A comprehensive e-commerce bakery experience that combines tradition and modernity to meet our customers' needs with ease and convenienc.

Bake House
Cake & Bakery

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Introduction

The bakery project is a website that displays the various products offered by the bakery, allowing users to browse through the available types of bread and pastries. The main goal of this website is to provide a seamless and convenient experience for the bakery's online visitors, where they can learn more about the products, prices, and possibly make pre-orders or reservations. The website features a user-friendly design focused on enhancing the user experience (UX) and making it accessible across different devices through responsive design.

Website Objective

The primary objective of the website is to facilitate communication between the bakery and its customers. The website aims to:

- Showcase the bakery's product range in a well-organized and visually appealing way.
- Provide comprehensive information about the products, including prices and ingredients.
- Improve customer outreach online by offering flexible options such as reservations or pre-orders.
- Deliver an easy-to-use interface that caters to all age groups, boosting customer loyalty and attracting new clients.

By creating this website, the bakery seeks to strengthen its digital presence and expand its reach to customers, especially with the increasing reliance on the internet as a platform for shopping and communication.

Target Audience

The target audience for the website includes:

- Existing bakery customers: who want to learn more about new products or the latest offers.
- New customers: who are looking for a local bakery or high-quality bread and pastry options online.

- Families and individuals: who may want to pre-order or inquire about products before visiting the bakery.
- Business owners: who may need to place large orders of bread or pastries for specific events

Technologies and Languages Used

- ➢ **HTML:** HTML was used to structure the basic layout of the website and define elements such as texts, images, and headings. It forms the foundation of the site, organizing how information is displayed logically and coherently.
- ➢ **SASS:** SASS was used instead of traditional CSS to enhance the styling management and speed up the development process. SASS offers features such as loops, variables, and nesting, making writing styles more flexible and efficient.
- ➢ **TypeScript:** TypeScript was utilized to add interactivity and improve user engagement on the site. For example, TypeScript manages dynamic page navigation, displays products interactively, and handles customer requests.
- ➢ **Angular:** Angular was employed to create a dynamic single-page application (SPA) experience. It allows for efficient data binding and component-based architecture, enhancing the overall performance and maintainability of the website
- ➢ **Arrays for data storage:** Arrays were used to store product data, including bread names, prices, and ingredient details. Arrays facilitate managing data on the frontend and dynamically displaying it based on user interaction with the site.

This combination of technologies ensures that the website is fast, user-friendly, and provides a smooth user experience

Interface Design

The bakery website features a user-friendly and visually appealing interface, focusing on an enhanced user experience (UX) and easy information access. Key pages include:

1. **Login Page Design:** The login page features a simple and clear design, using warm, inviting colors that align with the bakery's brand identity
2. **Home Page**: Welcoming introduction with images of popular products and navigation buttons to Products, Offers, and Contact pages.

3. **Products Page**: Comprehensive listing of bakery offerings (bread, pastries, desserts), organized with filtering and search options by category or price.
4. **Offers Page**: Showcases the latest deals and discounts, promoting seasonal and exclusive offers to attract customers.
5. **About Us Page**: Overview of the bakery's history, values, and mission, fostering customer trust and highlighting the bakery's identity.
6. **Contact Page**: Contains a customer inquiry form and essential contact details (email, phone, physical location).
7. The design is optimized for seamless performance across devices, featuring an interactive interface powered by JavaScript for a dynamic browsing experience

Colors and Layout:

Warm colors like shades of brown and beige are used for the background and buttons, reflecting the bakery's cozy and welcoming atmosphere.

The page is responsive, ensuring that the content displays consistently across various devices, enhancing the user experience on both desktops and mobile devices.

Login Page Design

The login page features a simple and clear design, using warm, inviting colors that align with the bakery's brand identity. The elements are thoughtfully arranged to enhance the user experience and make site interaction easy.

Header Logo: The bakery's logo is placed in the top left corner, giving the page a distinct visual identity connected to the entire website. The logo provides a sense of professionalism and warmth.

Social Media Links: Next to the logo at the top of the page, there are social media icons (Facebook, Instagram, Twitter, YouTube), allowing users to engage with the bakery across different platforms. These icons make it easy for users to follow the bakery on social media.

Log In & Register Buttons: "Log In" and "Register" buttons are placed on the top right and are easily accessible. The buttons are designed to match the site's warm color scheme, using light brown tones to maintain visual consistency.

Login Form: The login form is centered on the page and displayed in a comfortable and simple manner. It consists of:

Email Input Field: Designed to be easy to read with placeholder text "Enter your email."

Password Input Field: Includes placeholder text "Enter your password," with a button to show/hide the password for ease of use.

Login Button: Positioned clearly below the input fields, making it easy for users to interact with the page.

Forgot Password Link: A "Forget Password?" link is provided below the login form, enabling users to recover their login details easily if they forget their password.

Footer: The bottom of the page contains the bakery's contact information, including the phone number and email address, along with links to product categories such as "All Products" and "Cake," as well as "About Us" and "Contact Us" links.

There are also social media icons at the bottom, further enhancing customer-bakery interaction.

Home Page

This page represents the interface of a website for a bakery called "Bakery House." The design can be divided into several sections as follows:

1. Header Section

- **Logo:** Positioned in the top left corner, the logo establishes brand identity and provides familiarity across the site.
- **Navigation Menu:** The horizontal menu bar offers clear links to pages like "Home," "Products," "Offers," "About," and "Contact Us." The placement makes it easy for users to navigate different sections of the site.
- **User Account Area**: On the right side of the header, there's a welcome message for the user (e.g., "Hello, Aya") and a "Sign Out" button, indicating a logged-in state. This area is conveniently accessible for user account management.

2. Hero Section

- **Background Image:** The hero section features a high-quality, close-up background image of freshly baked goods. It aligns with the bakery's offerings and sets the tone of freshness and quality.

- **Main Heading & Tagline:** "Bakery House" is prominently displayed, followed by a short, inviting tagline that emphasizes the bakery's focus on freshness.

- **Call-to-Action Buttons:** Two buttons, "See Full Menu" and "My Cart," are placed below the tagline. These buttons are clear and actionable, encouraging users to explore the products or check their cart.

3. **"Delicious Baking" Section**: This section features six cards highlighting the key services and benefits the bakery offers:

- Baked Fresh Daily: Assures that the products are freshly baked daily.
- Great Value: States that the prices are competitive.
- Institutions: Supplies products to institutions.
- Delivery To Your Door: Direct home delivery.
- No Order Too Large: Able to handle large orders.
- Delicious Baking: Offers delicious baking with high quality.

The use of clear icons alongside the texts gives the site an organized and easily understandable appearance.

4."Our Categories" Section

- **Product Categories:** Below the information cards, there is a "Our Categories" section, displaying the main categories of products the bakery offers. Each category (Bakery, Pastries, Cakes, Breads, Chocolates, Offers) is presented as a clickable button with a background image of the relevant product type.

- **Shop Now Buttons:** Each category has a "Shop Now" button, encouraging users to explore further.

5."Our Featured Products" Section

- **Product Carousel:** This section features a selection of highlighted products in a carousel format. Each product card includes:

  1. **Product Image**: A clean image of the product.

  2. **Product Name**: The name of the product is displayed beneath the image.

  3. **Price**: The current price and original price (if on sale) are shown, with discounts highlighted to catch user attention.

  4. **Add to Cart & Show Details Buttons**: Users can quickly add items to their cart or view more product details.

- **Interactive Design:** The carousel arrows allow users to scroll through different featured products seamlessly.

This design provides users with a visually appealing and intuitive experience, encouraging exploration of the bakery's products and engaging with the brand through various interaction points.

Product Page Design

The design of the product page is organized and user-friendly, with the products arranged in an appealing and structured manner to make browsing and selection easier. The page includes several elements that enhance the user experience and present the **products clearly:**

1. Main Title: The title "All Products" appears at the top of the page in a large, clear font, indicating that this page is dedicated to showcasing all the available bakery products.

2. Products: The products are displayed in a grid format with several rows and columns, allowing a wide variety of items to be neatly presented. Each product is shown in a separate card that includes the following:

- Product Image: A picture of the product helps customers visually identify the item.
- Product Name: Displayed above the price, describing the type of product, making it easy for customers to recognize.

- Price: The price is clearly shown below the product name, with the discounted price next to the original price if the product is on sale.
- Availability Status: A colored ribbon appears at the top of some products indicating their status, such as "Low in Stock" or "Out of Stock," helping customers know the product's availability.
- Add to Cart Button: A prominent and easy-to-click button at the bottom of the card allows users to add products directly to their cart.

3. Product Details: Below each product, there is a "Show Details" button that allows users to view more detailed information about the product, providing the necessary information for making a purchase decision.

4. Interactivity: The page utilizes interactive elements such as buttons and dynamic menus through JavaScript, making the interaction with the page smooth and user-friendly.

5. Responsive Design: The page is designed to be responsive across all screen sizes, whether on mobile phones, tablets, or computers. The layout adjusts accordingly to fit the screen size for a better viewing experience.

Offers Page Interface

The Offers page interface is characterized by a simple and organized design that allows users to browse discounted products comfortably and efficiently. Here's a detailed breakdown of the page design:

1. **Main Heading (Offers Heading):** At the top of the page, there is a prominent, large heading labeled "Offers," written in a clear and well-organized font. The heading immediately indicates that this page is dedicated to special offers and discounts, grabbing the user's attention as soon as they enter.

2. Product Cards: Products are displayed neatly in separate cards. Each card contains a product image, name, current price, and discounted old price. Additionally, each card includes:

- Product Image: A clear image of the product is placed at the top of the card, helping users quickly recognize the item.

- Name and Price: The product name is written in large font, followed by the crossed-out old price (strikethrough) to show the discount, and the current price is bolded to highlight the savings.
- Interactive Buttons: There's a "Show Details" button to view product details and an "Add to Cart" button to allow users to add the item directly to their cart. Both buttons are simple and clearly designed using colors that match the overall site design.

3. Product Availability:

- Low in Stock: Products that are nearly sold out feature a yellow banner with the message "Low in Stock," encouraging users to make a quick purchase decision.
- Out of Stock: Sold-out products display a red banner labeled "Out of Stock," providing users with clear information about their unavailability.

4. Responsive Design: The design is responsive, ensuring smooth functionality across various devices. Products are displayed in a grid layout, allowing for easy browsing and navigation, whether on a desktop or a mobile device.

5. Visual Details: Adequate spacing between the product cards and the attention to keeping the page tidy and clear enhance the user experience and make browsing smoother. The focus is on displaying the products simply without distractions.

Overall, the Offers page is thoughtfully designed to focus on making the online shopping experience easy, with attention to details that help boost sales and user engagement.

About US Page

The "Who Are We?" page serves as an informative section, introducing the bakery's history, values, and journey. Here's a detailed analysis of the page design:

Main Heading (Who Are We?): At the top of the page, the heading "Who Are We?" is displayed prominently in a large, bold font. The simple, minimalistic styling of this header conveys a sense of professionalism and clarity, making it easy for users to understand the purpose of the page.

Text and Imagery: The page layout alternates between well-placed images and explanatory text to provide a balanced user experience. This layout structure helps engage visitors visually while reading the bakery's story.

First Image and Text Section: A high-quality image of fresh bakery products is displayed directly below the main heading. This image serves as a visual introduction, drawing users in and giving them a sense of the products the bakery offers

On the right of the first image, a block of text briefly narrates the bakery's origin story, starting with the first branch opening in 2002, The text is well-spaced and follows a logical flow, helping users easily absorb the information.

Second Image and Text Section: This second image provides a closer look at a variety of bakery products, giving users a more detailed glimpse of the items on offer.

Beneath the second image, the text continues with a narrative about the bakery's evolution over the years. The text here highlights special occasions, like Eid and Mouled el Nabi, which position the bakery as a trusted brand for celebrations. Additionally, the expansion strategy, including new branches and distribution partnerships, is explained in a clear, compelling way.

Contact US Page

The "Contact Us" page is designed to be simple and attractive, with a focus on ease of use and interaction. Here are the details:

1.Header:

- The "Contact Us" heading is written in large, clear font at the top of the page, making it easy for users to quickly understand the purpose of the page.

- The heading features a dark brown font with a simple underline, adding an elegant and professional touch.

2. Contact Form:

Input Fields:

- The form includes essential fields: Name, Email, and Message, all designed simply with soft-edged input boxes.
- Asterisks (*) next to the Name, Email, and Message fields indicate that these fields are required.
- The field sizes are appropriate for easy reading and writing, with colors that complement the rest of the page.

Send Message Button:

- The button is styled in a dark brown color to match the site's overall color palette.
- It is large and clear, making it easy for users to interact with the page and send their messages.

3. Side Image:

- The image on the right side is a pink cupcake drawn in an attractive manner. This image adds a visually appealing and playful element, drawing attention and giving the page a personal touch.
- Using this image gives the page a friendly atmosphere that suits the overall theme of the site.

This design shows attention to detail and achieves a balance between simplicity and friendliness in user communication

Your Cart

The "Your Cart" page design is structured to offer a clear, user-friendly experience for viewing and managing the cart. Below is a detailed breakdown of the design elements:

1. Header: The heading "Your Cart" is prominently displayed at the top of the page in a bold, dark brown font with an underline. This design choice makes it easy for users to identify the purpose of the page.

2. Product Listings: Each product in the cart is displayed in a card-like structure with clear information. The layout shows a consistent design for all products, ensuring that users can easily view the details of each item.

- **Product Information:**

- For each product, the name, price per item, and total price are clearly listed.
- Where applicable, a discounted price is shown with the original price crossed out, which emphasizes the deal for users.
- A product image would typically be displayed above the product name, although some placeholder icons are visible here due to missing images.
- **Quantity Controls:** Below each product's price, there are controls for adjusting the quantity. The - and + buttons allow users to decrease or increase the number of items. This functionality is placed in an accessible position and designed with clear contrast to the rest of the product details.
- **Remove Product:** Each product card includes a "Remove Product" button in brown, which allows users to remove individual items from the cart. The button is large enough to be easily clickable, enhancing user interaction.

3. Total Amount: At the bottom right of the product list, the total amount for the items in the cart is displayed. It is bold and placed in a clear position to keep users informed about the total cost of their purchase.

4. Cart Management Buttons:

- **Clear Cart:** This button allows users to remove all items from their cart at once. It is placed next to the "Proceed to Payment" button to provide an easy way to reset the cart.
- **Proceed to Payment:** This button is designed in a bold brown color, ensuring it stands out as the next logical step in the purchasing process. It guides users to proceed with the checkout, placed conveniently after the total amount

Conclusion Summary

- **In summary,** the bakery website project emphasizes user experience and functionality, effectively reflecting the brand's identity. The intuitive interface allows users to browse products, manage their cart, and make purchases effortlessly. Key features like detailed product descriptions and user-friendly controls enhance the shopping experience, while warm colors and engaging visuals create an inviting atmosphere.

- User feedback will be crucial for ongoing improvements, ensuring the website remains relevant and meets evolving customer expectations. This project has been a valuable opportunity to apply design principles and web development skills in a practical context, with exciting potential for future enhancements.