

PROJECT BRIEF

Client:	Bigfoot Donuts	Deadline:	November 21st, 11:59 pm
Project Name:	Bigfoot mmyBites	Author:	Leslie Love

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.

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 ASK

Kind and considerate architect needs to create very personalized gifts efficiently, to show his clients he "gets them," while freeing up his leisure time so that he can have a fun and inspiring life.

Our target audience members are professionals like Lionel, an architect who cares about his clients while also valuing his leisure time to renew and inspire his life with adventure and fun experiences.

On our web app "Bigfoot mmyBites", Bigfoot will help our audience build custom donuts quickly by providing various options under trivia categories like "Fave Cake Flavor", "Holiday Theme", "Best Colour" and even "Dreamiest Celebrity". The menus will suggest fun and adventurous ideas that will make every resulting Bigfoot donut a highly specific and personal taste experience. Each category will have 6 to 8 options to choose from. By making several interesting options available in an easy layout, it takes little time to create a unique gift. Architects like Lionel will be able to quickly make custom gifts in one place, giving him the leisure time he deserves for adventures and experiences to inspire.

The Minimum Variable product will have 4 pages:

- 1) Home Page - Greeted by Bigfoot, the starting page is where you select to build mmyBites
- 2) Categories Page - Swipe through 4 basic categories with 6 to 8 options within each, "Fave Cake Flavour", "Holiday Theme", "Best Colour", "Dreamiest Celebrity", "Happy Places". As options are selected, Bigfoot's arm will tally at the top of the page as well as place the item on the prototype donut being created. When finished, Bigfoot brings you to page 3
- 3) Check It Out - Bigfoot shows the finished product. They say it "looks as good as it tastes!" Here is where you select the quantity and delivery method.
- 4) Confirmed Donuts - Last page confirms the order is complete with appreciation and receipt.

Additional Features

- 1) Custom Option - This feature would be an option to enter your own custom idea within a category. For instance, in "Best Colour", one could enter "plaid" or "gingham" as their custom idea.
- 2) Save it! - This feature would allow user's unique creations to be saved on a separate page to be ordered again, or at a later date. It can be accessed as a separate page from the home page.
- 3) Custom Category - this would be a whole category where any idea can be entered at all. An image will be generated to represent the words entered, and placed on the donut prototype in the Categories Page.