

PROJECT BRIEF

Client:	Hopper's Cakes	Deadline:	April 30, 2022
Project Name:	Hopper's Cakes Web App	Author:	Elissa Willms

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.

Lionel needs a way to send a personalized gift to his client so that his clients know he understands their needs.

Hopper's Cakes app will allow customers to select everything for "build your own" cupcake boxes! Boxes come in two sizes, the smaller box will have eight cupcakes, the larger box will have an even dozen. The app will be set up as a form for customers to make all their selections from dietary needs to what kind of sprinkles they want in their box. Customers can even have a personalized note printed out and put in the box if it is a gift. After making all the selections the customer can choose their pick up day.

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 app will start with a minimum of four pages to place an order for the basic custom cupcake box. First is the welcome screen that will review and display potential boxes. The second screen will be the form allowing the customer to make all their selections for the box. The third screen will be the payment and delivery form. The fourth and final screen will be a confirmation page that Hopper's Cakes has received the order.

The first additional feature to be added to the app is another screen for customers to write their personalized notes if the box is intended to be a gift. The second additional feature is for custom cupcake toppers to be added to the boxes with either names, special event greetings, or custom sayings. This will also be added as an extra screen during the customers selection of what they would

like to add to their unique cupcake box. The third and final feature that will be added to the box is pre-designed build your own cupcake boxes with visual step-by-step instructions to be included in the boxes. This will be an additional page before the custom selection options. If customers choose a pre-designed box they will be sent right to the checkout page after selecting which pre-made box they are ordering.