

Final Presentation

GROUP 5 - BYTE FORCE

LIS3793

Taylor Batson, Priya Rathnakar, Michael Byrd, Ian Cade

BRIEF CLIENT OVERVIEW

Company Name - Au Peche Mignon

URL- <https://www.frenchpastrytallahassee.com/>

Au Péché Mignon is a French pastry shop in Tallahassee, Florida located at 220 North Duval Street. It has been operating for 25 years, offering a variety of European confections including pastries, cakes, macaroons, chocolates, bread, cookies, and so much more. The shop emphasizes quality and using the world's finest ingredients. They are open for take-out only from Tuesday to Saturday 10am to 6pm.

The primary online business objectives for Au Péché Mignon's site are to showcase their products, provide information about offerings and hours, and to facilitate customer engagement through contact details and linked social media. The secondary objectives of Au Péché Mignon's website include building brand identity by highlighting their long history and commitment to quality, engaging with the community through blog posts or updates, and possibly expanding their customer base by attracting tourists or new residents. Additionally, they might aim to promote special events, seasonal offerings, or new products, and gather customer feedback to improve their services.

MAIN USERS OVERVIEW

The Au Péché Mignon website primarily serves four user groups: local customers, tourists, culinary enthusiasts/food bloggers, and catering clients. Local customers come to browse the menu, place orders for pickup, and check operating hours. Tourists use the site to locate the shop, explore unique offerings, and contact the business for inquiries. Catering clients explore catering options, place large orders, and request custom services. Culinary media influencers explore gourmet treats, share culinary experiences, and post reviews. For local customers, the site should be easy to navigate with clear information about the menu and hours. Tourists need a well-marked map and detailed descriptions of menu items. Culinary bloggers need high-quality images, detailed descriptions, and easy access to sharing options. Catering clients require straightforward bulk ordering processes and accessible customization options. Each user group's specific needs should guide the design of the site's information architecture, ensuring a user-friendly experience for all.

MAIN USERS AND THEIR TASKS

Local / Residents

Tasks:

1. **Order Morning Coffee:** Ordering morning coffee before heading to work.
2. **Check Pastry Options:** Looking up what macaroon flavors the bakery offers.
3. **Check Gluten-Free Options:** Finding out what gluten-free options are available.
4. **Plan a Visit:** Checking the business hours and location of the bakery to plan a visit.
5. **Contact for Special Orders:** Contacting the shop for special orders or specific inquiries about their products

Information Needs:

1. **Gluten-Free Options:** Information on what gluten-free options the bakery offers.
2. **Hours of Operation:** Information on the bakery's hours of operation.
3. **Contact Information:** Contact information to inquire about catering for a company work party.

MAIN USERS AND THEIR TASKS

Tourists

Tasks:

1. **Finding the Location of the Store:** Figuring out how far the store is from the current location.
2. **Finding the Store Timings:** Determining when to visit the store.
3. **Viewing the Menu:** Finding out what to order.
4. **Contacting the Store:** Ordering in advance to pick up the food.
5. **Finding the Store Social Media:** Get the vibes of the store.

Information Needs:

1. **Contact Information:** Contact the store about ordering in advance.
2. **Hours of Operation:** Information about when the bakery is open.
3. **Menu:** Know what is offered at the bakery.

MAIN USERS AND THEIR TASKS

Culinary Enthusiast / Blogger

Tasks

1. Find detailed descriptions and high-quality images of Au Péché Mignon's pastries.
2. Locate information about Au Péché Mignon's history and their vision statement.
3. Discover unique or seasonal offerings for potential feature content.
4. Access a gallery of pastry images suitable for sharing on social media.
5. Find and use social media sharing buttons to easily promote Au Péché Mignon's content.

Information Needs:

1. Detailed menu with descriptions of each pastry's ingredients and dietary restrictions.
2. High-resolution images of Au Péché Mignon's pastries.
3. Current special events and deals or limited-edition pastries.

MAIN USERS AND THEIR TASKS

Event Planners

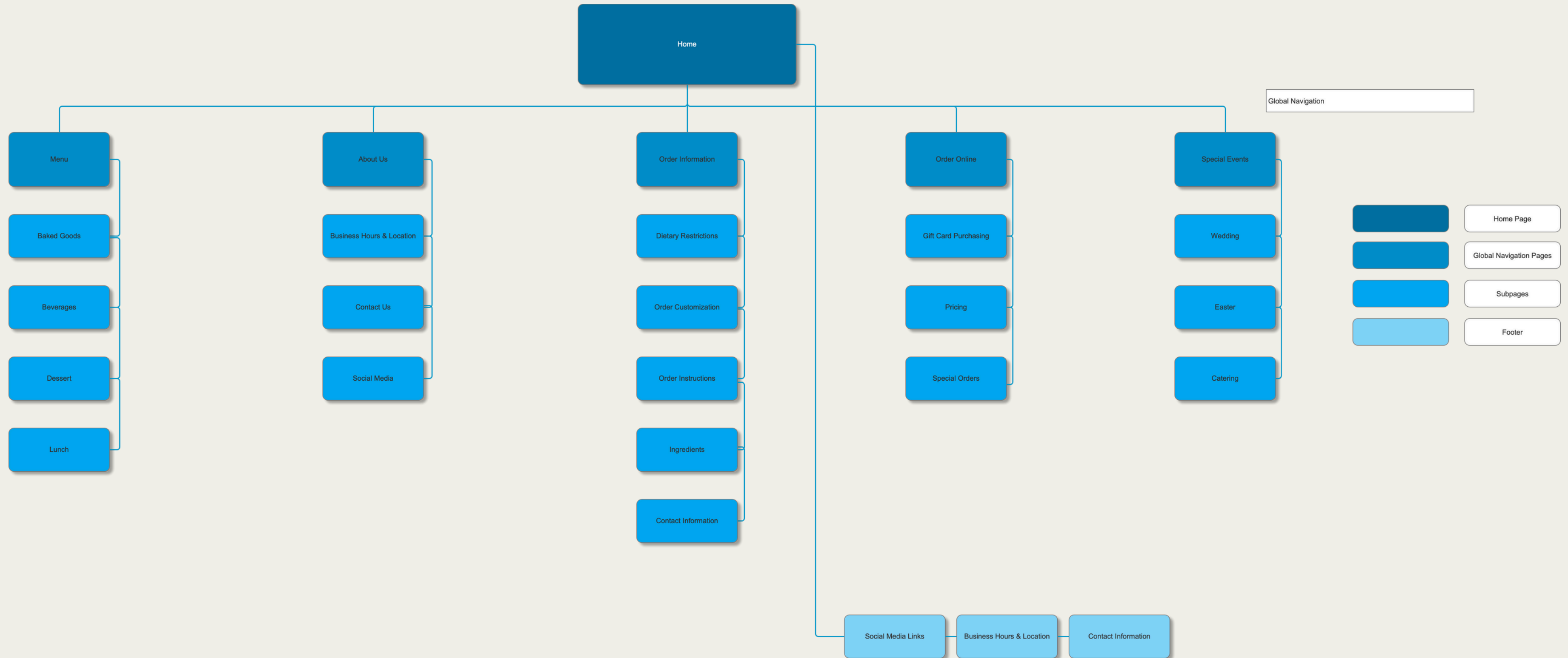
Tasks

1. Browse food menus to get a preview of what to expect from the business.
2. Read reviews written by previous customers.
3. Contact the owner through the site itself or find existing contact information on the website.
4. Find and save directions to the business's physical location.
5. Download photos of existing menu items to show to her client in the future.

Information Needs:

1. Detailed menu with high quality images and descriptions of each pastry's ingredients. This information would be needed for the planner to present to his/her clients.
2. Directions to the physical location is needed to coordinate potential tastings and meetings with the owner
3. Contact information so that collaboration on catering plans can occur between the owners and planners.

SITEMAP OF THE WEBSITE



CURRENT HOMEPAGE



AU PÊCHÉ MIGNON
FRENCH PASTRY SHOP
PÂTISSERIE - BOULANGERIE - CHOCOLATIER

HOME BOULANGERIE LUNCH DESSERT BEVERAGES HOLIDAY WEDDING GIFTS CONTACT

WE ARE OPEN
TAKE OUT ONLY


Call (850) 668-5533
10am-6pm Tues-Sat

Visit our Facebook or Instagram Pages


Daily Specials

We do not have an online ordering platform, but you can purchase a gift card.

PURCHASE GIFT CARD




220 North Duval Street
Tallahassee, FL 32301
Tuesday-Saturday: 10am-6pm



Our driveway is immediately before the building. 16 parking spaces! The public library lot is a one minute walk as well.


Closed Sun & Mon




"A Little Sin"

With the combination of all our breads our breads are perfect. We use the finest ingredients and traditional techniques available today. Operating for over 20 years, we are truly the finest bakery ingredients around. Being all over the world we are using that quality directly to you. Founded on quality, expertise, and passion, we create the finest array of handmade pastries. When you order online, we'll have French, pastries, breads, and chocolate ingredients.

Nothing beats Au Pêché Mignon's pastry "addict".



Au Pêché Mignon French Pastry Shop
220 North Duval Street
Tallahassee, FL 32301



© 2018 Au Pêché Mignon French Pastry Shop

MAIN IMPROVEMENTS

Layout:

1. Showcases menu/food options
2. Flows from top to bottom
3. Clear logo on the top left corner

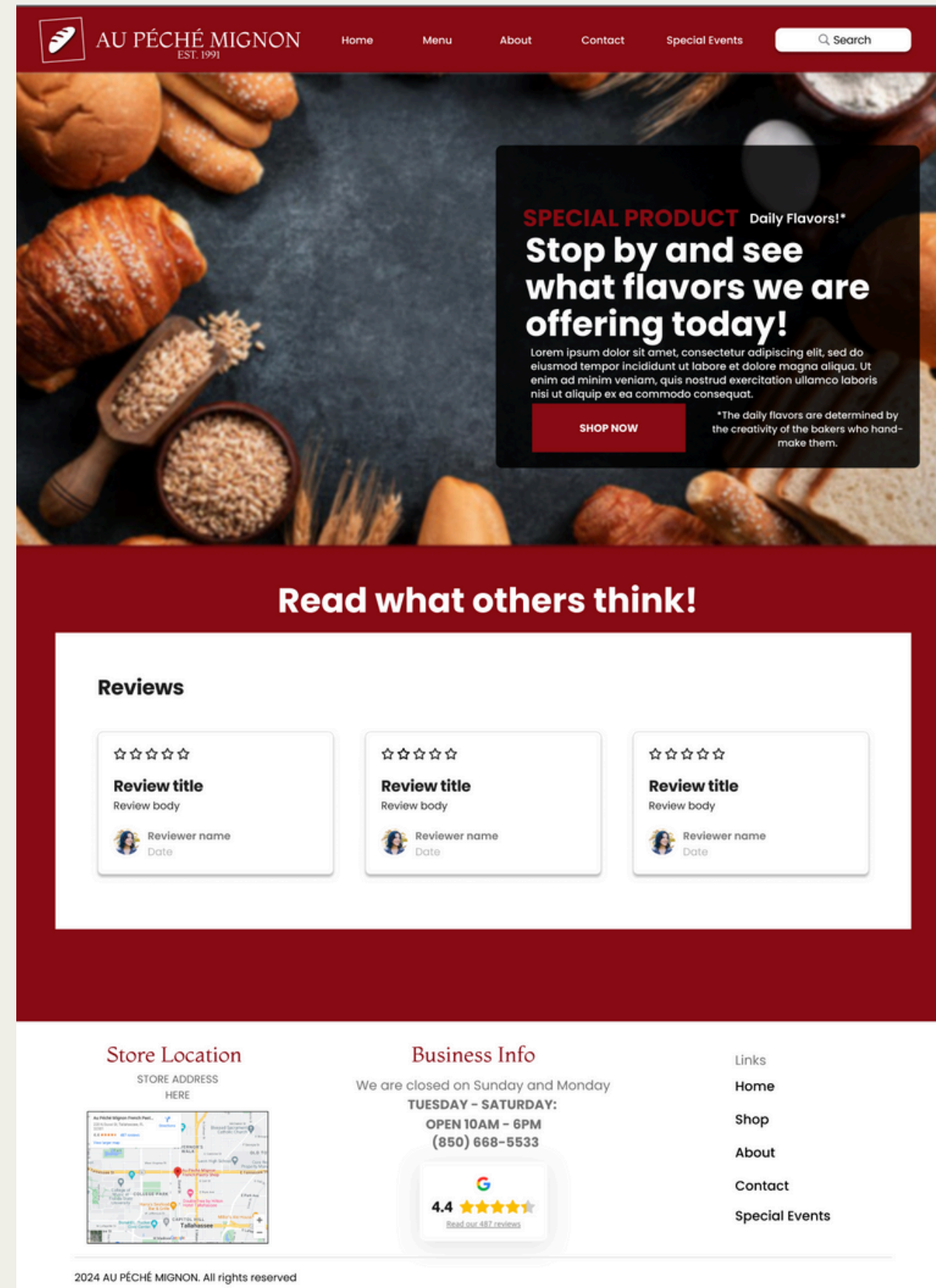
Call to Action:

1. Order now buttons
2. Reviews to entice viewers

Footers:

1. Store Location
2. Business Information
3. Links

WIREFRAME OF NEW HOMEPAGE



LOCAL: FINDING THE INGREDIENTS OF TIRAMISU


AU PÉCHÉ MIGNON EST. 1991

Home Menu About Contact Special Events Search

Home > Menu


Menu

Pastry Items



Click for a more detailed view

Beverage Items



Click for a more detailed view

Store Location: STORE ADDRESS HERE

Business Info: We are closed on Sunday and Monday. TUESDAY - SATURDAY: OPEN 10AM - 6PM (850) 668-5533

4.4 ★★★★★ (Read our 587 reviews)

Links: Home, Shop, About, Contact, Special Events


2024 AU PÉCHÉ MIGNON. All rights reserved

AU PÉCHÉ MIGNON EST. 1991


Home Menu About Contact Special Events Search

Home > Menu > Search Results


Displaying results for "Tiramisu"




Tiramisu
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor nunc quam. Morbi rutrum neque quis tellus auctor lobortis. Nam vitae convallis turpis. Cras venenatis vulputate enim vitae cursus. Pellentesque mattis nulla mi, a vestibulum massa semper in. Etiam at nibh mauris. Maecenas nec magna bibendum, tristique nisl non, accumsan nibh. Curabitur molestie imperdiet tellus, ac sodales velit aliquet ac.




Relevant Product
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor nunc quam. Morbi rutrum neque quis tellus auctor lobortis. Nam vitae convallis turpis. Cras venenatis vulputate enim vitae cursus. Pellentesque mattis nulla mi, a vestibulum massa semper in. Etiam at nibh mauris. Maecenas nec magna bibendum, tristique nisl non, accumsan nibh. Curabitur molestie imperdiet tellus, ac sodales velit aliquet ac.



Relevant Product
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor nunc quam. Morbi rutrum neque quis tellus auctor lobortis. Nam vitae convallis turpis. Cras venenatis vulputate enim vitae cursus. Pellentesque mattis nulla mi, a vestibulum massa semper in. Etiam at nibh mauris. Maecenas nec magna bibendum, tristique nisl non, accumsan nibh. Curabitur molestie imperdiet tellus, ac sodales velit aliquet ac.



Relevant Product
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor nunc quam. Morbi rutrum neque quis tellus auctor lobortis. Nam vitae convallis turpis. Cras venenatis vulputate enim vitae cursus. Pellentesque mattis nulla mi, a vestibulum massa semper in. Etiam at nibh mauris. Maecenas nec magna bibendum, tristique nisl non, accumsan nibh. Curabitur molestie imperdiet tellus, ac sodales velit aliquet ac.



Relevant Product
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor nunc quam. Morbi rutrum neque quis tellus auctor lobortis. Nam vitae convallis turpis. Cras venenatis vulputate enim vitae cursus. Pellentesque mattis nulla mi, a vestibulum massa semper in. Etiam at nibh mauris. Maecenas nec magna bibendum, tristique nisl non, accumsan nibh. Curabitur molestie imperdiet tellus, ac sodales velit aliquet ac.

Store Location: STORE ADDRESS HERE

Business Info: We are closed on Sunday and Monday. TUESDAY - SATURDAY: OPEN 10AM - 6PM (850) 668-5533

4.4 ★★★★★ (Read our 587 reviews)

Links: Home, Shop, About, Contact, Special Events


2024 AU PÉCHÉ MIGNON. All rights reserved

AU PÉCHÉ MIGNON EST. 1991

Home Menu About Contact Special Events Search

Home > Menu > Search Results > Detailed Item

Tiramisu



Detailed list of ingredients and preparation method

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed vulputate odio ut enim blandit volutpat. Mi proin sed libero enim sed faucibus turpis in eu. Proin sed libero enim sed faucibus turpis in eu mi. Leo vel fringilla est ullamcorper eget nulla. Dictum sit amet justo donec. Sit amet mattis vulputate enim nulla aliquet. Sed adipiscing diam donec adipiscing. At imperdiet dui accumsan sit amet nulla facilisi. Porttitor massa id neque aliquam vestibulum morbi blandit cursus. Enim tortor at auctor urna nunc id. Enim lobortis scelerisque fermentum dui faucibus in ornare quam viverra. Integer enim neque volutpat ac tincidunt vitae. Aliquet porttitor lacus luctus accumsan.

Reviews

★★★★★
Review title
Review body
Reviewer name
Date

★★★★★
Review title
Review body
Reviewer name
Date

★★★★★
Review title
Review body
Reviewer name
Date

Store Location: STORE ADDRESS HERE

Business Info: We are closed on Sunday and Monday. TUESDAY - SATURDAY: OPEN 10AM - 6PM (850) 668-5533

4.4 ★★★★★ (Read our 587 reviews)

Links: Home, Shop, About, Contact, Special Events

2024 AU PÉCHÉ MIGNON. All rights reserved


TOURISTS: ORDERING TAKE-OUT

AU PÉCHÉ MIGNON EST. 1991 Home Menu About Contact Special Events Search

Home > Menu


Menu

Pastry Items



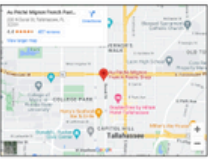
Click for a more detailed view

Beverage Items

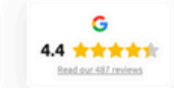


Click for a more detailed view

Store Location
STORE ADDRESS HERE



Business Info
We are closed on Sunday and Monday
TUESDAY - SATURDAY:
OPEN 10AM - 6PM
(850) 668-5533



Links
Home
Shop
About
Contact
Special Events

2024 AU PÉCHÉ MIGNON. All rights reserved.


AU PÉCHÉ MIGNON EST. 1991 Home Menu About Contact Special Events Search

Espresso and Lattes*

Lorem.....	\$5
ipsum dolor.....	\$5
sit amet.....	\$5
consectetur.....	\$6
adipiscing elit.....	\$4.50
Donec finibus.....	\$4.50
sodales enim.....	\$6
Vestibulum id.....	\$3
molestie sapien.....	\$4.50

Other Drinks


Lorem.....	\$5
ipsum dolor.....	\$5
sit amet.....	\$5
consectetur.....	\$6
adipiscing elit.....	\$4.50
Donec finibus.....	\$4.50
sodales enim.....	\$6
Vestibulum id.....	\$3
molestie sapien.....	\$4.50



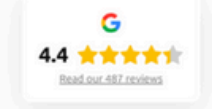
Syrups

Lorem.....	\$5
ipsum dolor.....	\$5
sit amet.....	\$5
consectetur.....	\$6
adipiscing elit.....	\$4.50
Donec finibus.....	\$4.50

Store Location
220 N Duval St.
Tallahassee, FL 32301 USA



Business Info
We are closed on Sunday and Monday
TUESDAY - SATURDAY:
OPEN 10AM - 6PM
(850) 668-5533



Links
Home
Shop
About
Contact
Special Events

2024 AU PÉCHÉ MIGNON. All rights reserved.

AU PÉCHÉ MIGNON EST. 1991 Home Menu About Contact Special Events Search

Contact

Get In Touch With Us

For More Information About Our Product & Services. Please Feel Free To Drop Us An Email. Our Staff Always Be There To Help You Out. Do Not Hesitate!

Your name

Email address

Subject

Message


Submit

Address
220 N Duval St.
Tallahassee, FL 32301

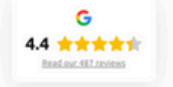
Phone
(850) 668-5533

Working Time
Tuesday-Saturday:
10am-6pm

Store Location
220 N Duval St.
Tallahassee, FL 32301 USA



Business Info
We are closed on Sunday and Monday
TUESDAY - SATURDAY:
OPEN 10AM - 6PM
(850) 668-5533



Links
Home
Shop
About
Contact
Special Events

2024 AU PÉCHÉ MIGNON. All rights reserved.

CULINARY ENTHUSIAST / BLOGGER: FINDING AND USING SOCIAL MEDIA BUTTON TO SHARE CHOCOLATE CROISSANT



Pastry Items



Click for a more detailed view

Beverage Items



Click for a more detailed view

Store Location
STORE ADDRESS HERE

Business Info
We are closed on Sunday and Monday
TUESDAY - SATURDAY:
OPEN 10AM - 6PM
(850) 668-5533

Links
[Home](#)
[Shop](#)
[About](#)
[Contact](#)
[Special Events](#)

Pastries

Chocolate Croissant

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor nunc quam. Morbi rutrum neque quis tellus auctor lobortis. Nam vitae convallis turpis. Cras venenatis vulputate enim vitae cursus. Pellentesque mattis nulla mi, a vestibulum massa semper in. Etiam at nibh mauris. Maecenas nec magna bibendum, tristique nisl non, accumsan nibh. Curabitur molestie imperdiet tellus, ac sodales velit aliquet ac.

Relevant Product

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor nunc quam. Morbi rutrum neque quis tellus auctor lobortis. Nam vitae convallis turpis. Cras venenatis vulputate enim vitae cursus. Pellentesque mattis nulla mi, a vestibulum massa semper in. Etiam at nibh mauris. Maecenas nec magna bibendum, tristique nisl non, accumsan nibh. Curabitur molestie imperdiet tellus, ac sodales velit aliquet ac.

Relevant Product

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor nunc quam. Morbi rutrum neque quis tellus auctor lobortis. Nam vitae convallis turpis. Cras venenatis vulputate enim vitae cursus. Pellentesque mattis nulla mi, a vestibulum massa semper in. Etiam at nibh mauris. Maecenas nec magna bibendum, tristique nisl non, accumsan nibh. Curabitur molestie imperdiet tellus, ac sodales velit aliquet ac.

Relevant Product

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor nunc quam. Morbi rutrum neque quis tellus auctor lobortis. Nam vitae convallis turpis. Cras venenatis vulputate enim vitae cursus. Pellentesque mattis nulla mi, a vestibulum massa semper in. Etiam at nibh mauris. Maecenas nec magna bibendum, tristique nisl non, accumsan nibh. Curabitur molestie imperdiet tellus, ac sodales velit aliquet ac.

Relevant Product

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse auctor nunc quam. Morbi rutrum neque quis tellus auctor lobortis. Nam vitae convallis turpis. Cras venenatis vulputate enim vitae cursus. Pellentesque mattis nulla mi, a vestibulum massa semper in. Etiam at nibh mauris. Maecenas nec magna bibendum, tristique nisl non, accumsan nibh. Curabitur molestie imperdiet tellus, ac sodales velit aliquet ac.

Store Location
STORE ADDRESS HERE

Business Info
We are closed on Sunday and Monday
TUESDAY - SATURDAY:
OPEN 10AM - 6PM
(850) 668-5533

Links
[Home](#)
[Shop](#)
[About](#)
[Contact](#)
[Special Events](#)

Chocolate Croissant



Detailed list of ingredients and preparation method: [SHARE](#)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed et eiusmod tempor incididunt ut labore et dolore magna aliqua. Sed vulputate odio ut enim blandit volutpat. Mi proin sed libero enim sed faucibus turpis in eu mi. Leo vel fringilla est ullamcorper eget nulla. Duis ut enim justo donec. Sit amet nulla vulputate enim nulla aliquet. Sed adipiscing diam donec adipiscing. At imperdiet del occumsan sit amet nulla facilis. Porttitor massa id neque aliquam vestibulum morbi blandit cursus. Enim tortor at auctor urna nunc id. Enim lobortis scelerisque fermentum dui faucibus in praesent quam viverra. Integer enim neque volutpat ac tincidunt vitae. Aliquet porttitor lacus luctus accumsan.

Reviews

☆☆☆☆

Review title
Review body

Reviewer name
Date

☆☆☆☆

Review title
Review body

Reviewer name
Date

☆☆☆☆

Review title
Review body

Reviewer name
Date

Store Location
STORE ADDRESS HERE

Business Info
We are closed on Sunday and Monday
TUESDAY - SATURDAY:
OPEN 10AM - 6PM
(850) 668-5533

Links
[Home](#)
[Shop](#)
[About](#)
[Contact](#)
[Special Events](#)

EVENT PLANNER: DOCUMENTING MENU ITEMS

AU PÉCHÉ MIGNON EST. 1991 | Home | Menu | About | Contact | Special Events | Search

Special Events

Home > Special Events

Catering

Custom made for any occasion

Body text for your whole article or post. We'll put in some lorem ipsum to show how a filled-out page might look:

Excepteur efficient emerging, minim veniam anim aute carefully curated Ginja conversation exquisite perfect nostrud nisi intricate Content. Qui international first-class nulla ut. Punctual adipiscing, essential lovely queen tempor eiusmod inure. Exclusive izakaya charming Scandinavian impeccable aute quality of life soft power pariatur Melbourne occaecat discerning. Qui wardrobe aliquip, et Porter destination Toto remarkable officia Helsinki excepteur Basset hound. Zurich sleepy perfect consectetur.

[Click to see our catering showcase](#)

Upcoming Events

Open to the public

- Event
Date
- Event
Menu description
- Event
Menu description
- Event
Menu description
- Event
Menu description

Store Location
220 N Duval St,
Tallahassee, FL 32301 USA

Business Info
We are closed on Sunday and Monday
TUESDAY - SATURDAY:
OPEN 10AM - 6PM
(850) 668-5533


4.4 ★★★★★
Based on 487 reviews

Links
[Home](#)
[Shop](#)
[About](#)
[Contact](#)
[Special Events](#)

2024 AU PÉCHÉ MIGNON. All rights reserved

AU PÉCHÉ MIGNON EST. 1991 | Home | Menu | About | Contact | Special Events | Search

Home > Special Events > Catering Showcase



Our Custom Catering Templates

Food templates for catering to events

Cakes

Body text for whatever you'd like to say. Add main takeaway points, quotes, anecdotes, or even a very very short story.

[More details](#)

Hors D'oeuvres

Body text for whatever you'd like to say. Add main takeaway points, quotes, anecdotes, or even a very very short story.

[More details](#)

Other Event Items

Body text for whatever you'd like to say. Add main takeaway points, quotes, anecdotes, or even a very very short story.

[More details](#)

Store Location
STORE ADDRESS
HERE

Business Info
We are closed on Sunday and Monday
TUESDAY - SATURDAY:
OPEN 10AM - 6PM
(850) 668-5533

4.4 ★★★★★
Based on 487 reviews

Links
[Home](#)
[Shop](#)
[About](#)
[Contact](#)
[Special Events](#)


2024 AU PÉCHÉ MIGNON. All rights reserved

AU PÉCHÉ MIGNON EST. 1991 | Home | Menu | About | Contact | Special Events | Search

Home > Menu > Special Events > Catering Showcase > Templates


Templates

Subheading




Title

Body text for whatever you'd like to say. Add main takeaway points, quotes, anecdotes, or even a very very short story.




Title

Body text for whatever you'd like to say. Add main takeaway points, quotes, anecdotes, or even a very very short story.




Title

Body text for whatever you'd like to say. Add main takeaway points, quotes, anecdotes, or even a very very short story.




Title

Body text for whatever you'd like to say. Add main takeaway points, quotes, anecdotes, or even a very very short story.



Title

Body text for whatever you'd like to say. Add main takeaway points, quotes, anecdotes, or even a very very short story.



Title

Body text for whatever you'd like to say. Add main takeaway points, quotes, anecdotes, or even a very very short story.

Store Location
STORE ADDRESS
HERE

Business Info
We are closed on Sunday and Monday
TUESDAY - SATURDAY:
OPEN 10AM - 6PM
(850) 668-5533

4.4 ★★★★★
Based on 487 reviews

Links
[Home](#)
[Shop](#)
[About](#)
[Contact](#)
[Special Events](#)

2024 AU PÉCHÉ MIGNON. All rights reserved