Design for Web 2
MACA-1840
Assignment 05
Web Brief
by Angelica Gillespie

RESPONSIVE DESIGN WEBPAGE

BAKES AND BUBBLES

WEBSITE STATEMENT

Bakes and Bubbles specializes in creating a communal, bubble tea cafe, that uses fair-trade ingredients. The business stresses the importance of high-grade ingredients, fair-trade practices, and ensuring customers have a positive experience.

The website's purpose is to let people know what Bakes and Bubbles is about, what's on the menu, what customers can expect, and let them order online.

The website's goals are to increase traffic both on the website and instore.

CONTENT ANALYSIS

Website Name	bakesnbubbles.com
Business	Bake & Bubbles
Tag Line	Sip bubbles, eat baked goodies.
Website Purpose	To sell sweet baked goods and bubble tea and to let people know where to find us, what's on the menu, and also let customers order online
Website Goals	For more people to visit the café to build community / shop / free wifi / community / social aspect = marketing and order online
What makes your biz different	We offer online, pick-up orders. As well as an interchanging menu from the bakery. Sell not only traditionally found desserts found in cafes but some Asian pastries as well.
What do visitors want?	Visitors want to easily order food and see what's in store. They want to know if we use quality, fair-trade ingredients and if it's at an affordable cost. What ingredients are used? Calorie intake. Allergy warnings / Value??
What action do you want users to take?	I want users to easily find our location and also easily order food and drinks from us. take a picture at the selfie wall
Website Type	Cafe/Bakery

RESPONSIVE DESIGN WEBPAGE

h1	Sip Bubbles, Enjoy Baked Goods	
h2	Boba, Bubbles, Pearls, what are?	
p	What is boba?	
h3	Who are we?	
h3	Customer Loyalty	
h3	Order Online	
h2	User Friendly	
h3	Fair Trade	
h3	Allergen Alternatives	
h3	Ingredients List/Allergen Warnings	
h2	Offerings	
h3	Drinks	
ul	Coffee	
ul	Teas	
ul	Bubbles and Jelly Add-Ins	
h3	Bakery	
ul	Cookies	
ul	Pastries	
ul	Savory	
h2	Community	
h3	Events	
h3	Selfie Wall	

CONTENT OUTLINE: <ht> tag diagram

CONTENT LAYOUT WIREFRAME:

CHECKING OUT COMPETITORS (SMALL BUSINESSES)
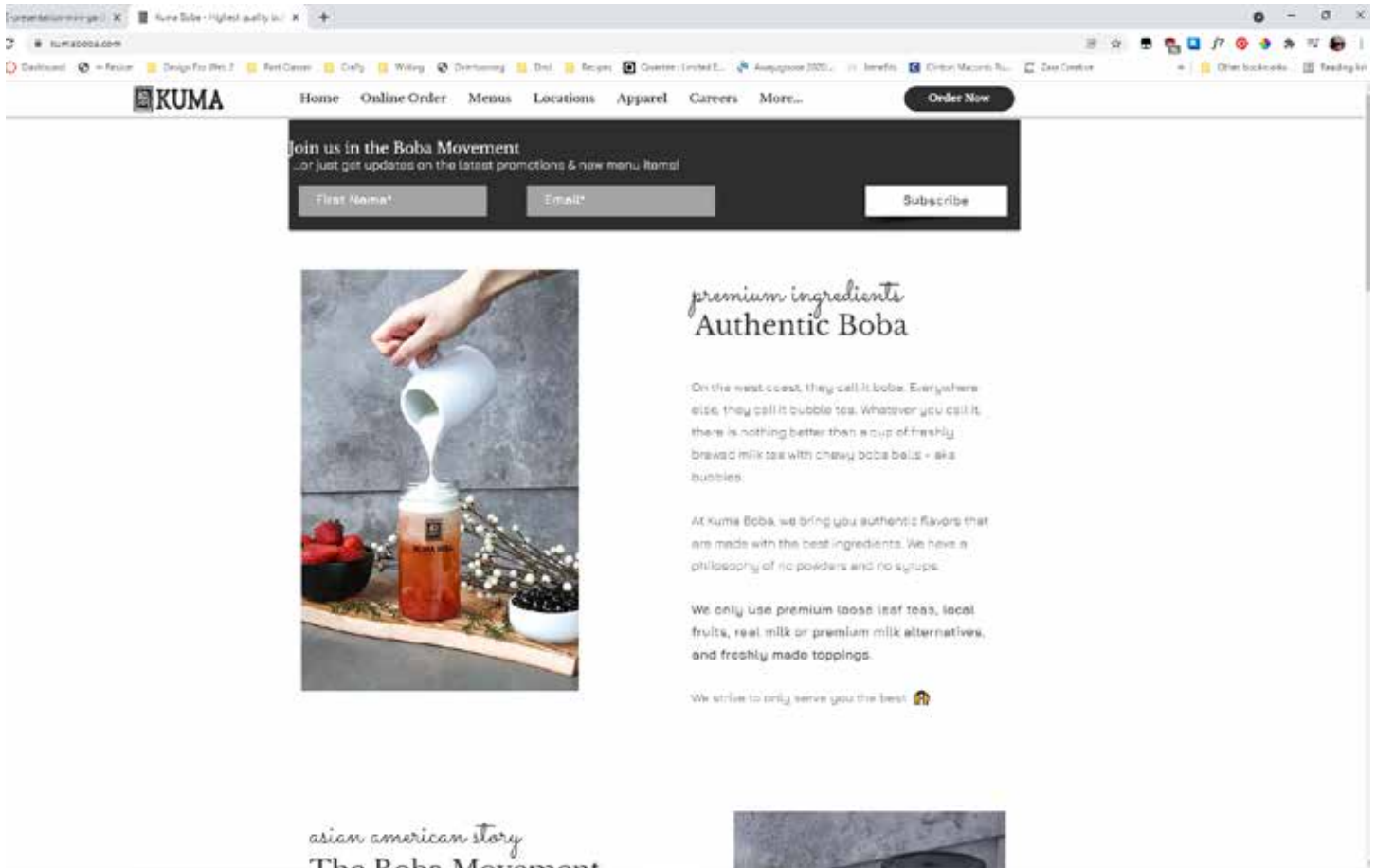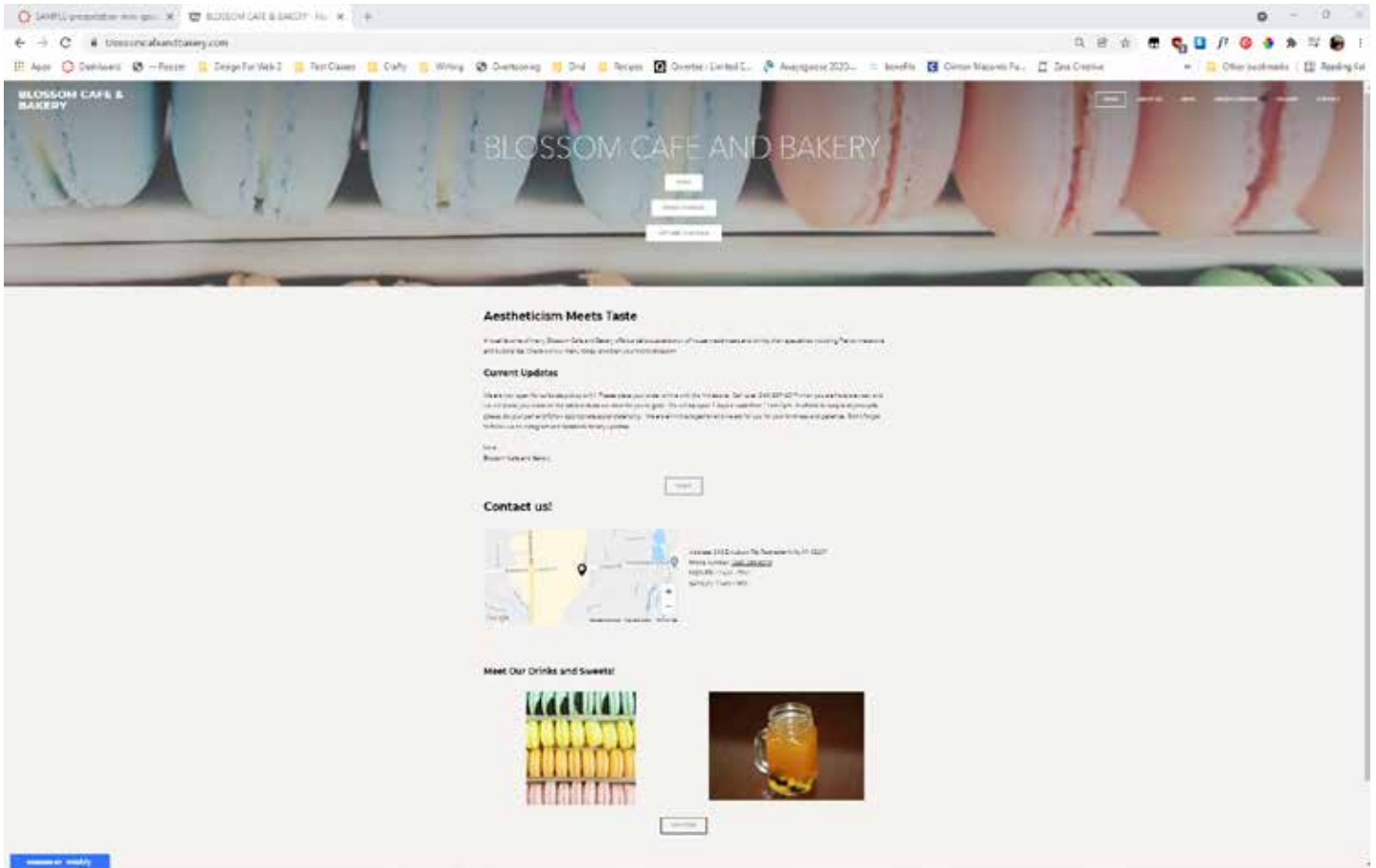
Kuma Boba has a clean black and white aesthetic with simple flex sections of a text and a photo. The headers are both script and serif fonts, while paragraphs are sans-serifs. Pops of color exist using photos of their bubble tea.

Design for Web 2

RESPONSIVE DESIGN WEBPAGE

Source: https://www.blossomcafeandbakery.com

Blossom Cafe and Bakery has a similar simple layout using neutral colors for the background color, and pops of color are in the pictures.
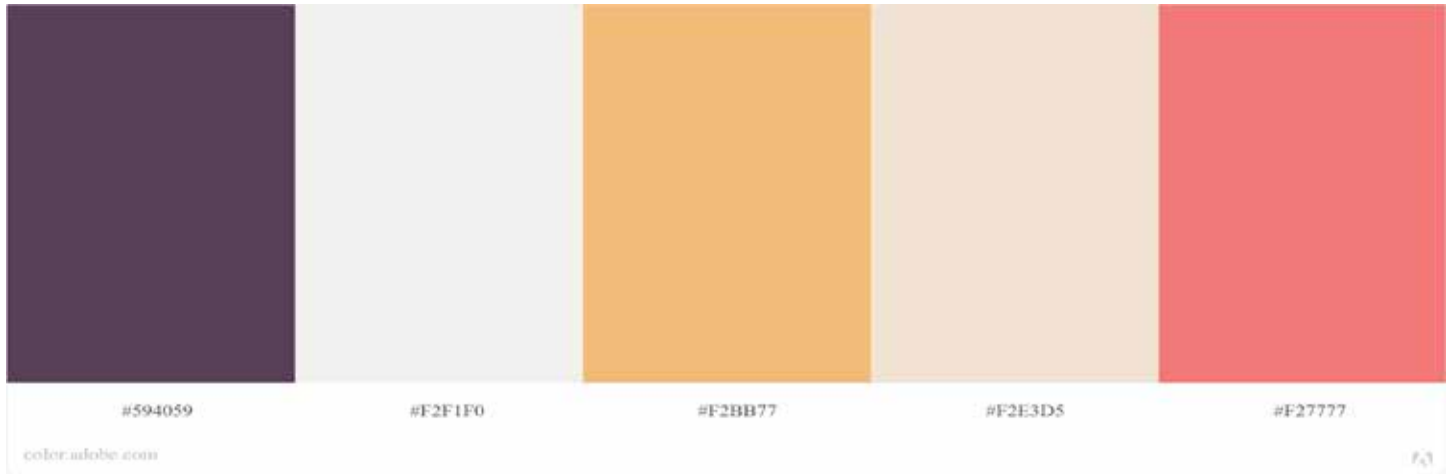
STYLE CHOICES:

Website Style Guide

Brand Words	Sip Bubbles, Enjoy Baked Goods
Theme	Playful and simple layout with some pops of color
Logo	
Typography: Headings	bakes & bubbles Bakes & Bubbles bakes & bubbles Bakes & Bubbles
Headings Graphics	
Favicon	
Icon Set	
Image treatment	
Section Background Textures	
Font	Script font for logo and heading; sans serif for content Final choice: -Google Fonts: Pacifico, Monterserrat Alternates, Monterserrat

COLORS

| #594059 | #F2F1F0 | #F2BB77 | #F2E3D5 | #F27777 |

color.adobe.com

TEXTURE

Design for Web 2

RESPONSIVE DESIGN WEBPAGE