PROJECT BRIEF

Client:	BigFoot Donuts	Deadline:	March 31, 2023
Project Name:	Web app	Author:	Krizia Tumambing

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.
Make a positive first impression on potential consumers. Also, it might assist you in developing your leads and increasing conversions. But more importantly, it offers a positive user experience and facilitates easy access and navigation for visitors to your website or app. More and more people are fast becoming cupcake fans due to their outstanding qualities and truly inspired designs. Creative and sound design is very important in a web app. It can attract buyers and consumers as well. Spend time researching competitors. Speak with the users first. Plan conversations with prospective customers. Ask open-ended questions using tools like feedback widgets and surveys. Learn more about the users' characteristics, significant problems, and challenges with the app. An attractive digital presence makes people believe that our offer is high-quality. Both the visual appeal and the factual message are crucial. Use balance, type, colour, and visual intrigue to create a mood.
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.
3 screens Cupcake------------Cake ------------------Wedding cake   MVP   Future Release   Final design It should be delightful, usable, valuable and feasible. Type of bread, frosting, design, flavors and decorations. The additional features will add screens to the app. How much sugar do they want on their cupcakes? They can manage how much sugar they want. Add extras. How much cream and icing? They can create their design through the app.