

## PROJECT BRIEF

Client:	Hopper's Cakes	Deadline:	April 30, 2022
Project Name:	Web app	Author:	Ravi

### 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.

Hopper's Cakes, a bakery in Vancouver that sells personalized cupcakes, needs a way to find a web app designer and developer team so that they can sell their cupcakes online on the web app.

We will design and develop a high-end web app for your bakery business. Users can easily customize and order cupcakes by using this web app.

#### 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 includes a web page with a navigation menu, AI-based avatar, cupcake, and a call-to-action button (BUY). The menu bar has four links (Home, About Us, Contact Us and Profile). User can create their account just by clicking on the profile button. On the left-center of the screen, there will be an AI-based digital avatar. Users can customize this avatar based on the recipient's personality and interests. After that, the AI uses its machine learning to make a personalized cupcake. Users can order this cupcake by clicking on the buy button. After clicking buy button user will be redirected to the payment page to complete the payment.

Here are three additional features which we will develop for your web app -:

1. Ai- based digital avatar – This feature will be embedded on the homepage. This helps users to design a personalized cupcake.
2. Analytics integration - With analytics integration you can get critical insights on user behavior patterns. We will use google analytics for this feature.
3. Social media integration – Social media integration allows users to log in quickly with their preferred social media account. This feature will be embedded on the login and sign up page.

