

PROJECT BRIEF

Client:	Bigfoot Donuts	Deadline:	April 30, 2023
Project Name:	Bigfoot Donuts Web App	Author:	Tiffany Skogan

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.

Your customer needs a way to order personalized donuts that are cost efficient, but stylish that match their recipient so that they feel seen and appreciated.

The target audience for this app is customers who want an efficient and cost-effective way to send people they care about or want to show appreciation to a personalized gift.

We will design a web app that is user friendly for your customers to be able to order from your shop seamlessly. They can choose a donut design, add personalizing, and even get it sent directly to their recipient right from the app.

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 main features on this app will be:

- The customer having the ability to choose which donut or donut cake options they would like
- Add personalizing
- A method to send it directly to their recipient

Some additional features that can be added if time permits are:

- Cartoon Bigfoot web assistant to answer questions and make suggestions where needed. The web assistant can also keep a running tally on costs as the customer builds their order
- Ability to add a mood board palette to get better customization suggestions from the virtual assistant
- Storing previous orders in a separate section for customers to get inspiration for their order