



A DETAILED WALK-THROUGH
TO THE ONLINE PLATFORM OF
CAKES BY ESTELA

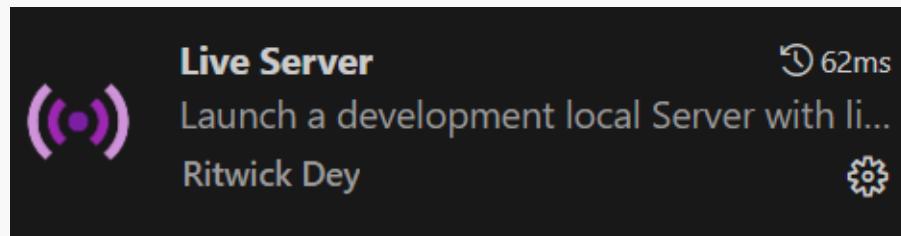


USING THE WEBSITE

First requirement is to download a **Live Server Extension**

Install Live Server Extension

Install the Live Server extension in your code editor. This will allow you to easily launch the frontend in a live environment.





After installation of live server, the user has two option of downloading/pulling the files of the program

1. Clone the Repository from GitHub

Use Git to clone the repository from GitHub:

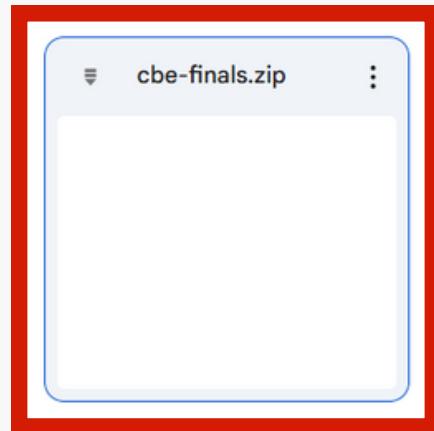
(<https://github.com/navarroangelo/webpub-cakesbyestela>)

<https://github.com/navarroangelo/webpub-cakesbyestela.git>

2. Download the ZIP File from Gdrive:

Use the link from google drive to download the specific link of the files: (**BETTER OPTION**)

(https://drive.google.com/drive/folders/1-Qc9CEiw1c1OEln7mmBxof4_vxL8W0ij?usp=sharing)

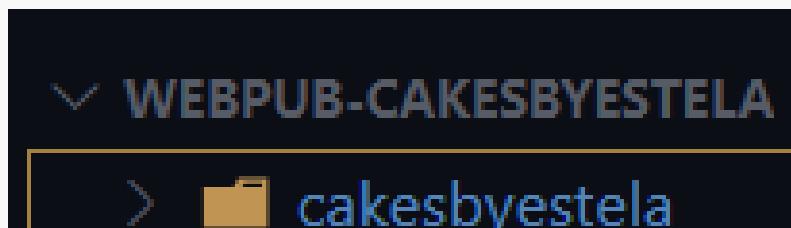




Setting up the files (Pulled by Github):

After pulling the program files folder from github, the set name for the main folder is (webpub-cakesbyestela). In the Visual Studio Code, open the specific folder of the program files. Open the (cakesbyestela) folder.

MAIN FOLDER (webpub-cakesbyestela)



ENTER FOLDER (cakesbyestela)

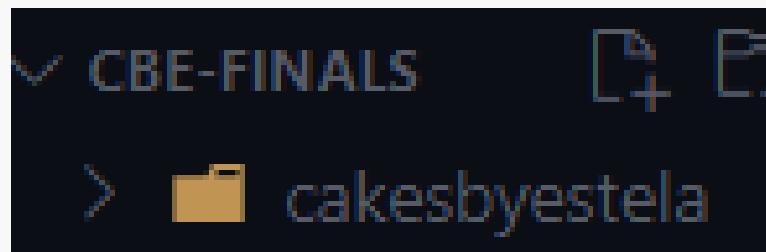
```
webpub-cakesbyestela> cd cakesbyestela
```



Setting up the files (Downloaded from Google Drive):

Open Visual Studio Code, navigate to the program files folder, and open the "cbe-finals" folder.

MAIN FOLDER (cbe-finals)



ENTER FOLDER (cakesbyestela)

```
cbe-finals> cd cakesbyestela
```



Installing Dependencies:

In the "cakesbyestela" folder, navigate to the "backend" folder.

```
cakesbyestela> cd backend
```

In the "backend" folder, install the dependencies by typing npm install -y and pressing enter.

```
backend> npm install -y
```

```
up to date, audited 118 packages in 2s  
19 packages are looking for funding  
  run `npm fund` for details
```



Run the website:

Launch the Backend:

After installing the dependencies, start the website by typing node app.js and pressing enter.

```
|backend> node app.js
```

Navigate to the "cakesbyestela" folder to locate the index.html file.

```
5 index.html
```

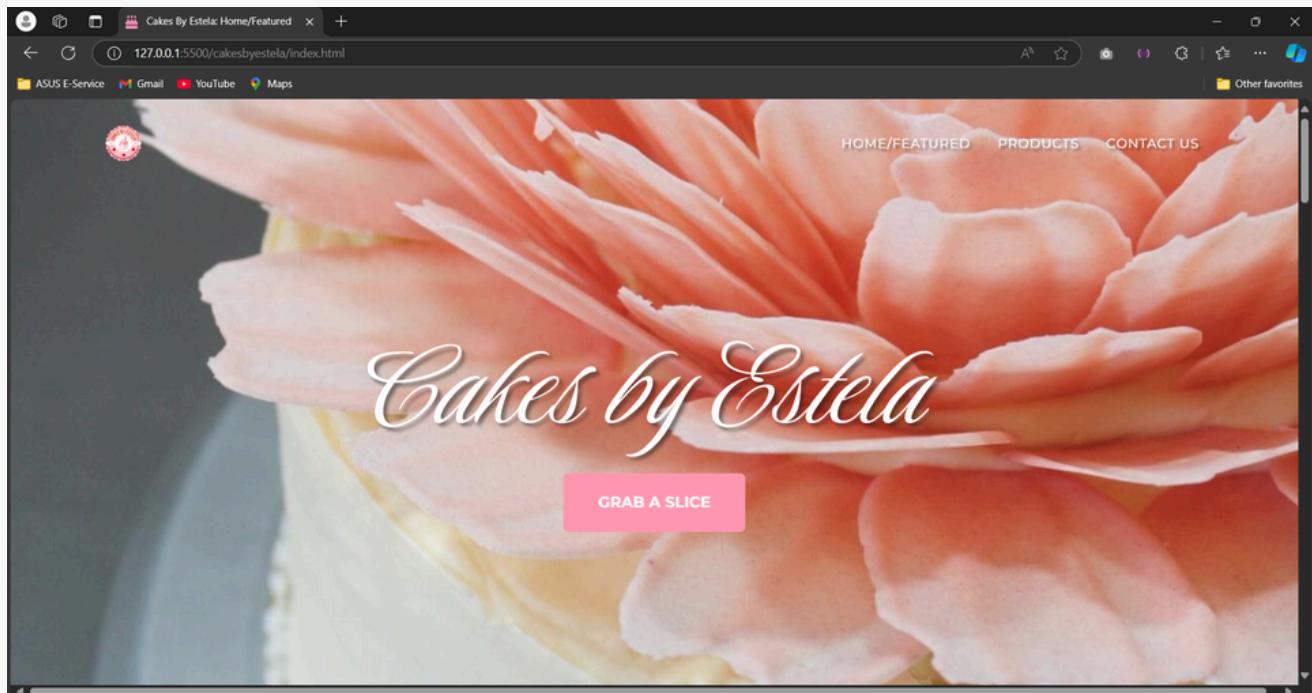


Launch the Frontend

Right-click on index.html and select "Open with Live Server" to launch the website in your default browser.

Open with Live Server

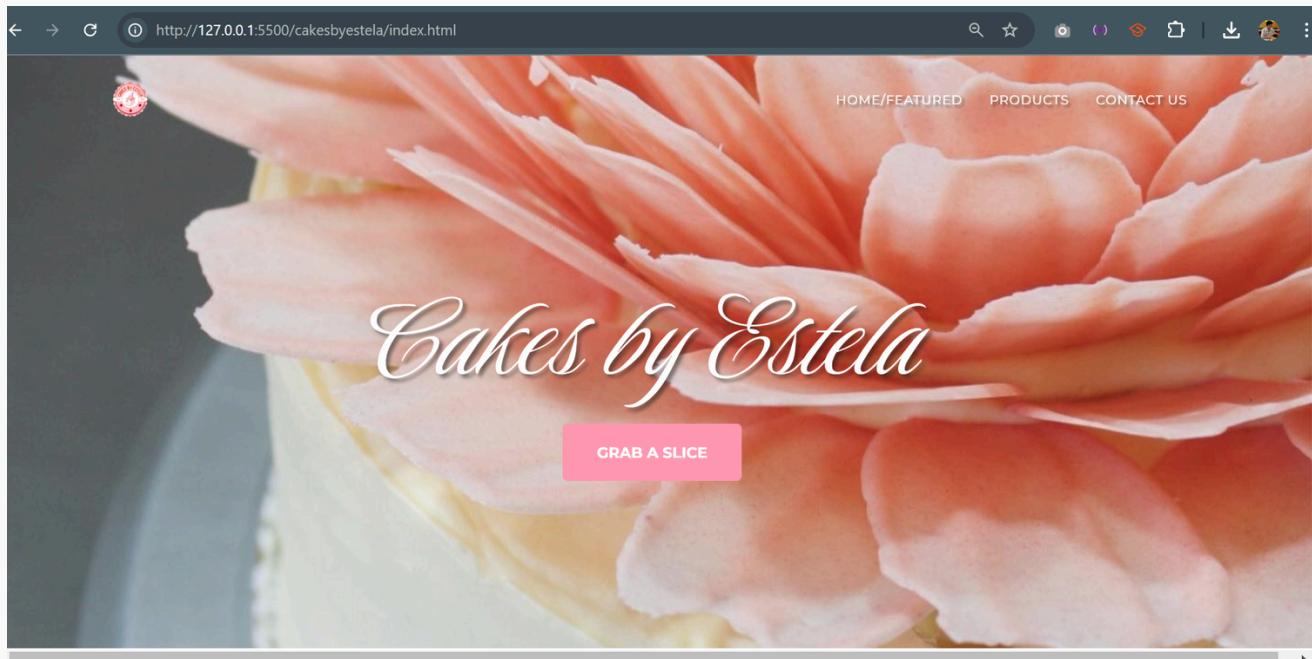
The website should now run as expected.





HOME/FEATURED PAGE

Upon launching the Cakes by Estela website, users will first see the "HOME/FEATURED" page, which serves as the landing page.

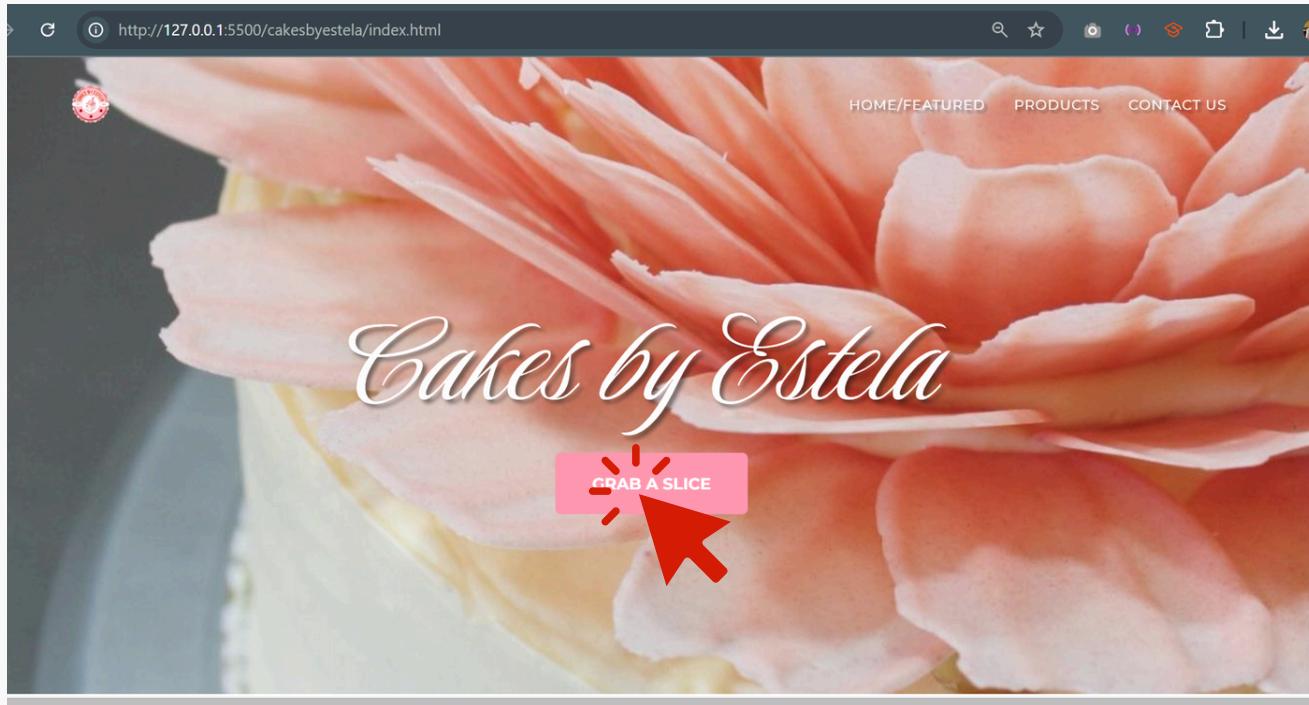


Screenshot of HOME/FEATURED Page



As you visit the home page, the "Cakes by Estela" logo is displayed on the left side. Clicking the logo will always return users to the homepage.

The navigation menu is located at the top right of the home page. It includes the following pages: HOMEPAGE, PRODUCTS PAGE, and CONTACT PAGE.



Screenshot of HOME/FEATURED Page



Once users scroll down, they will be greeted with the message: “Freshly baked from my kitchen to yours.”

The screenshot shows a web browser window with the title bar "Cakes By Estela: Home/Featured" and the URL "127.0.0.1:5500/cakesbyestela/index.html". The page has a dark header with the logo on the left and navigation links "HOME/FEATURED", "PRODUCTS", and "CONTACT US". Below the header, a large bold text "FRESHLY BAKED FROM MY KITCHEN TO YOURS" is centered, followed by the subtext "Perfect for Every Occasion". Three circular icons represent different categories: "Celebrations" (two wrapped gifts), "Special Occasions" (two glasses), and "Just Feeling It" (a smiling face). Each category has a brief description below it.

FRESHLY BAKED FROM MY KITCHEN TO YOURS

Perfect for Every Occasion

Celebrations

Make every birthday, anniversary, and milestone memorable with a cake that's as sweet as the occasion.

Special Occasions

From promotions to achievements, our cakes add a touch of elegance to your unforgettable moments.

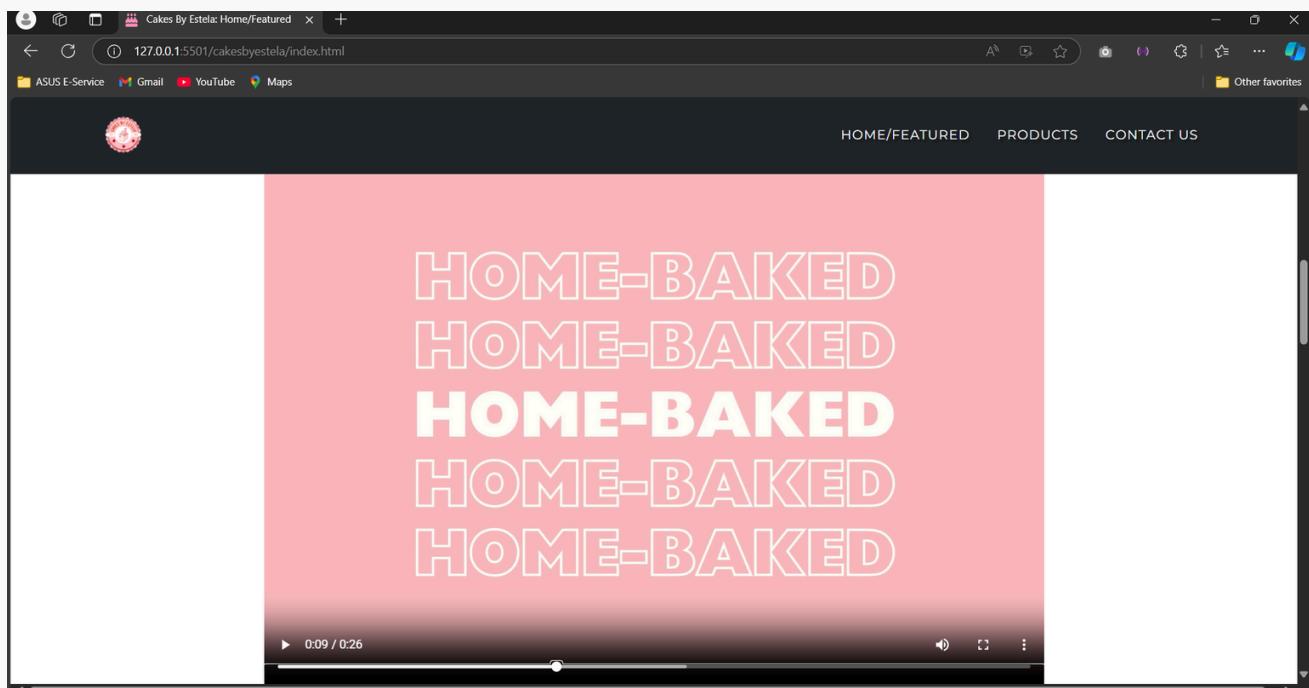
Just Feeling It

Treat yourself any day with a cake that turns ordinary moments into delightful celebrations.

Screenshot of HOME/FEATURED Page



This section includes an embedded video that showcases a delightful array of cakes, highlighting the various types, designs, and flavors available.



Screenshot of HOME/FEATURED Page



As users scroll down, they will find a "FEATURED CAKES" section showcasing various cakes.

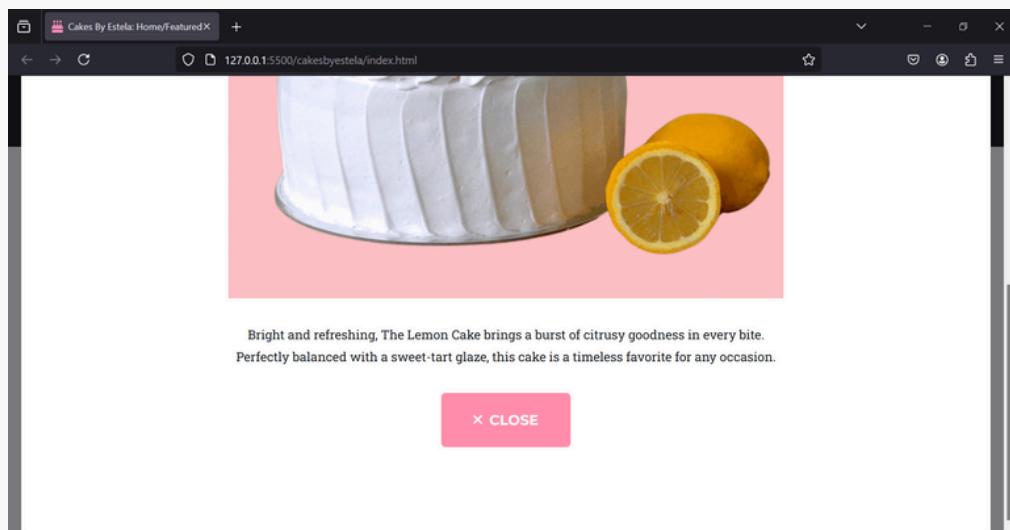
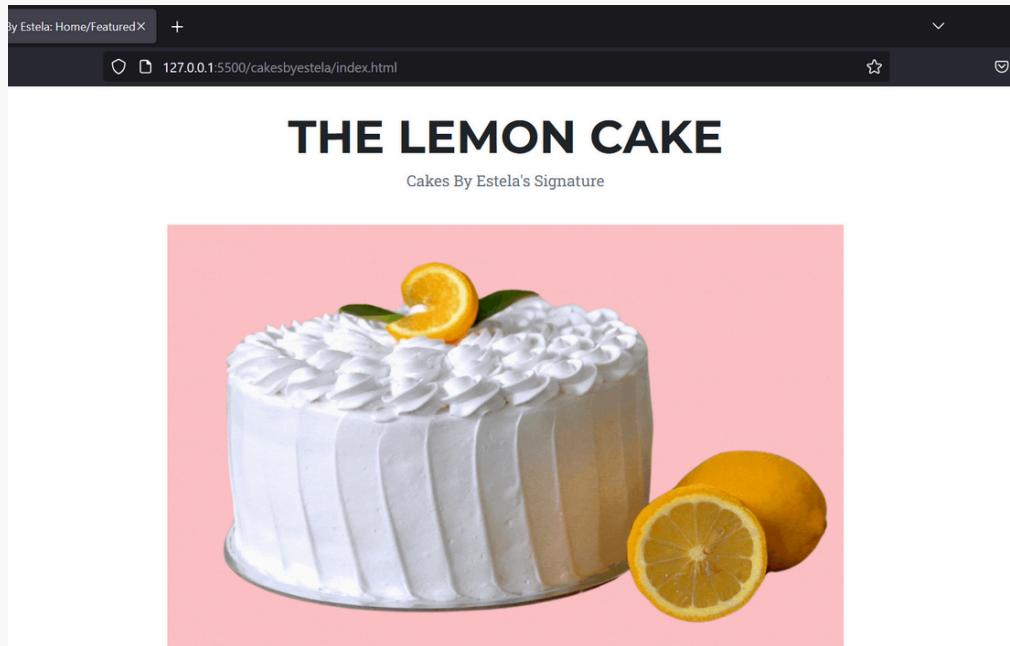
The screenshot shows a browser window with the URL 127.0.0.1:5500/cakesbyestela/index.html. The page has a dark header with the logo on the left and navigation links for HOME/FEATURED, PRODUCTS, and CONTACT US. Below the header is a section titled "OUR FEATURED CAKES" with the subtitle "Sweet Creations for Every Moment". Three cake images are displayed in a row: a pink frosted cake with orange slices, a cake covered in mango pralines, and a chocolate cake with strawberries and chocolate drizzle. Each cake has a title and a brief description below it.

| Cake Type | Description |
|----------------------|-----------------------------------|
| Lemon Cake | Tangy, zesty lemon flavor. |
| Mango Praline Cake | Fresh, fruity, frozen delight. |
| Strawberry Shortcake | Fresh strawberries, light whipped |

Screenshot of HOME/FEATURED Page



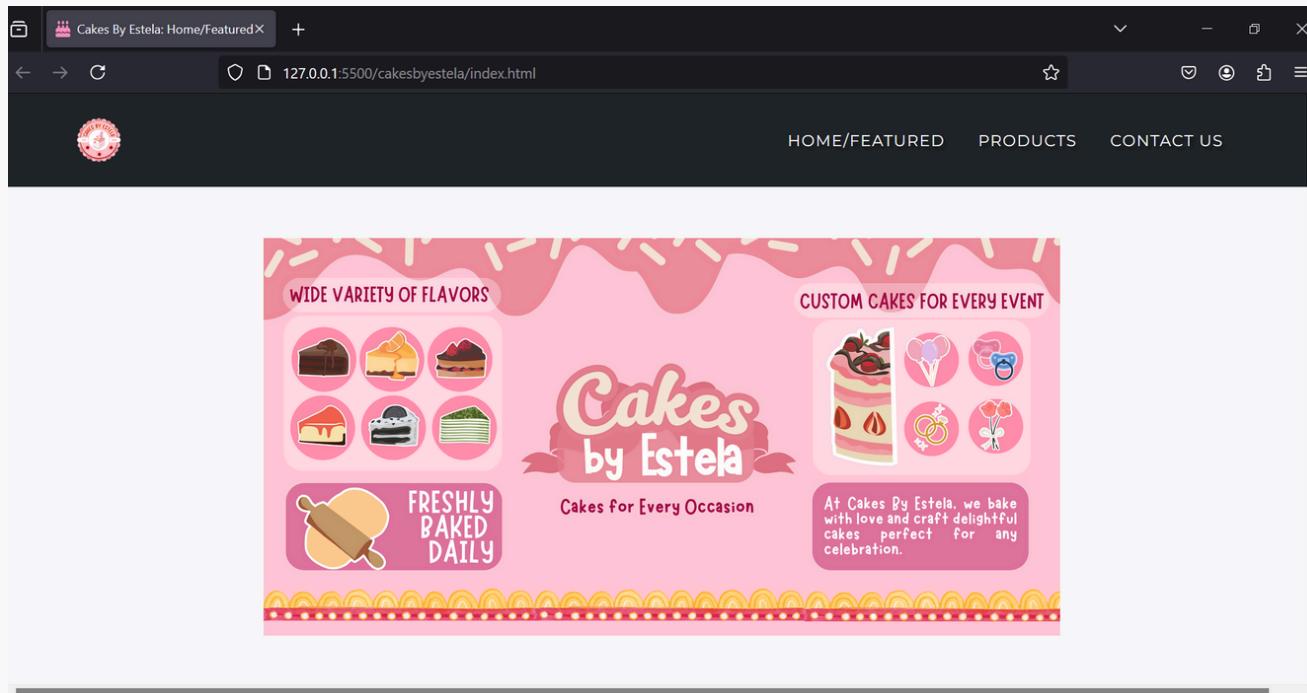
Clicking on a cake image triggers a popup that displays details about that specific cake.



Screenshots of HOME/FEATURED Page



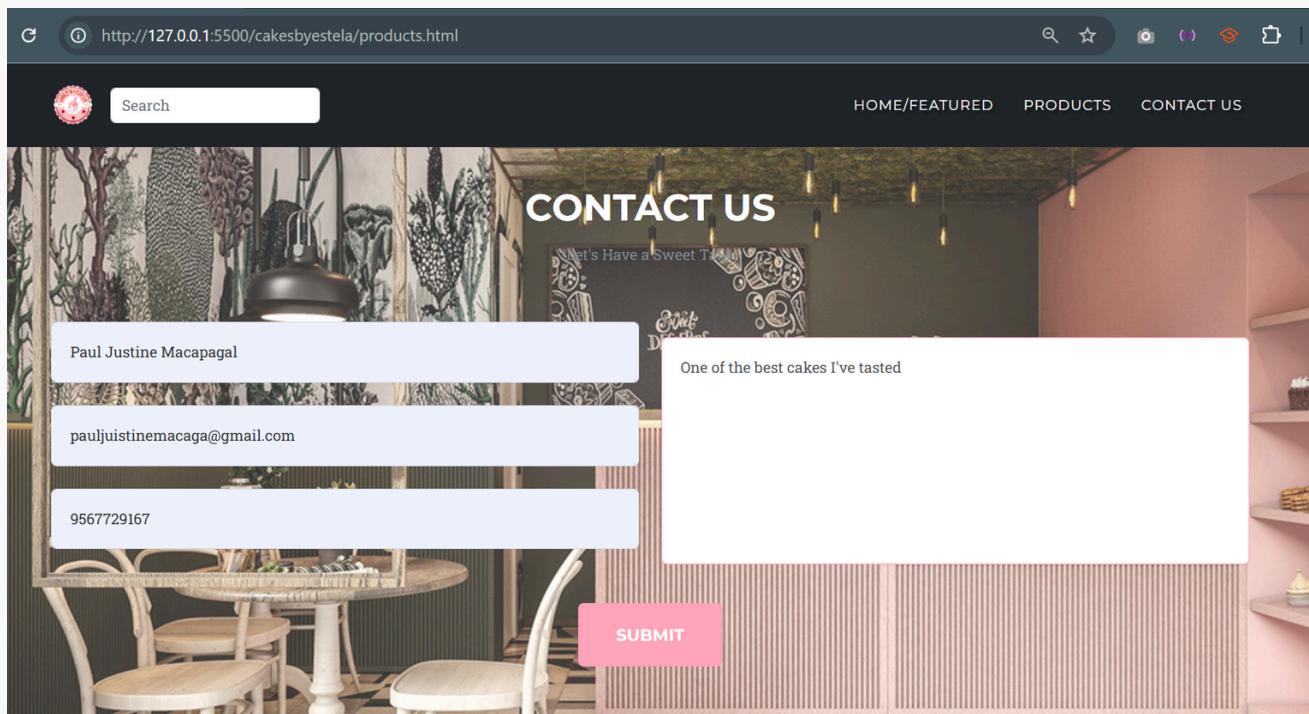
Beneath the "FEATURED CAKES" section, an infographic provides additional visual information, helping visitors quickly understand the available services.



Screenshot of HOME/FEATURED Page



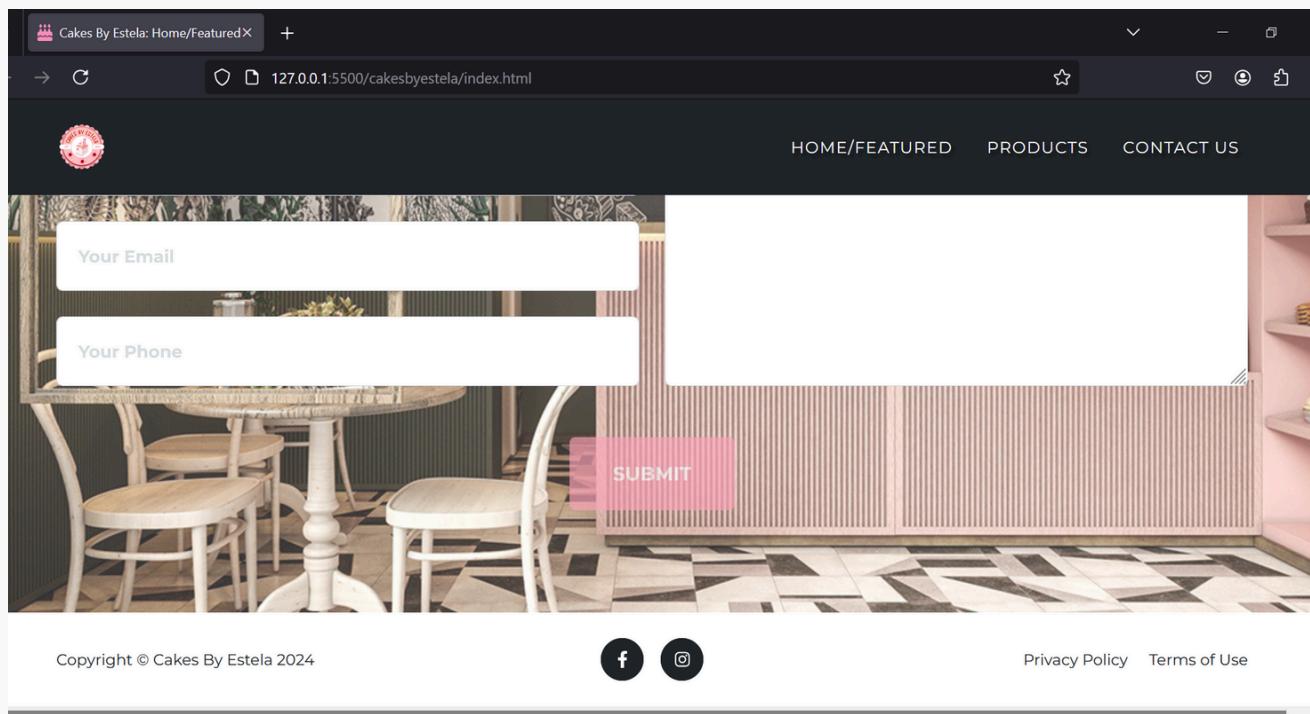
At the bottom of the page, there is a "CONTACT US" form where users can input their name, email, phone number, and message.



Screenshot of HOME/FEATURED Page



In addition, the footer features icons for Facebook and Instagram. Clicking these icons will redirect users to the respective social media accounts of Cakes by Estela.



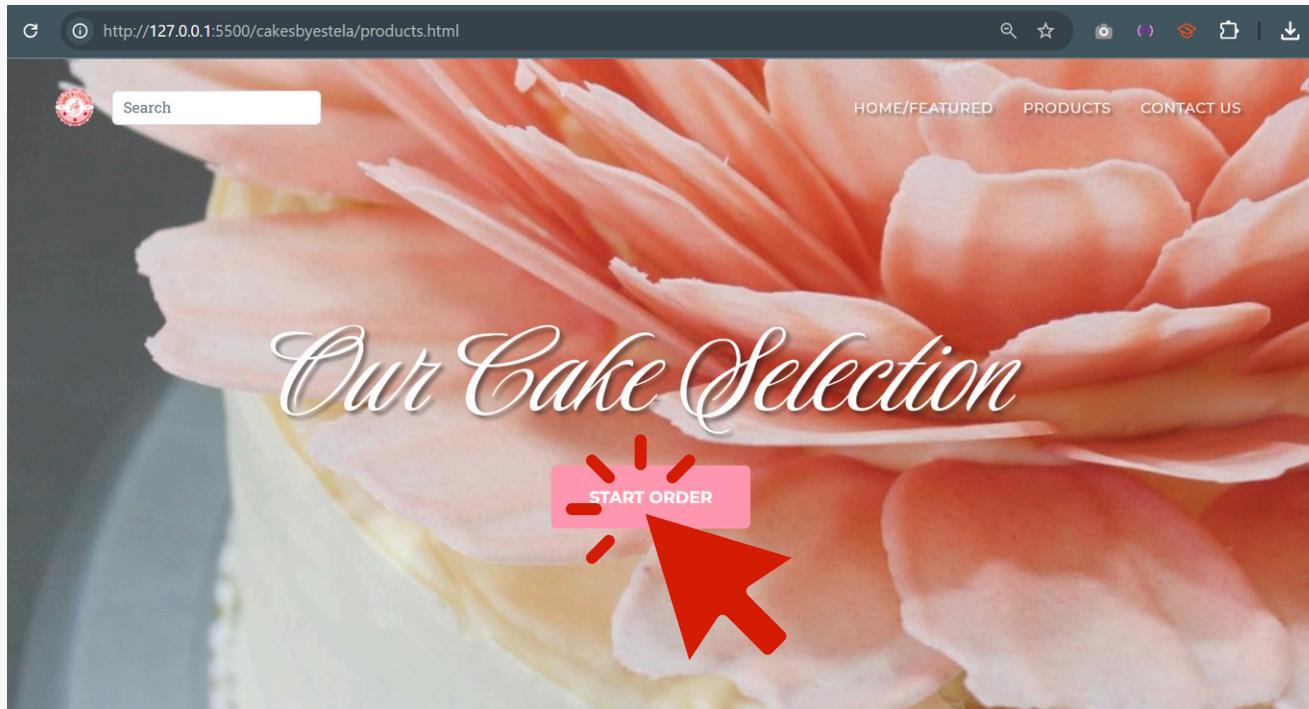
Screenshot of HOME/FEATURED Page



PRODUCT PAGE

On the Product Page, the navigation bar remains visible at the top, allowing users to easily navigate between different pages.

After landing on the page, you can also see the navigation bar at the top, allowing users to navigate through different webpages. Additionally, there is a prominent "START ORDER" button on the Product Page. Clicking this button will automatically scroll the page down, displaying the full content of the Product Page for the user.



Screenshot of PRODUCT PAGE



At the top of the page, there is a search bar where users can type the name of a specific cake. As they type, the search feature will automatically display all cakes matching the entered text, making it easy for users to find their desired cake.

The screenshot shows a web browser displaying the 'Products' page of the 'Cakes By Estela' website. The URL in the address bar is 127.0.0.1:5501/cakesbyestela/products.html. A red arrow points from the text 'At the top of the page, there is a search bar where users can type the name of a specific cake.' to the search bar at the top of the page. The search bar contains the letters 'Ma'. Below the search bar, there is a navigation menu with links for 'HOME/FEATURED', 'PRODUCTS', and 'CONTACT US'. On the left side, there is a 'Sort By' dropdown menu. The main content area displays three cake products:

- Mango Praline Cake**
A fresh, fruity, and delightful treat for hot summer days.
P1899
Quantity: ADD TO CART
- Mango Graham Cake**
Tropical mango with a delicious graham crust, perfect for a taste of paradise.
P1699
Quantity: ADD TO CART
- Macadamia Cake**
Moist cake topped with roasted macadamias for a nutty crunch.
P1599
Quantity: ADD TO CART

Screenshot of PRODUCT Page



In this section, you can use the filtering function to view cakes sorted in alphabetical order from A to Z, as well as by price from lowest to highest, allowing you to see the selection from lowest to highest. This feature enhances the browsing experience by helping you easily find the cakes that meet your preferences.

The screenshot shows a web browser displaying the 'Cakes By Estela: Products' page at the URL 127.0.0.1:5501/cakesbyestela/products.html. The page features a navigation bar with links for HOME/FEATURED, PRODUCTS, and CONTACT US. On the left, there is a search bar and a sorting dropdown menu with options: Sort A-Z (selected), Sort By, Sort A-Z, and Sort by Price. A large red arrow points to the 'Sort A-Z' option in the dropdown. Below the dropdown, there are three product cards:

- A's Chocolate Cake**
Rich chocolate delight that will satisfy your sweet tooth.
P1799
Quantity:
- Brownie Cake**
Layers of rich brownies drizzled with decadent chocolate for indulgence.
P1799
Quantity:
- Caramel Cheesecake**
Creamy cheesecake with a delightful salted caramel swirl.
P1699
Quantity:

Screenshot of PRODUCT Page



Users can view the full selection of PRODUCTS and place an order by selecting the desired quantity.

A drop-down menu allows users to choose a specific number of each item. Simply click to select the quantity.

The screenshot shows a web browser displaying the 'Products' page of the 'Cakes By Estela' website. The page features a dark header with a search bar and navigation links for 'HOME/FEATURED', 'PRODUCTS', and 'CONTACT US'. Below the header, there are three main product cards:

- Lemon Cake**: Described as "Zesty lemon flavor with a refreshing citrus twist." Priced at ₱499. The quantity dropdown shows '1' with a red arrow pointing to it, and an 'ADD TO CART' button is visible.
- Mango Praline Cake**: Described as "A fresh, fruity, and delightful treat for hot summer days." Priced at ₱1899. The quantity dropdown shows '1'.
- Strawberry Shortcake**: Described as "Fresh strawberries and light whipped cream make this cake an irresistible treat." Priced at ₱1599. The quantity dropdown shows '1'.

Screenshot of PRODUCT Page



Each cake in the selection includes an "Add to Cart" button. Clicking this button will automatically add the item to your cart, which is displayed on the right side of the screen.

Once you've made your selections, you can proceed to checkout when ready.

OUR DECADENT CAKES

Sweet Creations for Every Moment

Sort By

| PRODUCT | QTY | PRICE | TOTAL |
|----------------------|-----|----------|----------|
| Strawberry Shortcake | 1 | P1599.00 | P1599.00 |
| Mango Praline Cake | 1 | P1899.00 | P1899.00 |
| Caramel Cheesecake | 4 | P1699.00 | 6796.00 |

TOTAL: P10294.00

CHECKOUT

Lemon Cake
Zesty lemon flavor with a refreshing

Mango Praline Cake
A fresh, fruity, and delightful treat for

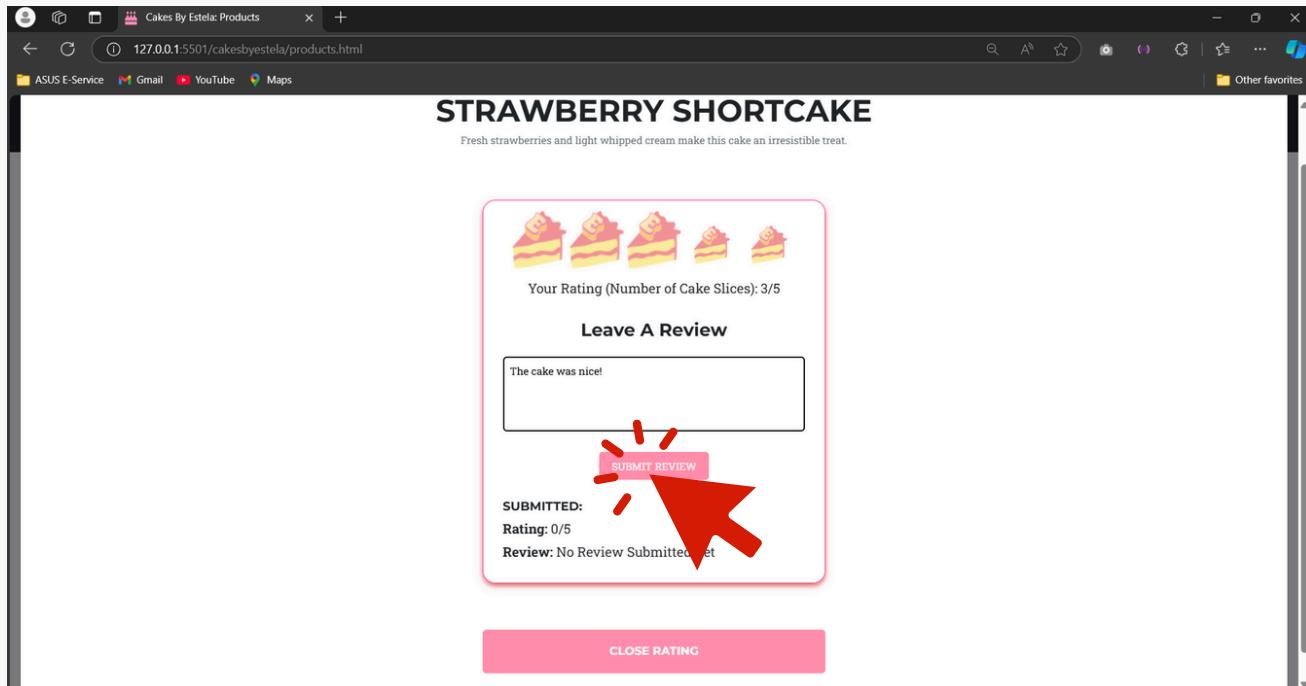
Strawberry Shortcake
Fresh strawberries and light whipped

Screenshot of PRODUCT Page



For the rating and review feature, users can leave a review by clicking on a cake image. This action opens a modal window displaying the cake's details and a rating option.

Users can rate the cake by selecting up to 5 cake icons, with 5 being the highest rating. Below the rating, there is a text area where users can write a review.

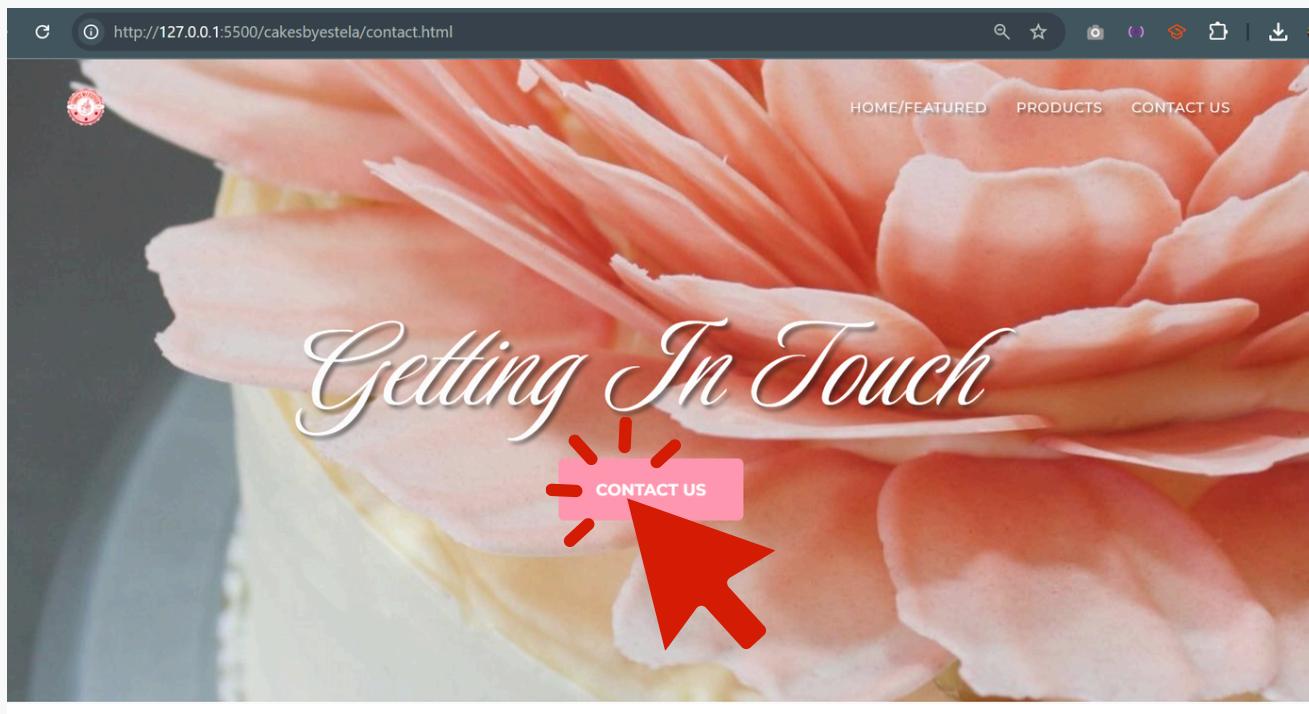


Screenshot of PRODUCT Page



CONTACT US PAGE

Upon landing on the page, users can click the CONTACT US link to automatically scroll down and view more information.



Screenshot of CONTACT US Page



After clicking the CONTACT US button, the user will see the form on the left where they can input their credentials such as name, email, phone number, and message. And on the right, the user can view the details where the shop is located. Also, a google map function is previewed with a functionality to navigate for the users/customers ease to find Cakes by Estela.

http://127.0.0.1:5500/cakesbyestela/contact.html

REACH US AT

Our Store at Gate 3, 1 Calle Fausta,
Tarlac City, 2300 Tarlac

Find Us at Cakes By Estela

Cakes By Estela
Gate 3, 1 Calle Fausta, Tarlac City,
2300 Tarlac
5.0 ★★★★ 2 reviews
[View larger map](#)

Map showing the location of Cakes By Estela at Gate 3, 1 Calle Fausta, Tarlac City, 2300 Tarlac. The map also shows surrounding landmarks like SM City Tarlac, Victory Liner Siesta Bus Stop, and Tarlac State University - Lucinda Campus. A red marker indicates the shop's location.

SUBMIT

Screenshot of CONTACT US Page



After inputting the credentials, the user can choose what mode of communication he/she wants to use.

The user can click either Email or Social Media before submitting the user's form. Clicking the email option will take users to a new page displaying the email marketing platform.

The screenshot shows an email message from 'Cakes by Estela' to 'user@gmail.com'. The subject line is 'Celebrate Sweet Moments with Cakes by Estela - Discover Our Signature Flavors & Exclusive Offer!'. The email features a header image of three cakes (Macadamia, Chocolate, and Brownie Tower) and a logo. The body text invites the recipient to celebrate sweet moments with their cakes. It highlights that their cakes are made with love and crafted to create lasting memories. Three cake options are shown with descriptions: Macadamia Cake (Multi-layered, rich, creamy, unique, delightful), Chocolate Cake (Decadent, smooth, classic, indulgent), and Brownie Tower (Fudge-layered, chocolatey, tall). A button labeled 'EXPLORE OUR SELECTION' leads to the website. The footer includes a note about creating memorable celebrations, an invitation to visit the kitchen and showroom for a personal consultation, and information about the Cakes by Estela Circle community. A banner at the bottom offers an 'Exclusive Gift with Your First Order!' and a 'ORDER NOW' button.

Screenshot of CONTACT US Page



On the other hand, social media will redirect users to the page featuring the social media channels such as Facebook, X/Twitter, and Instagram.

Just click the “Back” button to return to the CONTACT PAGE.

http://127.0.0.1:5500/cakesbyestela/smm.html#getting-started

The screenshot displays a web page titled "SOCIAL MEDIA MARKETING CAMPAIGN". At the top, there is a navigation bar with a search icon, a star icon, and a profile icon. Below the title, a sub-header reads "Follow Cakes by Estela for Daily Delights". The main content area features three social media posts side-by-side:

- FACEBOOK:** A post from "Cakes by Estela" featuring a pink background with lemon slices and a cake. It says "CAKE OF THE MONTH SALE" and "30% OFF". It has 100 comments and 2.2K shares.
- X/TWITTER:** A post from "@cakesbyestela" featuring a similar pink background with lemon slices and a cake. It says "CAKE OF THE MONTH SALE" and "30% OFF". It shows engagement statistics: 1.00 pm · 27 Oct 24 · 100K Views, 500 Retweets, 220 Quotes, 7,300 Likes, 150 Bookmarks.
- INSTAGRAM:** A post from "cakedbyestela" featuring a pink background with lemon slices and a cake. It says "CAKE OF THE MONTH SALE" and "30% OFF". It shows engagement statistics: 1.00 pm · 27 Oct 24 · 100K Views, 350 Likes, 18 Comments, 7 Shares.

Screenshot of CONTACT US Page



As users scroll down, they will find the CUSTOMER INFORMATION FORM, where they can enter their details, including name, email, contact number, and address. Once they've filled out the form, they simply click the submit button, and the website will process their information.

The screenshot shows a web browser window with the URL <http://127.0.0.1:5500/cakesbyestela/contact.html#getting-started>. The page title is "Customer Information Form". The form contains four input fields: "Full Name" (Paul Justine Macapagal), "Email" (pmmacapagal@student.hau.edu.ph), "Phone" (9567729167), and "Address" (Porac, Pampanga). Below the address field is a red "SUBMIT" button. A large red cursor arrow points directly at the "SUBMIT" button.

Screenshot of CONTACT US Page



After clicking "Submit," the website redirects to the customer information page. Here, users can click the "SEE CUSTOMERS" button to view a list of all customers of Cakes by Estela.

The screenshot shows a web browser window with the URL <http://127.0.0.1:5500/cakesbyestela/customers.html>. The page title is "OUR SWEET CUSTOMERS" with the subtitle "Meet Our Valued Customers - Celebrating Sweet Connections One Cake at a Time". A search bar at the top says "Search for a customer...". Below is a grid of nine customer profiles:

| Customer Name | Email | Phone | Address |
|---------------|---------------------|--------------|---------------|
| John Doe | john@example.com | 123-456-7890 | 123 Main St. |
| Jane Smith | jane@example.com | 987-654-3210 | 456 Elm St. |
| Kiki Joe | kiki@example.com | 123-456-7890 | 789 Maple St. |
| Alice Johnson | alice@example.com | 555-123-4567 | 101 Oak St. |
| Bob Brown | bob@example.com | 555-987-6543 | 202 Pine St. |
| Charlie Davis | charlie@example.com | 555-654-3210 | 303 Birch St. |
| Diana Evans | diana@example.com | | |
| Ethan Foster | ethan@example.com | | |
| Fiona Green | fiona@example.com | | |

Screenshot of CONTACT US Page



The search bar allows users to look up specific customers.

Simply click the "BACK" button to return to the CONTACT PAGE.

http://127.0.0.1:5500/cakesbyestela/customers.html

OUR SWEET CUSTOMERS

Meet Our Valued Customers - Celebrating Sweet Connections One Cake at a Time

Paul Justine Macapagal

Email: pmmacapagal@student.hau.edu.ph

Phone: 9567729167

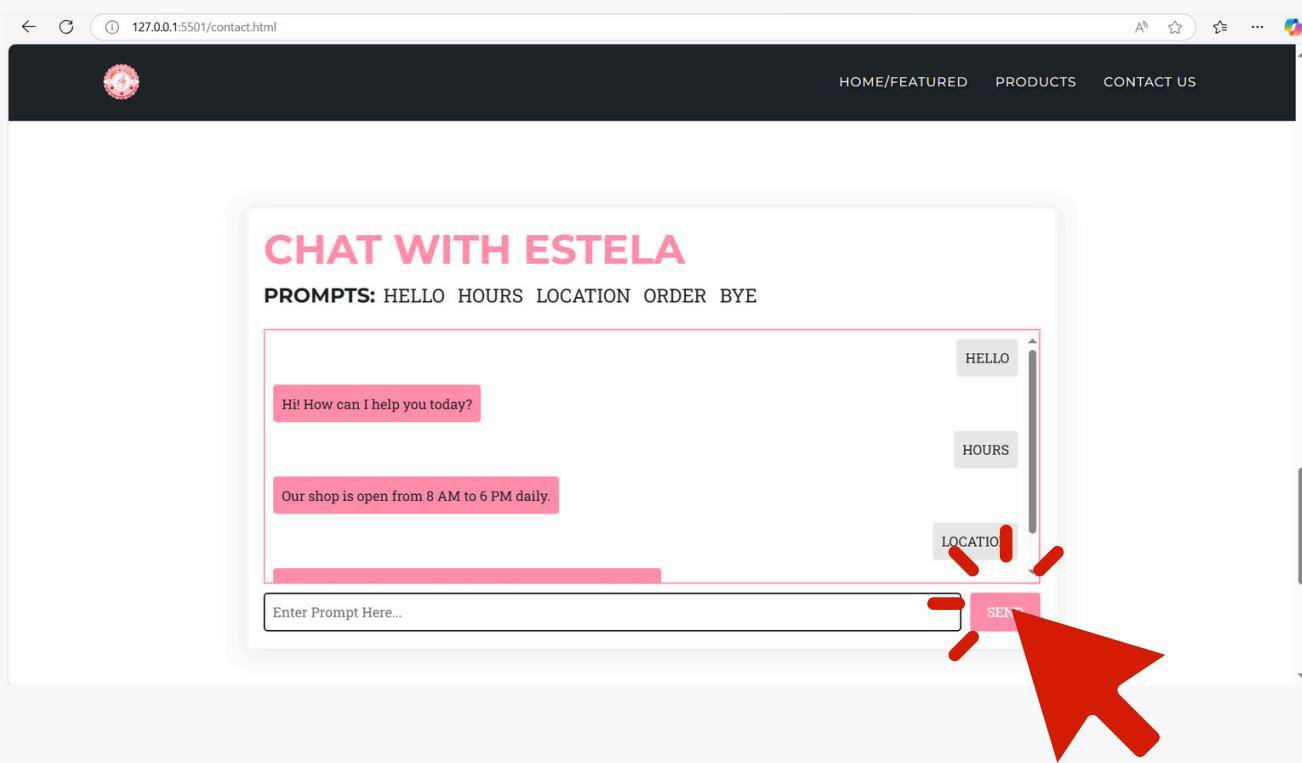
Address: Porac, Pampanga

BACK

Screenshot of CONTACT US Page



Scroll down to the "Chat with Estela" chatbot and choose from prompts like Hello, Hours, Location, Order, or Bye to ask quick questions. Press send to start a chat with Estela for immediate assistance.



Screenshot of CONTACT US Page



Scrolling further down, users will find "CUSTOMER MESSAGES" and can click the "SEE MESSAGES" button to access the CUSTOMER MESSAGES page. Here, they can view details like the customer's name, email, phone number, message, and date of inquiry or order.

http://127.0.0.1:5500/cakesbyestela/custMsgs.html

CUSTOMER MESSAGES

Your Sweet Words Matter - What Our Happy Customers Have to Say

Search messages...

| | | |
|---|---|---|
| Name: Alice Email: alice@example.com Phone: 123-456-7890 Message: Inquiry about Lemon Cake Date: 2023-10-27 | Name: Bob Email: bob@example.com Phone: 987-654-3210 Message: Order for Mango Praline Cake Date: 2023-10-28 | Name: Charlie Email: charlie@example.com Phone: 555-123-4567 Message: Requesting custom design for a birthday cake Date: 2023-11-01 |
| Name: Diana Email: diana@example.com Phone: 555-987-6543 Message: Feedback on the Strawberry | Name: Eve Email: eve@example.com Phone: 555-321-0987 Message: Inquiry about seasonal discounts | Name: Frank Email: frank@example.com Phone: 555-654-3210 Message: Order update request for Chocolate |

Screenshot of CONTACT US Page



Users can also search for specific customer data, which will be filtered accordingly.

Simply click the “BACK” button to return to the CONTACT PAGE.

http://127.0.0.1:5500/cakesbyestela/custMsgs.html

CUSTOMER MESSAGES

Your Sweet Words Matter - What Our Happy Customers Have to Say

Frank

Name: Frank
Email: frank@example.com
Phone: 555-654-3210
Message: Order update request for Chocolate Cake
Date: 2023-11-04

BACK

Screenshot of CONTACT US Page



MAIN FEATURES

Backend API Integration

Products (Updating of the Products)

This feature allows the view of the products, but this time around, using an API to pull in the product information from the back-end. This allows flexibility to update products by adding and removing without changing the front-end code. Search Bar, Sorting, and Add To Cart functionality also changed to adapt to the new backend integration.

Contact Us (Simulated Social Media, Email Marketing, Google Maps API)

This feature enables the view of both Email and Social Media Marketing and this feature is new the existing website previously. After the user input the user has the option between two channels of communication. After submitting, the user will be redirected to their respectively webpage depending on the user choice and will view the example mock-up design. Additionally, the Google Maps API did not use API routing. In the updated website for the project, it uses API routing so it is embedded on the website and the users can manipulate and view the exact location of the business.



MAIN FEATURES

Backend API Integration

Customer Information Form

By using this feature, users can fill in all the necessary information about themselves, and after clicking the submit button, all their credentials will be kept in a database. The user would then be redirected to the customer list where all users would be labeled. Once done and submitted, the information will go to the API, which would process the information and update it.

Customer Messages

This enables users to input messages that are validated and stored in a database. These messages can be retrieved and dynamically displayed on the Customer Messages Page. A search bar is also added to be used for specific displaying of a certain customer's Messages, Name, Email, and Phone Number.