**1. Introduction**

* A brief introduction to your website idea. State the goals of the project.

A friend of mine just started a small dessert/bake caking business. I would like to create an eye catching website for her that she can potentially use

* The values / benefits (tangible and intangible) this application can bring to a company/organization/end user.

This will allow her to be more marketable. People do google searches all the time of caterers or wedding/birthday cake designers. She has social media she just needs to have a website to be fully accessible to a wider array of people in our area.

**2. Expected List of Features**

* A brief list of features that you expect your website to support.
  + Landing page should have contact information, address, and social media links
  + A form to request service (request a cake, cake class, cake for specific event etc…)
  + About her page
  + A page with pictures of all her desserts- subpage/sub menu to select the type of cakes or desserts. (i.e. wedding, birthday, flavors, specialties etc…)
  + Shop now
* Brief justifications for including these features.

All of these features are standard for any website offering food services. I want to showcase many pictures of her desserts to show the beauty and intricacy of them.

**3. Market Survey**

* Do a survey of the web to find about five websites similar to yours.

I am not attached to any specific design. However, it needs to be eye-catching with a picture(s) of her desserts on the landing page. The pictures need to be the first thing you see. These sites show what I’m looking towards:

* + <http://pastichefinedesserts.com/>
  + <https://www.beaucoupbakery.com/>
  + <https://www.bootstrapdash.com/beautiful-bootstrap-websites/>

A picture containing calendar

Description automatically generated

Layout Idea:

* + <https://getbootstrap.com/docs/4.0/examples/>

The first and the fourth idea layouts

* + <https://www.w3schools.com/bootstrap/bootstrap_templates.asp>

first, second and third templates

* + <https://colorlib.com/wp/template/allfood/>
  + <https://colorlib.com/wp/template/approach/>
* Briefly compare/contrast the features of these websites with your idea.

This is how I want the website to look the pictures are very clear and beautiful. I didn’t think of if I wanted the picture to disappear or not when you scroll. I see now that I do. The menu should be at the top and visible when coming into the website. Perhaps when clicking on the picture it pops open a description of the item, this idea I did not have.

Extra Potential slogans: “For complete sweet relief, Desserts by Dee”; “Hitting up the S-A-V for sweets, come see Dee”; “Need something sweet, come see Dee”; “She puts the D in Dessert”

**4. References**

* Give references to any material / websites / books, et cetera, relevant to your website idea.
* Give the links to the websites relevant to your idea that you listed in the section above.
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