

PROJECT BRIEF

Client:	Hopper's Cakes	Deadline:	November 26, 2021
Project Name:	Personalized Cupcakes	Author:	Shane Colclough

THE ASK

What is the objective of the project?

Here you need to **define the problem**. That is, you will include the need statement and target audience that you created as part of the previous module's assignment, based on Lionel.

In this section, you'll also describe your solution: what your web app will be and how it meets the need statement.

Hopper's Cakes needs a way to create personalized cupcakes through a web application so that customers can design their own customized orders.

We will design a web-based application that allows customers to easily, and intuitively, create personalized cupcakes. This application will emphasize ease-of-use by means of a highly simplified, user-friendly design: this design will include all standard accessibility features.

What are the deliverables?

Here you need to define your **minimum viable product**—exactly what it will include. You should include the number of screens and what would be on each screen (this can be brief).

Then, describe your three additional features—exactly what they will be (and whether they will be embedded on existing screens or if they will add screens to the app). List the additional features in order of priority.

Our MVP will consist of a web app wherein the visitor – and potential customer – to the webpage can create a personalized cupcake using simple methods of interactions.

The method of interaction will include 4 responsive, collapsing menus that can be opened/closed: each menu will be clearly labelled as to what it can do. Users will interact with these menus to customize a cupcake that is centered to the screen. When the user opens a menu, and selects an option, the cupcake displayed will update to reflect that choice.

The deliverable product will include a minimum of 6 options for each of the 4 menus: Toppings, Flavor, Frosting, and Color. Upon successful review, and in coordination with Hopper's Cakes, the number of customization options can be expanded upon.

Additional Features:

1. **Edible Image Printing:** this feature would be embedded into the application under the

Toppings menu, labelled as "Upload a Photo!". Users will be able to upload a photo (acceptable formats are .jpg, .png, .bmp), with a minimum recommended resolution of 1280x720, and maximum file size of 10MB. By selecting this option, the frosting will be greyed out and a message displayed indicating that they can still modify the color and flavor, but not the shape of the frosting: it must be flat for an edible image to be printed.

2. **Customize Multiple Cupcakes:** this feature would be embedded into the application as a button located directly under the display cupcake. Clicking this button would allow the user to add another cupcake. Users will simply click on either cupcake to begin customizing them separately: a distinct lighting effect will be applied to the cupcake being edited (spotlight, glow), and the cupcake not being edited will be darkened. This feature would include a maximum of three cupcakes to be edited at once.

3. **Cuppy, the Digital Assistant:** this feature would be embedded into the application. Cuppy is an animated, and interactive, digital assistant – it will appear as an anthropomorphic cartoon-like cupcake. Cuppy will prompt the user on how to navigate the interface and design their cupcake by means of speech bubbles: Cuppy can provide recommendations based on color or flavor choices. Users will be able to disable Cuppy at will, the speech bubbles will contain a "Close Cuppy" button.