

Cake Cloudie

Zhenhua Yong

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
- Coating:
 - whipped cream
 - no coating
- Decoration:
 - Various decorations to choose (see images)

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

The website/app will focus on the following target audiences:

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)

Think of at least 5 details among the categories below.

- **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

Strategy

User Personas (optional)

PERSONA PICTURE

PERSONA NAME (AGE) – PERSONA

- PERSONA DETAILS

PERSONA PICTURE

PERSONA NAME (AGE) – PERSONA

- PERSONA DETAILS

PERSONA PICTURE

PERSONA NAME (AGE) – PERSONA

- PERSONA DETAILS

Strategy

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

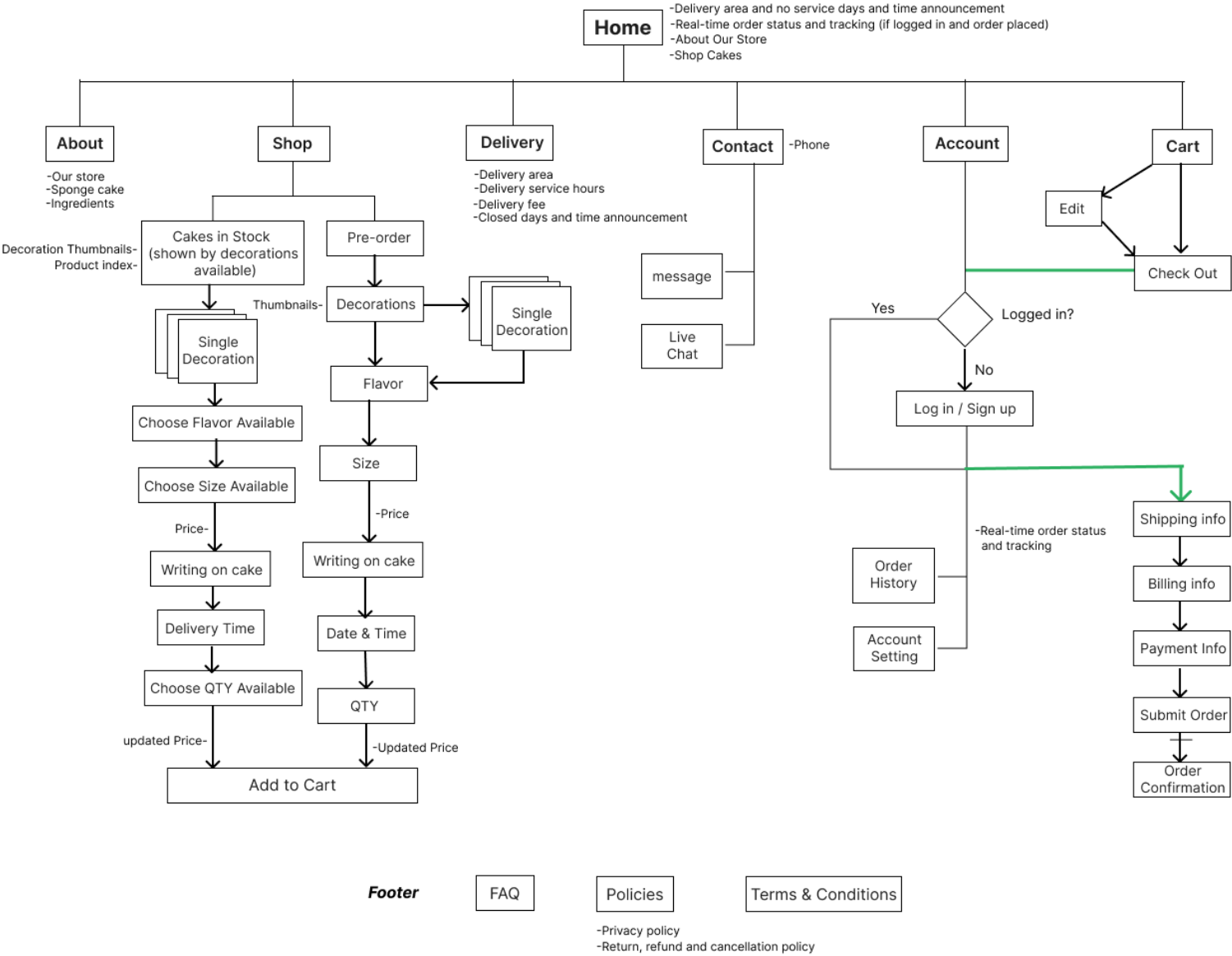
Systems that will allow the user to accomplish tasks.

"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

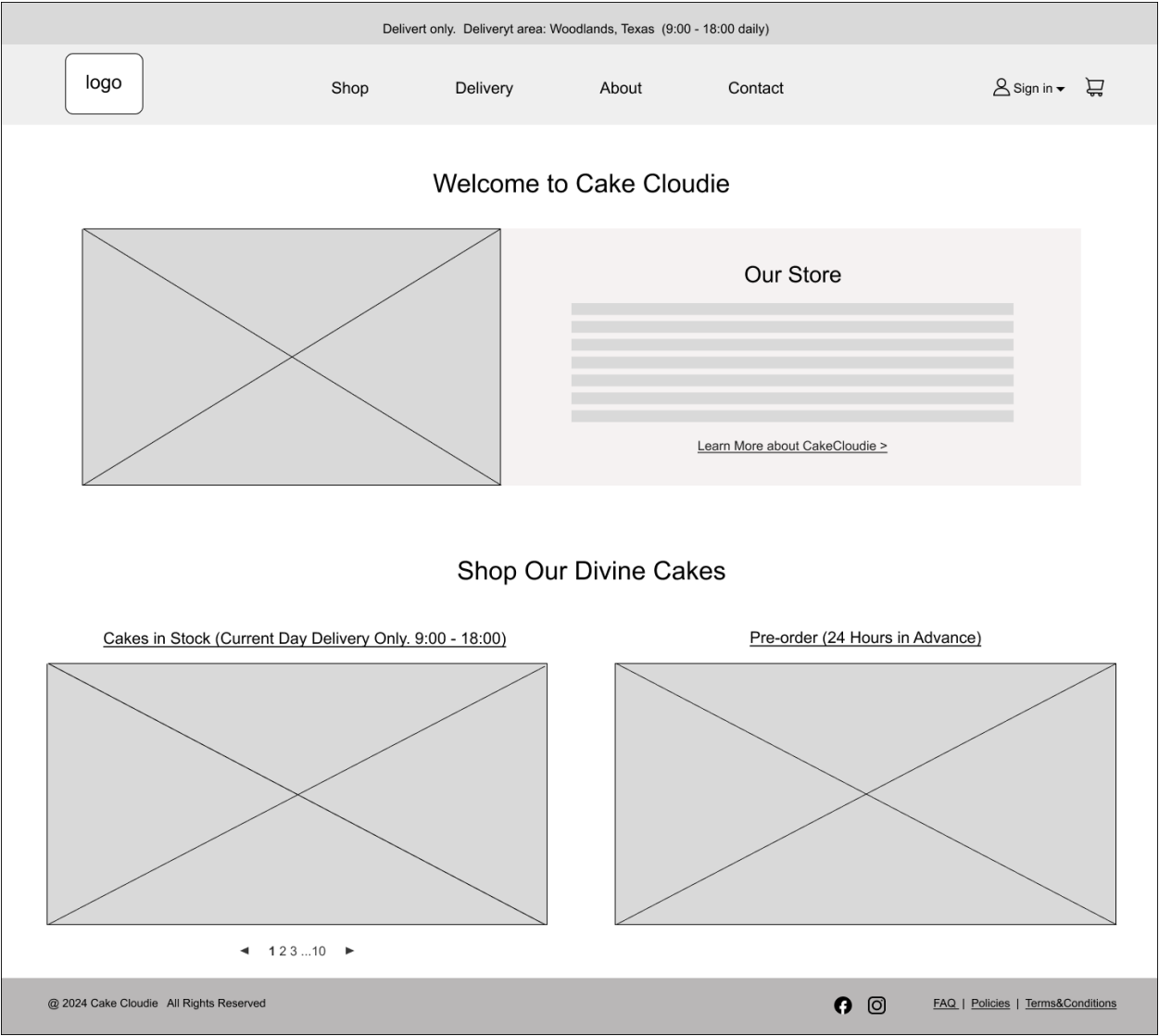
- Check out (fill out shipping and billing address, payment information. Order confirmation after placing order)
- Order cancellation or ask for refund
- Real-time order status and delivery tracking
- Live chat

Sitemap

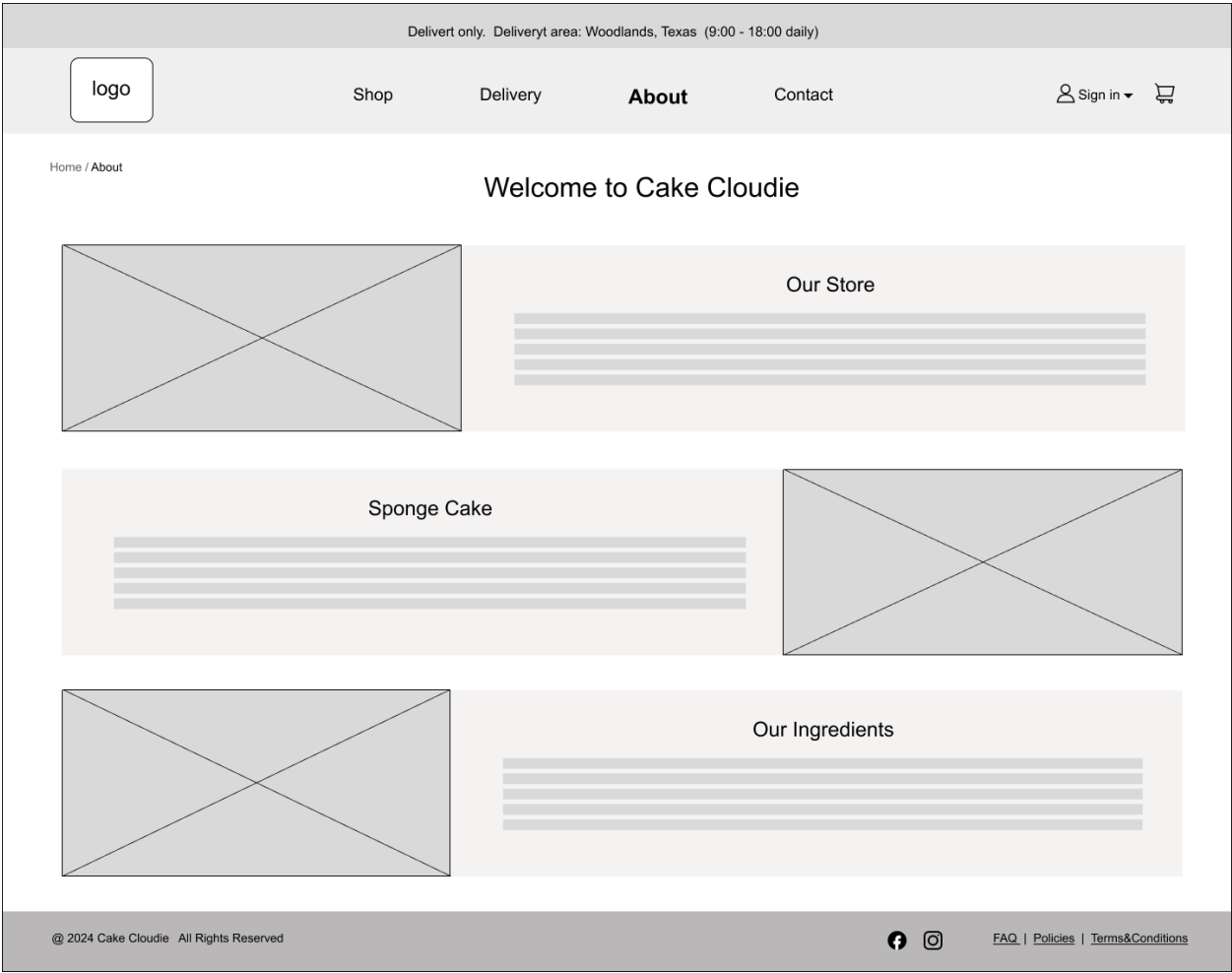


Wireframe

Home - unsigned in (desktop and mobile phone)



About



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](#)

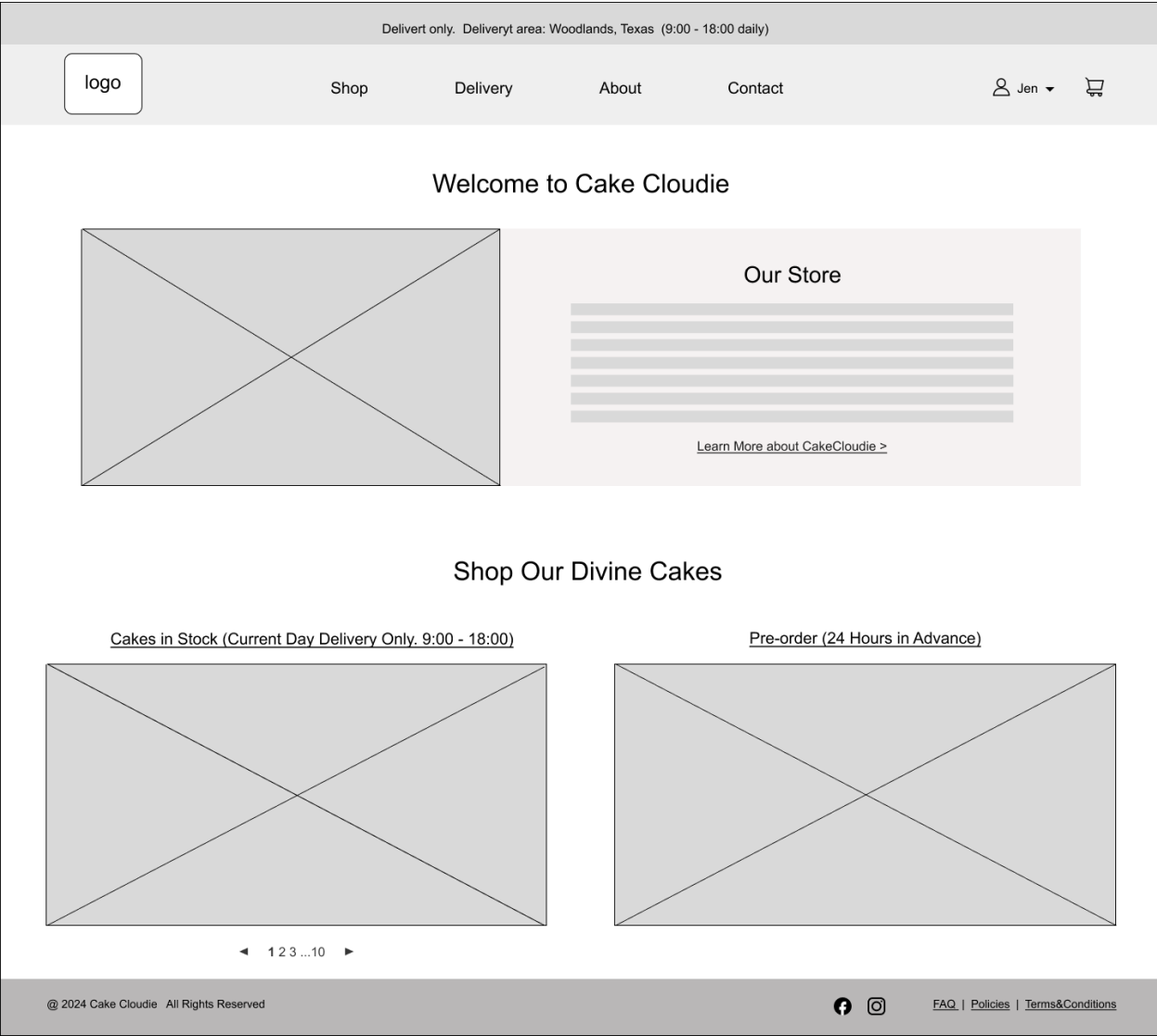
Sign In

[Forgot Password?](#)

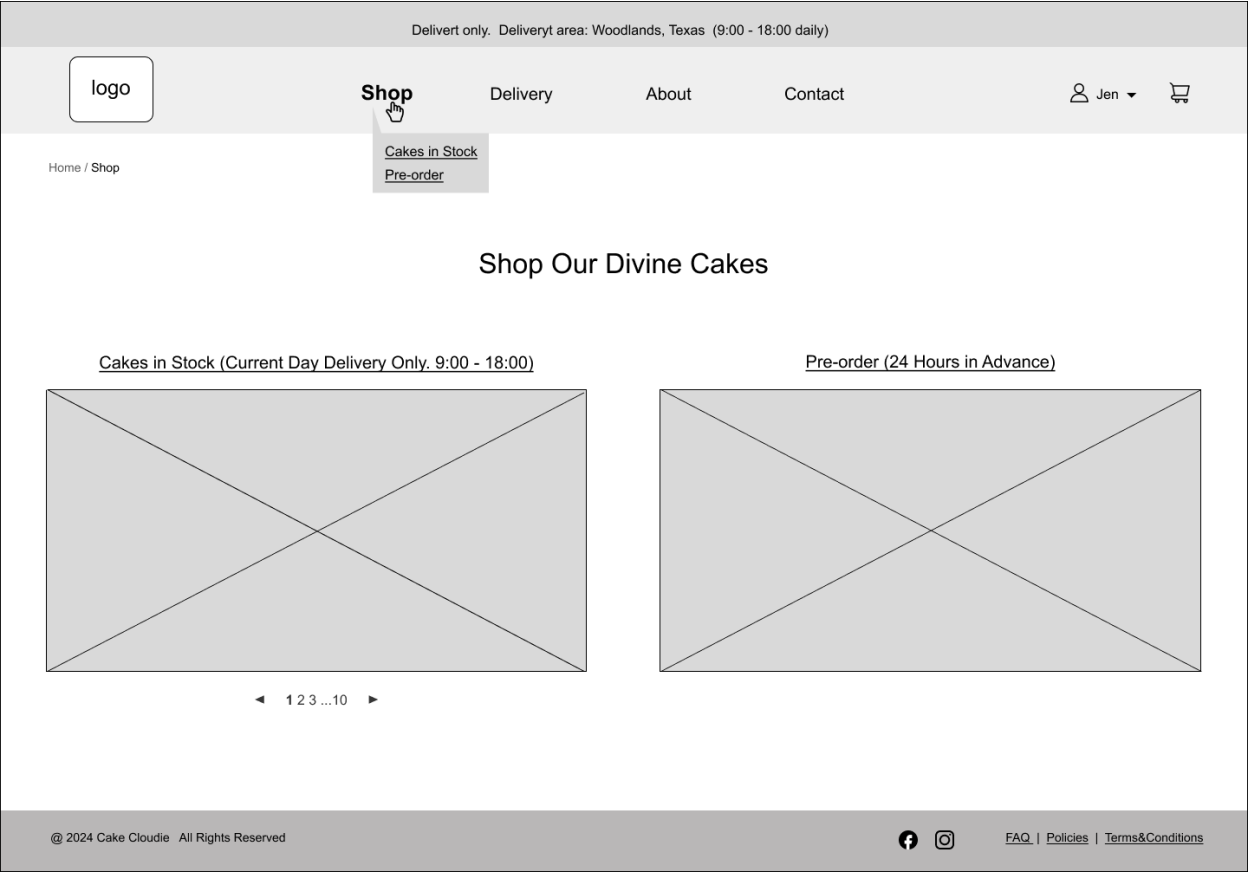
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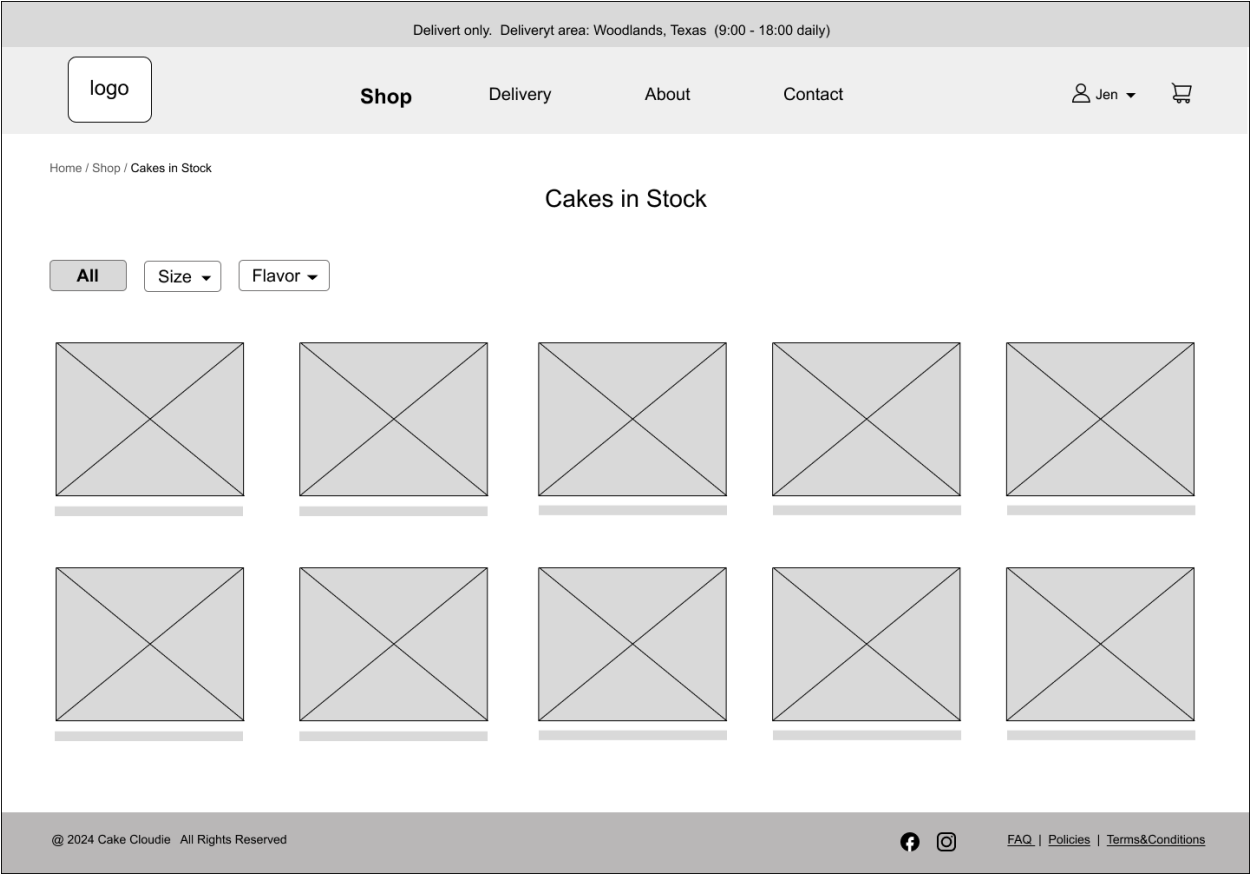
Home - Signed in as Jen



Shop



Shop cakes in stock



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

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

10" Vanilla Cake with Decoration 5

\$55

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FAQ

Policies

Terms&Conditions

Cake Cloudie

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)

Size

Flavor

Date & Time

Qty:

Price:

\$55 / each

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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

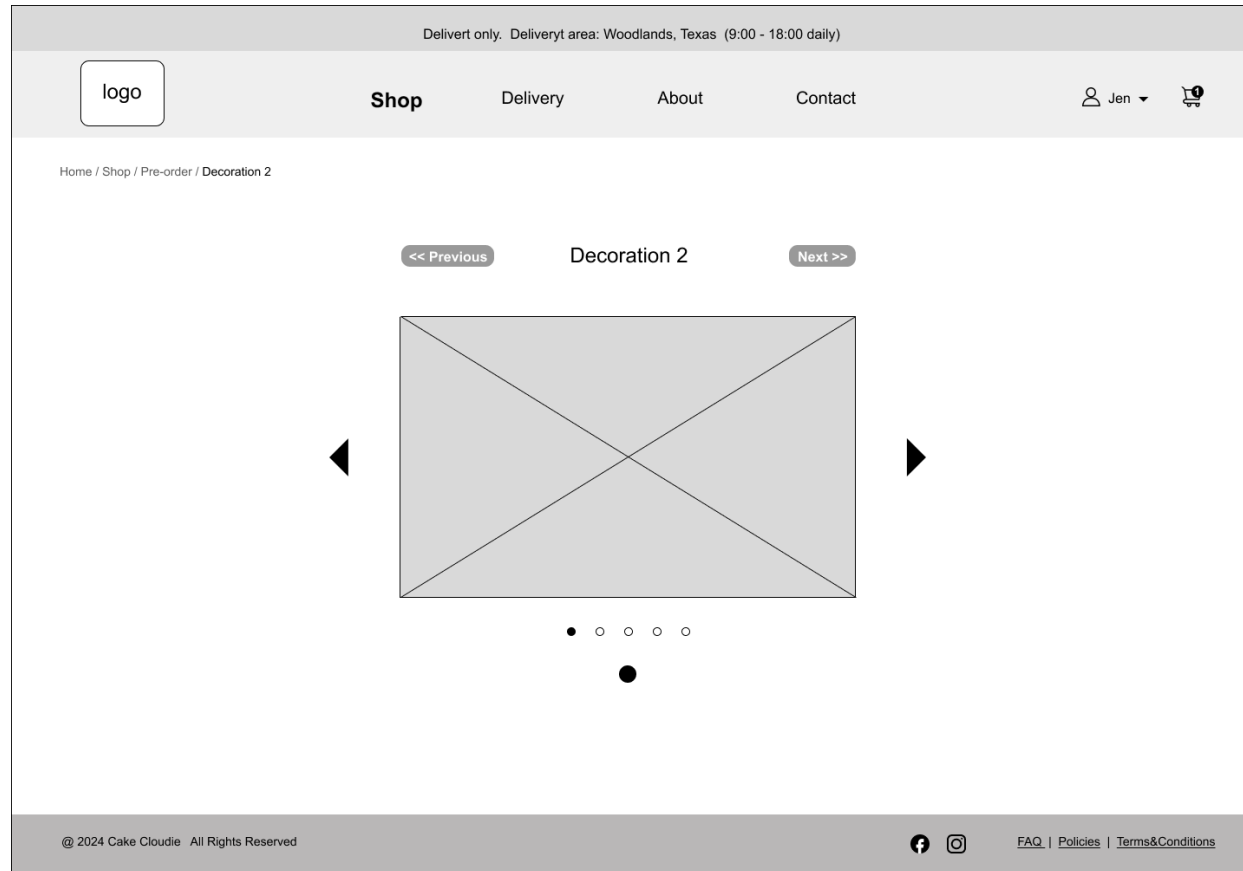
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Policies

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

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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

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FAQ

Policies

Terms&Conditions

Cake Cloudie

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

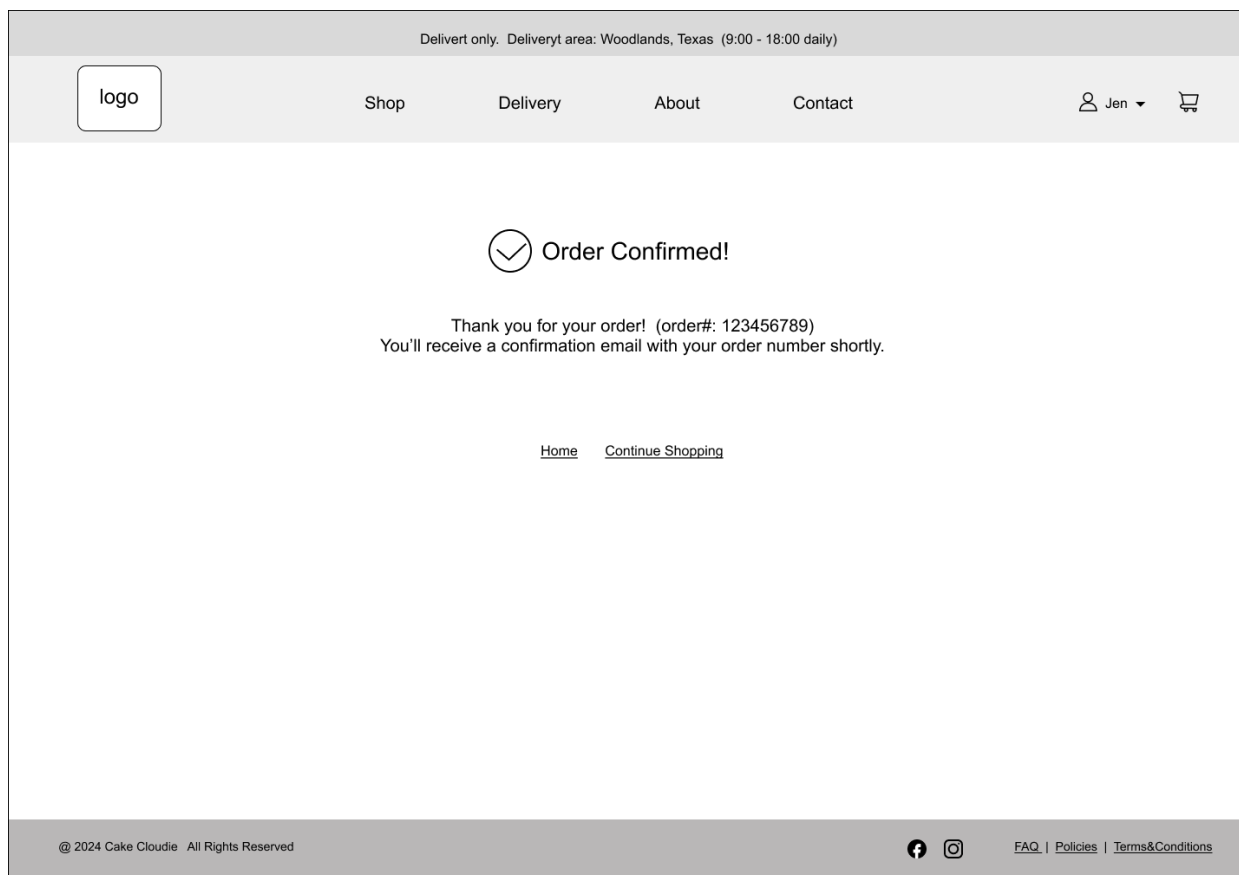
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FAQ

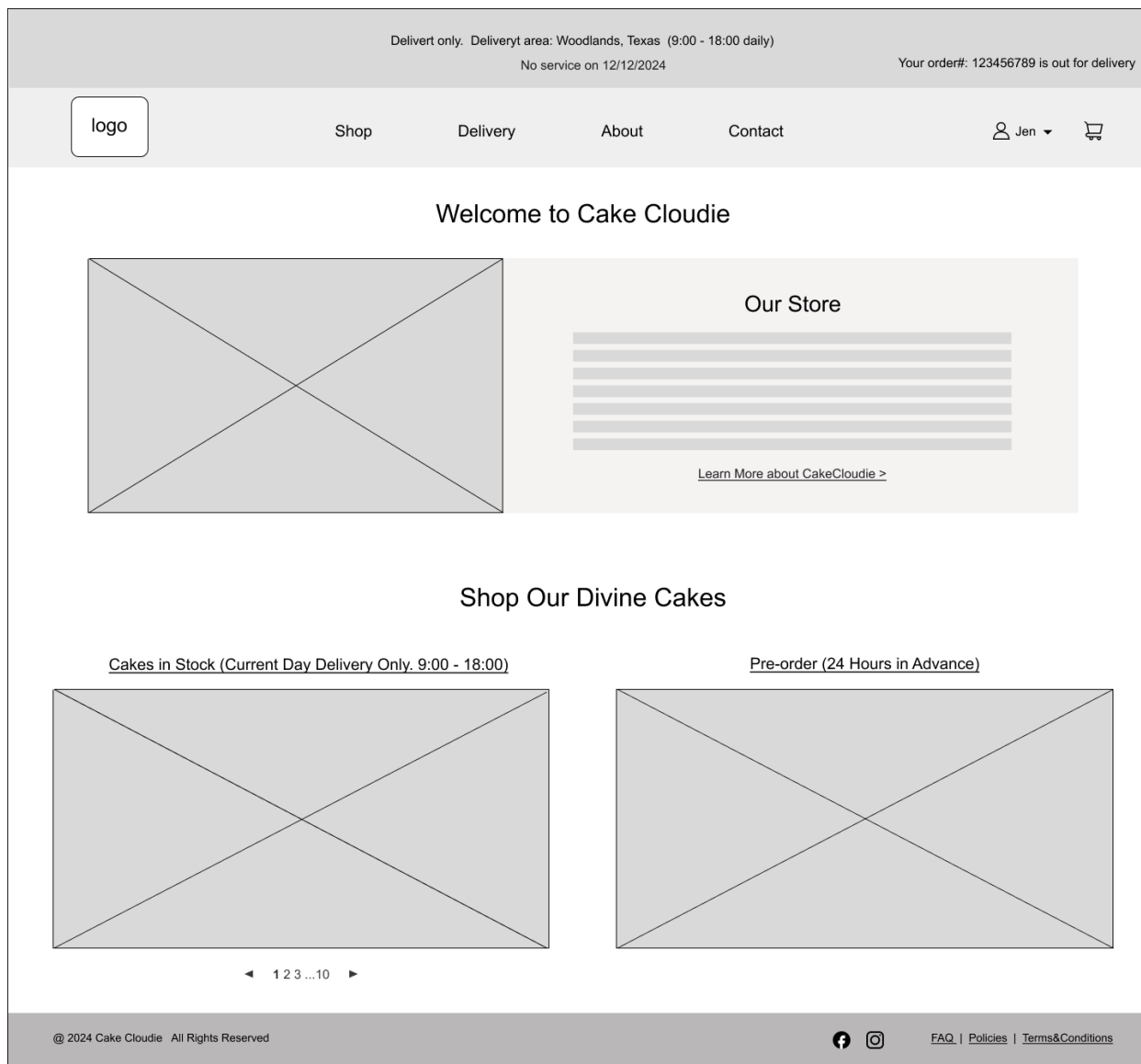
Policies

Terms&Conditions

Order confirmation



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



Moodboard

Cake Cloudie



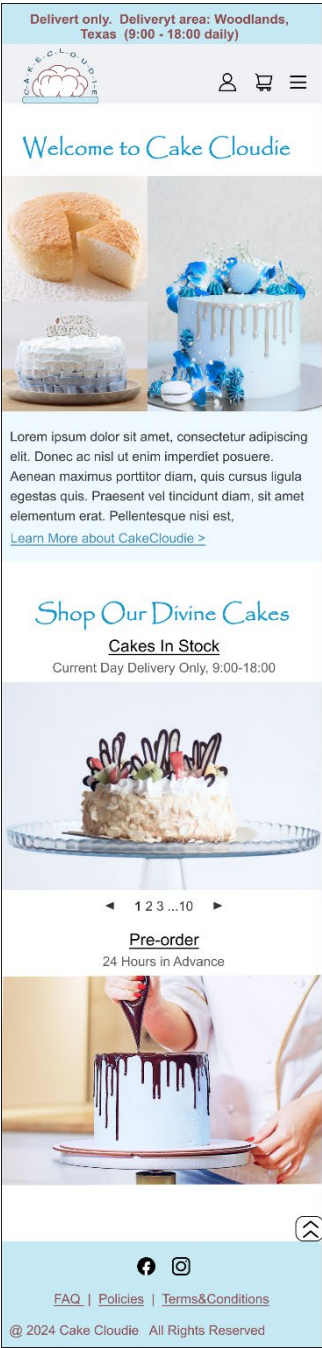
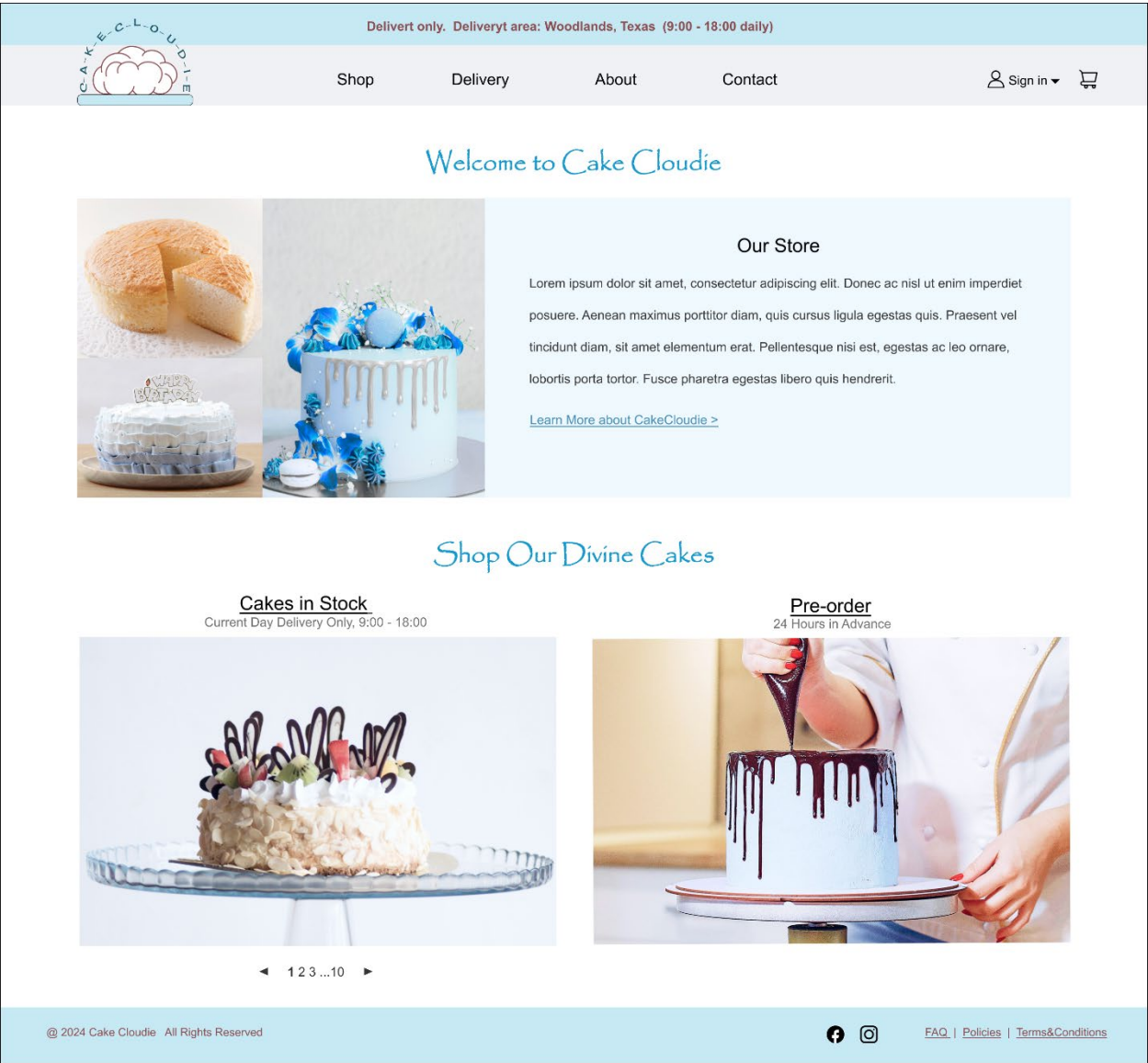
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890




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 nisi 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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Sign in





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

Shop

Delivery

About

Contact

 Sign in ▾ 

Sign In

New? [Create an Account](#)



Email

Password

Sign In


[Forgot Password?](#)

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Home - Signed in as Jen




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


Shop

Delivery

About

Contact

 Jen ▾



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.

[Learn More about CakeCloudie >](#)

Shop Our Divine Cakes

Cakes in Stock

Current Day Delivery Only, 9:00 - 18:00



◀

1 2 3 ...10

▶

Pre-order

24 Hours in Advance




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Shop




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


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



◀

1

2

3


...

10



▶

Pre-order

24 Hours in Advance




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Shop cakes in stock




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


Shop

Delivery

About

Contact

 Jen ▾




[Home](#) / [Shop](#) / [Cakes in Stock](#)

Cakes in Stock


All

Flavor ▾


Size ▾




Cake with Decoration 1




Cake with Decoration 2




Cake with Decoration 5




Cake with Decoration 6




Cake with Decoration 7




Cake with Decoration 8




Cake with Decoration 9



Cake with Decoration 10





Cake with Decoration 12




Cake with Decoration 13

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Shop single cake in stock



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

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

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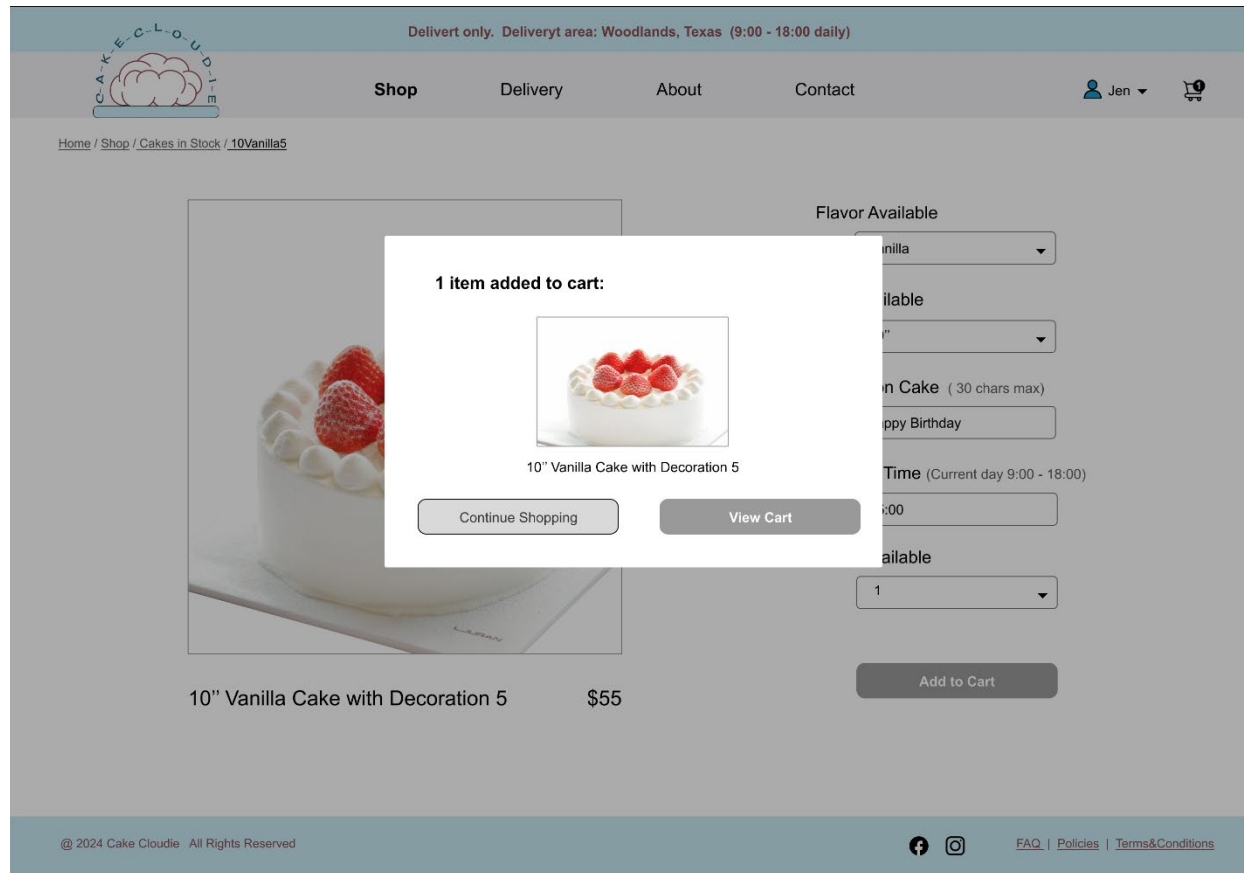
FAQ

Policies


Terms&Conditions

Cake Cloudie

Single cake in stock added to cart




Shop single cake in stock, update



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

[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

Update

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Pre-order cakes



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

ShopDeliveryAboutContact

Jen

1

[Home](#) / [Shop](#) / [Pre-order](#)

Customize your pre-order

Decoration [Choose decoration](#)

Writing on Cake (30 chars max)

Happy Birthday

Flavor

Original

Size

10"

Date & Time

12/12/2024

13:00

Qty:

1



+

Price:

\$55 / each


Add to Cart

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Pre-order cakes, select decoration style first




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

[Shop](#) [Delivery](#) [About](#) [Contact](#) [Jen](#) 

[Home](#) / [Shop](#) / [Pre-order](#)


Customize your pre-order

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




[Cake with Decoration 1](#)

☐




[Cake with Decoration 2](#)

☒




[Cake with Decoration 3](#)

☐




[Cake with Decoration 4](#)

☐




[Cake with Decoration 5](#)

☐




[Cake with Decoration 6](#)

☐




[Cake with Decoration 7](#)

☐




[Cake with Decoration 8](#)

☐




[Cake with Decoration 9](#)

☐




[Cake with Decoration 10](#)

☐




[Cake with Decoration 11](#)

☐



[Cake with Decoration 12](#)

☐





[Cake with Decoration 13](#)

☐

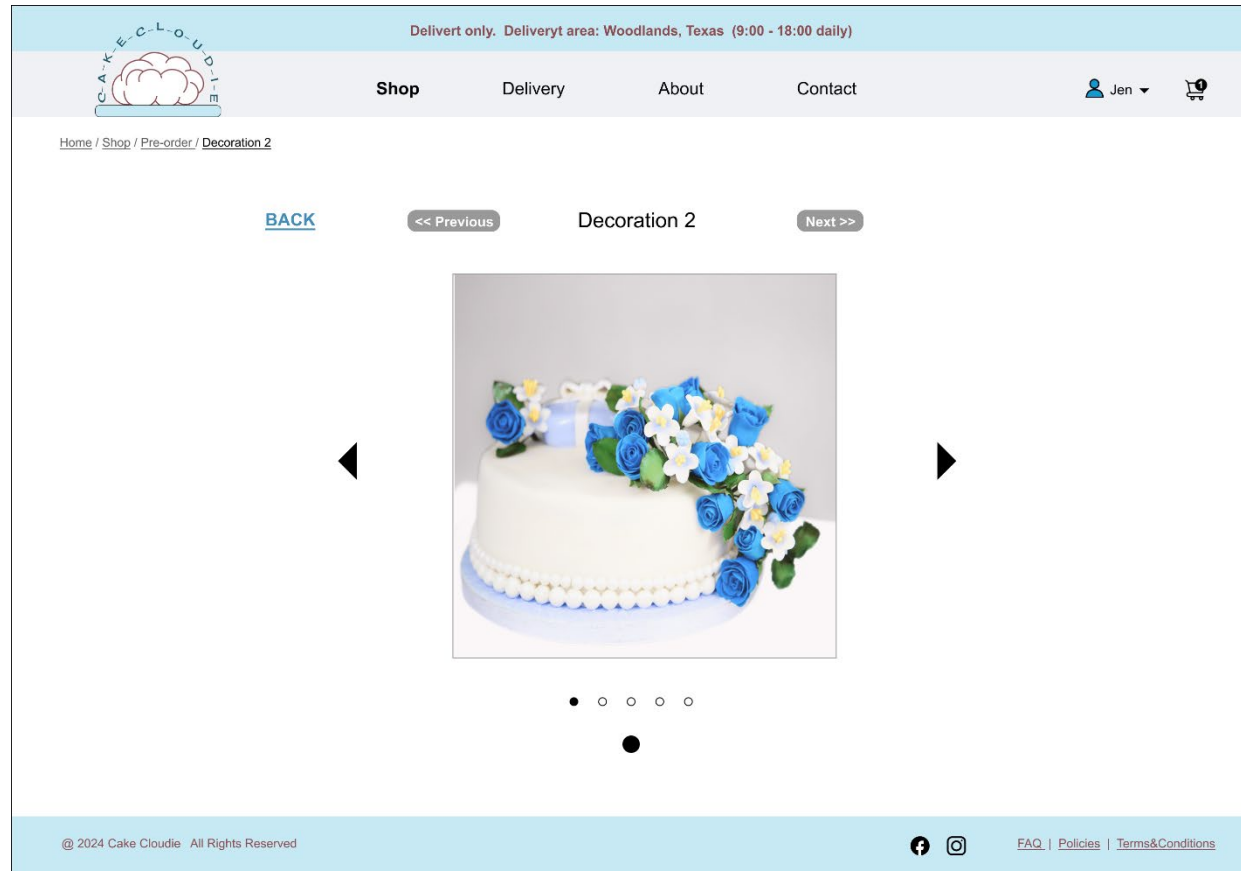
Confirm

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



Continue pre-order cake and add to cart



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


ShopDeliveryAboutContact


Jen

[Home](#) / [Shop](#) / [Pre-order](#)

Customize your pre-order

Decoration



Decoration 2 

Writing on Cake (30 chars max)

Happy Birthday

Flavor

Original

Size

10"

Date & Time

12/12/2024

13:00

Qty:

1



+

Price:

\$55 / each

Add to Cart

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Pre-order cake and cake added to cart



Pre-ordered cake update



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


ShopDeliveryAboutContact


Jen

[Home](#) / [Shop](#) / [Pre-order](#)

Customize your pre-order

Decoration



Decoration 2 

Writing on Cake (30 chars max)

Happy Birthday

Flavor

Original

Size

10"

Date & Time

12/12/2024

13:00

Qty:

1



+

Price:

\$55 / each


Update

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View cart




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


Shop

Delivery

About

Contact

 Jen ▾



[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

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Cake Cloudie

Check out

CAKECLOUD™




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


Shop

Delivery

About

Contact

Jen ▾



[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


[Show Item Details ▾](#)





Pre-ordered Cake(s)

10" Original Cake with Decoration 2

[Show Item Details ▾](#)




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Order confirmation




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


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](#)

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


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



[Shop](#)
[Delivery](#)
[About](#)
[Contact](#)

 Jen
 



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.



[Learn More about CakeCloudie >](#)

Shop Our Divine Cakes

Cakes in Stock


Current Day Delivery Only, 9:00 - 18:00






1
2
3
...10


Pre-order

24 Hours in Advance



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Cake Cloudie