Final Presentation

GROUP 5 - BYTE FORCE
LIS3793

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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.
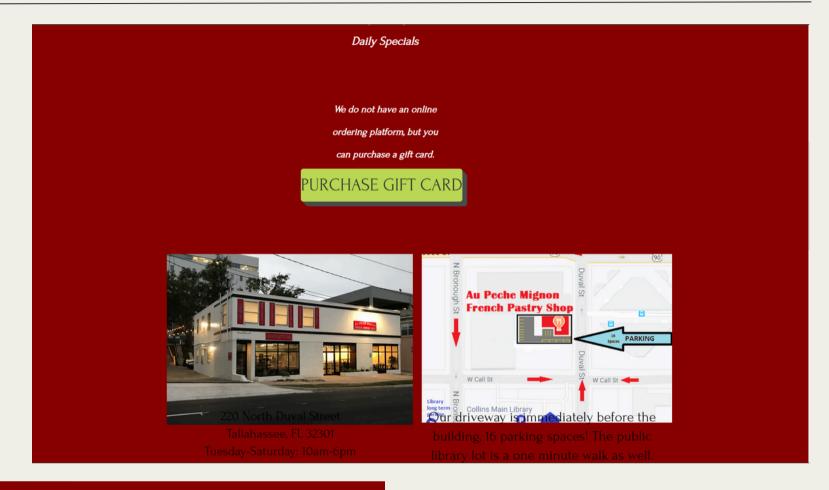5. Download photos of existing menu items to show to her client in the future.

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
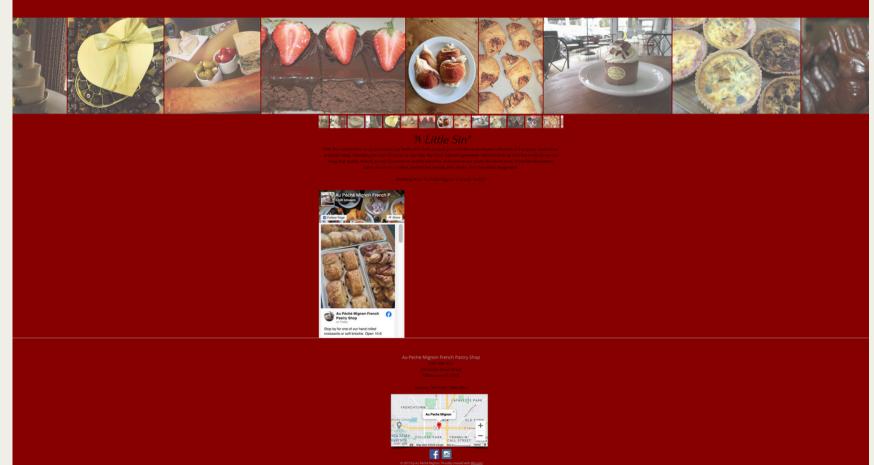3. Contact information so that collaboration on catering plans can occur between the owners and planners.

SITEMAP OF THE WEBSITE

Home

Global Navigation

Menu
- Baked Goods
- Beverages
- Dessert
- Lunch

About Us
- Business Hours & Location
- Contact Us
- Social Media

Order Information
- Dietary Restrictions
- Order Customization
- Order Instructions
- Ingredients
- Contact Information

Order Online
- Gift Card Purchasing
- Pricing
- Special Orders

Special Events
- Wedding
- Easter
- Catering

	Home Page
	Global Navigation Pages
	Subpages
	Footer

Footer:
- Social Media Links
- Business Hours & Location
- Contact Information

CURRENT HOMEPAGE

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:
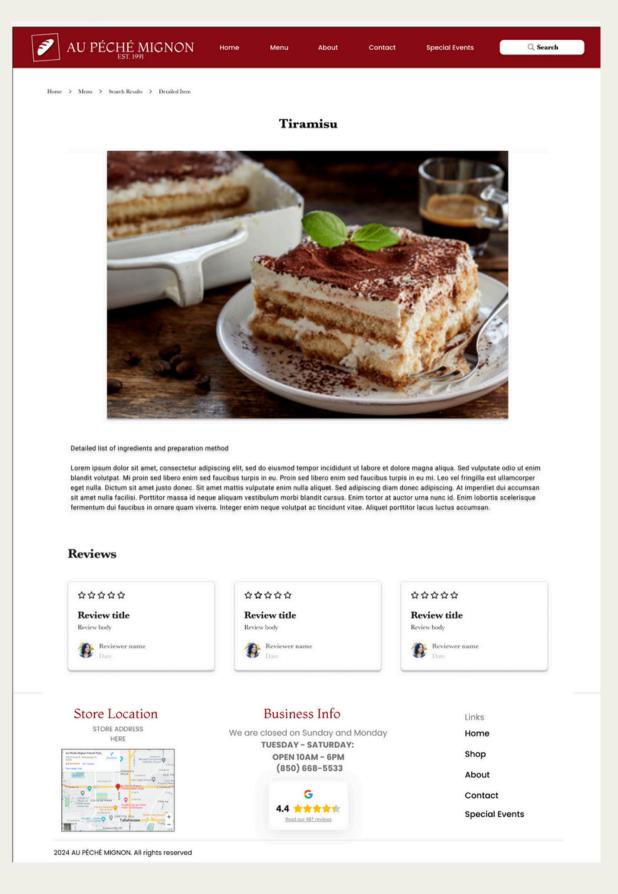
1. Store Location
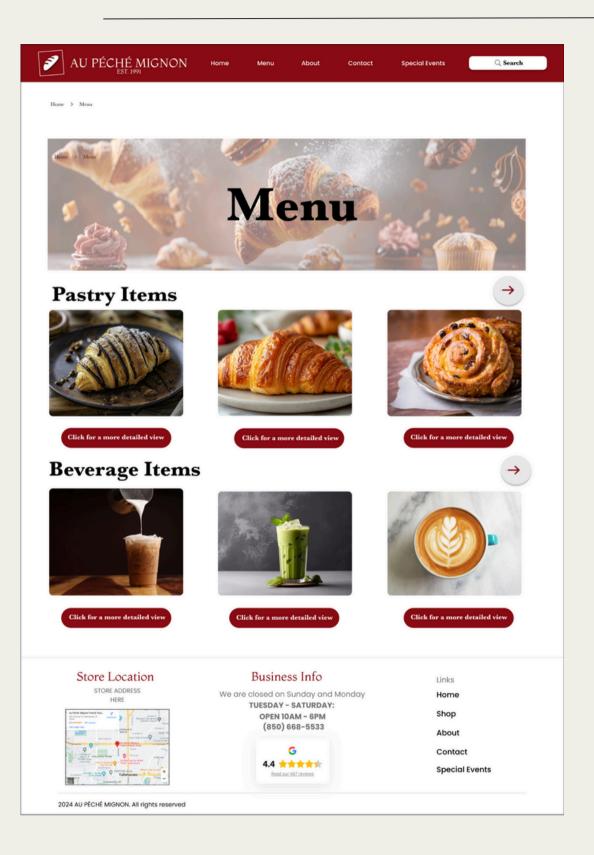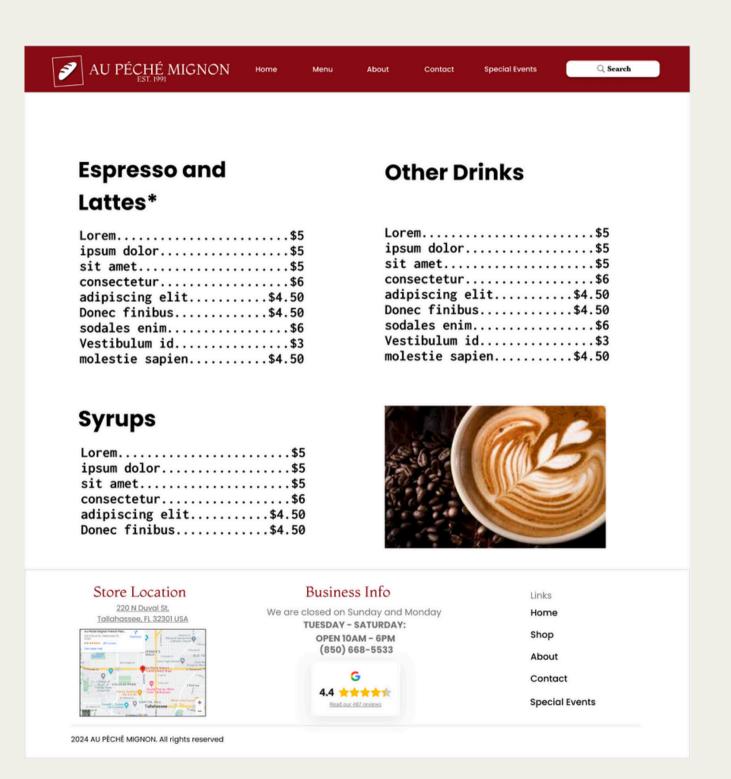2. Business Information
3. Links

WIREFRAME OF NEW HOMEPAGE
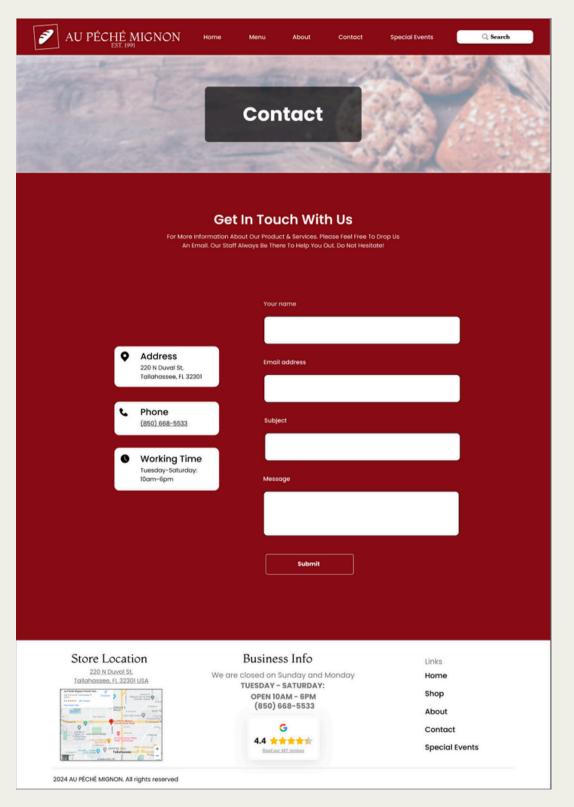
LOCAL: FINDING THE INGREDIENTS OF TIRAMISU
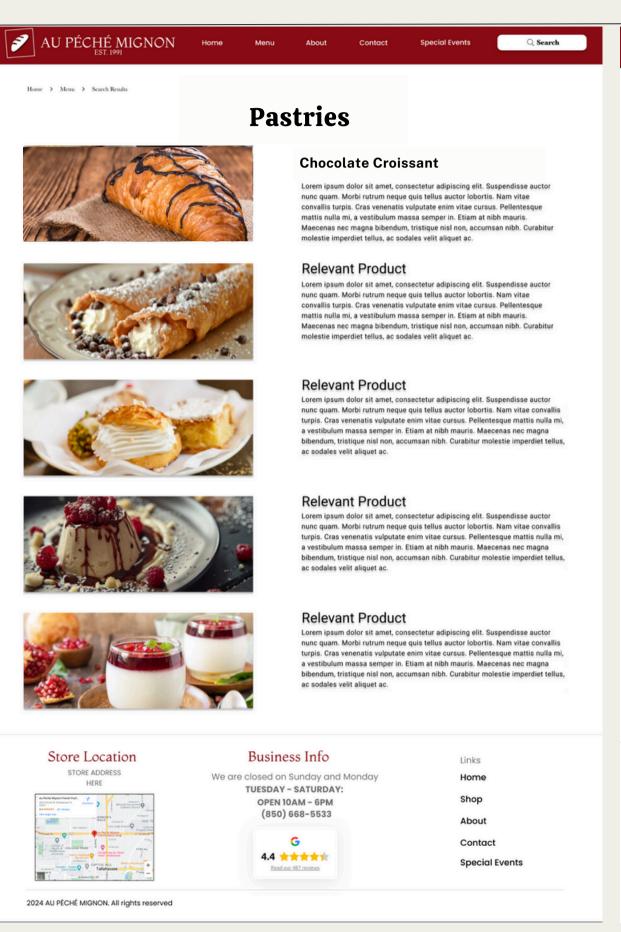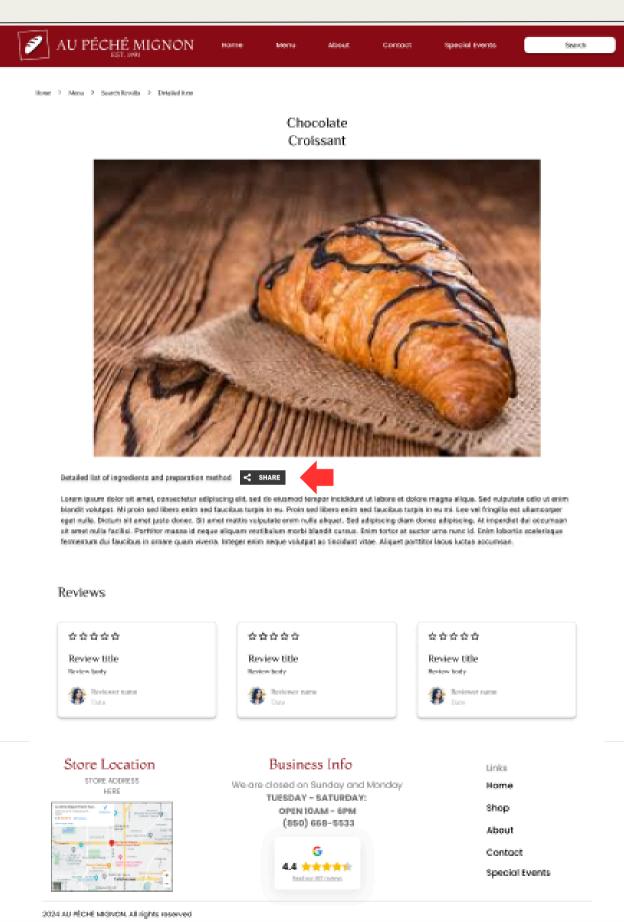
TOURISTS: ORDERING TAKE-OUT

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

EVENT PLANNER: DOCUMENTING MENU ITEMS