

ACS-1809-002
Web Design and Development

Project Report

Student Number: #####

Student Name: Savani Senevirathne

Date: 11th December 2019

INTRODUCTION

My friend Imasha owns a small proprietary business which makes customized cakes for all occasions. I chose to make a website about her business. (Her name is “Imasha” and she uses “Imashi” for her business)

CAKES BY IMASHI

‘CAKES BY IMASHI’, is a small proprietary business runs by imasha herself. This is a business in United States of America. Imasha moved to America few years back after she got married to the love of her life. She used to make cakes occasionally for the special events of the family and they were loved by everyone. Therefore, one day she decided to give a try to make it into a business.

CAKES BY IMASHI makes delicious mouth-watering cakes for all occasions such as weddings, engagements, birthdays, showers etc. These customized cakes could look like anything that you wish for. She makes other items like cake pops, cupcakes, chocolate covered strawberries and liquor infused cakes.

The customers not only could decide how the cake looks like but also which flavor its going to be. CAKES BY IMASHI offers quite variety of flavors to its customers such as Vanilla flavor, Chocolate flavor, Carrot cakes, Lemon, Mocha, Mint, Coconut, Peanut Butter, Strawberry and Red Velvet. Customers can always make a feedback on the website

Imasha always upholds a good rapport with her customers by always responding quickly whatever the method that the customers use to communicate with her. Customers could meet her in-person or use a web-based method (chats, social media, emails) and, she always responses to calls.

Being a fast-growing company, CAKES BY IMASHI now opens new avenues of employment opportunities to meet the higher customer demand on the market. Therefore, careers are also posted on the website.

MY MOTIVATION

I love Cakes! The moment the prof. announced that we must do a website, I decided it is going to be about cakes. It was doing what I love, about what I love!

RESEARCH

I researched on two web sites and Imasha’s facebook and Instagram pages.

PLAN

- Target audience and the Functions performed by them

Almost all kind of people can visit our site, there is no age restriction in this website.

User Group	Functions Performed	Web Experience
New Customers	• Read about her cake story • View pictures of cakes and other products • Inquiries through the messaging system • Read reviews before ordering	Varies
Customers	• Fill out and submit feedback forms	
Potential Employees	• View job openings • Submit Resume	Varies
Others	• Some people who make looking in to ideas of cake designs	Varies

Table 1. Functions Performed by the Target Audience

- Goals

- ❖ To increase sales of the company
- ❖ To expand the customer base
- ❖ To increase methods for customers to interact
- ❖ Recruit potential employees
- ❖ Improve interaction with existing customers
- ❖ Build her own brand

- Main Topic Areas

- ❖ Home
- ❖ About Us
- ❖ Menu
- ❖ Monthly Deals!
- ❖ Reach Us
- ❖ Feedback
- ❖ Careers

- Website structure

As the below diagram depicts, the website for “CAKES BY IMASHI”, includes six main topic areas, excluding [Home](#) page and [Order](#) page. Home page provides an introduction to Imasha’s business. By clicking order link on the top right corner of every web customer can go to the order page, where they could place their orders. In [About Us](#) explains how Imasha got in to this business. Next [Menu](#) includes information on all the types of cakes available and pictures of some. In the same page there is a feature to send a message to Imasha inquiring about any cake and customers could upload a picture of any cake they would like to get done by her. [Reach us](#) page gives all the ways that the customers could communicate with Imasha, including her phone number, email address and social media information. She is looking in to expanding her business therefore potential employees are always welcome to upload there resume in the [Careers](#) page. All the available jobs are listed there. In [Feedback](#) page customers can post reviews about their experience. And finally, in the [Monthly Deals](#) page customers can view amazing offers that are planed monthly.

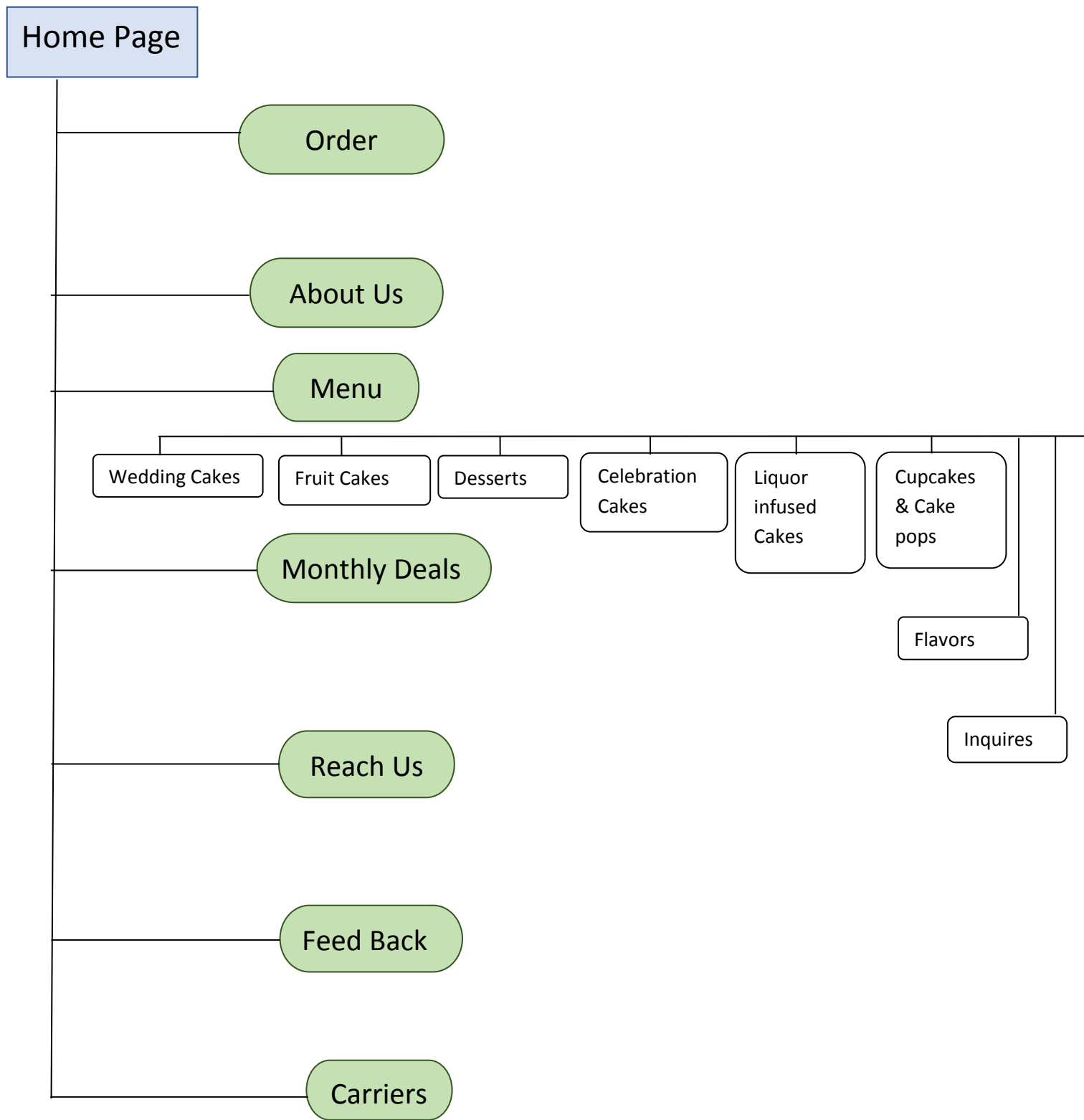


Diagram 1. Website Structure

- content organization

The 'content organization' of the website is listed below.

Category Name	Folder Name
Home	cakesByImashi/index.html
Order (top right corner)	Available on all webpages (pages/order.html)
About Us	cakesByImashi/pages/aboutUs.html
Menu	cakesByImashi/pages/menu.html
Monthly Deals	cakesByImashi/pages/monthlyDeals.html
Reach Us	cakesByImashi/pages/reachUs.html
Feed Back	cakesByImashi/pages/feedBack.html
Careers	cakesByImashi/pages/carrer.html
Cupcakes & cake pops	cakesByImashi/pages/cupCakes.html
Celebration Cakes	cakesByImashi/pages/celebrationCakes.html
Wedding Cakes	cakesByImashi/pages/weddingCakes.html
Desserts	cakesByImashi/pages/desserts.html
Fruit Cakes	cakesByImashi/pages/fruitCakes.html
Liquor Infused Cakes	cakesByImashi/pages/liqourInfusedCakes.html
Flavors available	cakesByImashi/pages/flavors.html
Inquiries	cakesByImashi/pages/inquri.html

Table 2. Content Organization

- **Website's Navigation**

The site's navigation is same as its structure. The Diagram1 gives a clear idea how the website's navigation.

Basically, the navigation bar has seven parts corresponding to the home page and six main topic areas. The navigation bar sits on the top of every web page just above the header. Each webpage that selected are highlighted clearly, making easy navigation to the customer. And, in some pages its clearly written on top of the web page (e.g.: Menu > Desserts) where they are for easy navigation. Links are provided to go back to the page if customer requires. Click on the logo, in every webpage, leads customers back to the Home page. I have not added "Order" in to the navigation bar, yet there is a "Oder Link" on every web page. Click on the order link on very web page (top right corner), leads customers to "Order" page, where they could place their orders.

PROBLEMS ENCOUNTERED & SOLUTIONS

It took few hours to figure out how to change picture on a "hover" and display some different text. It came out great!

Other than that, going through course notes really helped to finish on time.

STANDOUT FEATURES OF MY WEBSITE

1. I think changing pictures on the "hover" (on "menu" page) is the most standout feature on my website.
2. My selection of color themes is the second-best feature.
3. I have used pretty images as headers on my website in each page.
4. I have clearly highlighted select page on the navigation bar.
5. I think I have provided easy navigation and straight forward information which makes my website stands out.

PROJECT LOG

After finishing the first assignment, I had a clear idea of the structure of the webpage and what I had to do. As we learn through lessons in the class, I have been practicing, but I waited till we finish “page set up” and “page layout” to start the actual work. Major part was done after completing tables and forms in the class. Below is my project log (Table 3). I spent one or two hours every mentioned week on the project.

	September		November				December			
	week 3	week4	week1	week2	week3	week4	week1	week2	week3	week4
Planing										
Design										
Page set up & layout										
Home Page										
Style page										
Navigation										
Filling contents										
Adding images										
Adding features										
Finishing touches										

Table 3. Project log

CONCLUSION

This assignment gave me the opportunity to understand how websites are made and a chance to practice what I have learnt in the class. It was very interesting learning all these technologies and putting them together. I really enjoyed every bit of it!

REFERENCES

All the contents are written by me and I investigated websites to get and idea of the basic structure of the website. Referenced course notes and w3schools.com for technical support.

- <https://courses.acs.uwinnipeg.ca/1809-002/>
- <https://www.facebook.com/cakesbyimashi/>
- <https://chococake.co.uk/>
- <https://howtocakeit.com/>
- <https://www.w3schools.com/>