PROJECT BRIEF

Client:	Hopper's Cakes	Deadline:	April 30, 2022
Project Name:	Hopper's Cakes Web App	Author:	Katia Romero

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.
Lionel, a creative, unique and caring architect, needs a way to quickly customize low-cost gesture gifts for his clients so that he can show them that he 'gets them'. The target audience for this project will mainly be cupcake fans and people that need really customizable gifts in a short amount of time. The solution to the problem is an assistant/mascot. They will describe each of the ingredients chosen by the clients and at the end it will present them with a description of what emotion/feeling the cupcake they have created evokes and they can go back to customize even further if they end up not liking the outcome. Beary the assistant can also give them suggestions depending on the feeling the customer is trying to go for with their cupcake.
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 will include 3 pages. • Home page: Description of the shop (including contact info) and introduction to Beary. • Cupcake builder: Page where Beary assists the customers with making their cupcakes in a timely manner. • Reviews and FAQ: Questions about how Beary works and reviews of past customers. Features: o Live chat to get some help in choosing and building the perfect gift. o Menu of pre-built cupcakes and fun ideas from other customers. o List of Hopper's recipes for customers to try at home.