

PROJECT BRIEF

Client:	Hopper's Cakes	Deadline:	11:59pm, November 26 th , 2021
Project Name:	Hopper's Cake Web App	Author:	Vanessa O'Neill

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.

Needs Statement:

Lionel, a thoughtful, innovative architect, needs an affordable, 'one-stop-shop' that allows him to use his ingenuity and be able to customize personalized gifts.

The target audience is anyone who has access to a computer or mobile and is comfortable with technology, who is looking for unique, personalized, creative gift experiences.

The app is an innovative, fully customizable cupcake gift experience. The app lets the user pick out every detail of their personalized cupcake: from the cupcakes flavour combinations to the tasty confections on top. The user will open the app and go through a list of unique cupcakes and icing flavour options. Once the base of the cupcake has been chosen, a hologram will appear on the screen, allowing the user to physically alter what the cupcake will look like and add:

- any extra toppings
- change the shape or design
- add text
- pick the colour palette
- accessorize with added gifts such as gift cards

Once the user has finished decorating, they press a button called 'BAKE'. The user can then choose to virtually send the cupcake as a gift (where it will pop up on the recipient's mobile device upon opening the link) or keep the decadent treat for themselves. Once the cupcake 'bakes' it will materialize from the hologram for an immediate tasty treat.

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.

The minimum viable product:

A web app that allows you to choose your cupcake flavours, colours, design, text and additional toppings. This app will have a home page where the user can start by choosing the flavours of the cupcake for the base and the icing. The next page will allow the user to choose text, toppings, and colours. The next page will allow the user to warp the shape of the cupcake if they want. Then the user will press the 'BAKE' button, and then the page will open up with a confirmation that the unique cupcake was received at the bakery with an estimated time of when it will be ready for delivery.

Three Additional Features:

- 1) Adding additional gifts page with the cupcake to add an extra bit of personalization.
- 2) Creation of the hologram effect for the designing process and now making the page more interactive for the users.
- 3) The final feature is our key for saving money on deliveries: turning a hologram into a physical object. When the cupcake is sent over to the recipient, they have a link to open where the hologram pops out and materializes a real, delicious cupcake for instant satisfaction.