PROJECT BRIEF

Client:	Hopper's Cakes	Deadline:	23:59 3/30/2021
Project Name:	Personalized Cupcake App	Author:	Caleb Richardson

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 needs a fun and visually inspiring way to easily and quickly find inexpensive and personalized gifts for his clients so that he can show them that he understands them, as well as their needs/wants. -The target audience is the consumer group the user persona "Lionel" represents. Consumers looking for a fast, easy, and affordable way to purchase personalized cupcakes. I am creating an app that will provide customers with a fun and visually inspiring way to effortlessly find and purchase personalized gifts (cupcakes). Customers will be able to quickly drag and drop items from the outside of the screen to a cupcake architect (interactive cartoon cupcake assistant) at center screen. You will be able to visually track your progress along the way, as the "cupcake assistant" will visually reflect your choices. This process will be designed to be user friendly, intuitive, and very easy to navigate. It will be colorful, engaging, and feature an incredibly visually and aesthetically pleasing design that will captivate users.
What are the deliverables? Here you need to define your <u>minimum viable product</u> - 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.
Minimum Viable Product: -the MVP will be a functional app including 2 screens. A Creator Screen (where the cupcake is decorated), and a checkout screen where you will pay for your purchase. The cupcake in the MVP will

visually reflect the choices made, but not be a talkative assistant. The MVP will be functional, with a focus on visual and operational simplicity and efficiency.

Feature #1:
-Update to Cupcake Assistant, in which he will become fully interactive, talk to customers to provide direction as well as advertise current specials and deals, and increase the quality of user experience. This will be embedded in the existing "creator interface".

Feature #2:
-Log in/Sign up page (another screen) where users will be able to create a profile which will result in the accumulation of points that can be used for discounts od admission to special contests.

Feature #3:
-Additional screen featuring an animation of ongoing order progress. Customers will be able to see the progress of their order/delivery. This screen will automatically pop up when the order is complete to show that the oreder has been received and is in progress.