

# Website: Bread.co.nz

## Requirements Specification

Bread.co.nz will be a New Zealand based on-line shopping site, where visitors are attracted, and drawn back, by a thriving on-line community of fellow home bakers and shoppers. Visitor loyalty will be encouraged through recipe sharing, articles, blog, social media, mailing list and suchlike. Monetisation will be through the sale of a selection of kitchen utensils and food ingredients, plus a modest amount of advertising space (attractive banners, not Google ads).

### **Preferred Technologies**

Content Management System (Java): Magnolia or Hippo  
e-Commerce/Shopping Cart (Java): Shopizer or Jadasite

### **Front Page**

The front page should give the feel of stepping into a homely and inviting kitchen – can almost smell the freshly baked bread! Rather than the usual, plain horizontal menu system, on the front page at least, I am visualising an oval of menu items laid over top of the large image of a kitchen. When hovered over with the mouse, each menu icon will alter slightly (e.g. recipe book turns, enlarges and opens), and some text appear in the centre of the oval. (Alternative behaviour may be necessary for visitors using smart-phone or tablet.)

Position	Menu Item
1 o'clock	Shop
3 o'clock	Courses
5 o'clock	Contact
7 o'clock	Blog
9 o'clock	Articles
11 o'clock	Recipes

The right-hand column can contain shopping cart and related components typically included in e-Commerce software packages. Also, a little advertising space.

The remainder of the front page can contain other components often found on CMS, food related shopping sites, such as featured article, featured recipe, featured purchase item, blog and social media feeds, mailing list subscription field, and perhaps a contact form.

### **Shop Page**

An attractive layout of the full range of items available for purchase. Both Shopizer and Jadasite appear to do a reasonable job of this. Each item is displayed with a small image, caption, price and an 'Add to cart' button. Should the customer wish to read more about the item they are considering

purchasing, they simply click on it. I have few, if any, special requests concerning shopping functionality. The standard format and behaviour of most e-Commerce software packages appear generally good.

## ***Courses Page***

A list of bread making and related courses offered by various training providers. Course details might be encapsulated in standard CMS article form, though excluded from those displayed on the 'Articles' page.

## ***Contact Page***

Contact details, and the almost mandatory e-mail contact form provided by CMS software.

## ***Blog Page***

As provided by the CMS. Visitor interaction will be possible through:

- Rating the post (or clicking 'like')
- Adding comments
- Sharing on social media (e.g. Facebook share button)

## ***Articles Page***

Articles could be presented on cards laid out in grid pattern, each containing a small image, heading, and a few lines of text. By clicking on a card the user is navigated to the full article.

Visitor interaction will be possible through:

- Rating the article (or clicking 'like')
- Adding comments
- Sharing on social media (e.g. Facebook share button)

## ***Recipes Page***

Recipes (subset of articles?) could be presented on cards laid out in grid pattern, each containing a small image, heading, and a few lines of text. By clicking on a card the user is navigated to the full recipe.

Visitor interaction will be possible through:

- Rating the recipe (or clicking 'like')
- Adding comments
- Sharing on social media (e.g. Facebook share button)