

PROJECT BRIEF

Client:	Big Foot Donuts	Deadline:	April 20 2023
Project Name:	Bigfoot Donuts Web App	Author:	Tessa Warman

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.

Need Statement : Lionel, a creative architect, needs a "one-stop-shop" for personalized client gifts, so he can tell his clients he really understands them, and in turn can deliver them great homes that exceed their needs.

Target Audience is a broad range of people. People looking for a fun and easy experience to gift buying. Those who want to support local, and have fun customizing gifts.

This web app will be fun, creative and easy to navigate. It will cater to those who are on a time crunch, as they can simply choose through set themes of cupcakes. Or opt for a more personal gift and customize each individual donut. The buying and tracking process will be simple and efficient.

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 MVP will include:

The landing page: Landing page for Bigfoot Donuts, includes their usual web page information, with included button for customized donuts.

Custom Order Page: Customizing order page, build your donuts, choose flavors, customize them.

Order Page: Place your order for donuts. Including a section for payment as well as offering tracking with order number.

Gallery page or "Recent Orders" page : photo gallery of other customers orders, previous donuts made/sold. Pretty much all and any nice photos of their donuts.

Additional Features: Themes and Keywords Search

This would be an added page.

Firstly, themes to choose from, (cat donuts, green donuts, sparkle donuts) with photos of donuts made under those themes.

Keyword search. Search a keyword to generate ideas and see similar donuts. Search the word "birthday" and see options and recent orders for birthday themed donuts.