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Course Code and
Section: 2154_WD-301

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DESCRIPTION OF THE COMPANY:

Cakes By Estela is a small business/cake shop located in San Sebastian Tarlac. Run by Estela Hipolito, Cakes By Estela, or CBE, is a passion business project. A business that came from a hobby. Established in 2013, CBE has grown from merely an in-house business, to now a store-front business serving many Tarlaquenos to celebrate their occasions with specialty cakes. As time goes on, the business gets more recognition and is considered as one of the favorite cake shops in Tarlac.

The business started small and then grew to be successful as it is also reflected by the business' socials. Currently having 4.2k followers on Instagram, and 2.1k followers on FaceBook. Not only that, the business became known around Tarlac. It now offers home deliveries and orders through social media which is a big comparison to what the business can offer back then.

Cakes By Estela specializes in their ability to serve delicate, unique, and eye-catching cakes. Along with their offer to make custom cakes which not every cake shop can offer. This explains the business is successful even after 11 years.

CAKES BY ESTELA



CURRENT
LOGO

CREATED
LOGO



TYPE OF LOGO: COMBINATION MARK

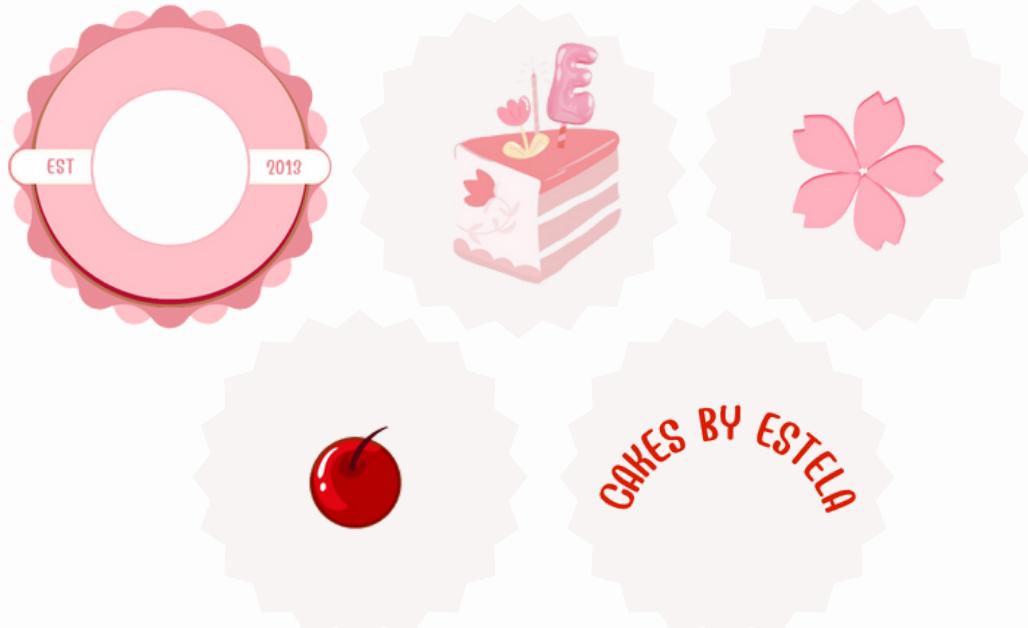


FONT STYLE USED:
BARA TH

Colors used:

- #f6b3bb
- #c01d16
- #c17057
- #fbf4ee
- #d57a79
- #e89088
- #ca959c
- #fbdae4
- #ca536c
- #a45c6c

SYMBOLS USED:



HOW DID YOU COME UP WITH THE DESIGN OF THE LOGO?

The logo contains elements categorized as a **combination mark**, which means a symbol or abstract image. The cherries and cake slices make the logo more visually appealing for the customers who visit the website once they see it. The logo also shows how cherries grow just like other fruits. Just like the business growth throughout the years of serving cakes to every family on every special occasion.

The logo includes elements of the **wordmark** "Cakes by Estela" and is styled in a distinct font, developing brand recognition through typography. The **lettermark** "E" on the cake, which is derived from the owner's name, Estela, emphasizes the initials of the business. By creating this logo, its personality and trademark will be easily recognized as who established this business at the heart of Tarlac City.

Additionally, the circular badge creates a sense of warmth and sweetness, along with soft pink and red tones. The inclusion of "EST 2013" on both sides of the badge serves as the anchor point, highlighting the business's establishment. Overall, the design of the logo describes the meaning of the business as well as being easily recognizable for the consumers/customers.

CREATED INFOGRAPHICS:

The infographic is set against a pink background decorated with white and pink frosting swirls. It features several sections: a top left section titled "WIDE VARIETY OF FLAVORS" with six circular icons showing different cake slices; a central logo for "Cakes by Estela" with the tagline "Cakes for Every Occasion"; a top right section titled "CUSTOM CAKES FOR EVERY EVENT" with five circular icons showing various custom cake designs; and a bottom right text box stating, "At Cakes By Estela, we bake with love and craft delightful cakes perfect for any celebration." A decorative border at the bottom is composed of yellow and red scalloped patterns.

WIDE VARIETY OF FLAVORS

CUSTOM CAKES FOR EVERY EVENT

Cakes
by Estela

Cakes for Every Occasion

FRESHLY BAKED DAILY

At Cakes By Estela, we bake with love and craft delightful cakes perfect for any celebration.



CREATED INFOGRAPHICS:

The infographic features the business' name at the center, showcasing the brand as the focal point of the design. The visual profile combines both graphic elements and photos to create a vibrant and engaging presentation of the business. The infographic shows the personality of the business Cakes by Estela, which is cakes. We made this design with cartoonish and cute-themed design to align with the theme of the business itself.

It also highlights the wide variety of flavors and customized cakes for the customers with cake icons and highlights that all the cakes are freshly baked daily. This combination of graphics and texts ensures that customers won't be bored scrolling through the landing page while also keeping the theme, and personality of the business relative to the infographic.

The infographic uses a **photo-graphic** and **visual profile** style to emphasize the specialty of making custom cakes for any event. The combination of images and design elements provides a clear, visually appealing representation of the business' personalized approach, showing how they customize each cake to make every celebration special as promised by the business.

SCREENSHOTS

LANDING/FEATURE PAGE

HOME/FEATURED PRODUCTS CONTACT US

Cakes by Estela CAKES BY ESTELA EST. 2010

GRAB A SLICE

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.

CAKES BY ESTELA

SCREENSHOTS

LANDING/FEATURE PAGE



OUR FEATURED CAKES

Sweet Creations for Every Moment



Lemon Cake
Tangy, zesty lemon flavor.



Mango Praline Cake
Fresh, fruity, frozen delight.



Strawberry Shortcake
Fresh strawberries, light whipped cream.



A's Chocolate Cake
Rich, indulgent chocolate delight.



Caramel Cheesecake
Creamy with caramel swirl.



Mango Graham Cake
Tropical mango with graham crust.



WIDE VARIETY OF FLAVORS



Cakes by Estela

FRESHLY BAKED DAILY

Cakes for Every Occasion

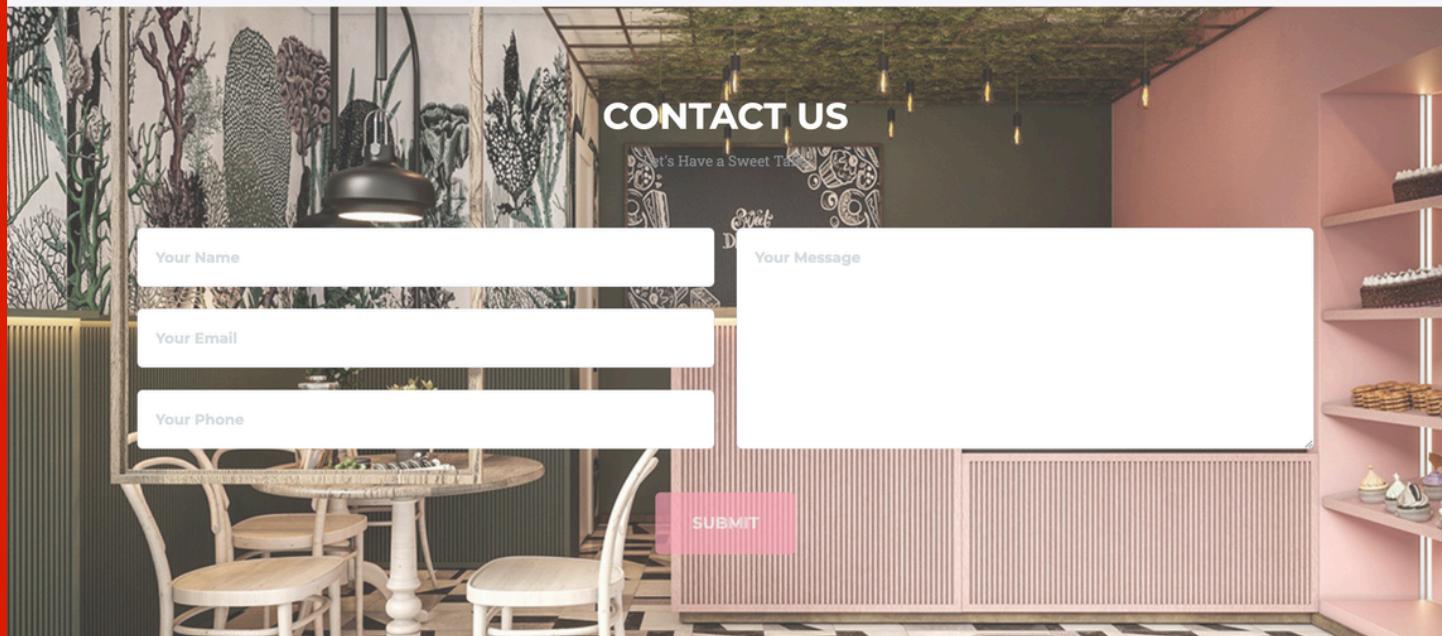
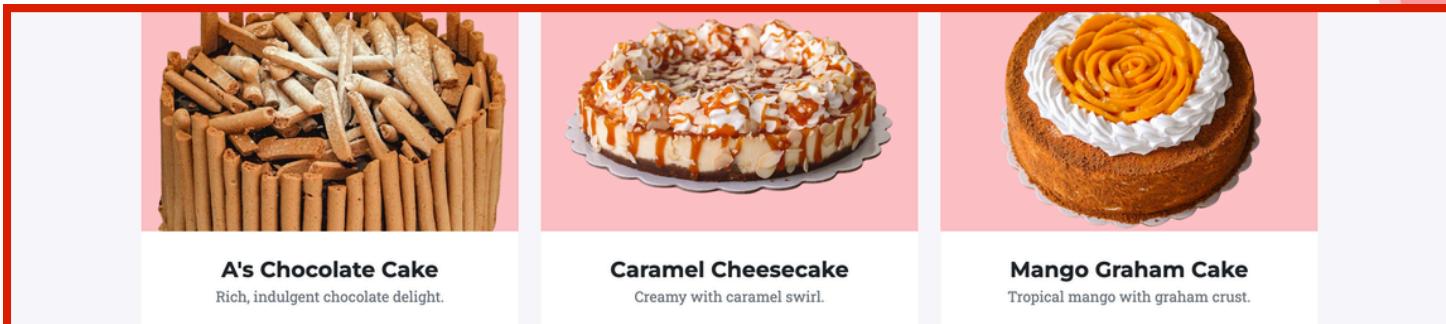
CUSTOM CAKES FOR EVERY EVENT



At Cakes By Estela, we bake with love and craft delightful cakes perfect for any celebration.

SCREENSHOTS

LANDING/FEATURE PAGE



SCREENSHOTS

LANDING/FEATURE PAGE

The screenshot shows a landing page with a large, bold title "DARK DECADENCE" repeated five times in a staggered layout. Below the title is a video player interface with a play button, a progress bar showing 0:17 / 0:26, and volume controls. At the top of the page is a dark navigation bar with various bookmarked items and links to "HOME/FEATURED", "PRODUCTS", and "CONTACT US".

The screenshot shows a feature page titled "OUR FEATURED CAKES" with the subtitle "Sweet Creations for Every Moment". It displays six cake options in a grid format:

- Lemon Cake**
Tangy, zesty lemon flavor.
- Mango Praline Cake**
Fresh, fruity, frozen delight.
- Strawberry Shortcake**
Fresh strawberries, light whipped cream.
- Cinnamon Roll Cake**
A variety of cinnamon rolls.
- Caramel Toffee Cake**
Caramel and toffee pieces.
- Mango Rose Tart**
A tart with a mango rose design.

At the bottom left, there is a URL: "127.0.0.1:5501/index.html#portfolioModal1".

SCREENSHOTS

LANDING/FEATURE PAGE

The screenshot shows a browser window with a red border. The address bar contains the URL <https://www.cakesbyestela.com/the-lemon-cake>. The page title is "THE LEMON CAKE" and the subtitle is "Cakes By Estela's Signature". Below the title is a large image of a round lemon cake with white frosting and a slice of lemon on top, surrounded by lemons. A caption below the image reads: "Bright and refreshing. The Lemon Cake brings a burst of citrusy goodness in every bite. Perfectly balanced with a sweet-tart glaze, this cake is a timeless favorite for any occasion." At the bottom of the page is a pink "X CLOSE" button.

The screenshot shows a browser window with a red border. The address bar contains the URL <https://www.cakesbyestela.com/contact-us>. The page title is "CONTACT US" and the subtitle is "Let's Have a Sweet Talk." The main content features a contact form with fields for Name, Email, and Phone Number, and a message input field. The message input field contains the text "I'd like to know more about your cakes!". At the bottom of the form is a pink "SUBMIT" button. The background of the page shows a photograph of a bakery interior with a green wall, hanging lights, and a display case filled with cakes.

SCREENSHOTS

PRODUCTS PAGE

The screenshot shows the products page of the Cakes by Estee website. The header features a large, vibrant orange rose image. At the top left is a small logo, and at the top right are links for "HOME/FEATURED", "PRODUCTS", and "CONTACT US". A search bar is located in the top left corner. In the center, the text "Our Cake Selection" is displayed in a large, elegant script font. To the right of this text is a circular logo for "CAKES BY ESTEE" with the text "EST. 2019" below it. Below the main title is a pink button labeled "START ORDER".

OUR DECADENT CAKES

Sweet Creations for Every Moment

Sort By

Cake Type	Description	Price	Quantity	Action
Lemon Cake	Zesty lemon flavor with a refreshing citrus twist.	₱1,499	1 <input type="button" value="▼"/>	<input type="button" value="ADD TO CART"/>
Mango Praline Cake	A fresh, fruity, and delightful treat for hot summer days.	₱1,899	1 <input type="button" value="▼"/>	<input type="button" value="ADD TO CART"/>
Strawberry Shortcake	Fresh strawberries and light whipped cream make this cake an irresistible treat.	₱1,599	1 <input type="button" value="▼"/>	<input type="button" value="ADD TO CART"/>
Chocolate Hazelnut Tart	Tart with a chocolate crust, filled with hazelnut praline and topped with chocolate ganache.	₱1,299	1 <input type="button" value="▼"/>	<input type="button" value="ADD TO CART"/>
Caramel Macchiato Cheesecake	Cheesecake with a caramel macchiato filling and a chocolate cookie crumb crust.	₱1,399	1 <input type="button" value="▼"/>	<input type="button" value="ADD TO CART"/>
Orange Marmalade Tart	Tart with an orange marmalade filling and a citrus glaze.	₱1,199	1 <input type="button" value="▼"/>	<input type="button" value="ADD TO CART"/>

SCREENSHOTS

PRODUCTS PAGE



A's Chocolate Cake
Rich chocolate delight that will satisfy your sweet tooth.

₱1,799

Quantity: 1



Caramel Cheesecake
Creamy cheesecake with a delightful salted caramel swirl.

₱1,699

Quantity: 1



Mango Graham Cake
Tropical mango with a delicious graham crust, perfect for a taste of paradise.

₱1,699

Quantity: 1



Rocher Cake
Chocolate cake topped with Ferrero Rocher and assorted chocolate bars.

₱1,999

Quantity: 1



Brownie Cake
Layers of rich brownies drizzled with decadent chocolate for indulgence.

₱1,799

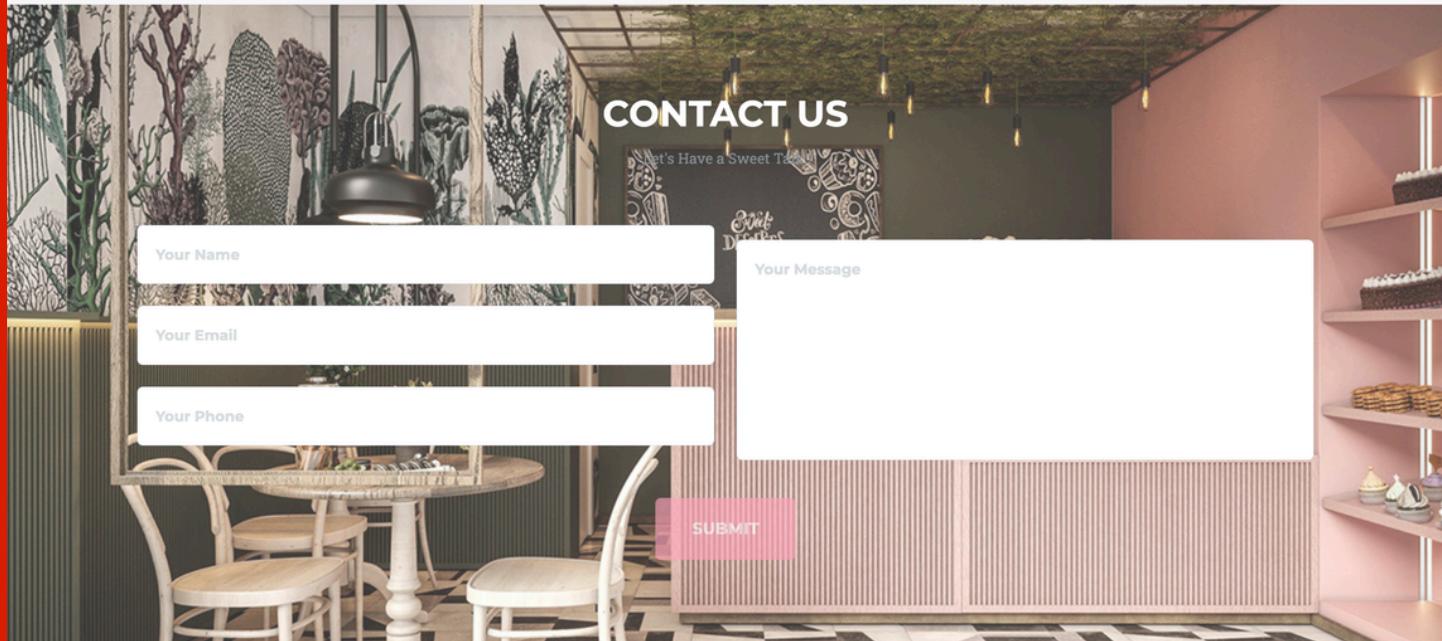
Quantity: 1



Macadamia Cake
Moist cake topped with roasted macadamias for a nutty crunch.

₱1,599

Quantity: 1



CONTACT US

Your Name

Your Email

Your Phone

Your Message

The background shows a modern bakery interior with a checkered floor, white tables, and shelves filled with cakes.

SCREENSHOTS

PRODUCTS PAGE

Screenshot of the Products Page for Mango Cakes.

Header:

- Outlook, Canvas, Intranet, 6INTROWEB OneD..., PPH, Messenger, UDEMY, Cheatsheet, GPTZero | The Tru..., PRC Board Exam R..., GitHub, CRUD Website, All Bookmarks
- Mango search bar
- HOME/FEATURED, PRODUCTS, CONTACT US navigation

Main Section:

OUR DECADENT CAKES

Sweet Creations for Every Moment

Sort By dropdown menu.

Cake Type	Description	Price
Mango Praline Cake	A fresh, fruity, and delightful treat for hot summer days.	₱1,899
Mango Graham Cake	Tropical mango with a delicious graham crust, perfect for a taste of paradise.	₱1,699

Quantity selection and Add to Cart buttons for each cake.

Screenshot of the Products Page for Lemon Cakes.

Header:

- Outlook, Canvas, Intranet, 6INTROWEB OneD..., PPH, Messenger, UDEMY, Cheatsheet, GPTZero | The Tru..., PRC Board Exam R..., GitHub, CRUD Website, All Bookmarks
- Lemon search bar
- HOME/FEATURED, PRODUCTS, CONTACT US navigation

Main Section:

OUR DECADENT CAKES

Sweet Creations for Every Moment

Sort By dropdown menu.

Cake Type	Description	Price
Lemon Cake	Zesty lemon flavor with a refreshing citrus twist.	₱1,499

Quantity selection and Add to Cart button for the Lemon Cake.

SCREENSHOTS

PRODUCTS PAGE

Screenshot of the Products Page showing three cake options:

- Lemon Cake**: Zesty lemon flavor with a refreshing citrus twist. P1,499. Image shows a white frosted cake with lemon slices.
- Mango Praline Cake**: A fresh, fruity, and delightful treat for hot summer days. P1,899. Image shows a cake covered in mango pieces and white flowers.
- Strawberry Shortcake**: Fresh strawberries and light whipped cream make this cake an irresistible treat. P1,599. Image shows a chocolate-frosted cake with strawberries and chocolate drizzle.

A dropdown menu "Sort By" is open on the left side of the page.

Screenshot of the Products Page showing three cake options:

- Lemon Cake**: Zesty lemon flavor with a refreshing citrus twist. P1,499. Image shows a white frosted cake with lemon slices.
- Mango Praline Cake**: A fresh, fruity, and delightful treat for hot summer days. P1,899. Image shows a cake covered in mango pieces and white flowers.
- Strawberry Shortcake**: Fresh strawberries and light whipped cream make this cake an irresistible treat. P1,599. Image shows a chocolate-frosted cake with strawberries and chocolate drizzle.

SCREENSHOTS

PRODUCTS PAGE

Screenshot of the Products Page showing three decadent cakes: A's Chocolate Cake, Brownie Cake, and Caramel Cheesecake.

A's Chocolate Cake
Rich chocolate delight that will satisfy your sweet tooth.
P1,799
Quantity: 1

Brownie Cake
Layers of rich brownies drizzled with decadent chocolate for indulgence.
P1,799
Quantity: 1

Caramel Cheesecake
Creamy cheesecake with a delightful salted caramel swirl.
P1,699
Quantity: 1

Screenshot of the Products Page showing three decadent cakes: Lemon Cake, Macadamia Cake, and Strawberry Shortcake.

Lemon Cake
Zesty lemon flavor with a refreshing citrus twist.
P1,499
Quantity: 1

Macadamia Cake
Moist cake topped with roasted macadamias for a nutty crunch.
P1,599
Quantity: 1

Strawberry Shortcake
Fresh strawberries and light whipped cream make this cake an irresistible treat.
P1,599
Quantity: 1

SCREENSHOTS

PRODUCTS PAGE

Sort by Price

Lemon Cake
Zesty lemon flavor with a refreshing citrus twist.
P1,499

Quantity: 1
2
3
4
5

Macadamia Cake
Moist cake topped with roasted macadamias for a nutty crunch.
P1,599

Quantity: 1
ADD TO CART

Strawberry Shortcake
Fresh strawberries and light whipped cream make this cake an irresistible treat.
P1,599

Quantity: 1
ADD TO CART

http://127.0.0.1:5501/products.html

PRODUCT	QTY	PRICE	TOTAL
Lemon Cake	1	P1499.00	P1499.00

OUR DEcadent CAKES

Sweet Creations for Every Moment

Sort by Price

Lemon Cake
Zesty lemon flavor with a refreshing citrus twist.
P1,499

Macadamia Cake
Moist cake topped with roasted macadamias for a nutty crunch.
P1,599

Strawberry Shortcake
Fresh strawberries and light whipped cream make this cake an irresistible treat.
P1,599

TOTAL: P1499.00

CHECKOUT

SCREENSHOTS

PRODUCTS PAGE

Screenshot of the Products Page showing a single item in the cart.

Header:

- Outlook, Canvas, Intranet, 6INTROWEB OneD..., PPH, Messenger, UDEMY, Cheatsheet, GPTZero | The Tru..., PRC Board Exam R..., GitHub, CRUD Website, All Bookmarks

Search bar: Search

Navigation: HOME/FEATURED, PRODUCTS, CONTACT US

Cart Summary:

PRODUCT	QTY	PRICE	TOTAL
Lemon Cake	1	P1499.00	P1499.00

Total: P1499.00 [CHECKOUT](#)

Section: OUR DECADENT CAKES

Slogan: Sweet Creations for Every Moment

Sort by Price dropdown

Product Grid:

- Lemon Cake**
Zesty lemon flavor with a refreshing citrus twist.
P1,499
Quantity: 1 [ADD TO CART](#)
- Macadamia Cake**
Moist cake topped with roasted macadamias for a nutty crunch.
Quantity: 1 [ADD TO CART](#)
- Strawberry Shortcake**
Fresh strawberries and light whipped cream make this cake an irresistible treat.
P1,599
Quantity: 1 [ADD TO CART](#)

Screenshot of the Products Page showing multiple items in the cart.

Header:

- Outlook, Canvas, Intranet, 6INTROWEB OneD..., PPH, Messenger, UDEMY, Cheatsheet, GPTZero | The Tru..., PRC Board Exam R..., GitHub, CRUD Website, All Bookmarks

Search bar: Search

Navigation: HOME/FEATURED, PRODUCTS, CONTACT US

Cart Summary:

PRODUCT	QTY	PRICE	TOTAL
Lemon Cake	1	P1499.00	P1499.00
Macadamia Cake	3	P1599.00	P4797.00

Total: P6296.00 [CHECKOUT](#)

Section: OUR DECADENT CAKES

Slogan: Sweet Creations for Every Moment

Sort by Price dropdown

Product Grid:

- Lemon Cake**
Zesty lemon flavor with a refreshing citrus twist.
P1,499
Quantity: 1 [ADD TO CART](#)
- Macadamia Cake**
Moist cake topped with roasted macadamias for a nutty crunch.
P1,599
Quantity: 3 [ADD TO CART](#)
- Strawberry Shortcake**
Fresh strawberries and light whipped cream make this cake an irresistible treat.
P1,599
Quantity: 1 [ADD TO CART](#)

SCREENSHOTS

PRODUCTS PAGE

127.0.0.1:5501 says
Thank you for shopping with us!

OK

IE/FEATURED PRODUCTS CONTACT US

PRODUCT	QTY	PRICE	TOTAL
Lemon Cake	1	P1499.00	P1499.00
Macadamia Cake	3	P1599.00	P4797.00
TOTAL: P6296.00			CHECKOUT

OUR DECADENT CAKES

Sweet Creations for Every Moment

Sort by Price

Lemon Cake
Zesty lemon flavor with a refreshing citrus twist.
P1,499

Macadamia Cake
Moist cake topped with roasted macadamias for a nutty crunch.
P1,599

Strawberry Shortcake
Fresh strawberries and light whipped cream make this cake an irresistible treat.
P1,599

Quantity: 1 ADD TO CART

Quantity: 3 ADD TO CART

Quantity: 1 ADD TO CART

LEMON CAKE

Cakes By Estela's Signature

Your Rating (Number of Cake Slices): 0/5

Leave A Review

Describe Your Experience...

SUBMIT REVIEW

SUBMITTED:
Rating: 0/5
Review: No Review Submitted Yet

CLOSE RATING

SCREENSHOTS

PRODUCTS PAGE

The screenshot shows a web browser window with a red border. The address bar displays `http://127.0.0.1:5501/products.html`. The page title is "LEMON CAKE" and the subtitle is "Cakes By Estela's Signature". Below the title is a row of five small images of lemon cake slices. A message below the images says "Your Rating (Number of Cake Slices): 3/5". A "Leave A Review" button is present. A text input field contains the placeholder "The cake was delightful!". A "SUBMIT REVIEW" button is located below the input field. To the right of the input field, the text "SUBMITTED:", "Rating: 0/5", and "Review: No Review Submitted Yet" is displayed.

This screenshot is identical to the one above, but it includes a "CLOSE RATING" button at the bottom of the review form. The rest of the content, including the rating, review text, and status messages, remains the same.

SCREENSHOTS

CONTACT PAGE



G.I.T. with C.B.E.

YOUR NAME

EMAIL ADDRESS

PHONE NUMBER

WHAT DO YOU HAVE IN MIND ?

SUBMIT

REACH US AT

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

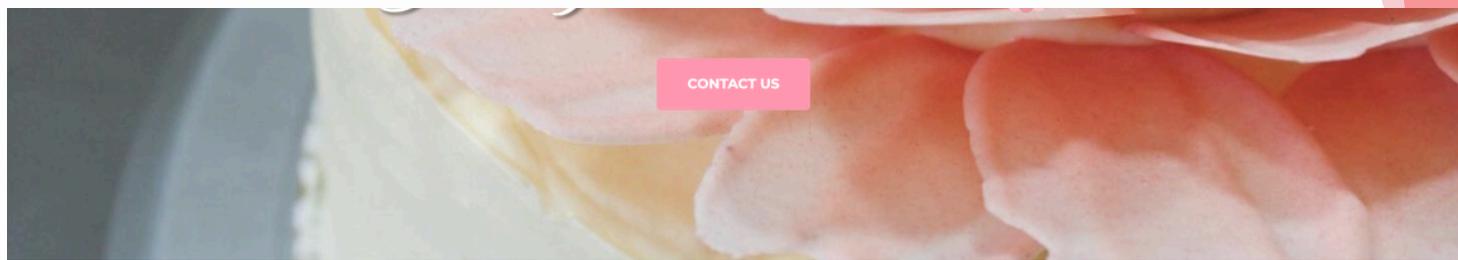


CHAT WITH ESTELA

PROMPTS: HELLO HOURS LOCATION ORDER BYE

SCREENSHOTS

CONTACT PAGE



G.I.T. with C.B.E.

YOUR NAME

EMAIL ADDRESS

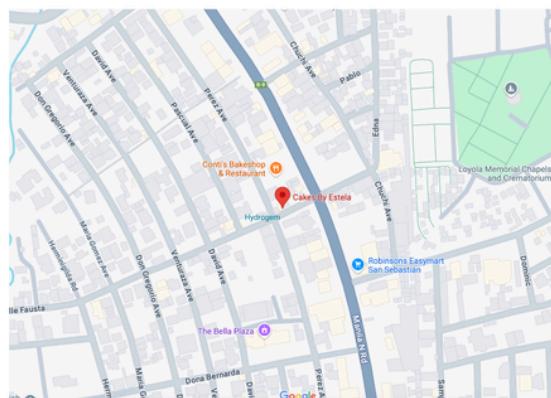
PHONE NUMBER

WHAT DO YOU HAVE IN MIND ?

SUBMIT

REACH US AT

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



CHAT WITH ESTELA

PROMPTS: HELLO HOURS LOCATION ORDER BYE

Enter Prompt Here... **SEND**

SCREENSHOTS

CONTACT PAGE

Screenshot of a contact page titled "G.I.T. with C.B.E." on a dark-themed browser interface.

The page features a form with fields for "YOUR NAME" (John Doe), "EMAIL ADDRESS" (jdoe@email.com), and "PHONE NUMBER" (09123456789). A text area for "WHAT DO YOU HAVE IN MIND ?" contains the message: "I'd like to place a custom order please."

A large pink "SUBMIT" button is at the bottom of the form.

To the right of the form is a map titled "REACH US AT" showing the location of the shop at Gate 3, 1 Calle Fausta, Tarlac City, 2300 Tarlac. The map includes labels for "Concio's Bakershop & Restaurant", "Cakes By Estela", "Hydrogen", "Robinsons Eastpoint San Sebastian", and "The Bella Plaza".

Screenshot of a chat interface titled "CHAT WITH ESTELA" on a dark-themed browser interface.

The interface shows a conversation history:

- User: Hi! How can I help you today?
- Bot: Hello
- User: Our shop is open from 8 AM to 6 PM daily.
- Bot: Hours

At the bottom, there is a text input field labeled "Location" and a "SEND" button.

Page footer includes copyright information: "Copyright © Cakes By Estela 2024", social media links for Facebook and Instagram, and links for "Privacy Policy" and "Terms of Use".