PROJECT BRIEF

Client:	Hopper's Cakes	Deadline:	30th April, 2022
Project Name:	Application Project	Author:	Akash Deep

THE ASK
What is the objective of the project? Here you need to define the problem: the need statement that you have chosen to address, the target audience (who the apps users will be) And describe your solution: what your mobile app will be and how it meets the need statement
The customer needs the convenience to buy the cupcakes anytime they want so they can get them delivered to their doorstep without leaving the comfort of their home. The target audience will be anyone who likes cupcakes, and would like to gift cupcakes to someone for any special occasion with a personal touch. Hopper's Cakes will have an application where people can choose to subscribe and get weekly deliveries, or get one time gift hampers according to their needs. This app will let users personalize their cupcakes according to themselves from the convenience of their homes.
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). And 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 them in order of priority.
=> There will be a home screen where users can decide if the cupcakes are for one specific occasion or if they would like to subscribe to get them every week. Choosing an option will take them to the next screen. => Next they will personize their order according to the needs of the people receiving them and how exactly they want the cupcakes to look and taste. => The last page will be where users give their address and the quantity of the order and how fast they need it (with an extra fee for an extra fast delivery). This page then takes them to a confirmation message. => Three features will be - 1) Contact support to edit or cancel their order (in a specific time frame) 2) Choose their own packaging. 3) Option to change their app screen background.