PROJECT BRIEF

|  |  |  |  |
| --- | --- | --- | --- |
| Client: |  | Deadline: |  |
| Project Name: |  | Author: |  |

|  |
| --- |
| 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)    And describe your solution: what your mobile app will be and how it meets the need statement |
| Hoppers Cake needs help creating a mobile app that creatively sells personalized cupcakes to its users. Through the mobile app, users will have the opportunity to order cupcakes easily and efficiently to their recipients. An attractive user interface is critical since it will ensure a client engages with the system outstandingly. The users are central in this app development since their different needs necessitate a diverse desired outcome. The need statement for the user (Lionel) will be: Lionel needs a convenient user interface to identify what he needs to purchase. An appealing user interface ensures the user (Lionel) identifies the needed products and later suggests/recommends the store to his friends and family. The mobile app will provide an attractive user interface for Lionel to pick an ideal product. |
| 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. |
| Hoppers Cupcakes allows users to review the products/services offered at the bakery store with several cupcakes depicted in the user interface. The layout and appearance of the mobile app will have five screens. The first screen would be the website menu with a menu bar and links to social media, Hoppers kitchen where different flavors are depicted. The favorite flavors will include chocolate, mint, vanilla, orange, strawberry, and blueberry. The front desk screen will entail payments where users pay for their products or services. Finally, the client ratings will encompass reviews where previous customers or buyers can leave a comment regarding Hopper's products.  Search options, push notifications, and updates are three additional features incorporated in the existing screens. |