1. Introduction

This project, once complete, will be a website for a fictional bakery (RainyDayBakes) that I would like to run and own someday. Any good business will need a website, and a website should allow the customers to interact with the business in a meaningful way. This website will allow customers to do that and will help give users a sense of the company.

1.1 Purpose

The site's inherent purpose is to allow users to place orders, view the product and find information about the company, including its social media presence, about statement and employees.

1.2 Solution overview

The product being created is a website for the bakery.

Its goal is to help create an interactive, easy to access platform for customers to reach the bakery. It will enhance the business and help customers interact with the business digitally, and reduce call volume by offering an online ordering system. It has the added benefit of offering additional information on the company and showcasing the products offered.

2. User Description

2.1 User / Market Demographics

The target demographic are customers aged 18-50 with Internet access, preferably those with a social media account.

2.2 User Environment

Users are likely interacting with the site either at home on a computer or on a mobile device, which could be anywhere. They are unlikely to be using it in the bakery itself. They will be using the website on a web browser, and the site should be compatible with all major web browsers and should also have a mobile format.

2.3 Key User Needs

1. Readability
    a. The product must be easy to read and navigate. This means including a mobile version for mobile users
2. Accessible
    a. The website must not go down, and must be accessible at all times
    b. Content on the website must be easy to find
3. Functional
    a. Content must actually work: social media feed should update regularly, order form should submit properly

3. Stakeholder Descriptions

Project Stakeholder	Degree of Involvement	Product Needs	Program Needs
Investors	They helped fund the bakery		Ability to keep up with the company; monitor activity and business
Owner	They own the bakery		Ability to keep up with customer involvement through things like the mailing list and social media; need to be able to interact with customers
Customer	They buy the products	They want to buy the items sold by the bakery and may want to order custom items	They need to be able to order online, see the products offered and interact with the business/find business details

4. Product Overview

4.1 Product Perspective

The design of this site isn't unique when compared to other sites for bakery companies, which is a good thing. A familiar product will help customers navigate the site fluidly and feel comfortable with the tools and features. The visual design must be unique, however, perhaps with the inclusion of a logo and company colors to ensure that the customer has a lasting impression of the site and can remember it as being associated with the bakery company. Adding a social media feed is an unusual element to help involve the customer in the product.

4.2 Product Position Statement

This website for the bakery will allow customers to purchase baked goods online and communicate with the bakery remotely.

4.3 Summary of Capabilities

Solution Features	Customer Benefit

Media feed	Customer can quickly find news from the company and be updated on product availability and events
Online order form	Customer can order items online without having to wait to reach an employee over or phone or in store
Mobile access	Customer can access the website on a mobile device without formatting issues

4.4 Assumptions and Dependencies

This project plan holds several assumptions, including:
- The bakery has items to display on the gallery page
- The bakery has items that can be sold with an order form; i.e. not sold a la carte, but preordered
- The bakery has a social media presense

5. Product Features

5.1 Online Ordering Form

An online order form will allow customers to place orders for custom goods without having to call.

5.2 Social Media Feed

The Instagram feed will allow users to see new posts on the Instagram page, will provide links to reach the page and will increase interactivity.

5.3 Social Media Links

The footer will include icons that will link to social media pages.

5.4 News Feed

The landing page will include news and updates about the bakery in a blog-style format.

5.3 Contact Form

There will be a contact form that will allow users to send in questions.