

Content

Competitors and Content

What is the site title?

BULLDOG BAKERY

What is the purpose of the site?

TO INFORM OF THE BAKERY SHOP AND ATTRACT MORE POTENTIAL CUSTOMERS FOR PROFIT.

Find at least one competitor website.

[HTTPS://LANESBAKERYMADISON.COM/](https://lanesbakerymadison.com/)

[HTTPS://WWW.MADISON SOURDOUGH.COM/](https://www.madisonsourdough.com/)

[HTTPS://STELLASOFMADISON.COM/](https://stellasofmadison.com/)

[HTTPS://WWW.HUMBLEPIEMAKER.COM/2017/11/12/ZROFSB28LHXYFIMAZ2NGGNTQPD6SM](https://www.humblepiemaker.com/2017/11/12/zrofsb28lhxyfimax2nggntoqpd6sm)

What would you do the same?

ADD OPEN HOURS, ABOUT, MENU, AND CONTACT. PHOTOS AS MAJOR FOCAL POINTS.

What would you do differently?

ADD BRANDING PIECES SUCH AS CARRY BAGS, BUSINESS CARDS AND BREAD SLEEVES.

What formats of content will your site

contain?

VIDEO

PHOTOS

TEXT

What types of content

will your site contain?

ABOUT/HISTORY/FOUNDATION

STORE HOURS

MENU

CONTACT INFORMATION

LOCATION

Font Study

BULLDOG BAKERY

BULLDOG BAKERY

BULLDOG BAKERY

Font Study

BULLDOG BAKERY

Today,kidsneedhelpandencouragementto stayinshapeandliveahealthylifestyle.Roll-erskatingprovidesagreatwaytoexercise andkidsgettodowhattheyliketodomore thananythingintheworld-hangoutwith friendsandlistentomusic.Kidsmaynotre-alizethatwhiletheyaresocializingwiththeir friendsonskates,theactivityitselfisbetter than running the same distance.

Today, kids need help and en-couragement to stay in shape and live a healthy lifestyle. Roll-er skating provides a great way to exercise and kids get to do what they like to do more than anything in the world - hang out with friends and listen to music. Kids may not realize that while they are socializing with their friends on skates, the activity itself is better than running the same distance.

TODAY, KIDS NEED HELP AND ENCOUR-AGEMENT TO STAY IN SHAPE AND LIVE A HEALTHY LIFESTYLE. ROLLER SKATING PROVIDES A GREAT WAY TO EXERCISE AND KIDS GET TO DO WHAT THEY LIKE TO DO MORE THAN ANYTHING IN THE WORLD - HANG OUT WITH FRIENDS AND LISTEN TO MUSIC. KIDS MAY NOT REALIZE THAT WHILE THEY ARE SOCIALIZING WITH THEIR FRIENDS ON SKATES, THE ACTIVI-TY ITSELF IS BETTER THAN RUNNING THE SAME DISTANCE.

Font Study

BULLDOG BAKERY

SINCE 1954, BULLDOG BAKERY HAS BEEN MADISON'S LOCAL, FAMILY-OWNED DESTINATION FOR DELICIOUS CAKE, DONUTS, COFFEE, COOKIES — AND OF COURSE OUR LEGENDARY KRINGLE. EVERYTHING IS MADE FRESH ON THE PREMISES WITH ONLY THE FINEST INGREDIENTS, LIKE REAL BUTTER AND EGGS. NO CUTTING CORNERS HERE!

A TRUE NEIGHBORHOOD ESTABLISHMENT, WE KNOW MANY OF OUR CUSTOMERS ON A FIRST-NAME BASIS, AS WELL AS WHAT COOKIES, DONUTS AND COFFEE ARE THEIR FAVORITES. AND ALTHOUGH CARRYING ON OUR FAMILY TRADITION IS HARD WORK, IT'S ALSO EXTREMELY SATISFYING. WHEN WE SEE THE JOY ON THE FACES OF OUR CUSTOMERS — FROM TODDLERS TO ADULTS — IT WARMS OUR HEARTS TO KNOW THAT OUR BAKERY HAS BROUGHT A LITTLE HAPPINESS TO THEIR DAY. IT MAY SOUND CORNY, BUT EVERYTHING WE MAKE IS BAKED WITH LOVE.

Formatted Content

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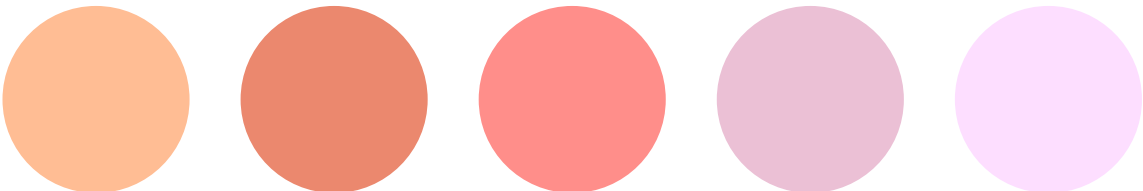
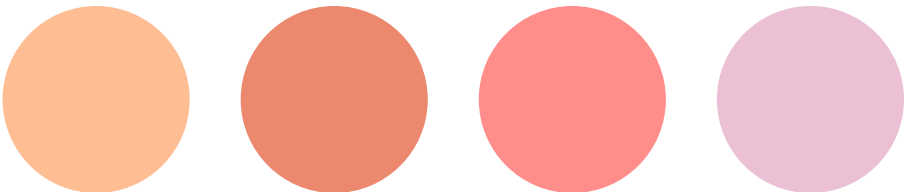
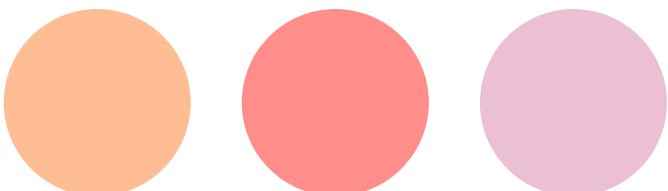
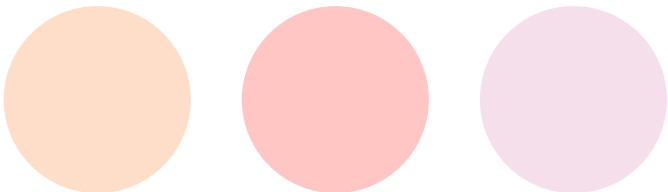
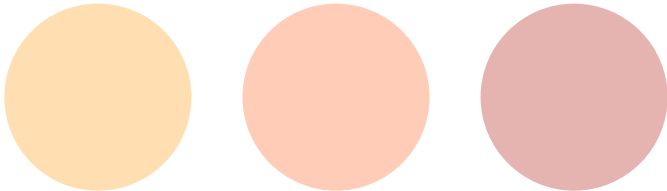
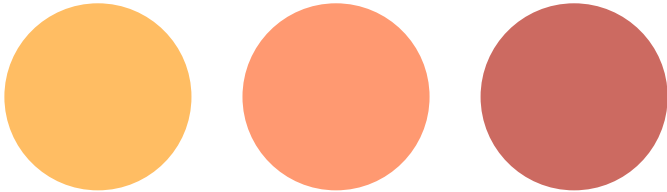
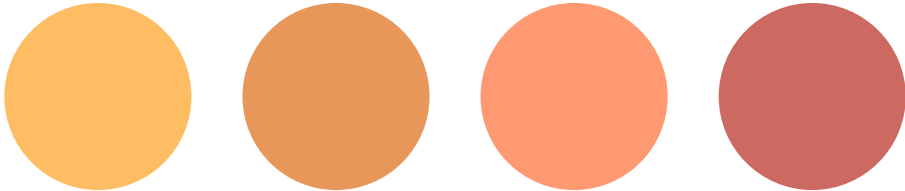
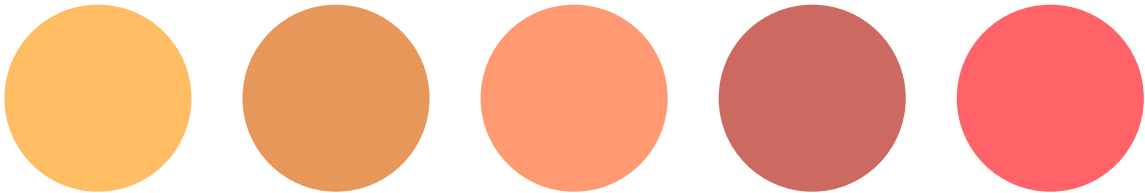
WE ARE PROUD TO OFFER A WIDE ASSORTMENT OF DESSERTS AND FAVORS FOR WHATEVER EVENT, BE IT WEDDINGS, REHEARSAL DINNERS, BACHELOR OR BACHELORETTE PARTIES, BRIDAL OR BABY SHOWERS. CONTACT US FOR YOUR NEXT OCCASION AND WE WILL BE HAPPY TO CONSULT WITH YOU WHETHER YOU WANT A SPECIAL TART FOR A BIRTHDAY, MACARONS FOR WEDDING FAVORS, OR A WEDDING CAKE FOR THE **BIG DAY.**

Images



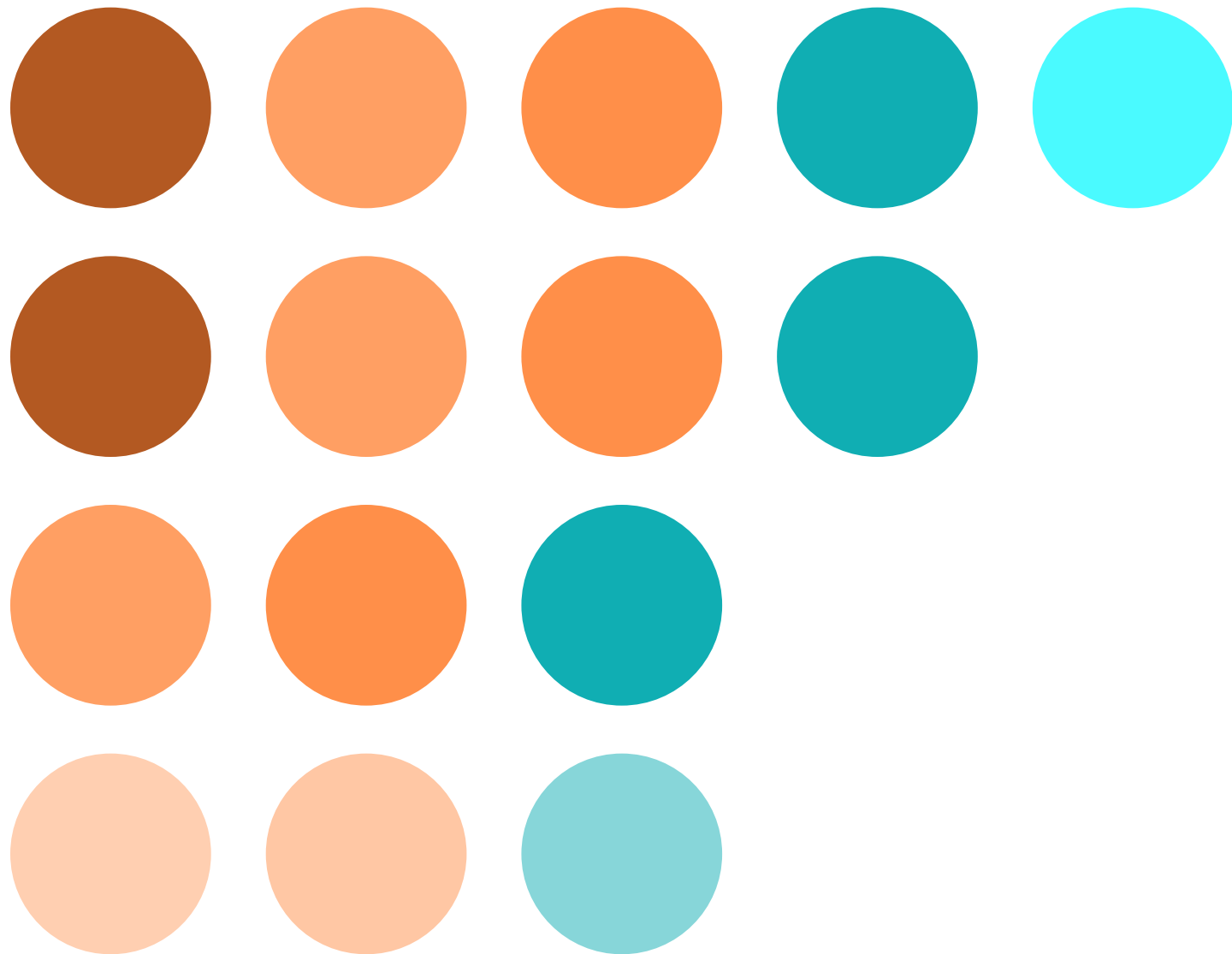
Color Study

Pick 5



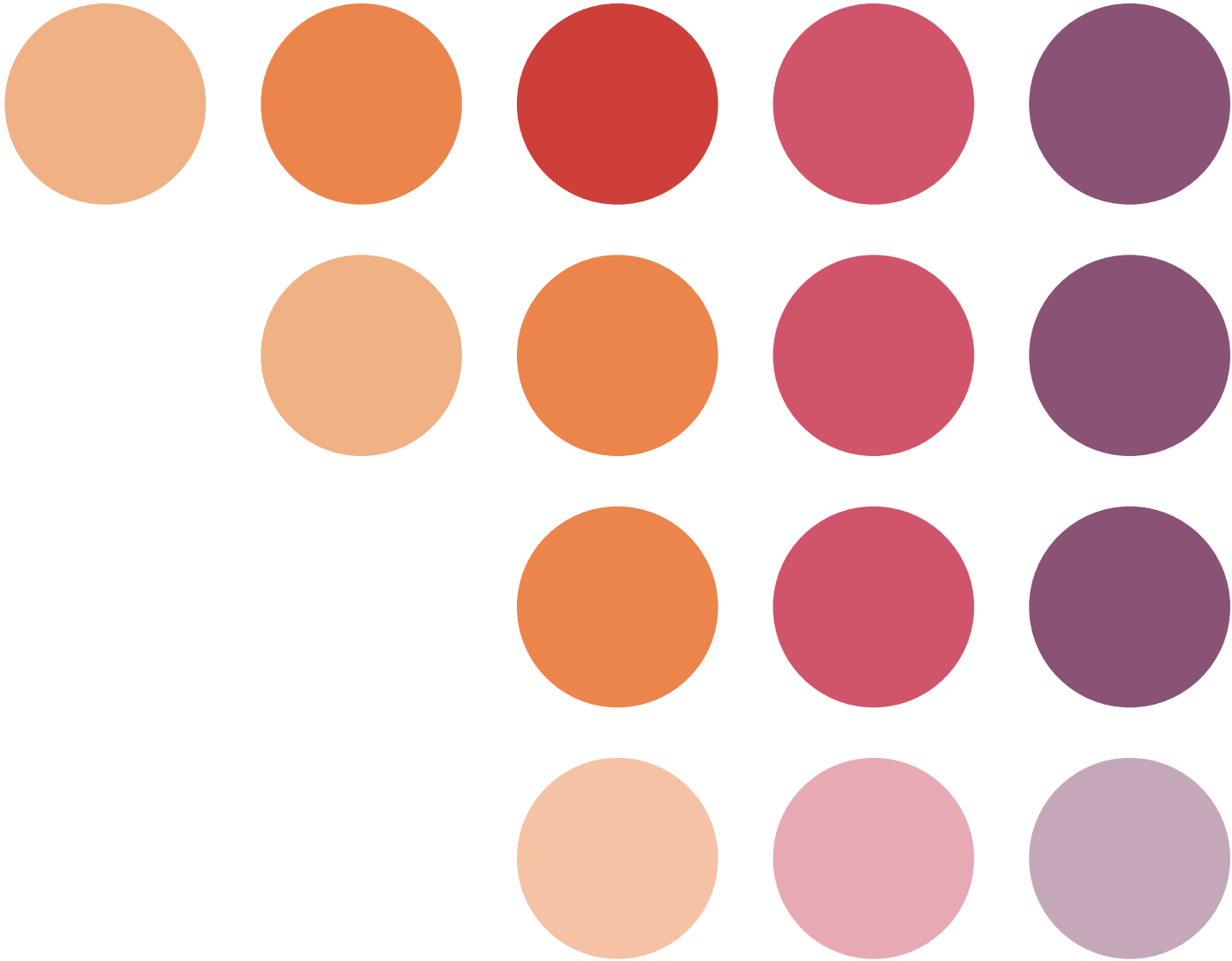
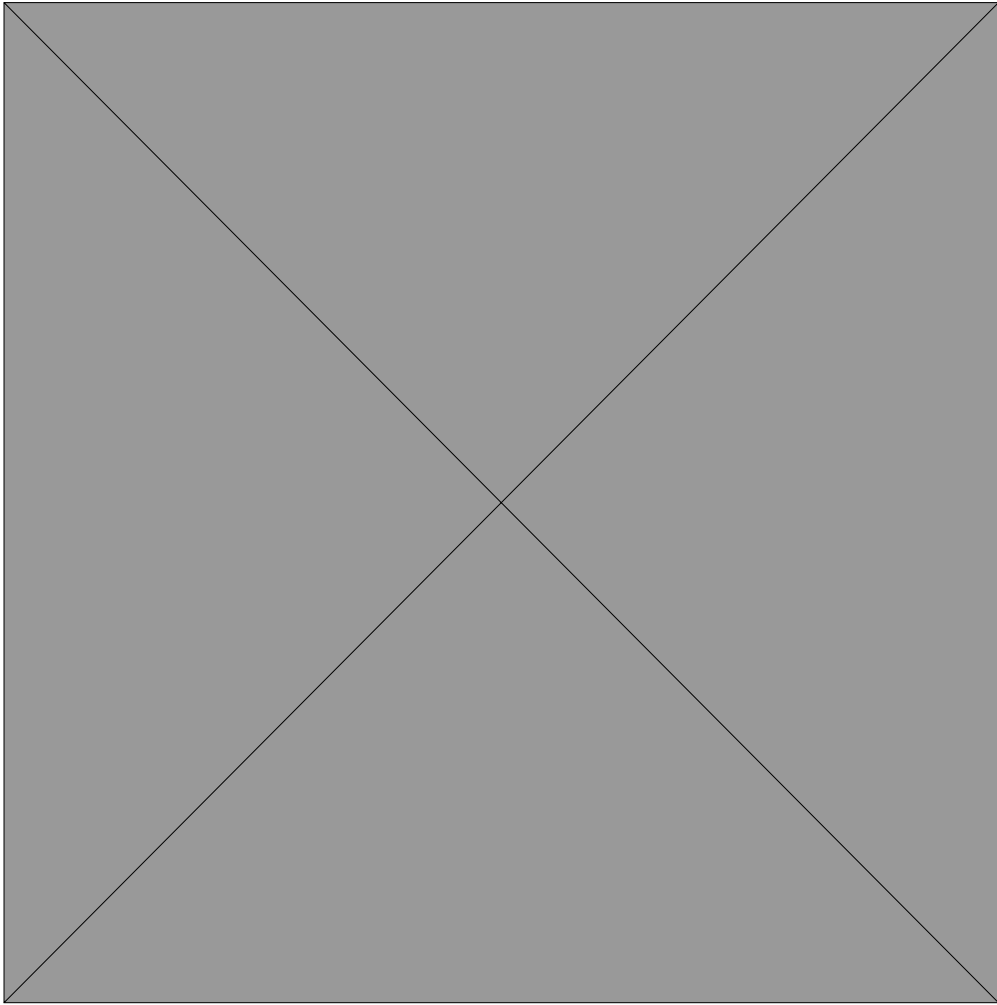
Color Study

Complimentary

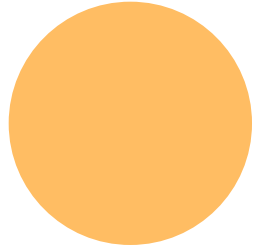


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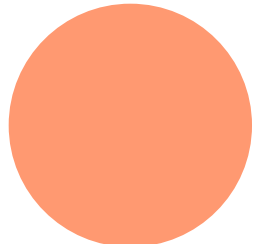
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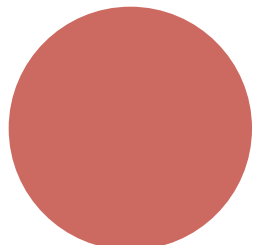
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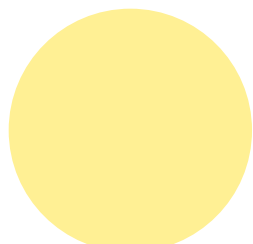
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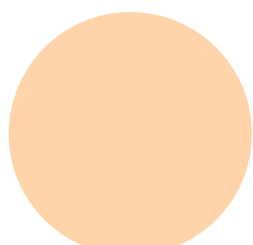
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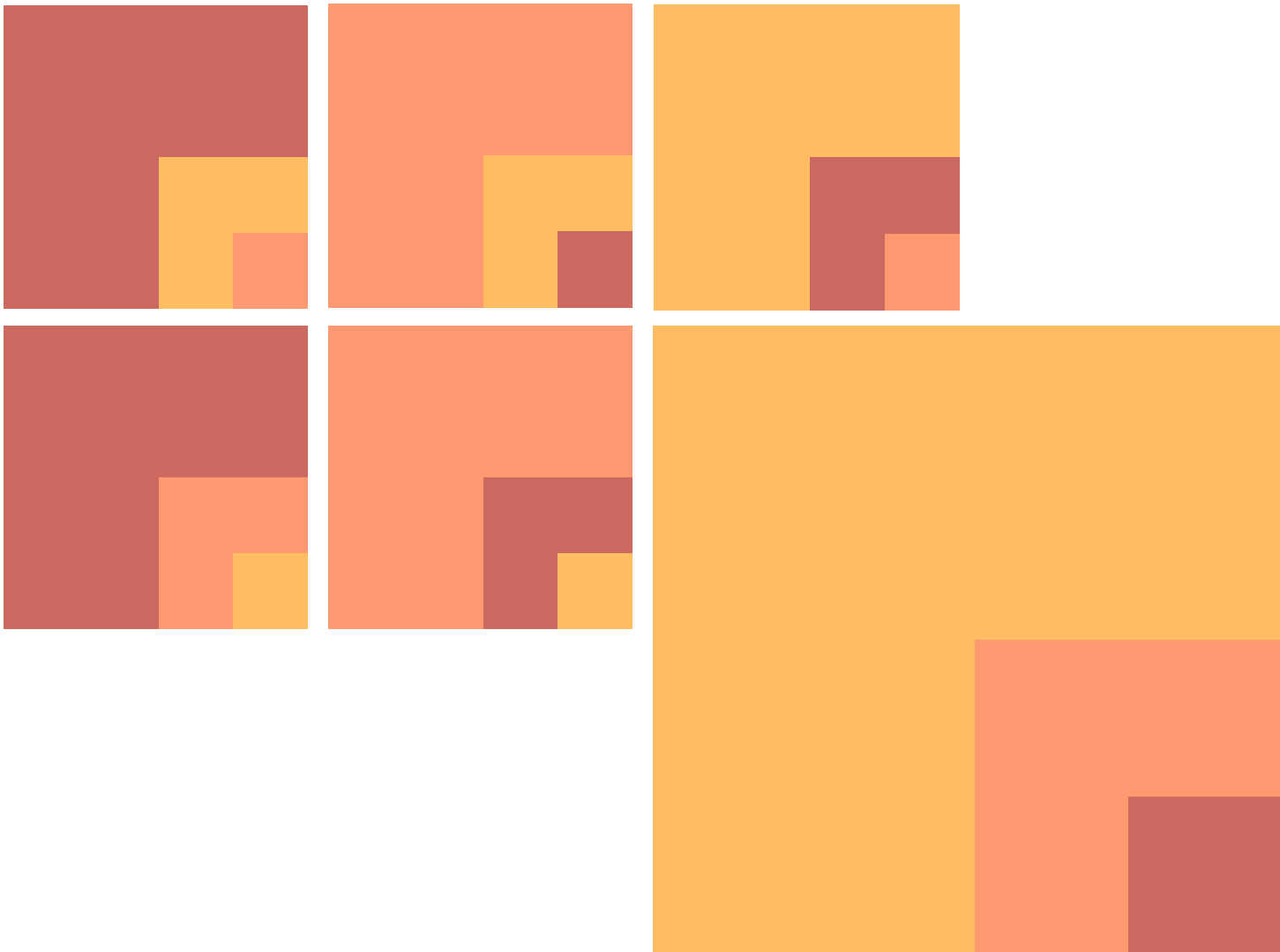
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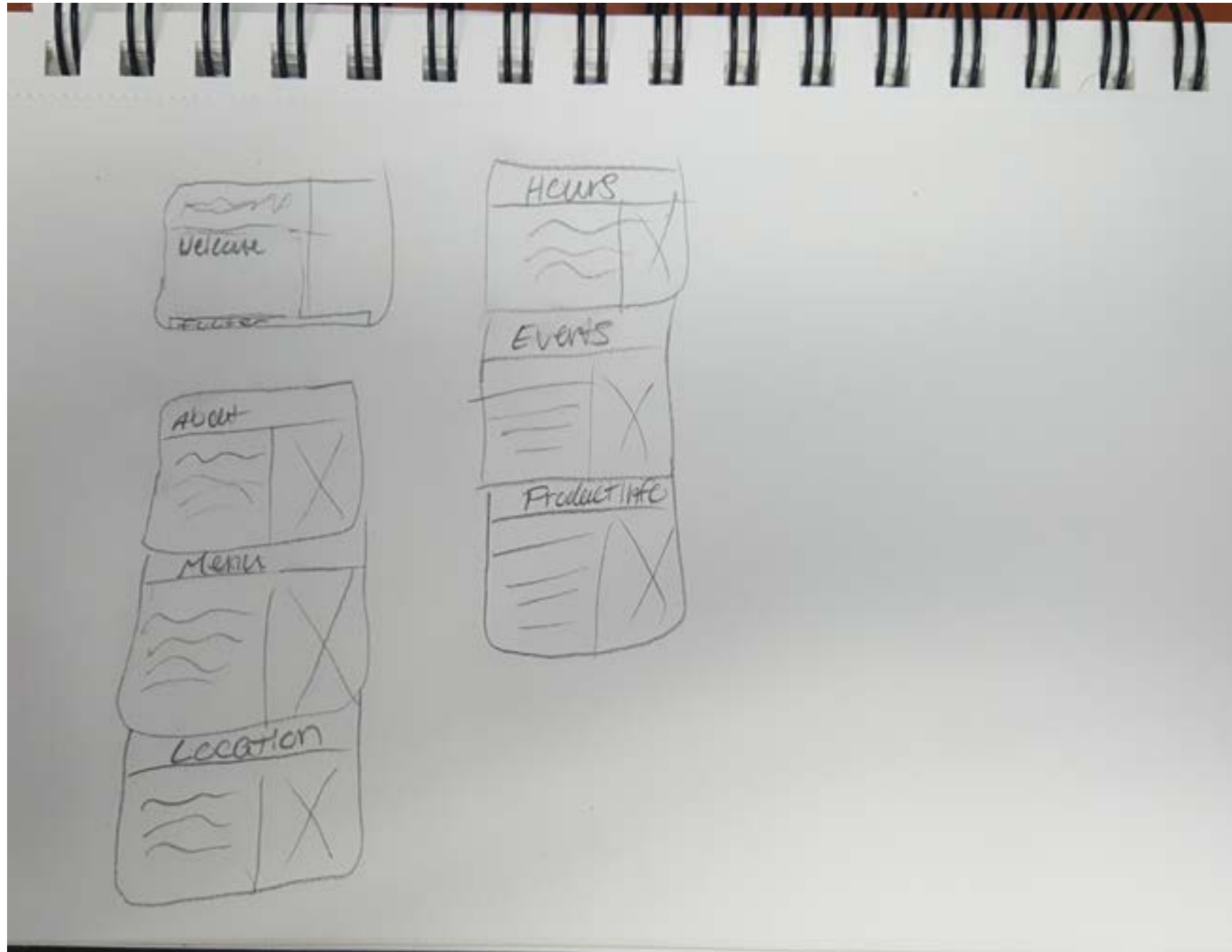
How will you guide, motivate, and engage the user?

Guide: I WILL GUIDE THE USER TO MAKE THE DECISION TO BUY BREAD THAT IS FRESHLY MADE.

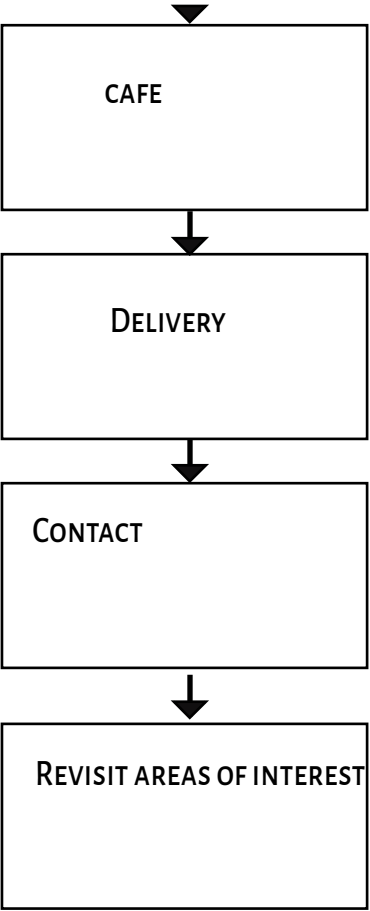
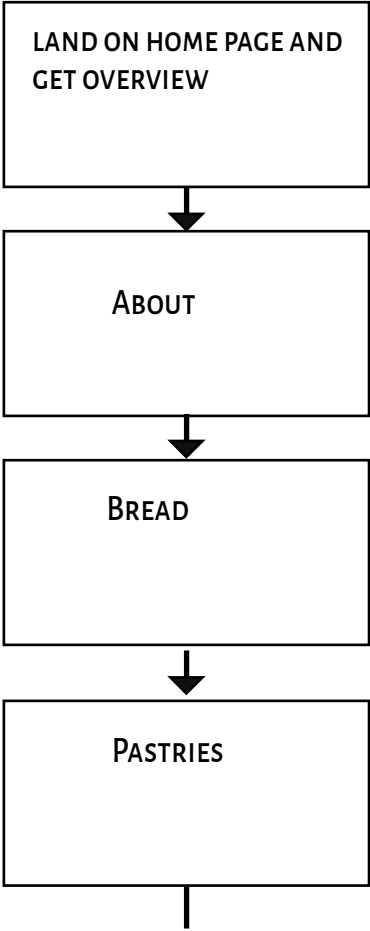
Motivate: I WILL MOTIVATE THE USER TO BUY THE BREAD BY EXPLAINING HOW FRESH AND FLAVORFUL IT IS.

Engage: I WILL ENGAGE THE USER BY SHOWCASING HIGH QUALITY BREAD PRODUCT ON EACH PAGE OF THE SITE IN ORDER TO KEEP THEIR INTEREST AND PROVOKE HUNGER. THIS WAY, THEY WILL HURRY TO THE STORE!

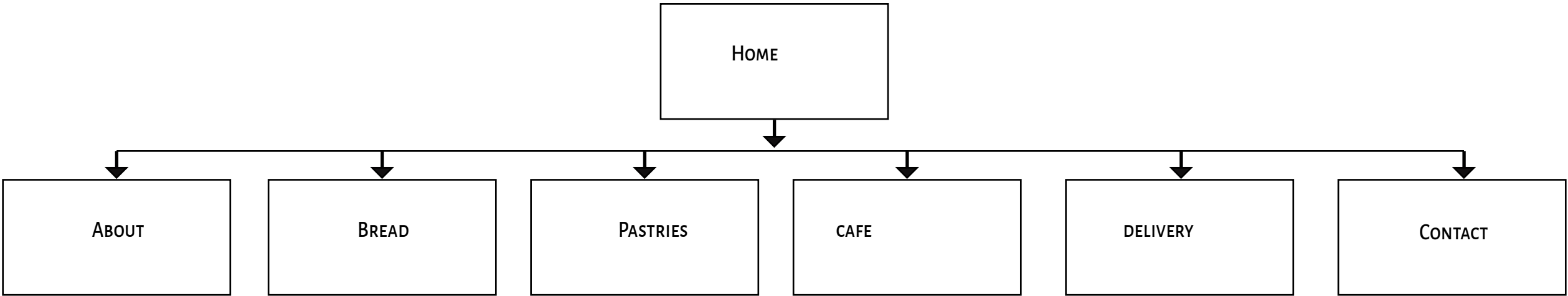
Sketch of Workflow



Flow Chart



Siteplan



List of Elements

Elements:

Header: BULLDOG BAKERY

Photos: 1 FOR EACH PAGE

Text: OVERVIEW OF EACH ITEM

Features : POP OUT TEXTS, INTERACTIVE BULLDOG LOGO SILHOUETTE

navigation : LINKS IN HEADER

TEMQUE NOBIS DOLORUPIC TEM VOLUT OFFICIDI CONSEQUIS UTET ODI, SEQUO IDESTRUMQUE PLANIS SEQUISIT LAM, SUM ESCIPSA NDENIS AM QUE QUAE LIQUIA NONSEQUO ES MAIO. MOST IPIT ET ODI DOLORATE DIS UT OFFICIUM FUGA. NEM FUGIASPERE VOLUPTATUR ADI TEM EL INULLUP IDESTIISTIUR REM IDELLUPTA DERES ACERE OMNIENIS ADIGENES EA VOLUPTA VOLUPTATIIS NET FACCABO. DOLUPTA QUIDIT UNTO EOS DELIQUAS NUM ET DOLEST EATUREM VENT, ILLATENTUS AM SUM ULLABOR IBERROR ESTI.

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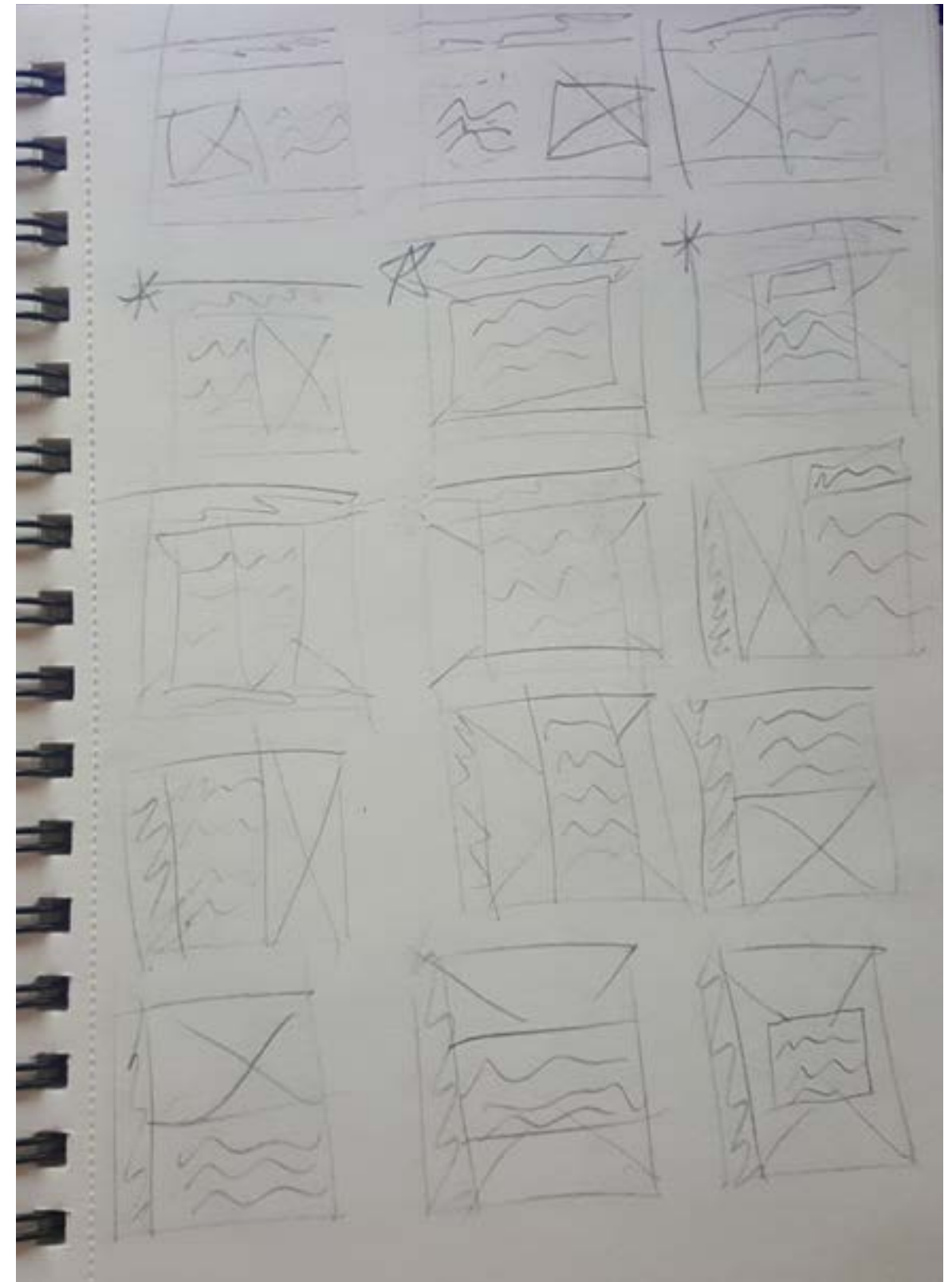
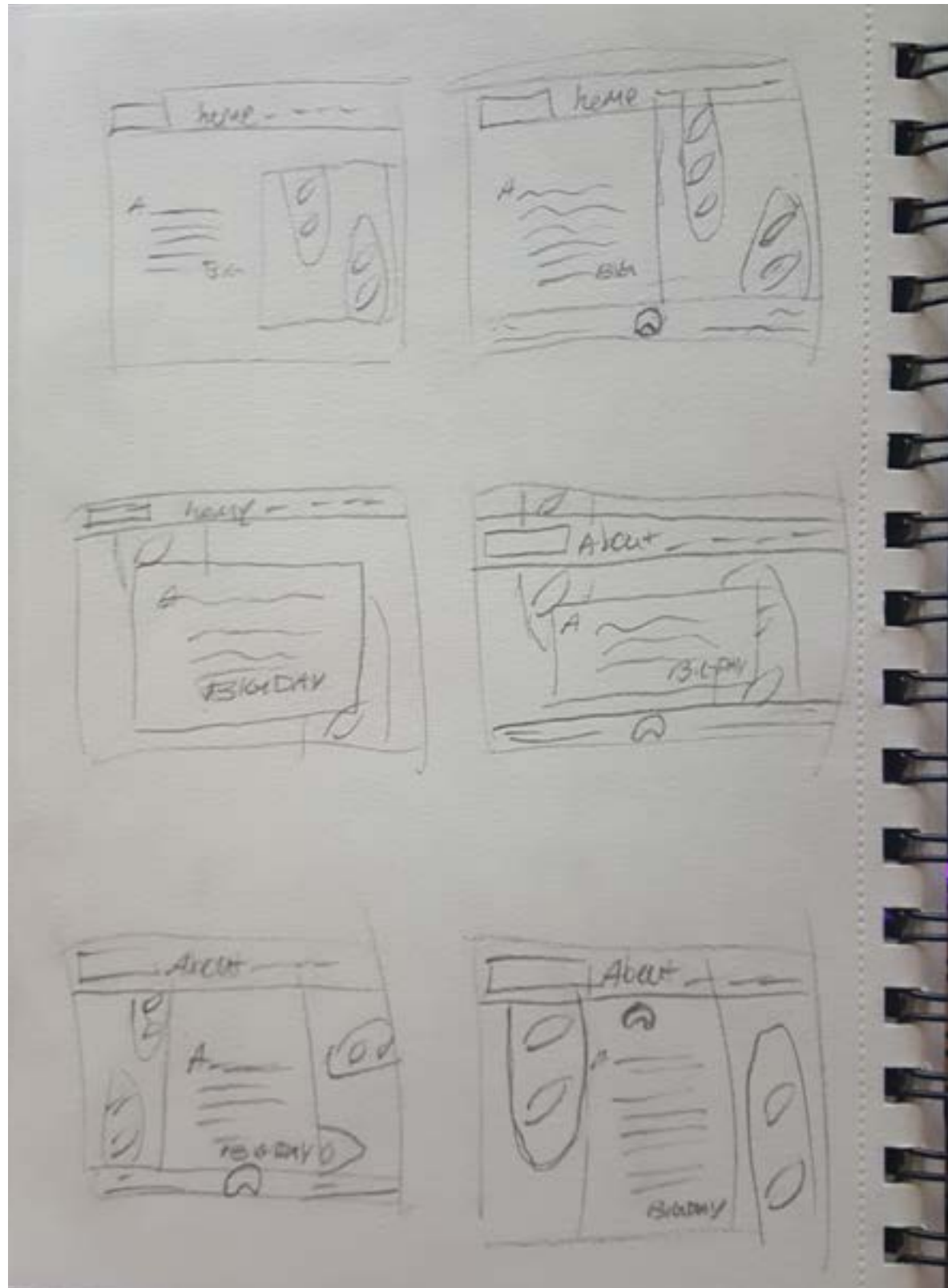
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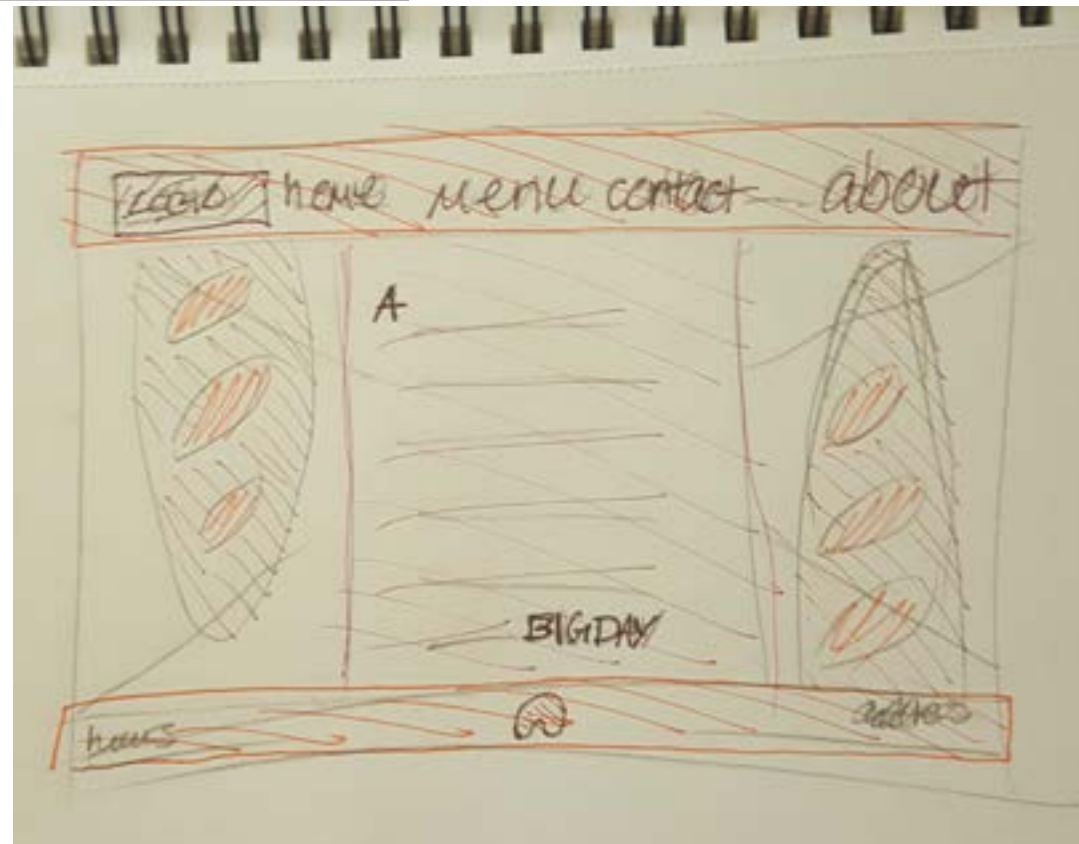
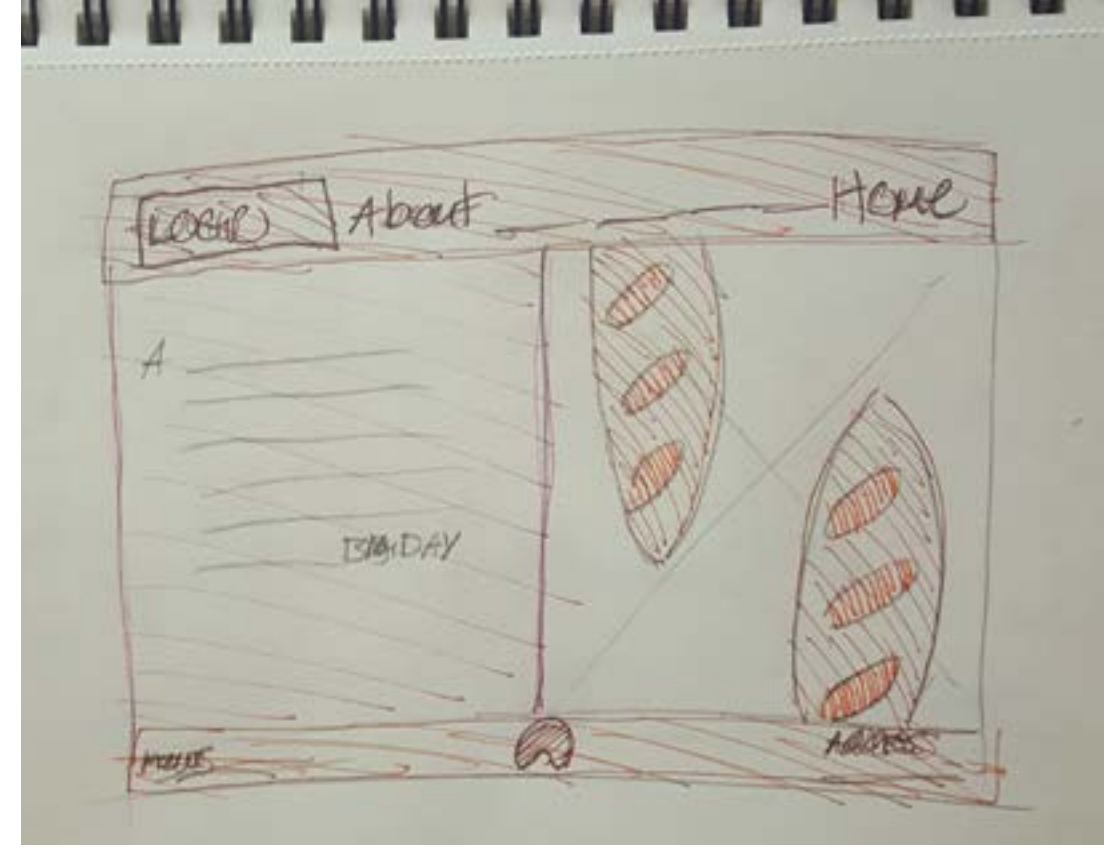
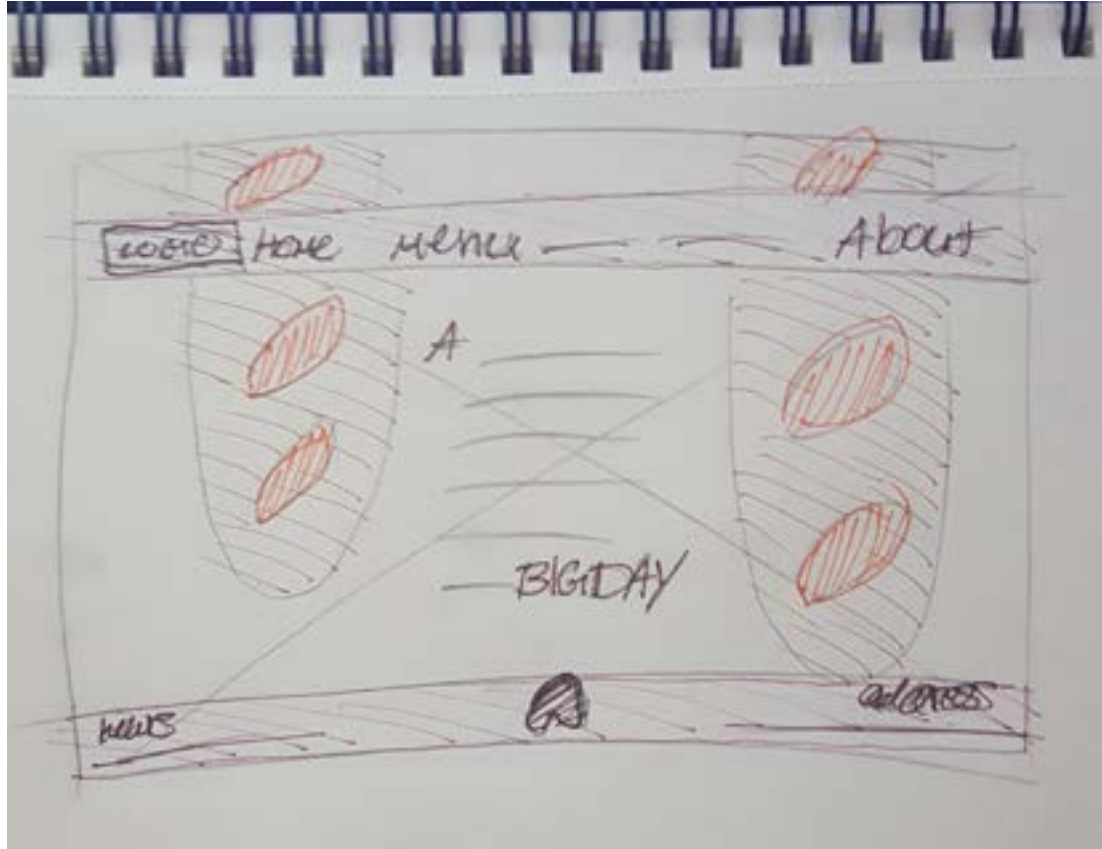
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Design Thumbnails



Design Color Usage





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HOURS

MON-THR 9AM-8PM

FRI-SUN 10AM-6PM

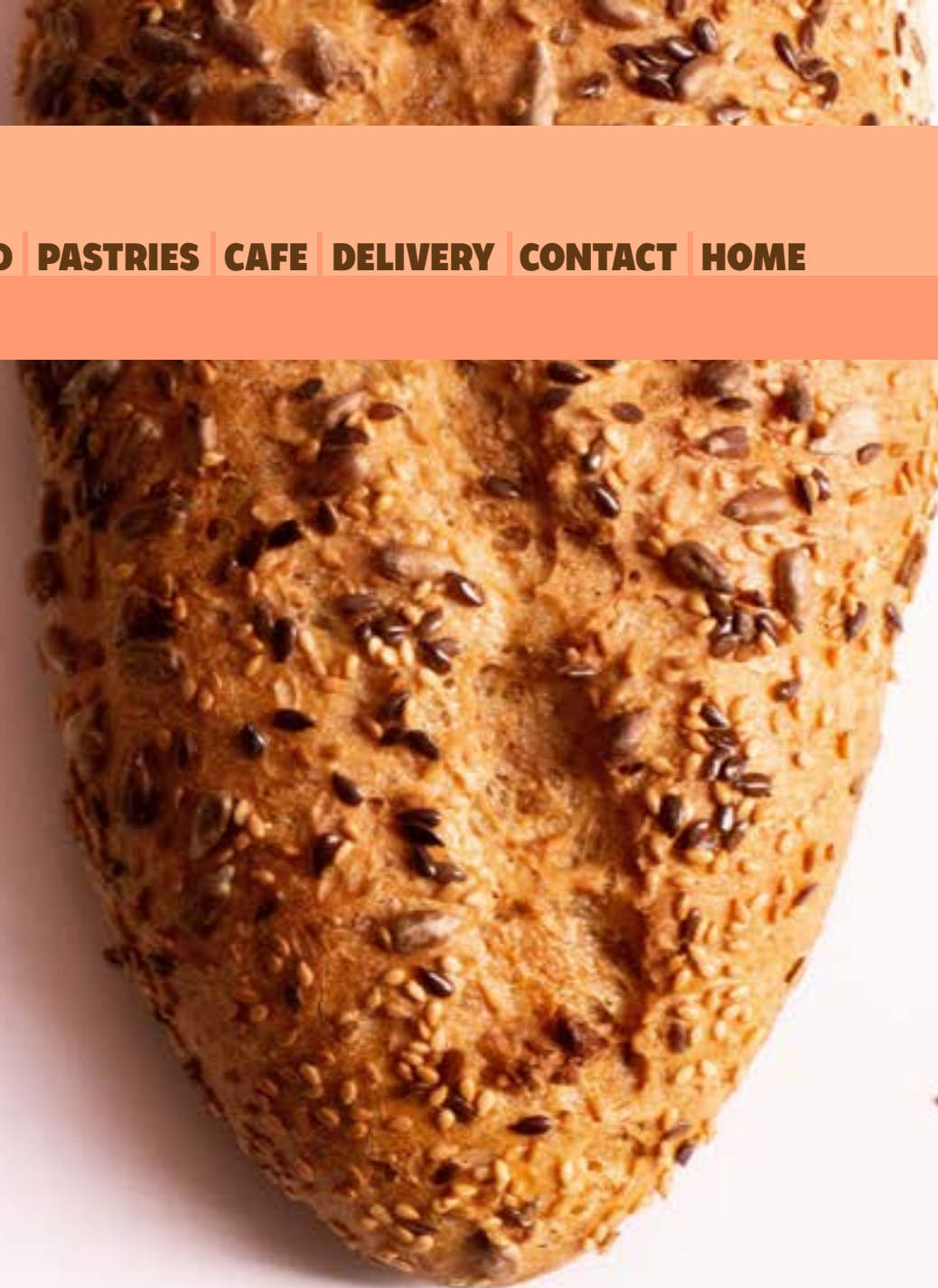
@BULLDOG BAKERY 2019 UW-WHITEWATER



BULLDOG BAKERY

461 N MAIN ST. MILWAUKEE, WI 53022-4867

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BULLDOG BAKERY

461 N MAIN ST. MILWAUKEE, WI 53022-4867



COUNTRY

85% WHOLE GRAIN. BLEND OF ORGANIC HARD RED WHEAT FROM NONTANA. LIGHT AND AIRY, PERFECT TABLE BREAD. \$5.00

BAGEL

SOURDOUGH WITH COOKED HOUSE MILLED CORNMEAL, TOASTED PUMPKIN SEED, OLIVE OIL, AND FRESH SAGE. \$5.50

CINNAMON RAISIN

WHOLE GRAIN SOURDOUGH WITH TOASTED AND SOAKED RAISINS WITH A CINNAMON SWIRL. \$3.00

SOURDOUGH BAGUETTE

NATURALLY LEAVENED BAGUETTE WITH CRISP CRUST, MILD ACIDITY, AND THE AROMA OF FRESH WHEAT. \$3.50

CROISSANT

OUR SIGNATURE BULLDOG BREAD. FRENCH TABLE BREAD \$1.00 IND / \$5.00 SIX-PACK

SUNFLOWER WHEAT

BLEND OF WHEAT AND RYE WITH TOASTED SUNFLOWER SEEDS BAKED AS A SANDWICH LOAF \$8.75

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BULLDOG BAKERY

461 N MAIN ST. MILWAUKEE, WI 53022-4867

BLUEBERRY SCONES

BAKED WITH SWEET BLUE BERRIES IN THE CRUST \$2.50

CHOCOLATE CHIP COOKIES

THE TRADITIONAL COOKIE WITH SEMI-SWEET CHOCOLATE CHIPS. \$1.50

CUPCAKES

YOUR CHOICE OF CHOCOLATE, RED VELVET OR LEMON CAKE WITH VANILLA

BEAN ICING. \$3.50

MACAROONS

YOUR CHOICE OF EVERY COLOR OF THE RAINBOW. \$3.50

LEMON MERINGUE

A SLICE OF PIE WITH TORCHED ICING ON TOP. THE PERFECT SUMMER REFRESHER. \$6.50

BROWNIES

TRIPLE CHOCOLATE FUDGE, PERFECT FOR ALL OF THE CHOCOLATE LOVERS. \$2.50

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AMERICANO*

THREE SHOTS OF ESPRESSO WITH WATER \$1.50

CAPPUCCINO*

TWO SHOTS OF ESPRESSO WITH WHOLE MILK
AND STEAMED FOAM ON TOP \$2.50

LATTE*

TWO SHOTS OF ESPRESSO WITH WHOLE MILK
POURED OVER TOP \$3.00

GREEN TEA*

NATURAL HERBAL GREEN TEA \$3.50

MARSHMALLOW HOT COCOA

STEAMED 2% CHOCOLATE MILK WITH MINI
MARSHMALLOWS ON TOP AND CHOCOLATE SYR-
UP DRIZZLED ON TOP \$4.50

*YOUR CHOICE OF HOT OR ICED



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BULLDOG BAKERY

461 N MAIN ST. MILWAUKEE, WI 53022-4867



WE SHIP OUR BREAD ACROSS THE **UNITED STATES**

GET YOURS DELIVERED TO YOUR DOOR BY ORDERING WITH US
RIGHT NOW. JUST GIVE US A RING AND WE'LL PACKAGE IT ALL
UP. IT'S THAT EASY.

HOURS

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BULLDOG BAKERY

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FEEL FREE TO CONTACT US WITH SPECIAL ORDER REQUESTS, QUESTIONS, OR FOR MORE INFORMATION ABOUT OUR BAKERY ITEMS OR COFFEE SELECTION. YOU'RE WELCOME TO DROP BY AND TALK WITH US, TOO.

BULLDOGBAKERY@GMAIL.COM

588-288-3888



HOURS

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