The Cupcake Shop

Website functionality documentation

By Team 2 Lexicon

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Brief intro

This is an academic exercise to complete the requirements of the Lexicon programming training in Stockholm. All materials are not used for commercial purposes and by no means represent any commercial activity from the developers' part. The project duration was two weeks during which an ASP.NET web application for a web shop was created by using the MVC design pattern, with specified functionality requirements.

Developers

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Concept

Our customer wishes to start a new e-commerce website to increase its sales. The customer is bakery selling cupcakes. The website must show all the products that the owner wishes to sell, and it should allow customers to select and buy products. The owner should be able to easily add, edit and remove products from the website.

Website description

Logo

A simple logo has been created in illustrator. It represents a cupcake with the name of the shop and a slogan. The colors chosen reflect the most common colors that are used in cupcake design.

Colors

The color palette used matches the colors in the logo. Only three colors are used for simplicity. The color code and its associated RGB are shown below.

HEX: #e29495	HEX: #a8c8d5	HEX: #422316
RGB: R226 G148 B149	RGB: R168 G200 B213	RGB: R66 G35 B22

Font

Two fonts have been used in the website:

- Bebas Neue for the navbar and the titles on the front page. This is a modern font that is both attractive and elegant.

THIS FONT IS BEBAS NEUE

- Roboto for all the text and the product names. This a friendly and simple sans-serif font with open curves. It looks good with bulks of texts.

This font is Roboto

The Navbar

The navbar has been made simple with a brown bar at the top of it. The logo is at the center to give visibility to the brand. To the left are the important functionalities that the customer needs to see:

1. "Shop Now" to make it easy for people to buy,
2. "Opening Hours" because a lot of clients always wonder when the store is open,
3. "allergy" in order to be more inclusive and also serve people with special diets. This is shown in the navbar to highlight the variety of options that the shop has and attract more customers.

To the right are the basket and the login information.

The navbar is shown on all the pages of this website. It will always be at the top of the visited page.

SHOP NOW   OPENING HOURS   ALLERGIES

The Cupcake Shop
Not just a cake

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The front picture container

A full-page-width picture is exhibited in this area. It shows a series of cupcakes in the same colors of the theme to visually attract the clients. It serves the purpose to show the high-quality products that the store is offering immediately when the page loads.

In this picture, a blackish box is centered in the middle. It contains the shop slogan "Love Is Sweet" also to highlight the brand value. Under the slogan is another "Shop Cupcakes" button also to make it simple for the customer to quickly know where to go if they want to buy cupcakes.
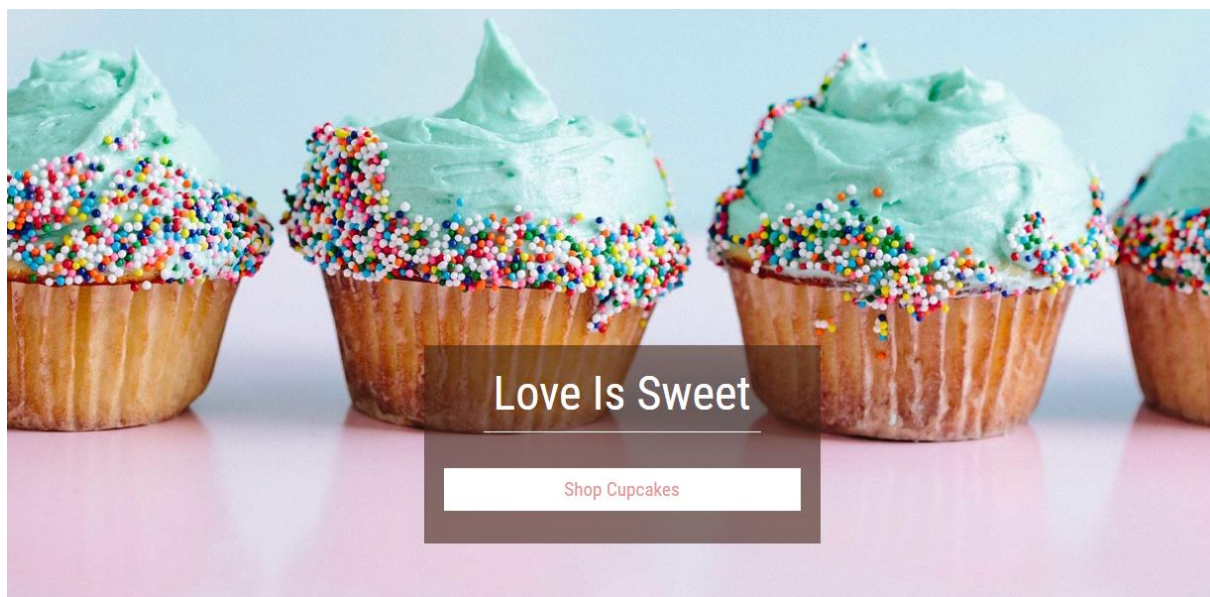
Customer' Favourites

This section is shown in the homepage directly under the main picture. It has a purpose to help the client choose the best products based on what other people recommended. Each product has its price and an add to basket button to choose quickly.

The page footer

The footer is the lowermost part of the page. It has a brown color matching the top of brown bar of the page. Another logo is shown at the center of the footer to highlight once more the brand of the shop.

Links to other pages in this website are found to the left of the link. They lead to pages that are not necessarily important for the customer, but are important to be on the website. The include information about the company in "About Us", supplying to events in "Catering", Careers, privacy policy and terms. In the footer is also a link for the Admin page in which the owner can add, edit or delete the products that are exhibited online. More info about the admin page can be found here.

To the right are links to social media websites to follow the shop in facebook, instragram and twitter.

The navbar is shown on all the pages of this website. It will always be at the bottom of the visited page.
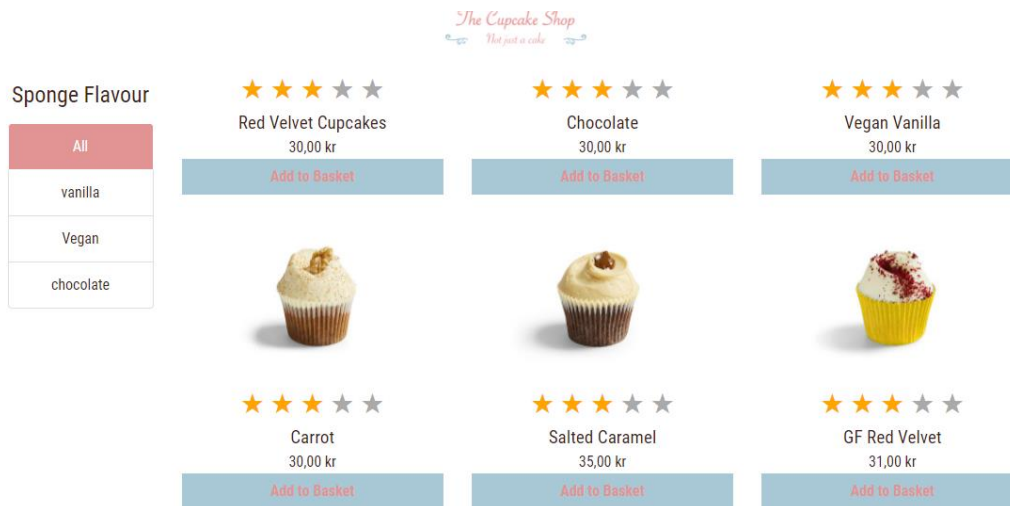

Product page

It includes a listing of all the cupcakes available in the store. Each product has a name, a price and an "Add to Basket" button to quickly add it to the basket.

A filter function if shown to the left of the products. It allows the client to choose the product that belong to specific categories. The categories are chosen by the shop owner in the admin page.

Each product has stars beneath it which are reviews submitted by clients. In this program, the reviews are static and can be changed with CSS so they are not tied to reviews by clients.

When clicking on the product, the client is directed to the product page.

Details page

Each product has a detail page which contains a description of the product. The description is added by the shop owner when creating the product. In this page, the customer can either shop the product by clicking on "Add to Basket" or go back to the products page by clicking on "Back to Products"
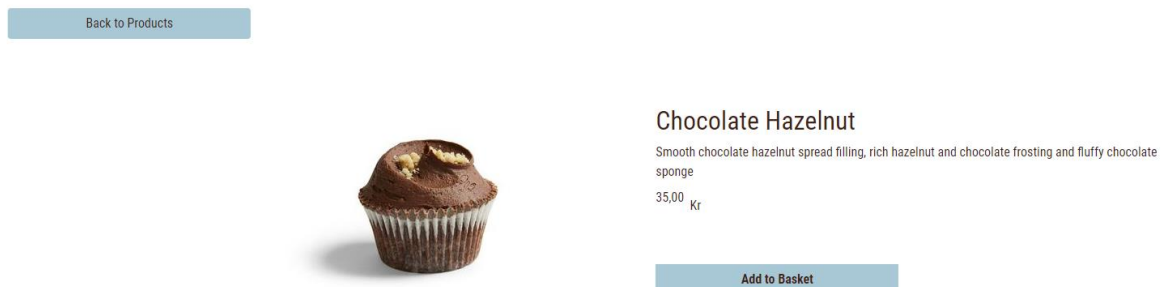
Basket page

The basket page contains all the products which the customer has chosen. Initially, the customer added a quantity of 1 for each item, but in the basket, the customer can add as much items as they want. The item number is modifying by clicking on the + or – button under quantity. The price will be automatically modified.

The customer has also the option to delete the product either by clicking on "Delete" or reducing the quantity number to 0.
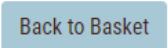
	Product Name	Quantity			Price	Line Total	
	Vegan Chocolate	⊖	4	⊕	30,00 kr	120,00 kr	Delete
	Vegan Red Velvet	⊖	1	⊕	30,00 kr	30,00 kr	Delete
					Basket Total	150,00 kr	

Checkout and Pay

Checkout page

When ready, the customer can click on "Checkout and Pay" in the basket page to go to checkout. This page contains the details of the customer and the shipping address. The customer must fill all details before proceeding to the payment.

Order

FirstName	FirstName
Surname	Surname
Email	Email
Street	Street
City	City
State	State
ZipCode	Zipcode

Back to Basket
Proceed To Payment

Log In page

The customers can create an account in this website and login to their account. They also have the possibility to modify their password if needed.

Use a local account to log in.

Email

Password

☐ Remember me?

Log in

Register as a new user

About us page

This page provides the customers with general information about the shop and its quality. It serves to give credibility to the shop.

About Cupcake Shop

We believe we are one of the best bakeries in the Sweden! We've been making amazing cakes, cupcakes and brownies by hand, in small batches since 2013. We use the absolute best ingredients money can buy and EVERYTHING we do is about flavour, quality and taste.

Why would you order from us?

Our amazingly talented team make cakes and cupcakes the only way we know how - by hand and with a meticulous eye for detail, quality and flavour - and if that means going the extra mile to source the finest ingredients from around the world, we do it!

We only use organic free range farm fresh eggs which are accredited by the Organic Growers Association, The Soil Association, RSPCA Freedom Foods and British Red Lion Quality to ensure the hens receive the highest potential standards of animal welfare - our farmer even hand delivers to us. We use Lescure butter which is churned by hand in the Charentes region in France, Valrhona cocoa powder, the finest chocolates from France and Belgium and the purest vanilla from Madagascar. Our fruit is all fresh and we handmake all our sauces, compotes, fillings and caramels.

Baking amazing cupcakes takes months of recipe testing, tweaking and a crazy talented team that believes cake is the ultimate treat.

The humble cupcake isn't the poor relation - it's the King of the dessert world.

Place your order right now online and we promise to hand bake, hand decorate and hand deliver the ultimate celebration cake or the most delicious box of cupcakes or brownies you've ever tasted.

Contact us page

This pages provides contact information and a map to show the location of the physical shop in Stockholm.

Welcome to our Cupcake heaven! We are located in the center of Stockholm and we would very much like you to pay us a visit!

Opening Hours

Monday to Sunday : 8am - 10pm

Address

Cupcakegatan 1, Stockholm

Telephone

+46 0 12 34 56 78

Email

Orders: order@cupcakeshop.com
Jobs: jobs@cupcakeshop.com
Catering: catering@cupcakeshop.com

Catering page

This pages provides general information for customers who want to have catering for private events and parties. It is important to show on the website to show that this option exists.

Dietary and allergen

Provides information on all the dies that the bakery can accommodate. It is important to include for all customer who follow a specific diet

Careers page

Provides contact details for thos interested in working for the shop.

Privacy policy / terms and condition

They provide the legal terms that guide the business in this shop and the show the customers the privacy regulations that the shop follows to ensure that the customers' information are safe. It is legally required to include such pages on e-shop websites. The information included was taken from the internet from a Terms & Conditions generator for information only.

Tools and software used

Throughout this project, the following software have been used:

- Microsoft Visual Studio Community 2019 (Version 16.8.4) as an integrated development .system in which all the code was written.
- This ASP.NET web application built using .NET Framework version 4.6.1.
- SQL Server 2019 Express was used for data integration and management.
- Adobe XD to build the framework and design the website prior to coding.
- Adobe Illustrator to design the logo.
- Git for version control, using Github to exchange code between the team members.
- Trello for hosting Scrum-boards and agile work.
- Microsoft teams for daily virtual standup-meetings, file exchange, and overall communication between the team members

How we worked

As this was project was an academic exercise, we opted to ensure that each member would get the opportunity to work on various parts of the project. This means that there was no sole responsible person for front-end/backend design/ coding for example. Presumably, this might have slowed the working progress, but we believed this benefits overall learning and hands-on experience with each other's work. It would also be easier for each member to individually extend functionalities of the application in the future, having being part of most aspects of the application.

The project was split up into two sprints, each with a duration of one week. Within two days we had decided on a concept, a color scheme and designed the landing page, navigation bar and overall theme with adobe XD. The empty base project with dependencies was set up, where we chose to upgrade from the default Bootstrap 3 (BS3) to Bootstrap 4 (BS4) early to see how scaffolding code would be affected. The remainder of the week we mainly coded the basic functionality for each module together using the LiveShare feature on Visual Studio. We made some basic adaptations to BS4 to make the UI usable for testing.

The main milestones accomplished during the first sprint:

- Decided on concept and color-scheme and designed a mockup of the landing page, navigation bar and footer.
- Setting up the architecture, chose to upgrade to BS4 early.
- Customer functionality: Seeing products, add, edit, delete basket. Added cookies.
- Administrator functionality: See, add, edit and delete products and product categories.
- Basic BS4 adaptations.

For the second sprint we worked more separately. Apart from adding functionality for registering an account and purchasing-orders, we mainly worked on improving the UI on different views, implementing the mockup design from the previous sprint. We use a combination of BS4 classes and our own, with a common CSS.

The main milestones accomplished during the second sprint:

- Functionalities for registering account and creating orders, which are stored in the database.
- Improve UI-Implement the design based on the mockup and increase overall user experience

Challenges encountered

A number of challenges have been encountered in this project, summarized below:

- The merge between different version when each team member wrote a code. It takes a long time to resolve the conflicts during each merge.
- Lack of deep expertise in C# and ASP.net which didn't allow the team to improve the functionalities as desired
- Lack of time as the team needed to include more functionalities that could be useful for customers.

Future improvements

There is always room for improvement. We started accommodating for product reviews in the UI, but these are static - there is not yet a prototype or functionality for setting and storing reviews. We have not addressed site security, like hiding the administrator functionalities for a customer and having pre-assigned administrators. We would have liked to include a payment processing prototype but as of today we only thank the user for placing the order and present the order id. Although we improved the general UI, the site is not yet fully responsive to different devices. Overall, we encountered unexpected issues when working collaboratively on a project involving local databases, which is mostly due to inexperience.

This product can be improved by adding the following:

- Have more filter options in the product listing and the ability to choose multiple category at the same time
- Create a secured login for admin. At the moment, any user can access admin pages and change products. Ideally, there should be an admin account whereby the admin should login to the website like any user, and be redirected automatically to the admin page.
- Enable product reviews. A returning customer should be able to view previous orders and rate the products purchased. An average of the ratings (stars) should be presented together the product in the listing.
- Improve responsiveness of the website by making more use of bootstrap classes.