**PROJECT BRIEF**

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| Client: | Hopper’s Cakes | Deadline: | April 30th, 2022 |
| Project Name: | Hopper’s Cakes Web App | Author: | Samuel Brunelle |

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| 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. |
| Need: Lionel needs a way to make up personalized gifts for his clients to meet their aesthetic style, personality, and lifestyle choices. The targeted audience is anyone like Lionel who wants a quick and easy way to create specialized gifts from the comfort of their homes.  The app that I want to create for you will do everything you want, plus more. With my app, you will be able to customize your wanted cupcakes from the frosting, all the way down to dietary cautions that you may have. You will simply pick from the 100’s of flavours, shapes, toppings, and sizes that hoppers cupcakes can offer.  Here are just some features you can do with my app.   * Choose the batter base and flavour * Icing flavour/ type * Size * 100’s of different toppings * Picture placement on cupcakes |
| **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. |
| I will be using the agile method so I can take feedback from customers and apply them fast in small increments.  The screens I will include are:   * Home page where you can pick to start a new cupcake from scratch, or pick one already made. * Customization page with multiple tabs of customization you can do. * The final screen where you will pay and fill-out shipping orders (if needed) or pickup. |