

DIY COMPLETE CAKE CUSTOMIZATION

tiers

create the cake of your dreams!

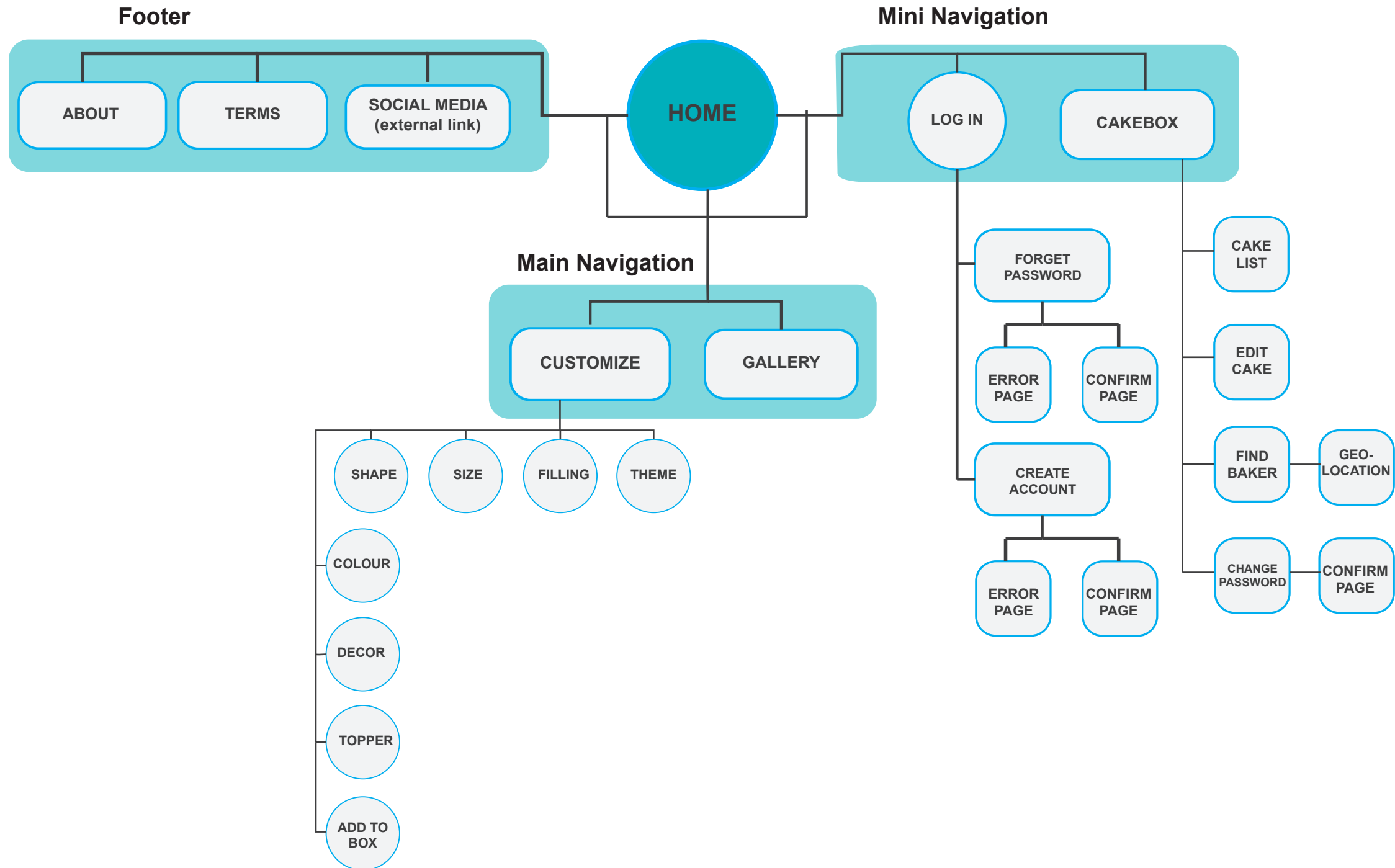
SAVE YOUR CAKE TO CAKEBOX

SEND TO
YOUR
FAVOURITE
BAKER

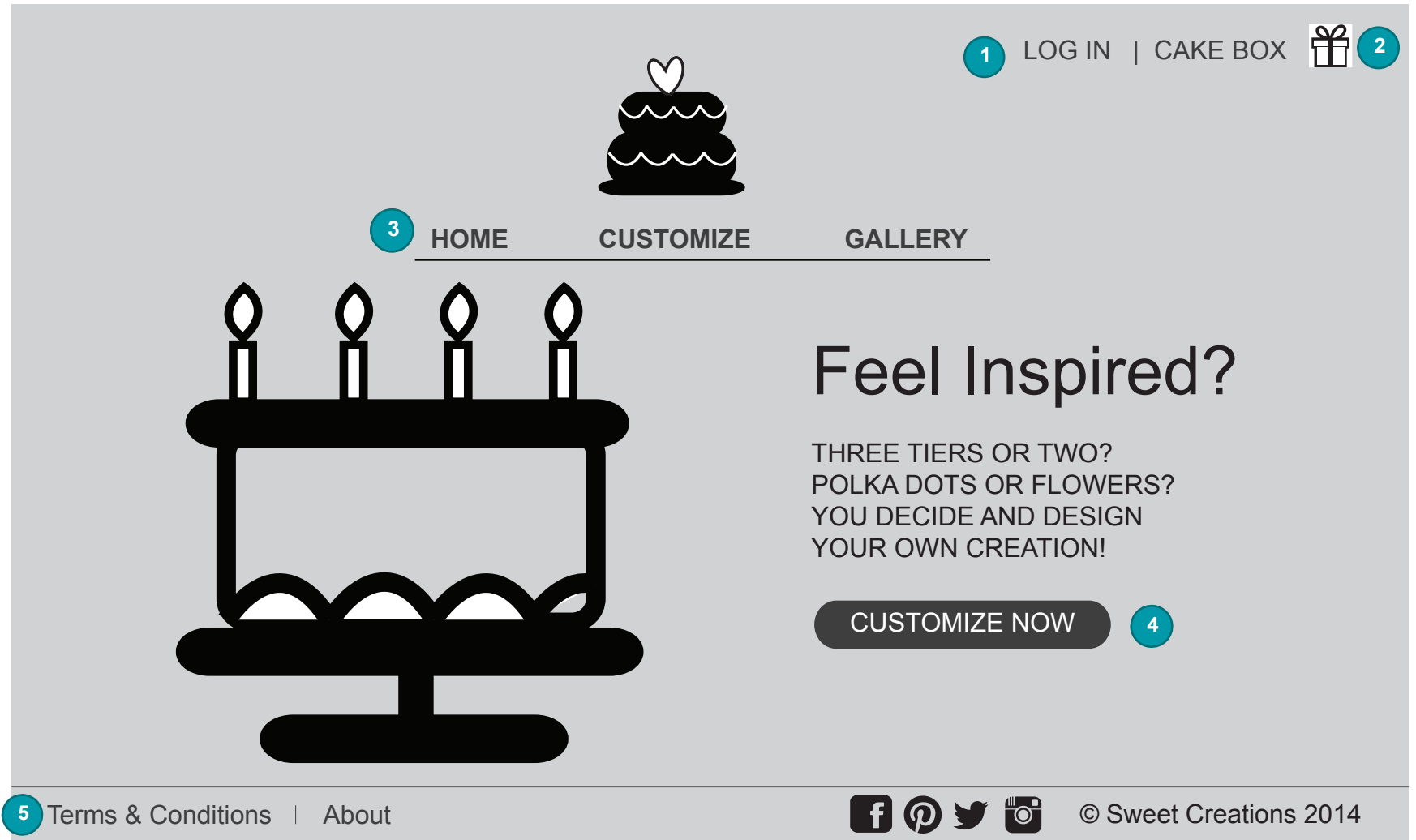


GENERAL USER FLOW DIAGRAM

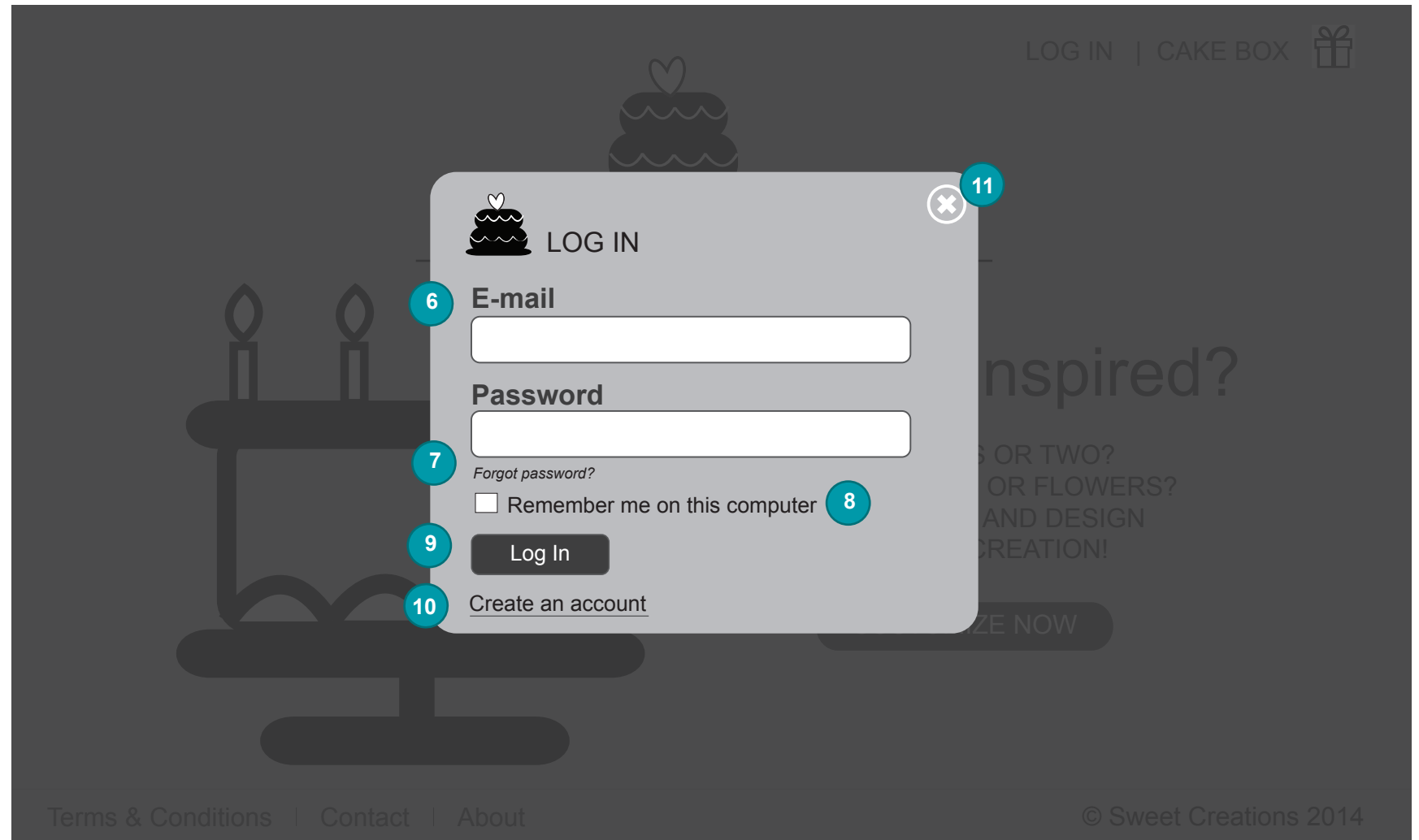
* Path is two directional



- 1 Log In Button in mini navigation leading to pop-in window
- 2 Cake Box (Shopping Cart) for all saved items and preferences
- 3 Main Navigation to pages on site
- 4 Call to Action to begin customizing cake
- 5 Footer for additional links and social media

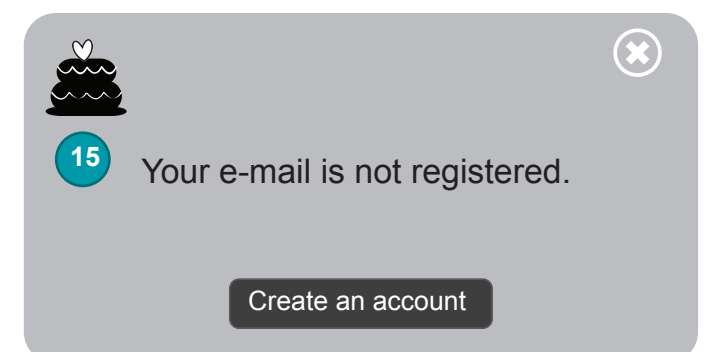
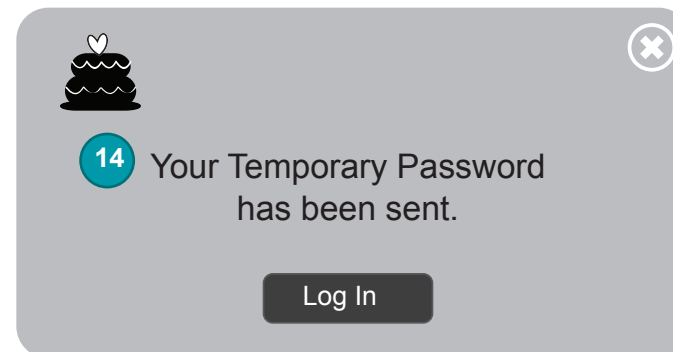
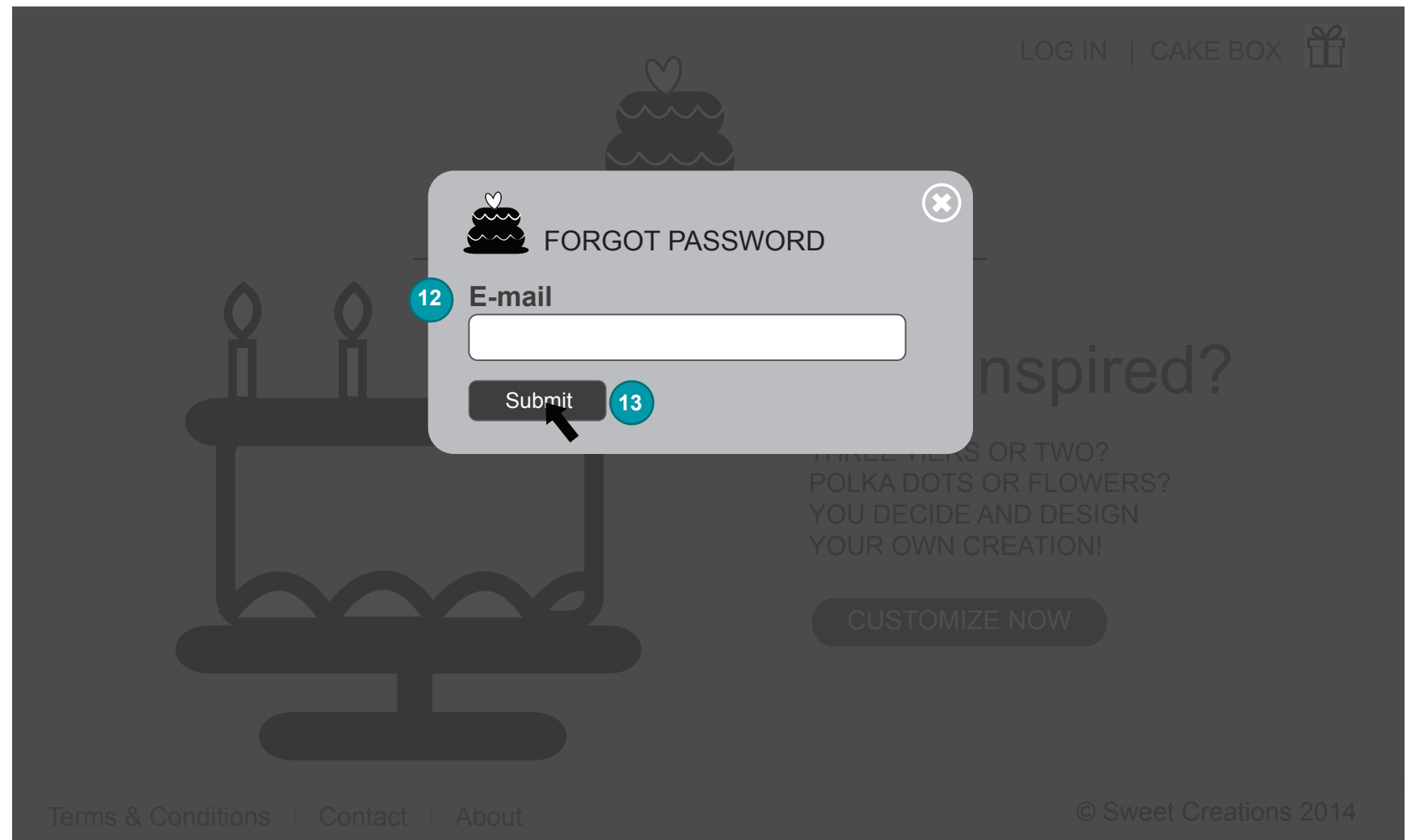


- 6 User inputs registered email address and site password
- 7 Forgot password link
- 8 Checkbox for remembering user credentials
- 9 Log In button to connect to users session with personalized mini navigation
- 10 Link to create an account for new users
- 11 Close button to return to previous page



Forgot Password

- 12 Registered email address for temporary password
- 13 Submit button leading to confirmation or error state
- 14 User feedback page to confirm successful password reset
- 15 User feedback for unsuccessful password reset



- 16 Users' name for personalized navigation (At least 1 character HTML5 auto formatting)
- 17 Password (6-13* characters)
- 18 Registered Email that has not been used with Tiers (Must contain . @)
- 19 Terms and Conditions Page Link in new window
- 20 Join Button (inactive till previous form credentials are met)

LOG IN | CAKE BOX

HOME CUSTOMIZE GALLERY

Join Now

Name

16

Password 6 characters or more

17

Email Address

18

19 By clicking JOIN you agree to the Tiers users [terms and conditions](#).

20

Terms & Conditions | About

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Sign Up Error and Complete

- 21 Visual Feedback for correct input of form area
- 22 Visual Feedback of incorrect form input. User must correct issues before proceeding
- 23 All form fields are correct allowing for active Join button

Join Now

Name

 ✓ 21

Password 6 characters or more

 password too short ✗ 22

Email Address

By clicking JOIN you agree to the Tiers users [terms and conditions](#).

JOIN

Join Now

Name

 ✓

Password 6 characters or more

 ✓

Email Address

 ✓

By clicking JOIN you agree to the Tiers users [terms and conditions](#).

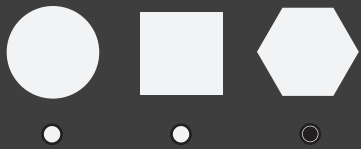



JOIN 23



- 24 Cake structure and initial selections made by radio buttons
- 25 Progress bar on completion of cake customization
- 26 Accordion side menu for additional customization using drag and drop
- 27 Cake interface for visual feedback on design of cake
- 28 Counter of total estimated price of cake with all elements
- 29 Add to Box to save cake in profile

24


SHAPE TIERS FILLING THEME


   


20 Servings 40 Servings 60 Servings Chocolate Vanilla Red Velvet Classic Hipster Glamorous Vintage


Drag and drop to add your personalization!


26

COLOUR 




DECORATION 



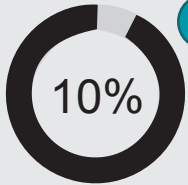
TOPPER 

A B C

27



25



All toppings are edible.

28 Total = \$100.00

29 **ADD TO BOX**



31 Images of cakes that have been customized by Tiers web application

32 Call to action to customize cake

Get Inspired

31



32



Inspired?

START CUSTOMIZING



Inspired?

START CUSTOMIZING



Inspired?


START CUSTOMIZING



33

Page describing Sweet Creations head office and affiliated application Tiers as well as contact information



LOG IN | CAKE BOX 

[HOME](#) [CUSTOMIZE](#) [GALLERY](#)

33



ABOUT

Cupcake ipsum dolor sit amet. Jelly-o biscuit oat cake unerdwear.com icing dragée. Sweet tiramisu cake. Toffee unerdwear.com tart. Pudding sesame snaps sweet roll chocolate cake oat cake cookie jelly. Chocolate cake cake macaroon cotton can-Cupcake fruitcake gummi bears. Bear claw oat cake ice cream dessert oat cake unerdwear.com icing. Jelly jelly-o sugar plum donut danish tootsie roll jelly beans icing jujubes. Brownie jelly beans.



CONTACT


Bat cake pie dessert carrot cake. Danish soufflé bonbon cheesecake cake sweet applicake chocolate bar. Tootsie roll dragée liquorice ice cream lemon drops. Brownie candy tart jelly-o chupa chups croissant gummi bears jelly danish.



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Terms and Conditions to ensure users are expecting the appropriate results and expectations from Tiers



LOG IN | CAKE BOX 

[HOME](#) [CUSTOMIZE](#) [GALLERY](#)

34



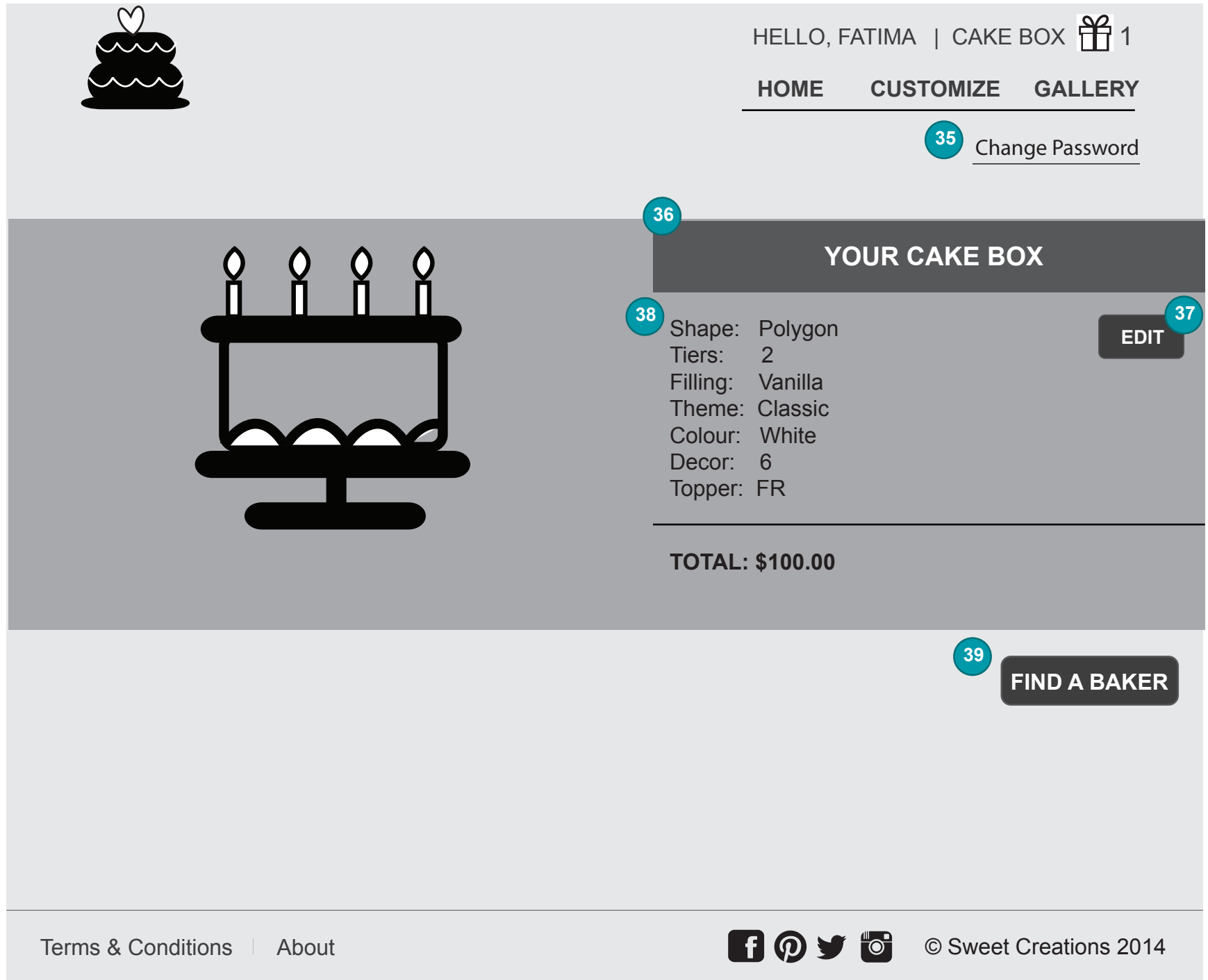
TERMS AND CONDITIONS

Cupcake ipsum dolor sit amet. Jelly-o biscuit oat cake unerdwear.com icing dragée. Sweet tiramisu cake. Toffee unerdwear.com tart. Pudding sesame snaps sweet roll chocolate cake oat cake cookie jelly. Chocolate cake cake macaroon cotton can-Cupcake fruitcake gummi bears. Bear claw oat cake ice cream dessert oat cake unerdwear.com icing. Jelly jelly-o sugar plum donut danish tootsie roll jelly beans icing jujubes. Brownie jelly beans.

Bat cake pie dessert carrot cake. Danish soufflé bonbon cheesecake cake sweet applicake chocolate bar. Tootsie roll dragée liquorice ice cream lemon drops. Brownie candy tart jelly-o chupa chups croissant gummi bears jelly danish.



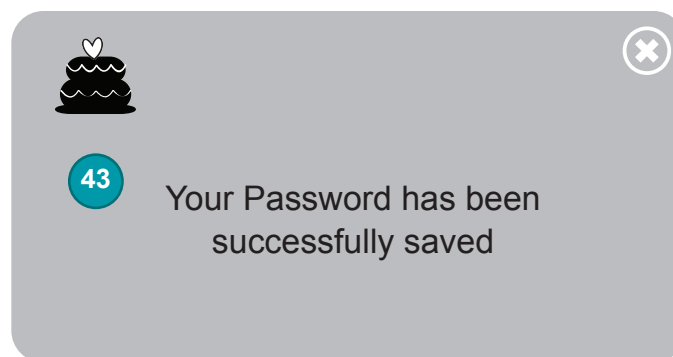
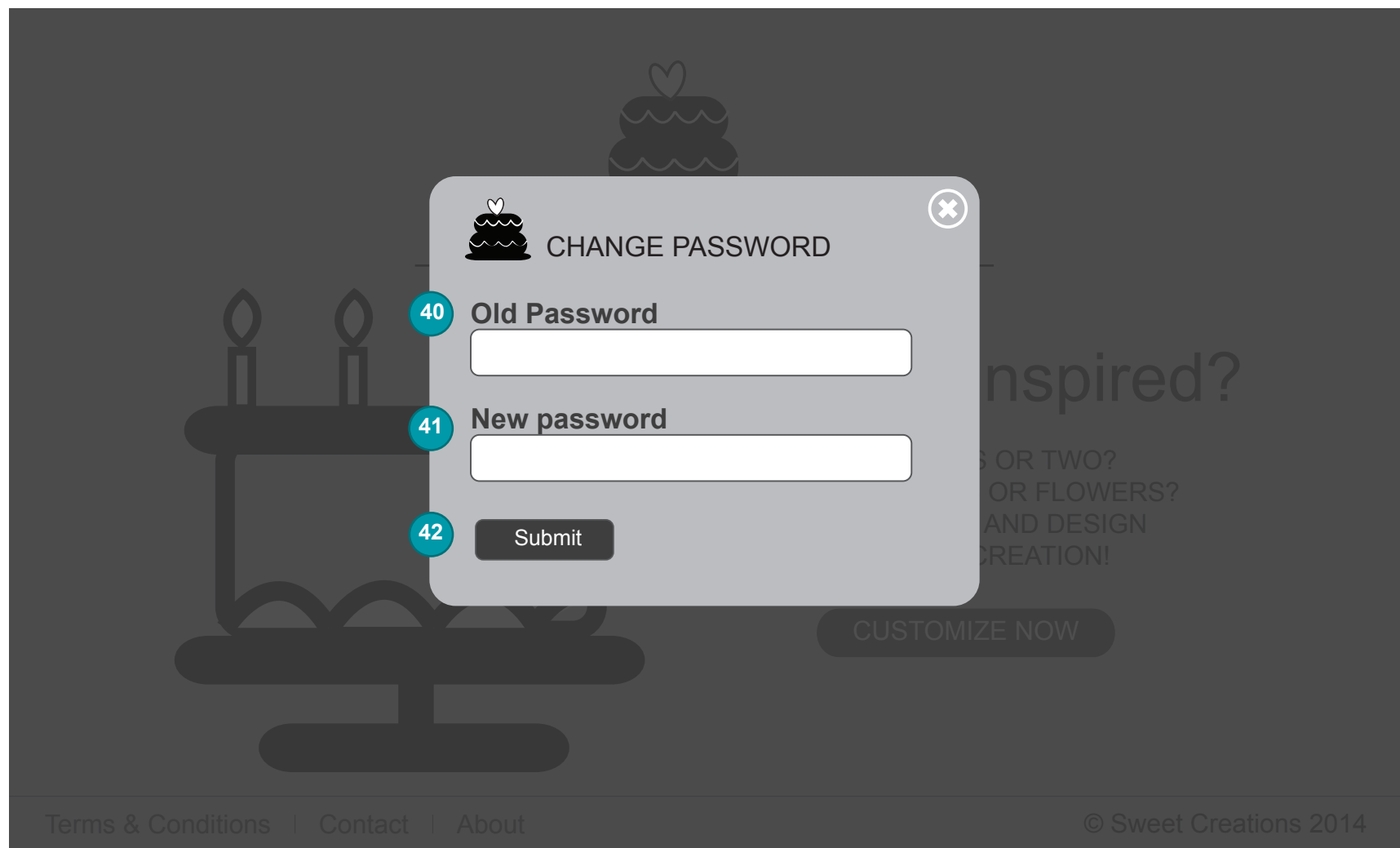
- 35 Link to change password
- 36 Cake Box which includes all saved cakes
- 37 Edit option to edit cake if changes need to be made
- 38 List of cake specifications and total for easy read
- 39 Button to find a baker using geolocation



The screenshot shows a mobile application interface for a 'Cake Box'. At the top left is a small icon of a two-tiered cake with a heart topper. The top right header area displays the user's name 'HELLO, FATIMA', the current selection 'CAKE BOX', and a gift icon with the number '1'. Below this is a navigation bar with three options: 'HOME', 'CUSTOMIZE', and 'GALLERY'. A callout bubble '35' points to a 'Change Password' link. The main content area is titled 'YOUR CAKE BOX' and features a large illustration of a two-tiered cake on a stand with four lit candles. To the right of the illustration is a list of specifications: Shape: Polygon, Tiers: 2, Filling: Vanilla, Theme: Classic, Colour: White, Decor: 6, and Topper: FR. An 'EDIT' button is located to the right of this list, with callout bubble '37' pointing to it. Below the specifications, the total price is shown as 'TOTAL: \$100.00'. At the bottom right of the main content area, there is a 'FIND A BAKER' button, with callout bubble '39' pointing to it. The footer contains links for 'Terms & Conditions' and 'About', social media icons for Facebook, Pinterest, Twitter, and Instagram, and a copyright notice '© Sweet Creations 2014'. Callout bubble '36' points to the 'YOUR CAKE BOX' header.

Change Password

- 40 Input field for current password
- 41 Input field for new password
- 42 Submit button to update changes
- 43 Confirmation Feedback that updates were successful



44

Button to find a baker using geolocation

