

PROJECT BRIEF

Client:	Hopper's Cakes	Deadline:	August 30, 2021
Project Name:	Hopper's Cake Customizer	Author:	Peter Carrington

THE ASK

What is the objective of the project?

Here you need to define the problem: the need statement that you have chosen to address, the target audience (who the apps users will be - based on Lionel)

And describe your solution: what your web app will be and how it meets the need statement

Lionel the Architect needs a way to create personalized cupcakes so that he can share a personal gift that shows he understands his client's taste.

This can be elegantly solved by creating a user-friendly and visually appealing web application for Hopper's Cakes website.

It is important to have a sleek design, so that less technologically inclined customers are still able to design a customized cupcake without much hassle. On the other hand, it is also important to have enough depth of customization that more professional and enterprise options can create the perfect cupcake to please their clients.

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).

And 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 them in order of priority.

The Minimum Viable Product is a web application that can be hosted on Hopper's Cakes website. The application's main screen- the Cupcake Designer has buttons allowing the user to create a new cupcake, modify the cupcake, and add a cupcake to their cart for checkout. On this screen the user can see the cupcake, as well as a list of different options to modify the cupcake to their liking. There are a lot of variables to consider when customizing a cupcake; flavors, colors, icings, toppings- even shapes, sizes, and designs.

Several popup screens could come from various options present in the Cupcake Designer, such as a "Help" option, and the "Upload Image" option.

One additional feature would be the ability to undo and redo changes.

Another additional feature would be to render the cupcake in 3D.

A final, more advanced feature would be to allow advanced users access to modelling tools to create fully customizable cupcakes