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*Cake Dots*  
Site Architecture



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*Fetch*

# Primary Users

## Brides-to-Be

These women are in the process of planning a wedding. Many brides are usually enthusiastic about planning their wedding and spend a good amount of their time doing so up until the wedding date. Brides-to-be are usually very busy and tend to be stressed so the easier it is to find the information they need the better. Future brides would visit the site to:

- Determine the quality of the cakes and the chef's skills
- Determine prices for cakes
- Schedule a consultation date
- Promote their personal business
- Look at the additional resources

## Fiances (Male)

Fiances are usually less stressed during the planning period of the wedding. Their future wives include them is the planning for approval or to pay for wedding items and services. They would visit the site to:

- Determine the price of cake
- To approve with their future spouse for Cakedot to make the cake(s)

## Parents of the Couple

Parents of the future bride and groom are usually proud of their children and look forward to this special occasion. Oftentimes they will help to pay for the wedding expenses. They may even choose to use the same cake shop to make their anniversary cake. They would visit the site to:

- Determine the quality of the cakes and the chef's skills
- Determine price of cakes

## Wedding Planners

Wedding planners are trained experts in weddings. They provide their clients with the best products at the best prices. They guide their clients step-by-step throughout the wedding planning process. They would visit the site to:

- Determine the quality of the cakes and the chef's skills
- Determine the price of the cake
- Schedule a consultation for their client

# Vanessa Taylor

21 years old, recently engaged

Q How often do you use the Internet and for what purposes?

A I use the internet everyday to look for wedding dresses and venues for the reception. I also use it for social networking websites and to check my e-mail.

Q What is the first thing that catches your eye about this website?

A The random pink square in the middle of the page.

Q Can you find the store address?

A [Vanessa instantly clicks the "unfavored" pink box] and goes yeah right here.

Q Where would you find wedding cake pictures?

A [Looks around a little bit at the different tabs, clicks wedding cake gallery, pauses then scrolls down to find the cakes] Yeah, too much writing above it though.

Q You have a intended budget and you can not spend more than \$5.00 dollars per serving, could you continue to inquire with Cake Dots? [ask about pricing]

A [After searching a little, Vanessa clicks on pricing, scrolls down with hesitation and confusion] "Yes i could afford them, but it way too much writing on this thing".

Q I found the navigation of this website [extremely usable and easy] 1 2 3 4 5 6 7 8 9 10 [very difficult and confusing]

A About a "9"

Q Do you understand the purpose of this site?

A I guess its to sell cakes, but its confusing with all the different color and text. There's with no structure.

Q Did you enjoy this site?

A No, they have nice cakes but by the time I got to the cake I already had a headache by all these bright colors.

Q What do you like about this website?

A The cakes are nice and fall within my price range.

Q What do you dislike about this website?

A It is not organized and everything is everywhere. It takes way to long to get to what I'm looking for , and I dont understand why it has so much advertisement before I click on what I am searching for.

Q Would you take Cakedots into consideration for your wedding?

A I do not know, they dont have an organized website, makes me feel they have a unorganized company, I would have to meet with them if I did choose them.

# Alexis Brown

20 years old, aspiring wedding planner and wedding enthusiast

Q How often do you use the Internet and for what purposes?

A I use it to get new ideas for weddings, to see what shows are coming up in what cities and for social networking,

Q What catches your eye first about this website?

A It is black and slightly morbid.

Q Can you find the store address?

A [Takes user 3 minutes, lots of reading and scrolling] Found it under "contact us "

Q Where would you find wedding cake pictures?

A [Alexis Instantly goes to wedding cake gallery ]

Q You have a intended budget and you can not spend more than \$5.00 dollars per serving, could you continue to inquire with Cake Dots?

A Yes , I could [complains about scrolling "way too much scrolling for me"] Its only 3.75 per serving!! [shocked about pricing, curious why they are so low] I do not know if I would want to get cakes for potential clients from here because the price is a little too low.

Q I found the navigation of this website [extremely usable and easy] 1 2 3 4 5 6 7 8 9 10 [very difficult and confusing]

A About a "3"

Q Do you understand the purpose of this site?

A Yes, but it has too many things on it.

Q Did you enjoy this site?

A Kind of , it gives you a headache.

Q What do you like about this website?

A You can easily read the writing on the black background.

Q What do you dislike about this website?

A There is too much stuff on the page and it does not look professional at all. I would not use this website for any of my clients.

# Sandra Wyatt

50 years old, looking to re-new her vows with after 11 years

Q How often do you use the internet and for what purposes?

A Often for my job and also to research and purchase items.

Q What is the first thing that catches your eyes on the website?

A Nothing really catches my eye, I guess the title. But its definitely weird.

Q Can you find the store address?

A This little pink thing I guess. The difference in color made it easier.

Q Where would you find wedding cake pictures?

A This wedding cake gallery, but then [stops sentence and scrolls] hmm i dont know . Oh! here it is. The key on the left side of the page made it somewhat easy.

Q You have a intended budget and you can not spend more than \$5.00 dollars per serving, could you continue to inquire with Cakedots?

A Well, after the intially looking no they could not help. Normally people go in with this type of info [had trouble with finding pricing]. I guess since everyone is looking to save so the pricing is good.

Q I found the navigation of this website [extremely usable and easy] 1 2 3 4 5 6 7 8 9 10 [very difficult and confusing]

A About a 5

Q Do you understand the purpose of this site?

A Yes I do.

Q What do you like about this website?

A Hmm, the gallery of the wedding cakes.

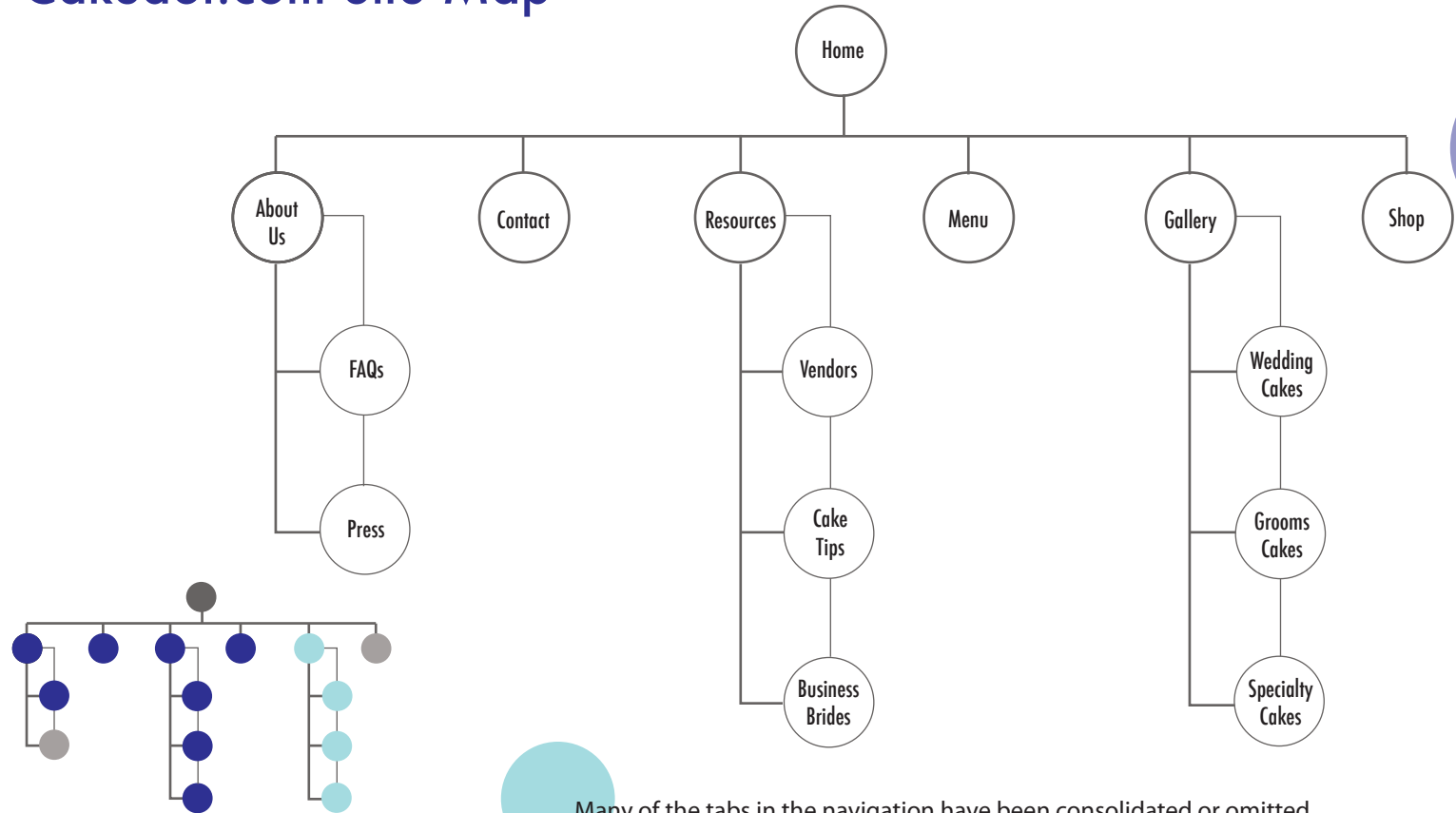
Q What do you dislike about this website?

A The black background and it is not visually appealing.

Q Did you enjoy this site?

A Not really. I think its because its black. The stuff they want you to know is highlighted, but it is not visually appealing.

# Cakedot.com Site Map



- Home
- Content
- Picture Gallery
- Press/Product
- Main navigation
- Secondary navigation  
(access from adjoining pages)

Many of the tabs in the navigation have been consolidated or omitted to reduce the amount of pages and minimize the clutter on the site.

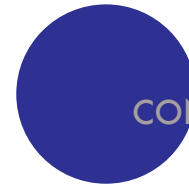
- All the resources fall under one tab instead having of individual tabs
- Able to access the galleries from one page
- Flavor and filling menus are on the same page

# Page Types



HOME

User's first impression sets the atmosphere, familiarizes user with website



CONTENT

Features important textual information, features text in list form



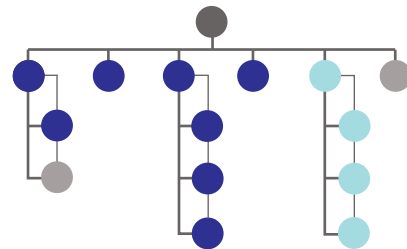
GALLERY

Features a selection of the cakes, displays chef's skills and quality of work



PRESS/PRODUCT

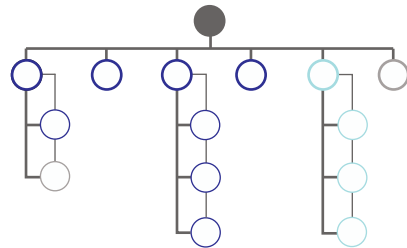
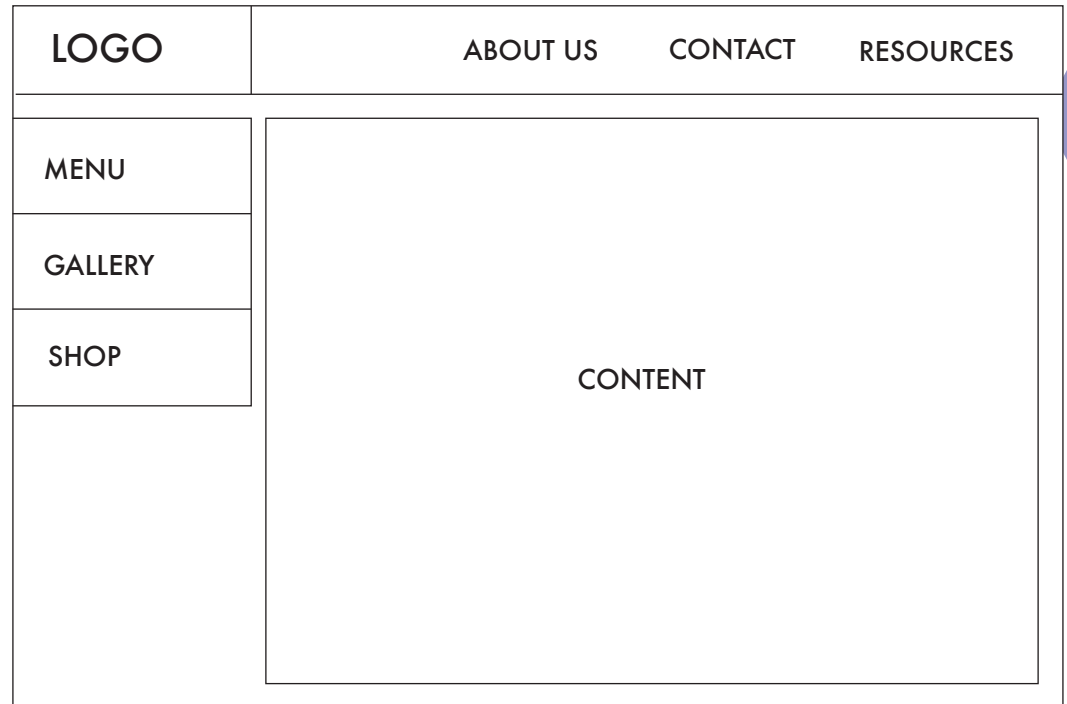
Features products and their descriptions, displays awards and publication of cake designs



- Home
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# Home Page Wireframe

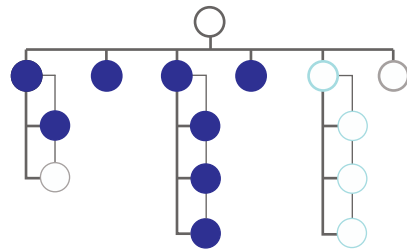
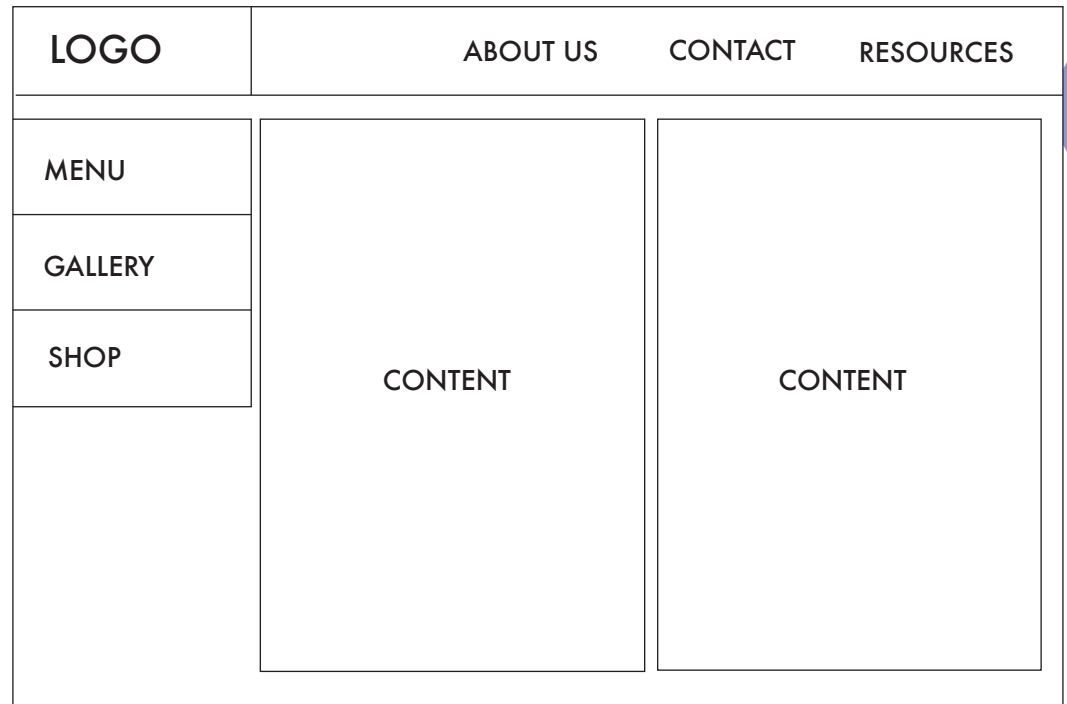


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We have maintained the two navigation bars (top and side) from the current website.

- According to a tester it helped in locating gallery
- Looks professional
- Creates visual organization

# Content Page Wireframe

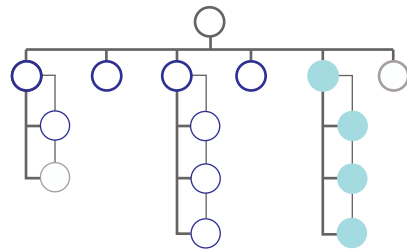
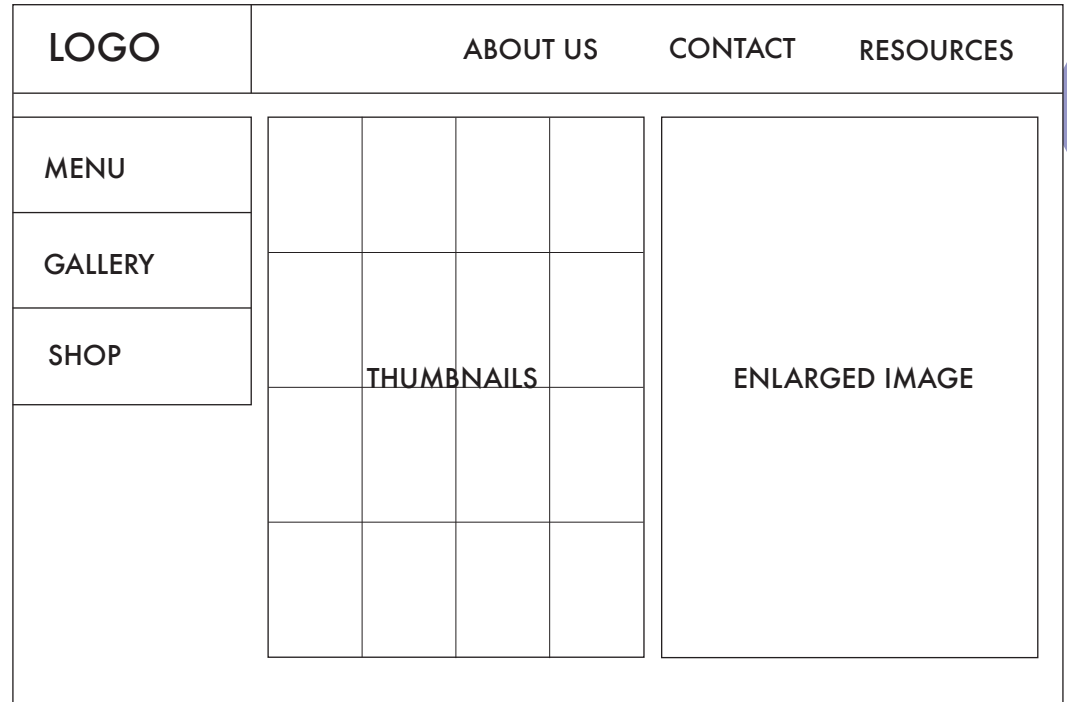


- Home
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Much of our content will be displayed in lists (menu items, vendors, etc.) hence the two columns of content. We will only include a selection of the most significant information from the current website.

- Creates visual organization
- Minimizes the amount of scrolling
- Minimize the amount of content

# Gallery Page Wireframe



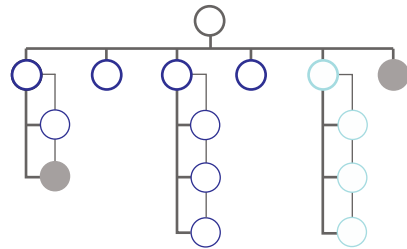
- Home
- Content
- Picture Gallery
- Press/Product
- Main navigation
- Secondary navigation (access from adjoining pages)

The gallery will be consistent throughout the site. An enlarged image will appear when a thumbnail is clicked. It will only feature a selection of the cakes.

- Creates visual organization
- Looks professional
- Minimizes the amount of scrolling
- Minimizes the amount of content

# Press/ Product Page Wireframe

LOGO	ABOUT US CONTACT RESOURCES	
MENU	IMAGE	CONTENT
GALLERY	IMAGE	CONTENT
SHOP	IMAGE	CONTENT
	IMAGE	CONTENT
	IMAGE	CONTENT



- Home
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The image of the product or published cake/publication will be featured with relevant text beside it.

- Creates visual organization

# Overall Design Goals

Based on the information presented and the we will:

- **Create a professional design**  
The aspiring wedding planner said she would never use this site or refer it to a client
- **Create visual organization**  
Declutter and remove all unnecessary items  
Helps to convey the professional atmosphere
- **Improve site navigation by consolidating and/or omitting unnecessary tabs**  
Two of three testers had difficulty navigating the current site
- **Minimize content by only displaying significant information and a selection of cake images**  
All of the testers said there was too much stuff on the current site
- **Minimize the amount of scrolling**  
Testers had difficulty finding things because they had to scroll through an abundance of information

*Goals*

ELEVEN