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P1 - restaurant info with online ordering

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A local bakery, Baked, is thriving in Downtown St. Pete! Baked needs a way to maintain customer relationships while still attracting newcomers. The owners decided to create a website for customers with three main goals: Online Ordering, Rewards Points, and Inventory Tracking. Most of the bakery's customers consist of USFSP students on their way to class, as well as families out for an evening treat. Online ordering will allow college students to save time by placing their order before arrival. Rewards points will keep customers coming back and save them money. Inventory tracking will allow all customers to know what is and isn't available, come later in the day the bakery tends to run out of popular items.

1. Organize the content for the site, and create a "tree-chart" (graphical hierarchical representation of all menu items).

   a. This website will need to host a ==homepage== that links to all pages. The homepage is the landing page and should be completed first priory. The homepage will include the name of the bakery, location, phone number and enticing photos of our product. As the user scrolls they will see a glimpse of the about page, their current points (if they are logged in) and a pop up about online ordering. The about page will tell the user about the mission of our bakery. ==Menu/ Online Ordering== will allow customers to view choices and see availability before arriving at the store. Photos should be included with as many menu items as possible,

along with a count and price, and an "add to cart" button. When ordering online, customers will be asked to create an account. Payments offered will be credit card, paypal, apple and google pay. The "my points" page will show more details on points earned and what the customer can do with them. Finally the contact page will show the location, phone number and include a contact form for any other inquiries/ issues. Menu and online ordering should probably be the same page. Issue to consider: loading time can be long for a customer who wants to quickly check out our menu.

b. Many other bakeries in the area don't have a website. Ones that do are very basic and include only basic information. Online ordering and loyalty programs tend not to be available.

c. Home, About, Contact should be first priority. A nice looking and well working website is better than one that can do a lot. Menu will be uploaded first, followed as close as possible to online ordering. With the creation of online ordering and accounts, rewards points will be implementable.

Home → About Us → Menu → Rewards → Contact

2. Determine Functionality Requirements (e.g., accept credit card orders from customers, allow users to submit comments through a feedback module, etc.).

a. Credit cards, apple, google and paypal all need to be implemented. A cart function will be needed. Log in for the Rewards program will need to be implemented. 1 point per dollar calculated and then returned to tell the customer total points earned. This means at checkout there should also be an option to use rewards points as payment. Maybe some type of coupon code will be easiest.

3. Determine what technologies to use on the site.

    a. E.g., does the site require database support?

        i. Databases needed: Inventory counting, user login, things bought \ amount spent (to calculate rewards?)

4. Additional Planning Decisions

    a. Domain: bakedstpete.com

    b. Because of my experience, I would prefer to host the site on software like Squarespace or Wix.

    c. Color scheme: branded colors will be used. Marker-felt font for headings.

    d. At first, the site will be mostly HTML, CSS and Java. Eventually more complicated technologies will be needed to compute rewards and allow online ordering

    e. Testing at the restaurant will be conducted before online ordering is published to the site. This assures the ticket prints and orders are received without issue.