

PROJECT BRIEF

Client:	Bigfoot Donuts	Deadline:	November 22nd, 2022 11:59 pm
Project Name:	Bigfoot Donuts Web App	Author:	Vienna May Sauvage

THE ASK

What is the objective of the project?

Here you need to **define the problem**. That is, you will include the need statement and target audience that you created as part of the previous module's assignment, based on Lionel.

In this section, you'll also describe your solution: what your web app will be and how it meets the need statement.

The objective of the project is to develop an application where consumers can go to purchase customized donuts.

The problem is that Bigfoot donuts do not have an easy way for consumers to order personalized donuts. The problem was identified based on an analysis of Bigfoot's need statement and target audience.

Need Statement: A busy professional needs a way to get customizable gifts at a low cost, in a stress-free environment to show his clients that he truly cares about their style and experience.

Target Audience: A busy professional with a limited amount of spare time but likes to purchase unique gifts.

The proposed application is the AI-esthetic Donut Creator. This web application will be a feature on the Bigfoot Donuts website. The purpose is to generate a donut or a box of donuts that perfectly encapsulates the style and aesthetic of an individual.

The AI-esthetic Donut Creator solves the problem that Bigfoot Donut is looking to solve by providing professionals and other consumers with an easy-to-use, intuitive donut customization tool.

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 (this can be brief).

Then, 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 the additional features in order of priority.

The MVP: This includes the web application with seven screens detailed below.

The AI-esthetic Donut Creator is a web application available on the Bigfoot Donuts website. The purpose is to generate a donut or a box of donuts that perfectly encapsulates the style and aesthetic of an individual. Is it Vintage, Y2K, Dark Academia, Goth, Grunge, or Witch in the Desert? Only the donuts can tell you!

The first screen is the app start where you can upload a photo that you think encapsulates the person you are trying to purchase for. You can also write a short description of the person that would trigger keywords attached to the donuts that will be generated.

The second screen is where you can fill out a short questionnaire with options like:

What is your favourite season?

Pick a favourite landscape.

Pick an element.

Pick an activity.

The third page is where you will pick out how many donuts you want to generate for your end product.

The fourth page is the donuts that are generated from your questionnaire, with pictures of the proposed styles, the proposed flavours, a short description, and the option to add them to your cart for purchase.

The fifth page is the official checkout screen where you can choose delivery or pick up. You can see the donuts in your cart. You also have access to your account so you can save orders, store payments, and more.

The sixth screen shows previous orders where you can save clients, friends or family for future orders.

Features:

1. A re-order feature - this will be embedded on page six, where you can save orders, see previous orders, and repeat previous orders to easily re-create past successful gift boxes.
2. A "Baker's Choice" button - a button that allows the consumer to easily reach the checkout page by selecting "Baker's Choice". This button will auto-fill and AI-generate the remainder of the customization process to bring the consumer quickly and easily to the checkout page. This will be embedded onto the first and second pages of the web app.
3. Donut-themed loading and progress page- this will be added as a screen in the application between existing screens. The idea is that the order progress screen and loading screen will have a loading donut, filling out as the order progresses. This could be added on to create similar animations and themed assets for the rest of the application.