PROJECT BRIEF

Client: Bigfoot Doughnuts	Deadline: 25/4/2023	
Project Name: Web app development	Author: Ssehgal	

THE ASK
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.
Bigfoot Doughnuts needs to reach out to a bigger client base. The new trends in the market indicate that online orders are growing at a fast pace. Bigfoot Doughnuts needs to match this trend and meet the potential customers where they are. The creation of a web app will be of great use where customers will easily get customized doughnuts by placing their orders on the app. The users will get access to the app by downloading to their devices. Thus, the app targets the modern online shoppers who require specific experiences without the need to get out and enjoy. The app will have features that allow the users to navigate and the see the variety of available products. It will also allow the customer to upload names and images to enable making of customized doughnuts. The visibility of the app will be made through its labeling where the letter B will rank top in the alphabetical order. At the same time, it will be made to resemble an actual doughnut which will increase the need to explore. Part of the project will also entail a follow up and close monitoring for possible improvements. The app will also have a part where customers can rate and suggest areas of improvements to ensure that their needs are fully met.
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 app will appear with the shape and form of a doughnut. At the touch on the screen, it will take the user to the site where there are various products on display. The user will browse through and have the option to select any of the products on display. The payment options will be at the bottom which will remain visible on each of the available screen. As part of the additional features, clicking on any product will take the user to another screen while retaining the original one thus making it easy to navigate or get back to where the user was. The app will also enable the customer to upload names and images that they may wish to have on the doughnuts they order. The delivery or pick option will be given to the users at the app. It will also have the addresses of the city and its environs to make it easy for the user to place and order and wait for the delivery.

The development of the app will begin on the 4th of January and is projected to have the final tests on 25th April 2023. The launch can then be on 3oth April 2023.