

# Lord and Villa Bakery

## UI Requirements

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### User Task

1. User wants to schedule an appointment online, for a consultation, to order a custom made cake for her upcoming wedding thats in three months.
2. User wants to buy raisin cookies and some imported sweets, and have it delivered to her.

### Pages to design

- Home page
- Bakery page
- Pastry page
- Cakes page
- Candy and Nuts page
- Book Appointment page
- Order page
- About page

### High level requirements

A home page which allows users to browse through the site and easily navigate to their desired location. Products pages (bakery, pastry, cakes and nuts) which displays content in organized, clean way with makes it easy for users to know their options. An order page with clear and easy to follow steps and guidelines. A page for booking appointments online.

## Detailed Requirements

### Home page:

- ☛ Clear navigation with drop-down menu for each option
- ☛ Pictures of pastries or Lord and Villa Bakery
- ☛ CTA sections for email signups
- ☛ Social media links
- ☛ Announcements and featured item sections
- ☛ A modal showing times/hours warm pastries are available
- ☛ Basic information such as location and hours
- ☛ Order online CTA section

### Bakery Section: [cookies, cupcakes & croissants, savories]

- ☛ Beautiful, high res pictures for each product at each section
- ☛ Clear description of each item
- ☛ Availability and option to order online
- ☛ Share with social media or save to favorites option
- ☛ CTA section for email signups and promotional offerings
- ☛ Bread crumbs for easy navigation for users to know where they are exactly
- ☛ Omni-present header and footer

### Pastry Section:

- ☛ Beautiful, high res pictures for each product at each section
- ☛ Clear description of each item, including precise pricing per piece or pound
- ☛ Availability and option to order online
- ☛ Share with social media or save to favorites option
- ☛ CTA section for email signups and promotional offerings
- ☛ Availability and option to order online

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- ☞ Omni-present header and footer

#### **Cakes page:**

- ☞ Beautiful, high res pictures for each cake
- ☞ Clear description of each cake, including taste and filling and size options
- ☞ Availability and option to order online
- ☞ Share with social media or save to favorites option
- ☞ CTA section for email signups and promotional offerings
- ☞ Link to social media and customer review for customer reference
- ☞ Bread crumbs for easy navigation for users to know where they are exactly
- ☞ You may like this section

#### **Candy and nuts page:**

- ☞ High res pictures for each product at each section
- ☞ Clear description of each item
- ☞ Availability and option to order online
- ☞ Share with social media or save to favorites option
- ☞ Bread crumbs for easy navigation for users to know where they are exactly
- ☞ CTA section for email signups and promotional offerings
- ☞ You may like this section

#### **Book Appointment page:**

- ☞ Simple, concise form gathering customers info, with updated calendar for easy appointment bookings

- ☛ CTA section for promotional offers and email sign up
- ☛ Bread crumbs for easy navigation for users to know where they are exactly
- ☛ Featured item sections

#### **Order page:**

- ☛ Clear name of the product, with size, flavor and other details so that customers know what they are buying exactly
- ☛ Delivery options, timeline and other details
- ☛ CTA section for email signups and promotional offerings
- ☛ You may like this section

#### **About page:**

A brief story about Lord and Villa, their history and foundation, as well as their goals and motivations for their business .