

UI REQUIREMENTS

Itty Bitty Bakery

User Tasks

1. Sarah found Itty Bitty Bakery through Yelp and wants to find out more information about the business
2. Sarah wants to look at the menu to decide what to choose for her custom cake
3. Sarah wants to purchase a custom cake online

Pages to Design

Homepage
About Page
Flavors Page
Gallery Page
Testimonials Page
Order Now Page

High Level Requirements

- A Homepage that engages users and allows them to easily navigate to their desired location
- An About page that describes Itty Bitty Bakery's story, and ingredients
- A Flavors page that includes all of Itty Bitty Bakery's flavor and pricing menu
- A Gallery page to showcase Itty Bitty Bakery's finished products
- A Testimonials page that includes reviews of Itty Bitty Bakery's from other websites
- An Order Now page that has ordering options and fill-out forms to purchase their orders
- A Navigation modal window that offers menu options to navigate the website
- Logo that gives users another option to return to the homepage from all pages
- Footer that shows details about contact information, opening hours, location, legal and social media icons with links to Itty Bitty Bakery's social media accounts (Yelp, Instagram, Pinterest)

Detailed Requirements

Header (All Pages)

- Clear main navigation with modal menu dropdown- Home, About, Flavors, Gallery, Testimonials, Order Now
- Logo that links to homepage

Footer (All Pages)

- Logo that links to homepage
- About link
- Contact Us information
- Opening Hours
- Location and Map
- Order Now link
- Social Links
- Legal

Homepage

- Hero image
- Featured testimonials from Itty Bitty Bakery customers
- Overview of Itty Bitty taken from About page
- Gallery image that links to Gallery page

About Page

- Tells story of Itty Bitty Bakery
- Describe ingredients used by Itty Bitty Bakery for their custom cakes
- View Gallery CTA to link to Gallery page
- Read Testimonials CTA to link to Testimonials page
- Order Now CTA to link to Order Now page

Flavors Page

- Includes a list of all flavors
- Pricing CTA that links to Pricing page
- Order Now CTA to link to Order Now page

Gallery Page

- Includes all photos of Itty Bitty Bakery's finished products
- Filter to sort by categories - Wedding Cakes, Birthday Cakes, Celebration Cakes, Showstopper Cakes
- Pagination
- Menu CTA that links to Menu page
- Order Now CTA to link to Order Now page

Testimonials Page

- Featured review highlighted at the top of the page
- List of testimonials by Itty Bitty Bakery's customers
- Filter to sort by top rating, most recent and most helpful rating
- Write a review CTA
- Pagination
- Order Now CTA to link to Order Now page

Order Now Page

- Option to select Delivery or Pick-up
- Fill-out form for customers to complete orders
- Send CTA button to confirm order