

Juniper Bakery: scope

CLIENT

Juniper Bakery (Nora Lindqvist, owner)

PREPARED BY

Coleoni

VERSION

0.1, from the briefing of October 6

STATUS

draft for review

1. Summary

Today almost every order arrives by WhatsApp. On Saturday mornings that means 60 to 90 messages before 10am, read and answered by hand, with nothing that says what has to be ready and when. Cake orders, which need 48 hours, get lost in the chat.

This project replaces the chat as the place where orders live: a simple order page for customers, a single list of the day's orders for the counter, and a WhatsApp confirmation so nothing depends on scrolling back.

IN ONE SENTENCE:

no order, and above all no cake, gets lost again.

2. The problem

The pain that justifies the project (*What went wrong recently?*): orders buried in WhatsApp are forgotten. Last Saturday two cakes were missed, one for a birthday; the customer was refunded and lost. It happens every few weeks.

Other pains in the briefing:

- Customers ask all day whether a product is available today. **In the first release**, as a daily availability switch.
- No online payment. **Out for now**: paying at pickup works today (call notes).
- Wholesale orders copied from email to a Sheet. **Out**: Nora says it is not a problem.

3. First release

Order page (customers, on the phone)

- Today's menu: name, photo, price and an "available today" state set by the counter.
- Cakes as a separate section: flavor, size, message on the cake, and the pickup date, starting 48 hours from now.
- Checkout without an account: name, WhatsApp number, pickup date and time, notes. Payment at pickup.
- Confirmation screen with the order number.

Day board (counter, on a tablet)

- One list per day with every order, grouped by pickup time; cakes highlighted with the date they are needed, visible from the day the order is placed.
- Three states per order: new, ready, picked up. One tap each.
- Orders by phone or at the counter can be added from the same board in under 30 seconds.
- Product availability switch for the day.

WhatsApp confirmation

- When an order is placed, the customer receives a confirmation with the order number and pickup time; when it is marked ready, a "ready for pickup" message.

Site

- One page with the bakery, address, opening hours and a link to the order page. The current Instagram is linked, not rebuilt.

4. Out of scope (and why)

NEED	STAYS IN	WHY
Card payments and sales reports	Square	Already used in the shop and by the accountant
Photos and promotions	Instagram	8k followers, works; the site links to it
Wholesale standing orders	Google Sheet	Nora: "it works fine"
Loyalty points	Paper stamp card	"Works ok"; revisit after launch
Delivery and driver tracking	Roadmap	One car, "maybe next year"
Online payment	Roadmap	Paying at pickup is fine for now
Reviews, gift cards, store apps	Roadmap	Nice to have, no pain behind them

5. Who uses it

WHO	WHAT THEY DO IN THE FIRST RELEASE
Customers	Browse today's menu, order ahead, order cakes with a date
Counter staff (2)	See and update the day board, add phone orders, set availability
Nora	Everything the staff does, plus edit products and prices

6. Roadmap

1. **Online payment** at checkout, once order volume justifies the fee.
 2. **Digital loyalty**, replacing the stamp card, if customers ask for it.
 3. **Delivery**, when there is a driver.
 4. **Wholesale order form** for cafés, if the Monday emails become a problem.
 5. **Reviews and gift cards.**
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7. Requirements

- Works on a basic tablet at the counter; large touch targets, no training.

- Customer data limited to name and WhatsApp number, used only for the order.
 - Menu photos load fast on mobile data.
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8. Deadline

Target: before the holiday season, in 7 weeks. The first release fits, with room for a week of real use before the busiest days. The biggest threat is pulling delivery, loyalty or online payment back in; each one alone would consume the margin.

9. Open questions

1. Who owns juniperbakery.com and who can change its DNS?
 2. The menu photos from the photographer (mentioned, not received).
 3. The full product list with prices, and which items are daily.
 4. Cake rules: sizes, flavors, maximum per day, cut-off time.
 5. The WhatsApp number that will send confirmations.
 6. Budget range, to confirm the approach in section 10.
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10. Suggested approach

A small web app (order page and day board in the same project), hosted on a managed platform, with WhatsApp messages through the official Business API. No app store apps: the order page works in the phone's browser and the board runs full screen on the tablet.

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