

RESTAURANT SITE

"FRISTING" IS A BAKERY THAT SPECIALIZES IN CUPCAKES, CATERING TO TWO MAIN GROUPS OF CUSTOMERS — 1- WEDDING/EVENT CUPCAKES + 2- DAILY CUSTOMERS STOPPING IN FOR A CUP OF COFFEE + A TREAT.

USER #1

- JENNIFER, 28, BRIDE-TO-BE
- LOOKING FOR BAKERY TO DO CUPCAKES FOR HER WEDDING
- IMPORTANT INFO — PRICES, AMOUNT OF TIME NEEDED PRIOR TO EVENT, MENU OF FLAVORS/TYPES OF CUPCAKES
- GOT TO SITE FROM REFERRAL AT A WEDDING EXPO
- ONLINE PURCHASING/ORDERING CAPABILITY?

USER #2

- STEVE, 36, PROFESSIONAL
- STOPS BY FOR AFTERNOON COFFEE/SNACK AS HE WORKS DOWN THE STREET
- GOES TO WEBSITE FOR SPECIALS, PRICES + DEALS FOR LOYAL CUSTOMERS
- KEEP COMING BACK TO SITE FOR UPDATED MENU/OFFERINGS + LOYALTY SITE
- VISITS SITE AFTER SEEING SITE ADDRESS ON SHOP WINDOW