

PROJECT BRIEF

Client:	Hopper's Cakes	Deadline:	August 30 th , 2021
Project Name:	Jake the Cake	Author:	Brandon Slade

THE ASK

What is the objective of the project?

Here you need to define the problem: the need statement that you have chosen to address, the target audience (who the apps users will be - based on Lionel)

And describe your solution: what your web app will be and how it meets the need statement

Based upon the demographic, there are 3 main problems. These are things you're missing and you need.

Efficiently receive, accept and send orders.

- Low cost, low maintenance ordering system and,
- Customization options to satisfy all unique shoppers.

**We will call this
E.L.C.**

Although I believe your beloved guests would prefer something a bit more gentle.

Jake, Jake the cake.

Jake is an AI designed to listen, with preset commands he knows how to take in information so you dont have to. He is able to help the guest create the ideal, no, **perfect** gift cake for the right occasion in less than 3 minutes.

Having the always cheerful, listener Jake on your front lines means no need to hire a phone operator saving you tens of thousands a year. Meaning you can truly provide low cost cupcakes for all to enjoy.

The nice thing about Jake is he already knows whats available and whats not, if you're ever out of stock, just pick up the admin control and tell Jake you're "out of blue frosting." and he will make sure he doesn't sell anything with that ingredient. With that said, Jake is there to sell the perfect cupcake and knows all of the options available, **making it easy for you, and the customer.**

Remember, the 3 easy letters to success, **E.L.C.**
E.L.C. will **save you** where you never thought you needed.

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).

And 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 them in order of priority.

Involved will be 3 screens.

Profile set up, Jake's main hub, and the finalizing order screen.

You will receive a working app that allows customers to create their own unique profile (Jake will be able to utilize this information in order to create a good connection with potential buyers).

First page will include basic personal information such as:

Name (first and last)

Phone Number

Address

(2-3) Hobbies

and their favorite color (this will only be used to set the tone for the app, if someone chooses red, the background will be red and so will Jake's icing)

Second page will include Jake:

Jake is the main portion of this app.

He will talk back and forth using voice input technology with the potential customer.

He will communicate ideas on cupcake look/presentation with the customer and will then display an array of ideas and options to pick and choose from.

Once the customer is happy with the presentation of the cupcake or cupcakes they will then discuss quantity.

When quantity is discussed they will move onto the pick up date and time.

Jake will have access to the store's calendar meaning he will never over book and never over load the store.

They then move onto page three, finalizing the sale:

Using secure scanning technology the customer scans their credit card, agrees to the amount they've been quoted. Voila, Done.

Order gets sent to the bakery, along side the money, and the customer has nothing else to worry about other than pick up day when they get to enjoy the cupcakes or give as a perfect gift.

3 Additional features, because everyone loves features.

They will be *simple* and *fun*, to **engage customers**.

First feature will be a fourth page, This is where the customer will have a chance to fully decorate their very own Jake. Everything from sprinkles to candles, and even add cool things to Jake's cupcake liner. This will then become their new Jake. They will also be able to rename Jake.

Second will be, the sharing feature, they will be able to share their cupcake designs directly to their social media.

This will just be a little icon nearing the end of the creation with jake page. "Show off your cake" will be written above it.

This will include a link to the app, and if you would like, a first cupcake free coupon. This will entice people to check out the app, make and show off their own cupcake designs as well as pull people directly to your physical location with the optional free cupcake coupon.

Third feature will be the Cake-a-fy feature, This is just like a snapchat filter.

Its a fifth page that allows customers the chance to turn themselves into a cupcake for social media. With potential to incorporate this into snapchat itself for a fantastic marketing campaign.

Its fun, quirky and will be sure to **give your customers a reason to show off their love for your cupcakes.**