Interactive Company Baking Goods Website

The type of interactive system I will attempt to develop is an interactive website that will give users a good idea of what the baking company offers and how to create orders and make a purchase online.

I. Objectives

- Develop an option for users to receive periodic newsfeed about latest and upcoming information about the company.
- Develop a photo gallery with all available cake and cupcake choices.
- Give users the option to submit a form with comments/review, concerns, questions, suggestions for new flavors, etc.
- Feedback will be sent to administrator email.
- Create orders and make purchases online.

II. Initial Experimenter Analysis

- Cognitive walkthrough will be conducted by me or another fellow IT student deep into their program.

III. Users

- The group of users can range from young teenager (16 year old) and above, male or female. There is not necessarily a targeted audience for the simple fact that this is a company trying to keep loyal customers as well as get their product out to new customers.
- After making suggested improvements to the system I will allow the user’s to test the system again.
- Following the observation will lead to another questionnaire on the last final thoughts of the system.

IV. Conclusion

- Gather and submit user responses for references about the website.
  - Results from users determining factors of significant changes will be based off of percentages and charts that will be made from the questionnaires they complete.
  - At the end of the questionnaire additional comments can be made and based off of the comments and if they have anything in
common those comments can most likely make a significant change on the sight based off of my thoughts on the comments.

- Develop a user friendly website that properly displays products and makes transition of purchase easy. As time goes on add more features to website that will enhance the user experience.

The ultimate goal of this site is to give the user information on potential items that they would like to put in an order for. In result this shall help the business gain a bigger customer base.