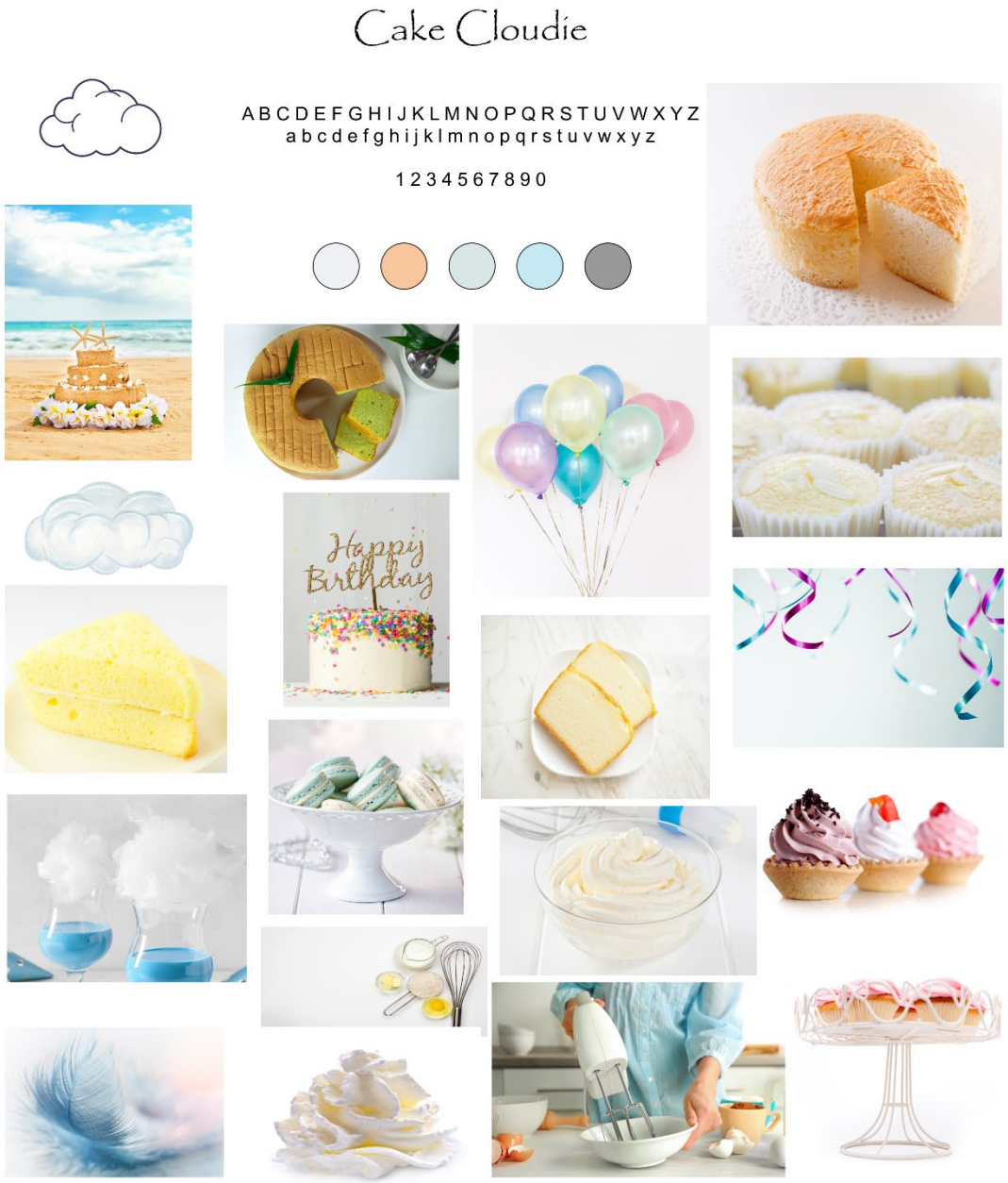
Order confirmation



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

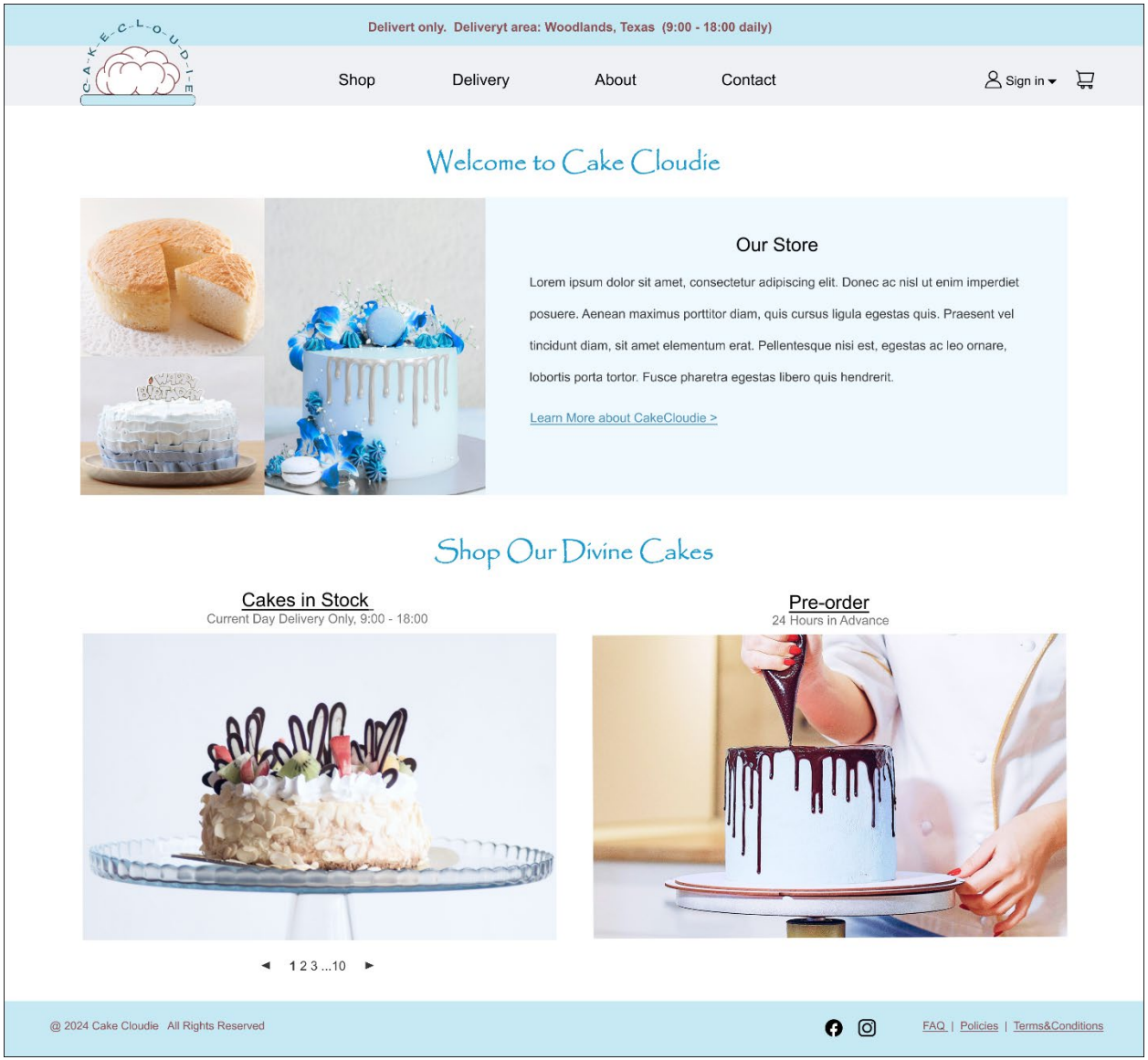


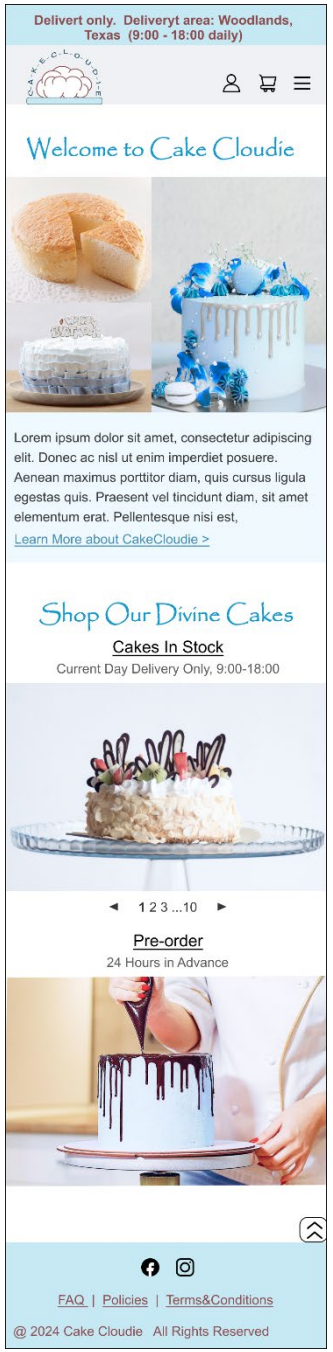
Moodboard


Cake Cloudie
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Happy Birthday

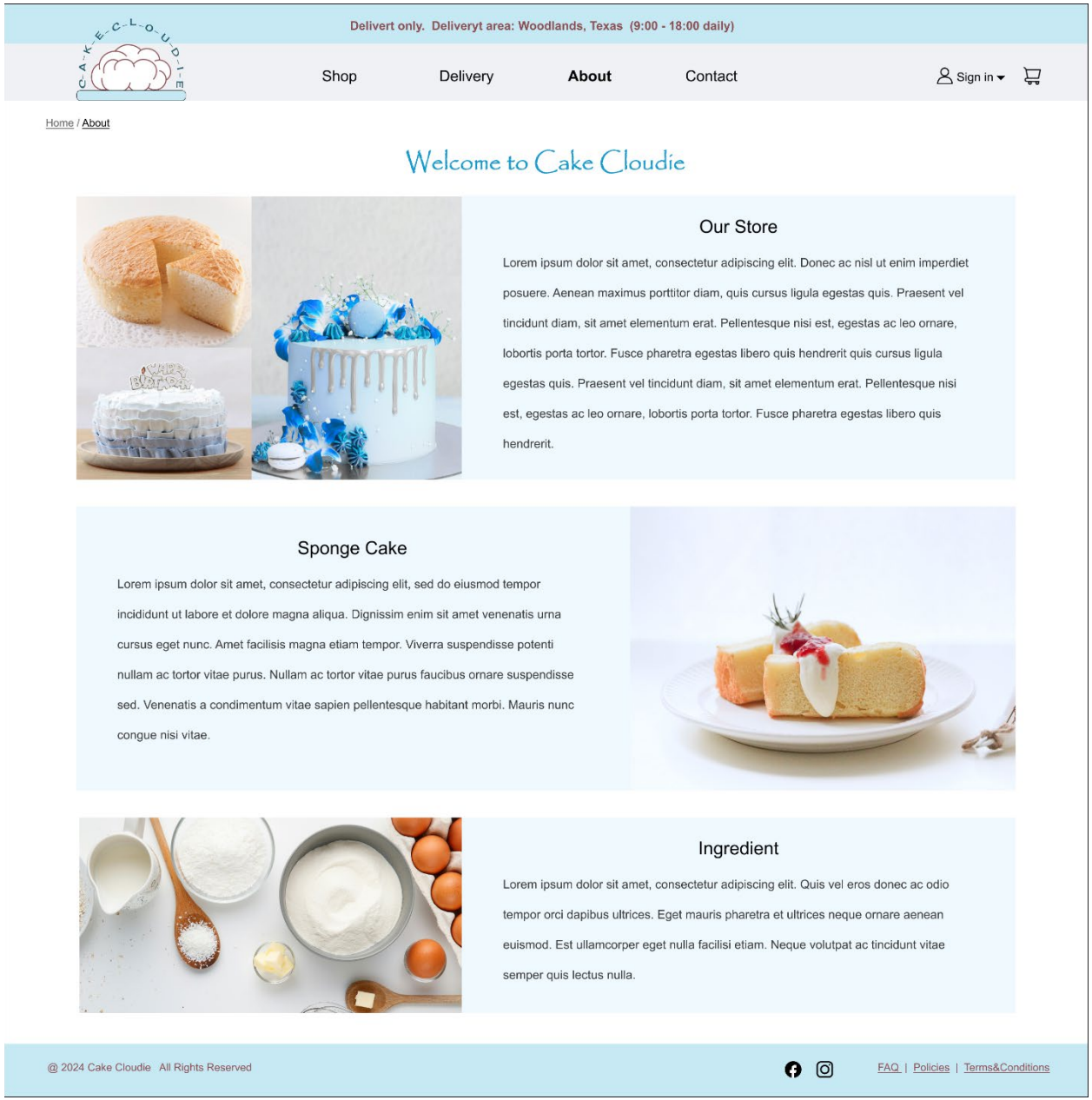
Mockup

Home - unsigned in (desktop and mobile phone)





About


Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)
Shop
Delivery
About
Contact
Sign in
Home / About
Welcome to Cake Cloudie
Our Store
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ac nisl ut enim imperdiet posuere. Aenean maximus porttitor diam, quis cursus ligula egestas quis. Praesent vel tincidunt diam, sit amet elementum erat. Pellentesque nisi est, egestas ac leo ornare, lobortis porta tortor. Fusce pharetra egestas libero quis hendrerit quis cursus ligula egestas quis. Praesent vel tincidunt diam, sit amet elementum erat. Pellentesque nisi est, egestas ac leo ornare, lobortis porta tortor. Fusce pharetra egestas libero quis hendrerit.
Sponge Cake
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Dignissim enim sit amet venenatis urna cursus eget nunc. Amet facilisis magna etiam tempor. Viverra suspendisse potenti nullam ac tortor vitae purus. Nullam ac tortor vitae purus faucibus ornare suspendisse sed. Venenatis a condimentum vitae sapien pellentesque habitant morbi. Mauris nunc congue nisi vitae.
Ingredient
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quis vel eros donec ac odio tempor orci dapibus ultrices. Eget mauris pharetra et ultrices neque ornare aenean euismod. Est ullamcorper eget nulla facilisi etiam. Neque volutpat ac tincidunt vitae semper quis lectus nulla.
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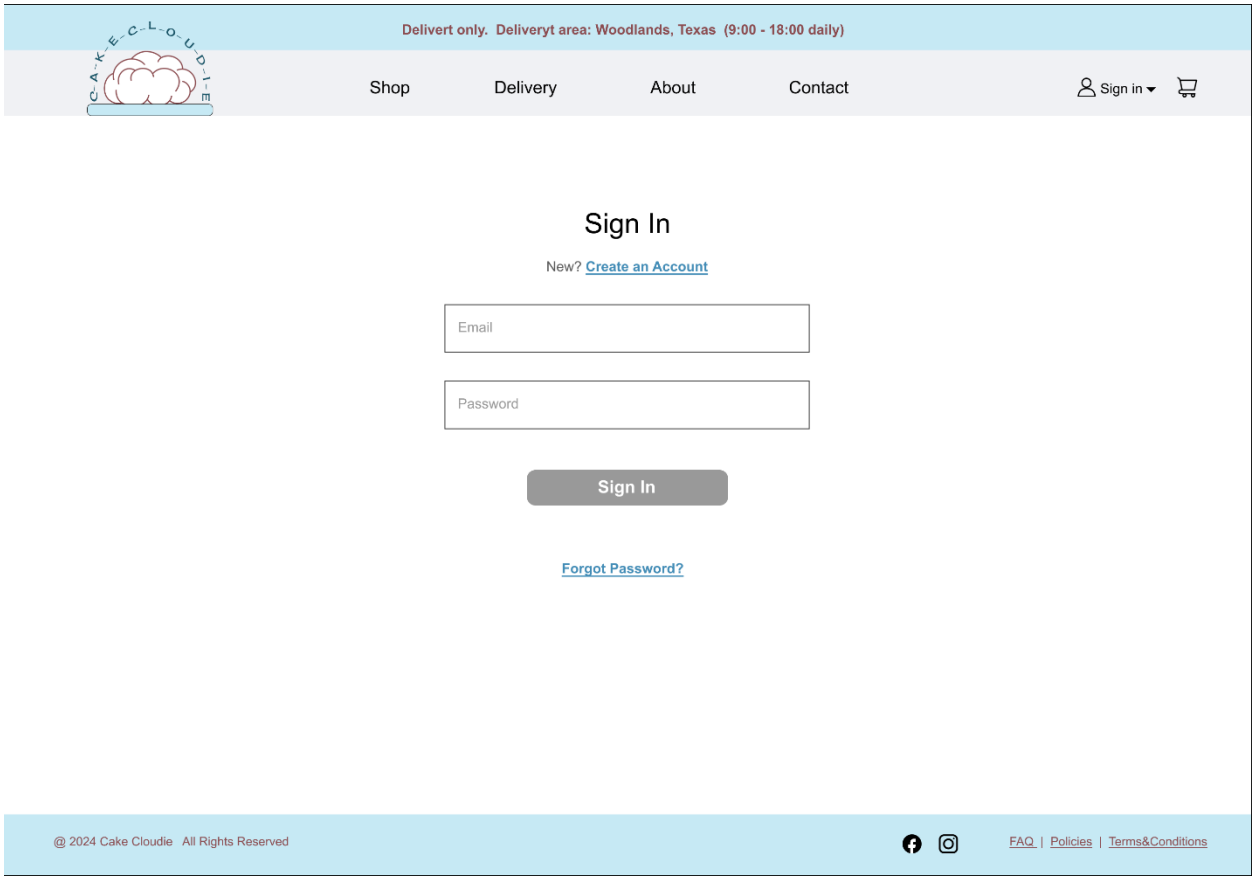
FAQ | Policies | Terms&Conditions

Sign in


Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)
C-A-K-E-C-L-O-U-D-I-E
Shop
Delivery
About
Contact
Sign in
Sign In
New? Create an Account
Email
Password
Sign In
Forgot Password?
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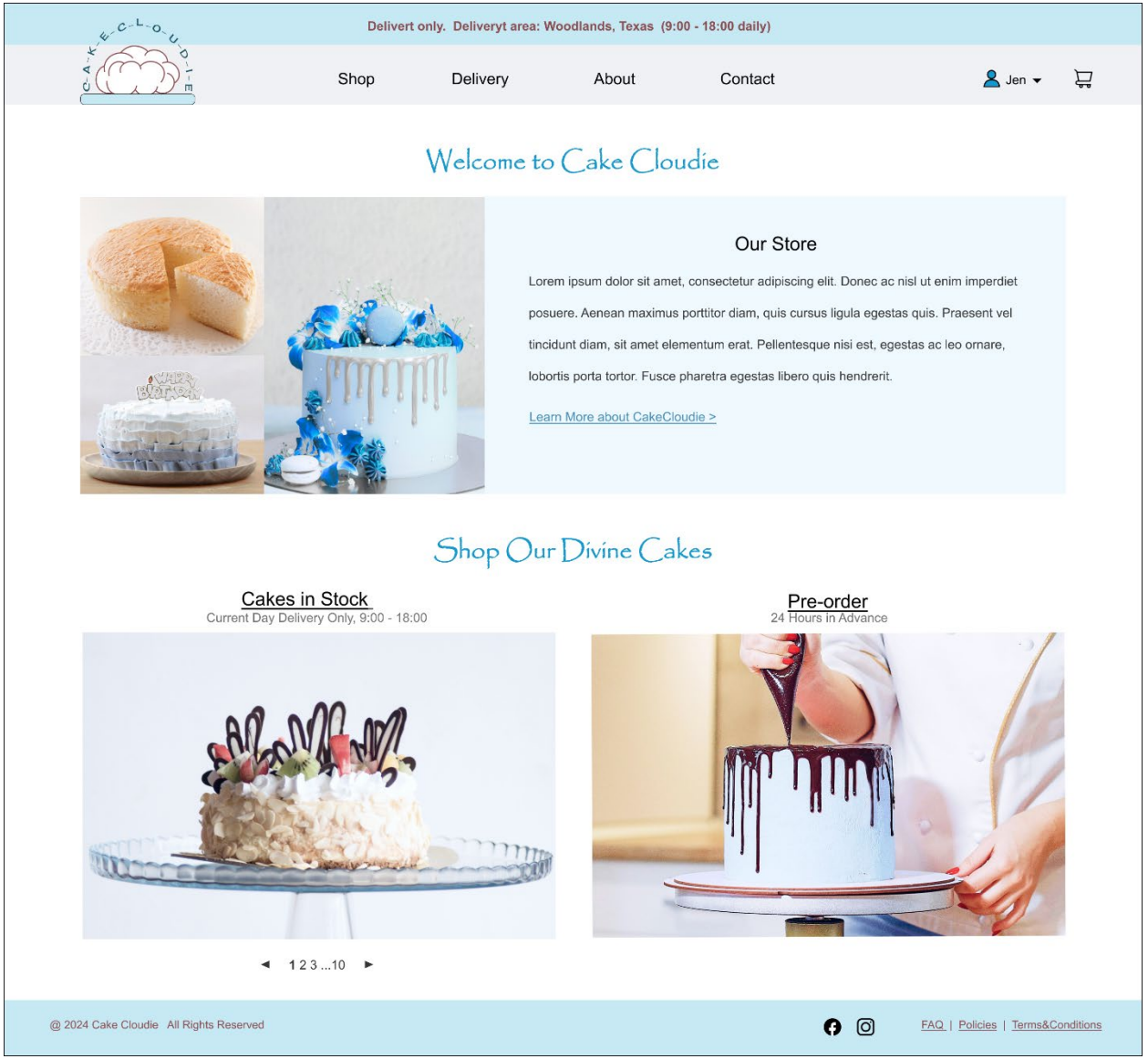
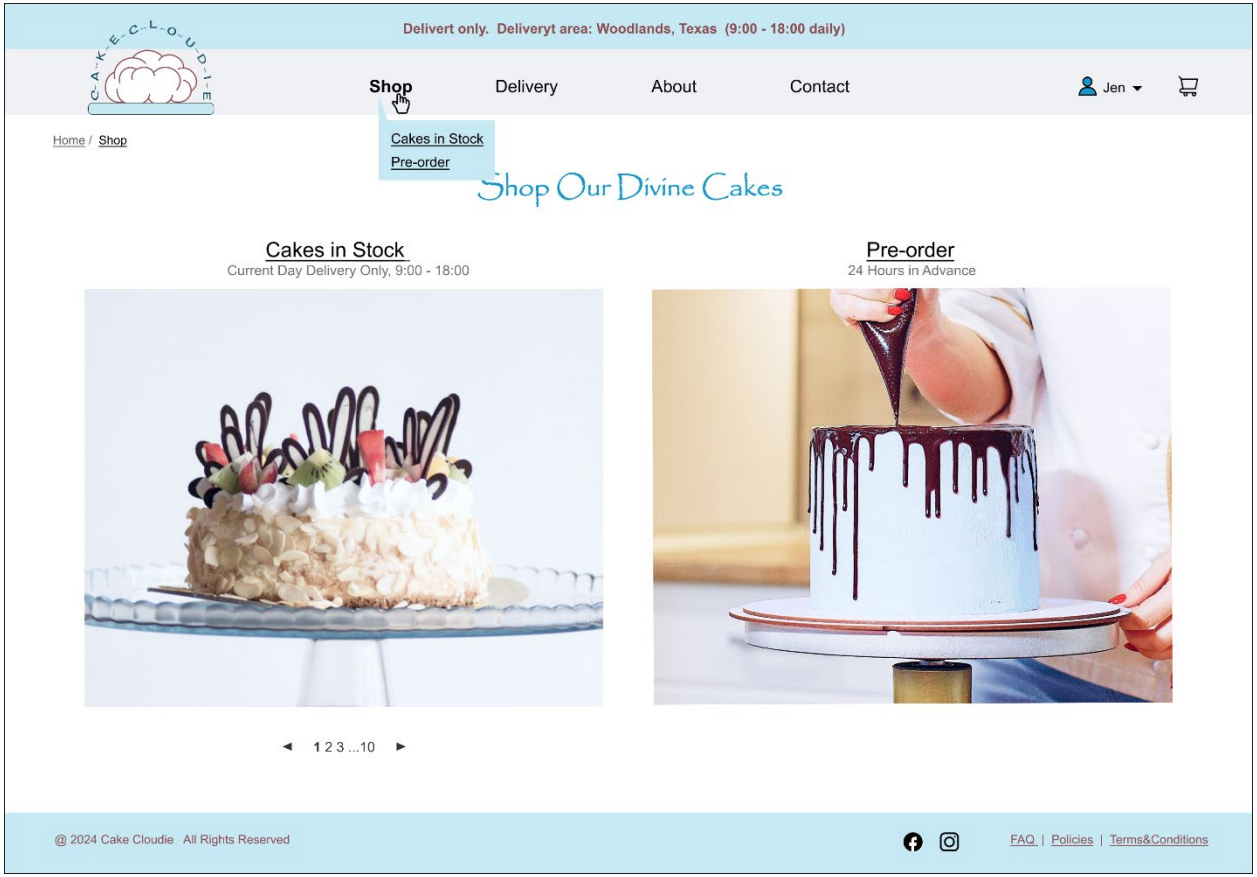
FAQ | Policies | Terms&Conditions

Home - Signed in as Jen



Shop


Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)
C-A-K-E-C-L-O-U-D-I-E
Shop
Delivery
About
Contact
Jen
Home / Shop
Cakes in Stock
Pre-order
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 ►
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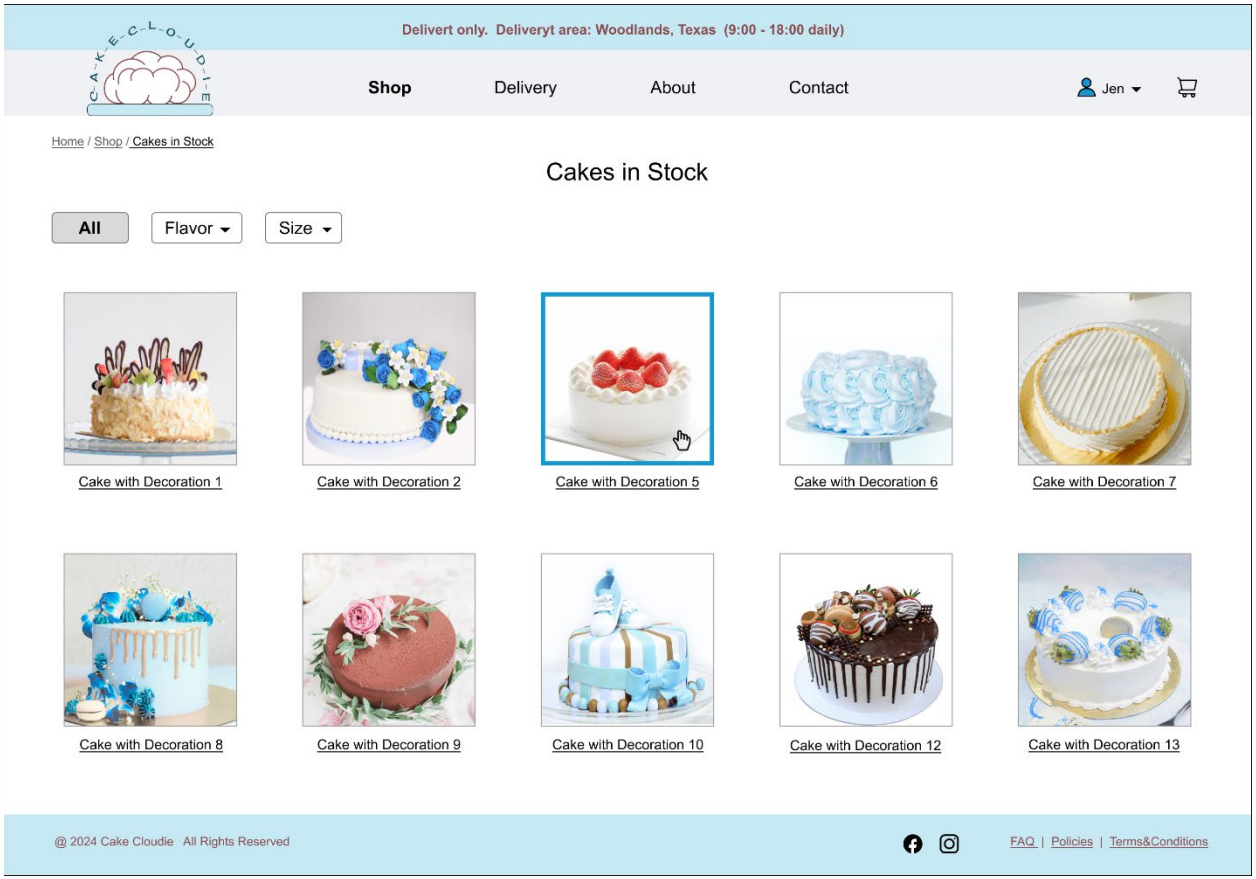
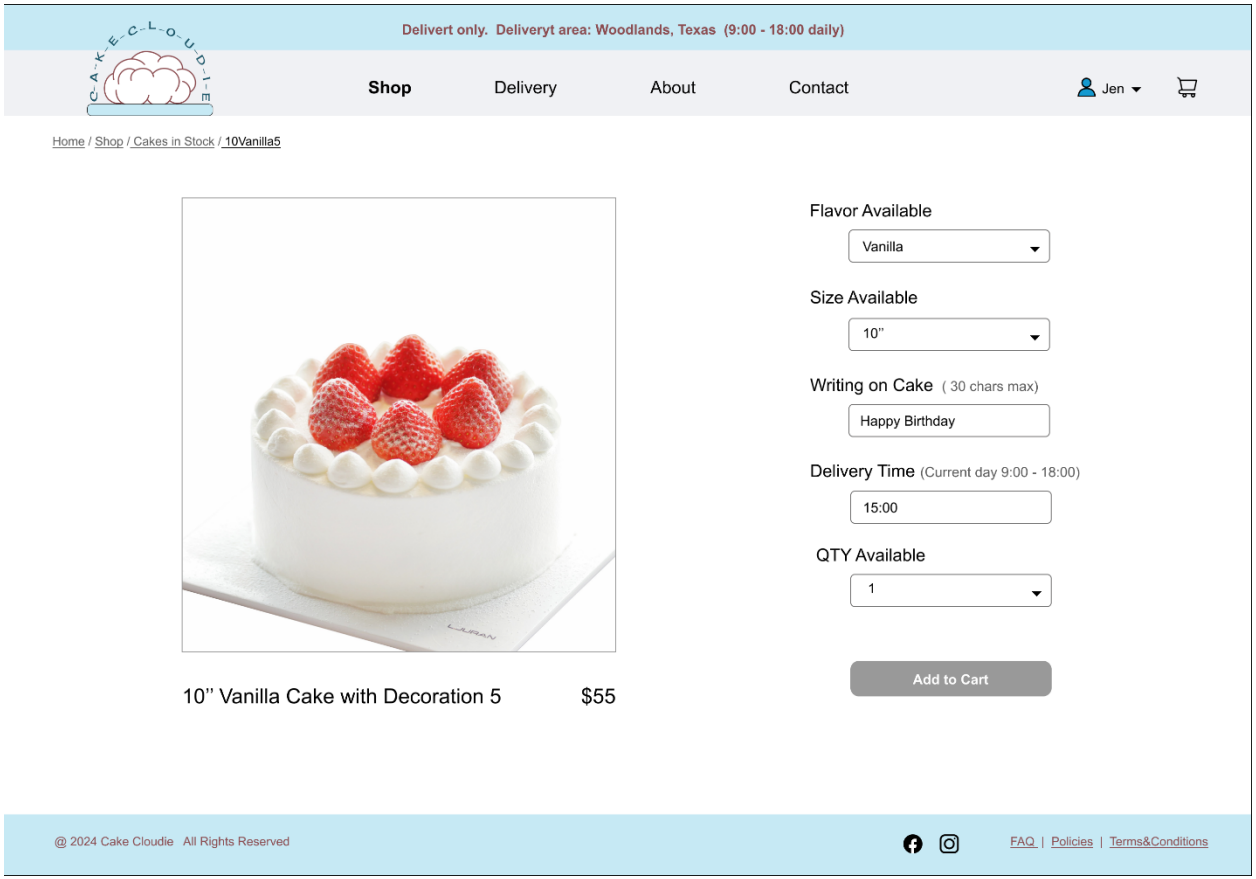
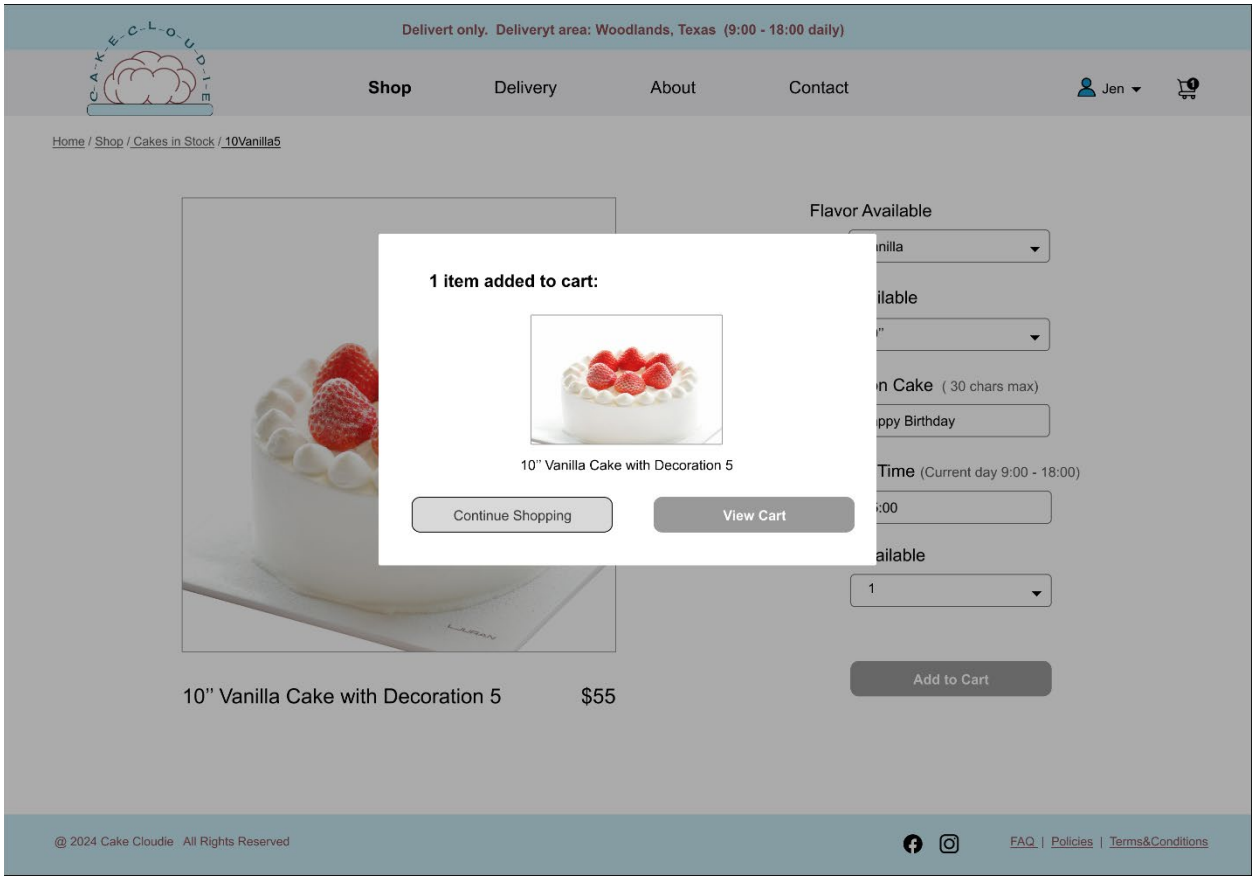
Shop cakes in stock



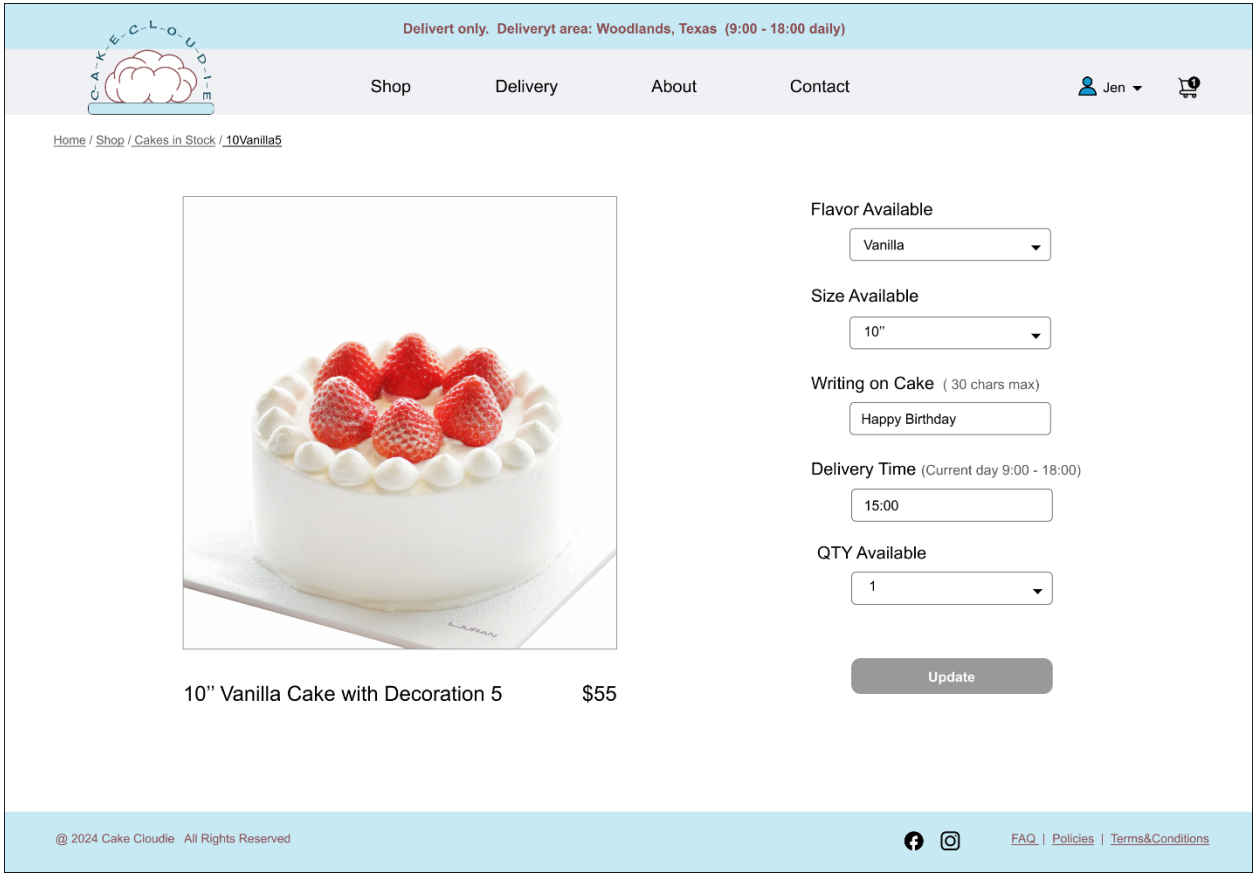
Shop single cake in stock



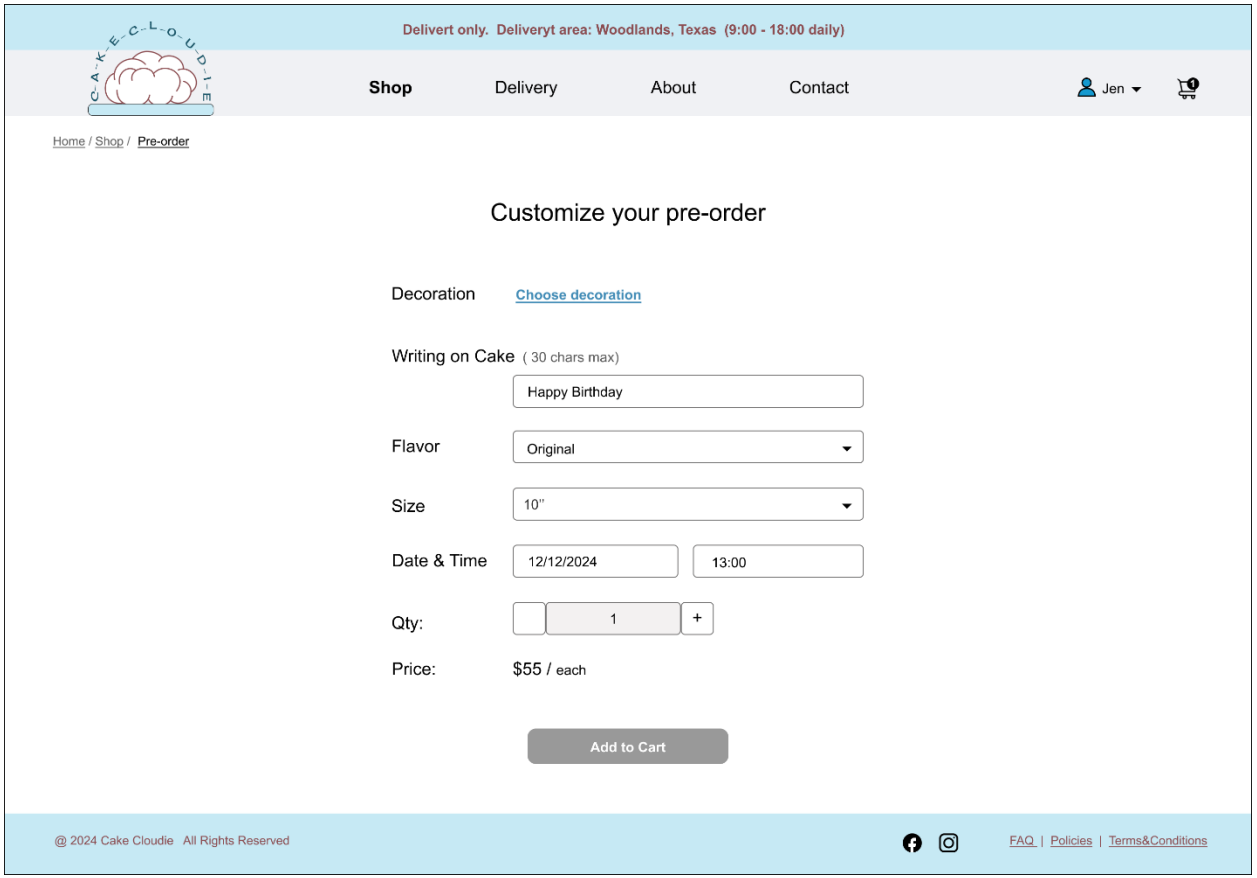
Single cake in stock added to cart



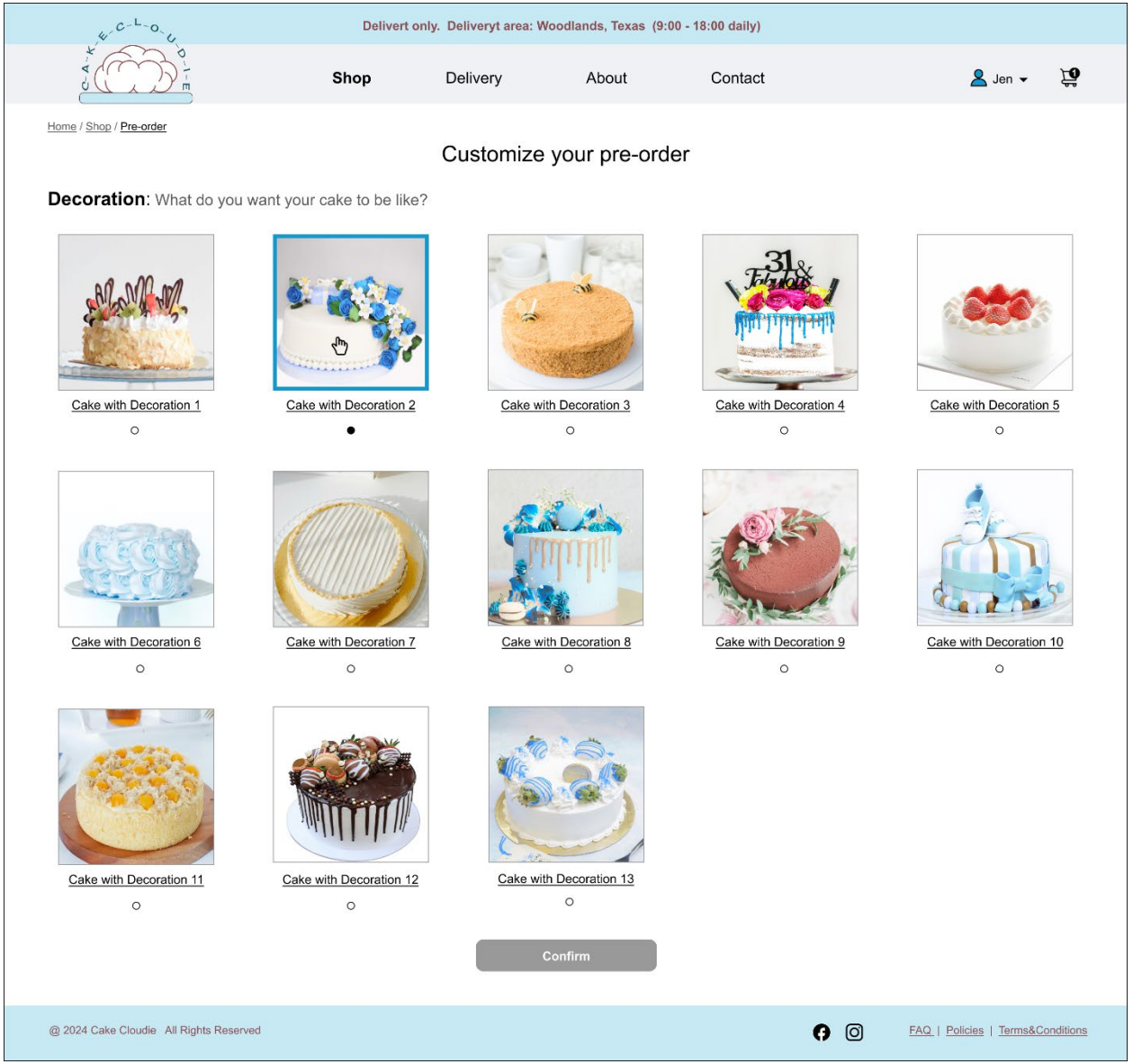
Shop single cake in stock, update



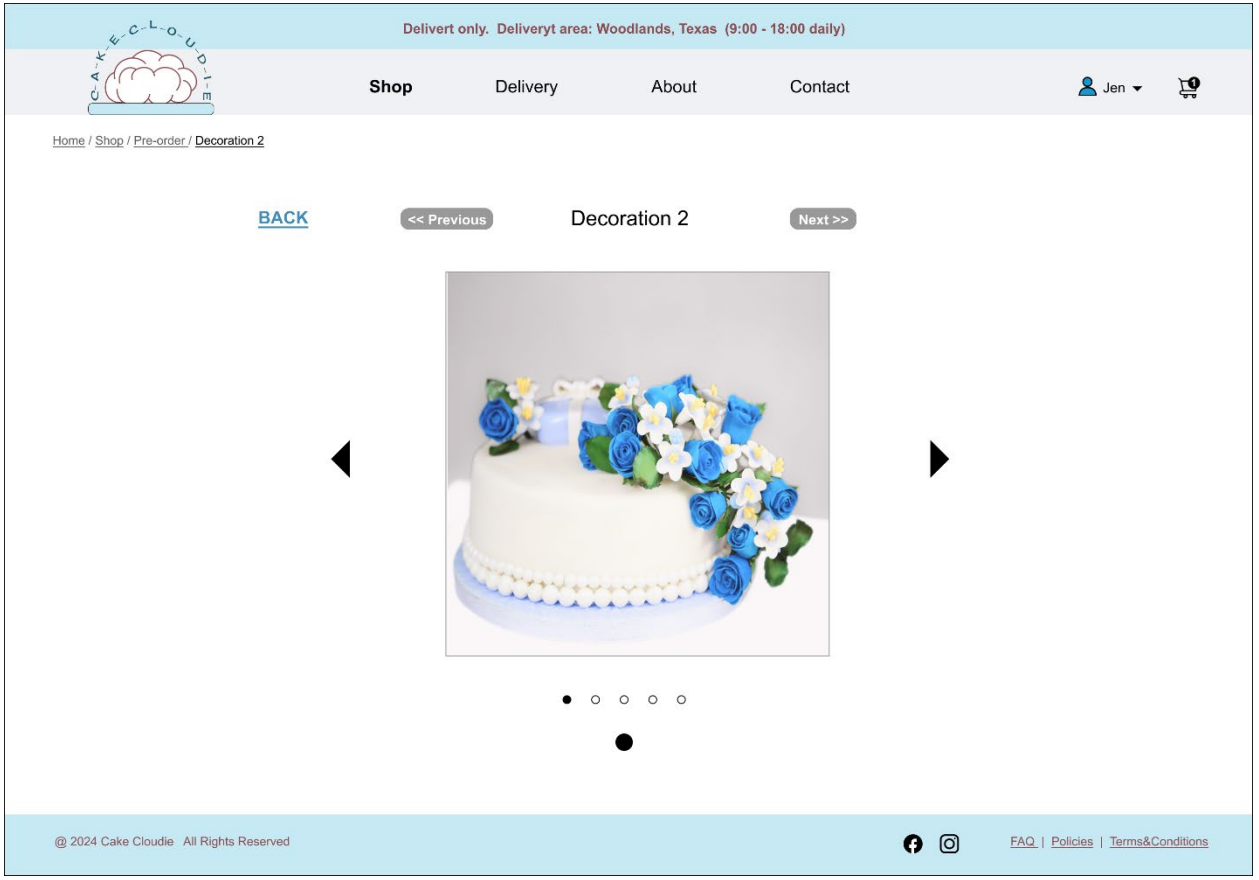
Pre-order cakes



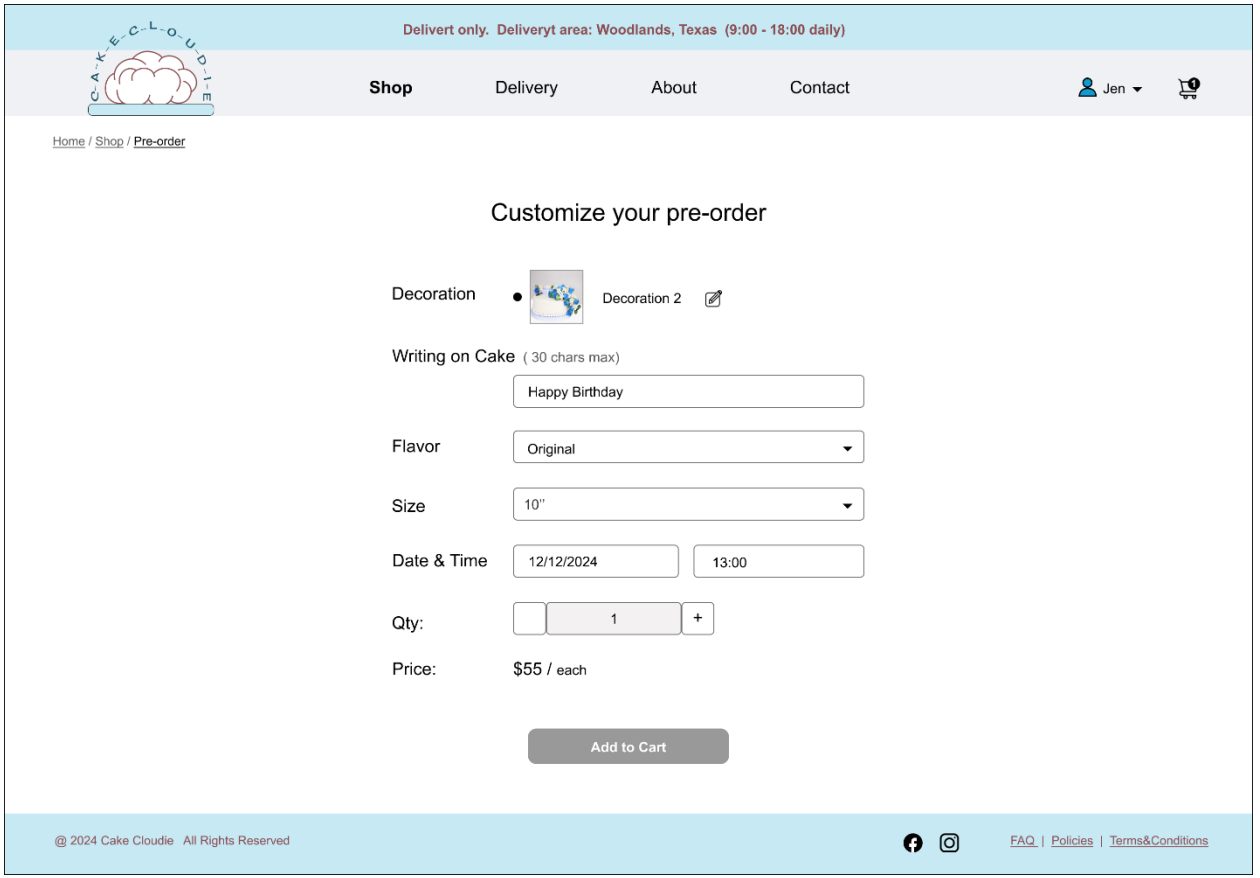
Pre-order cakes, select decoration style first



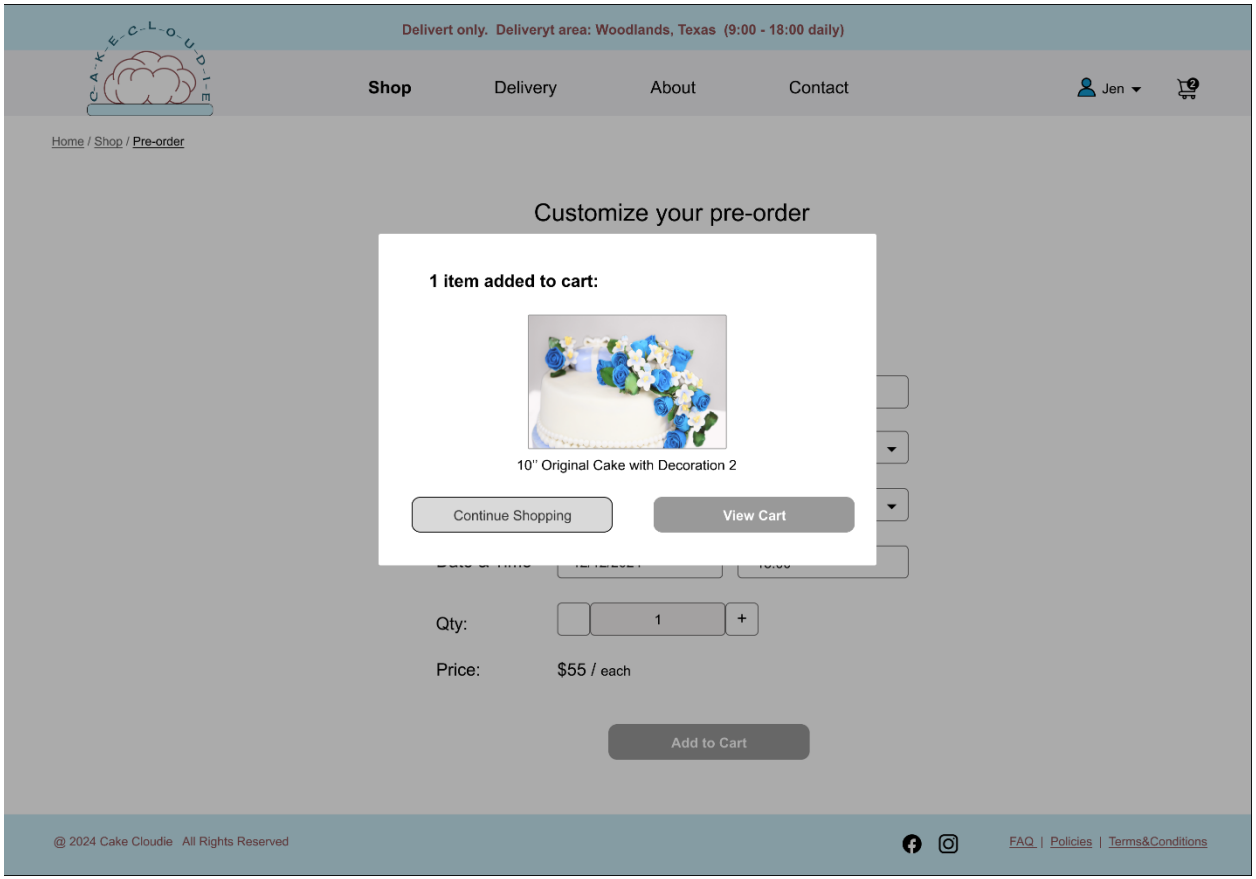
Pre-order cakes, select decoration style by browsing single decoration one by one



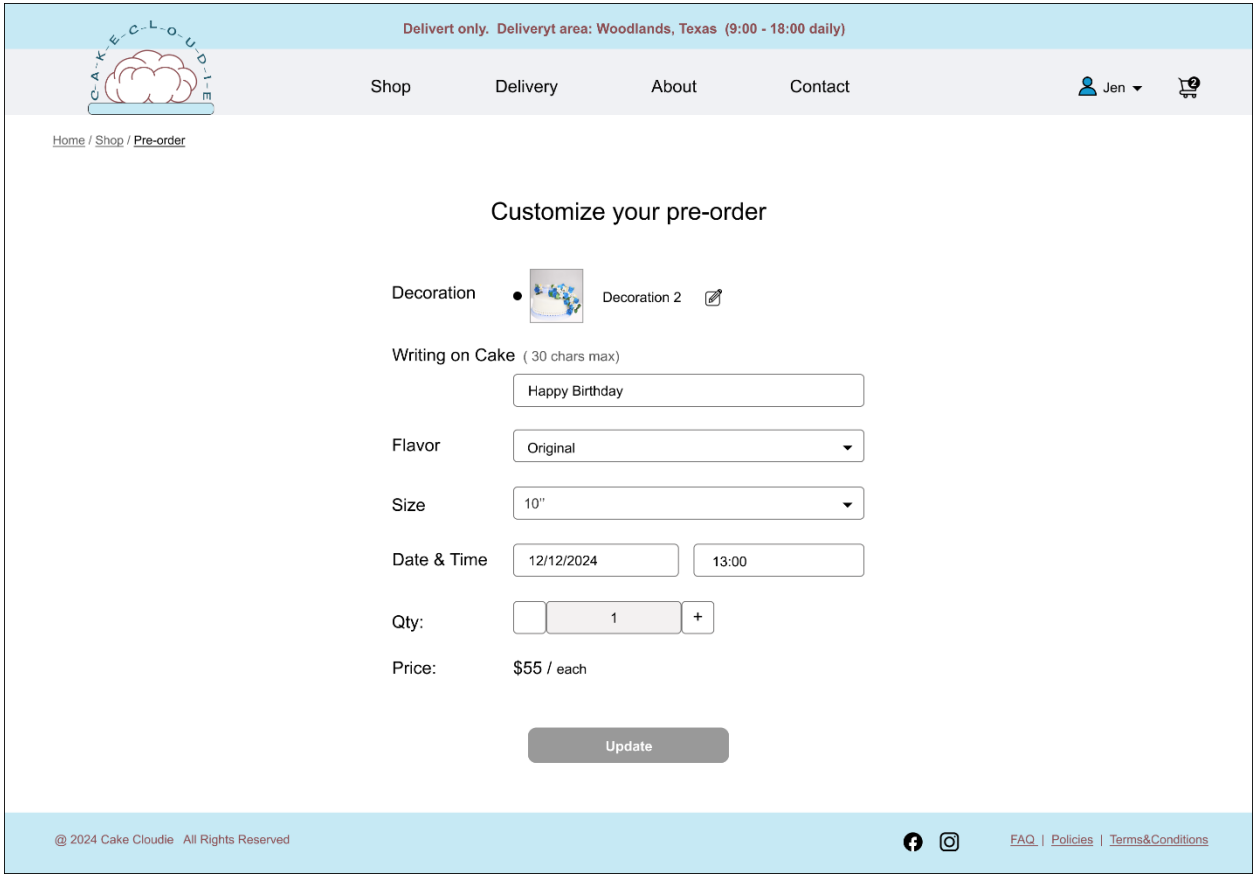
Continue pre-order cake and add to cart



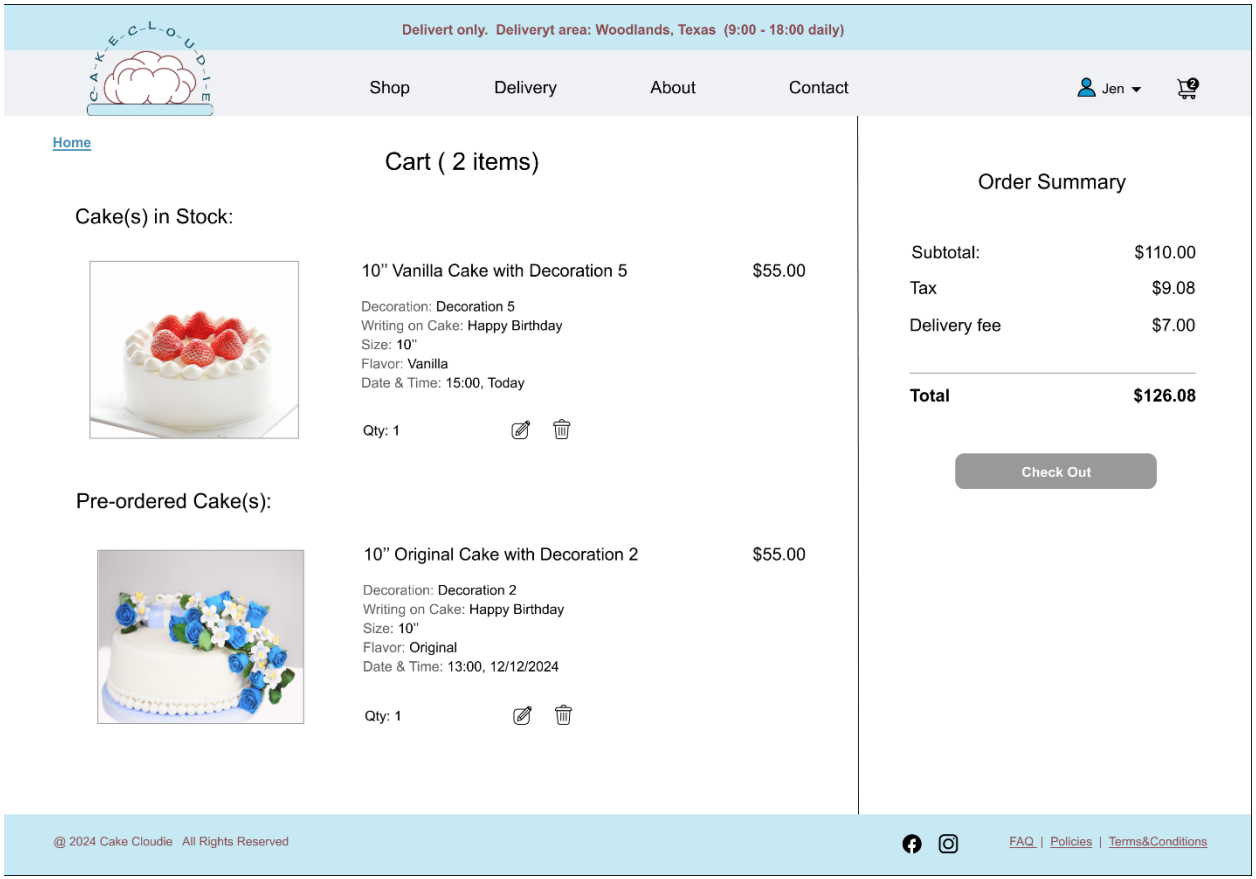
Pre-order cake and cake added to cart



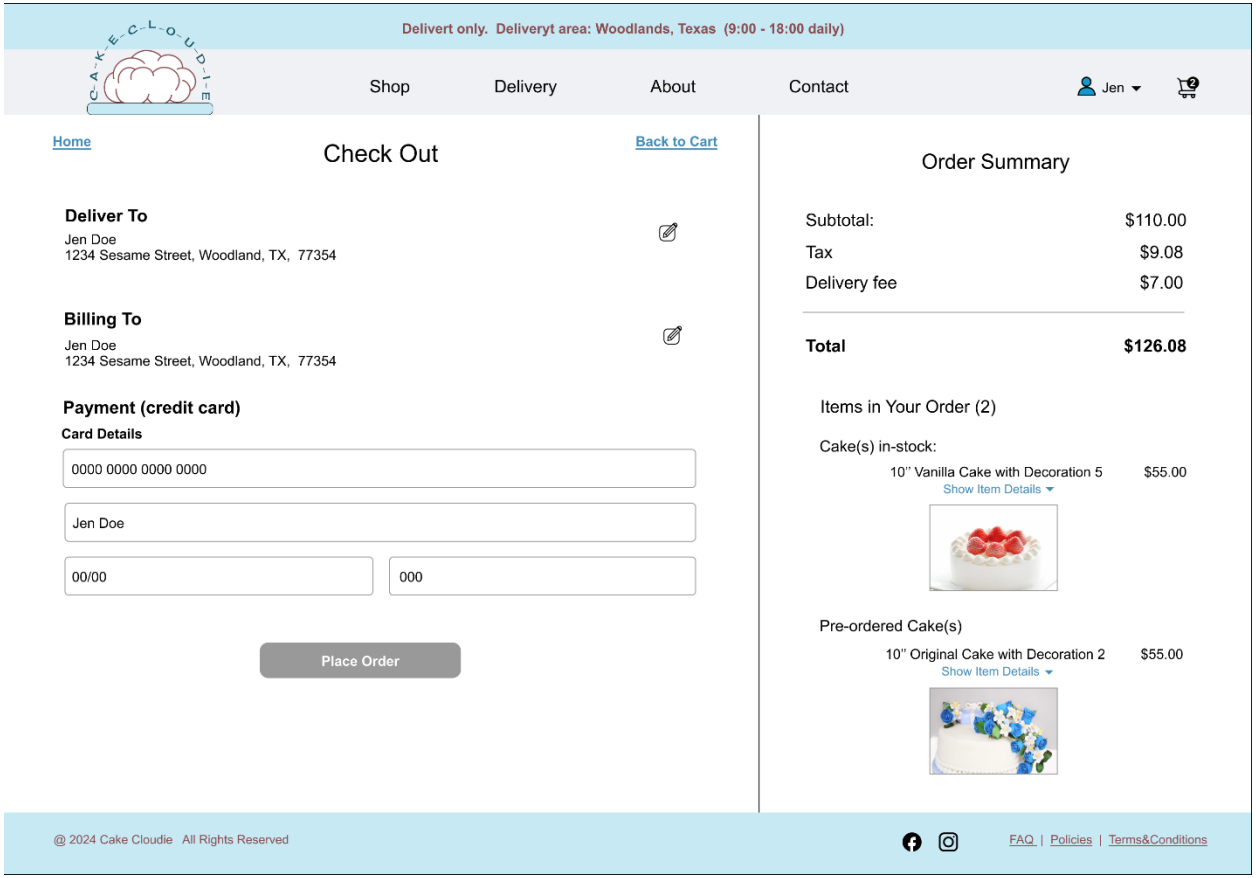
Pre-ordered cake update



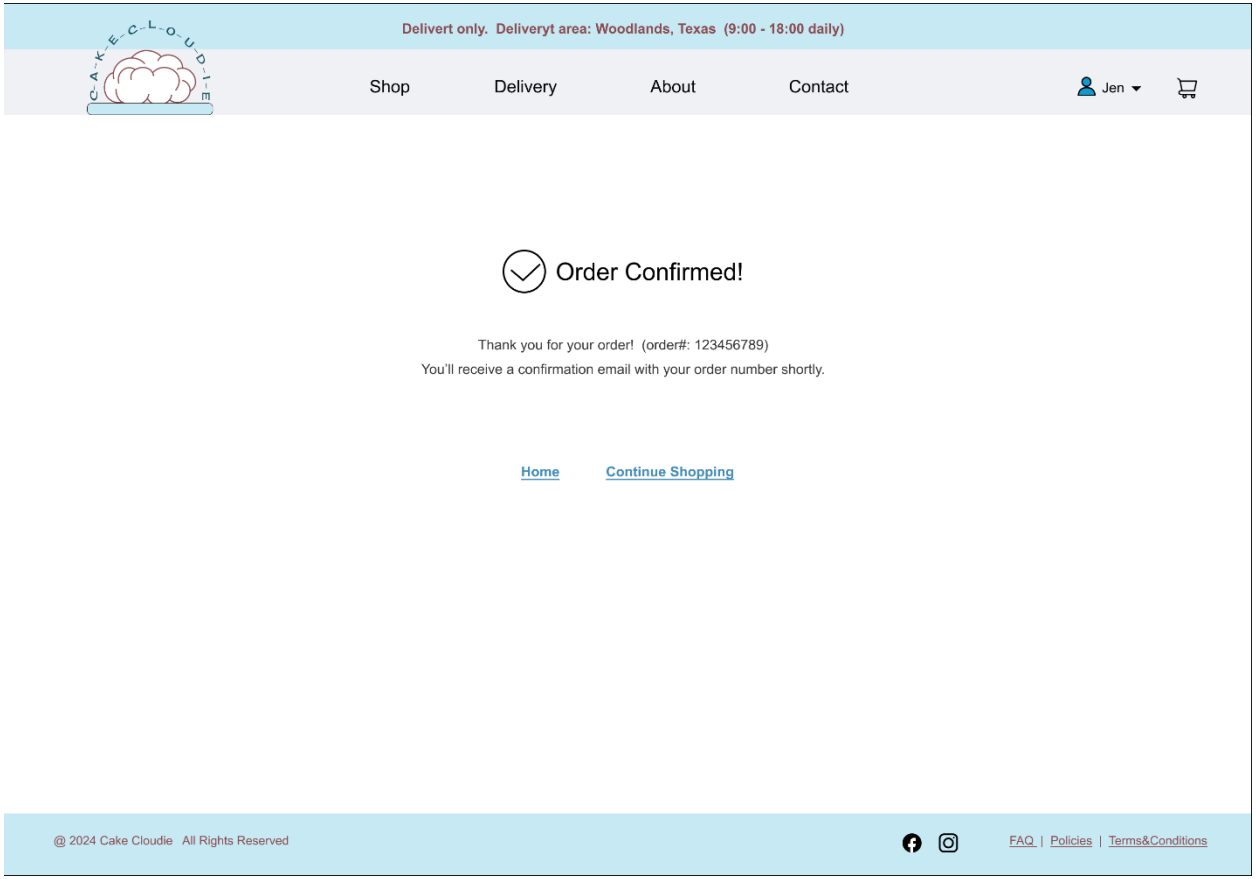
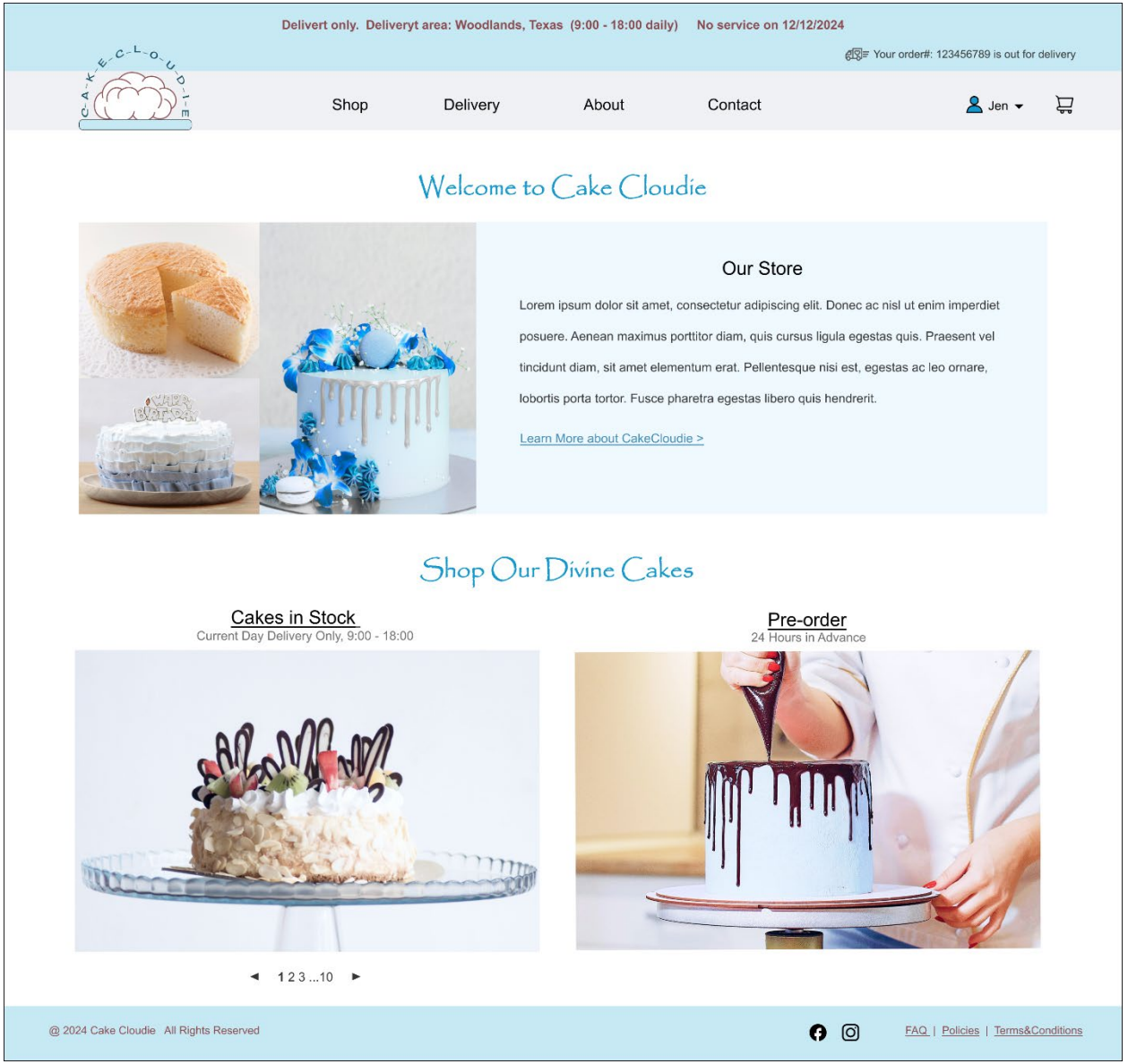
View cart


Delivert only. Deliveryt area: Woodlands, Texas (9:00 - 18:00 daily)
CAKECLOUDIE
Shop
Delivery
About
Contact
Jen
2
Home
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: Vanilla
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)
CAKECLOUDIE
Shop
Delivery
About
Contact
Jen
2
Home
Check Out
Back to Cart
Deliver To
Jen Doe
1234 Sesame Street, Woodland, TX, 77354
Billing To
Jen Doe
1234 Sesame Street, Woodland, TX, 77354
Payment (credit card)
Card Details
0000 0000 0000 0000
Jen Doe
00/00
000
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 $55.00
Show Item Details
Pre-ordered Cake(s)
10'' Original Cake with Decoration 2 $55.00
Show Item Details
@ 2024 Cake Cloudie All Rights Reserved
FAQ | Policies | Terms&Conditions

Order confirmation



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