

Little
CUPCAKE
BAKESHOP

The space is arranged in a way to:

- sell cupcakes and other sweets (first stop when entering)



- sell beverages (on the other side of the counter which is between the cupcakes and the beverages)
- “host” or “accommodate” the visitors by providing space to sit and enjoy the products offered



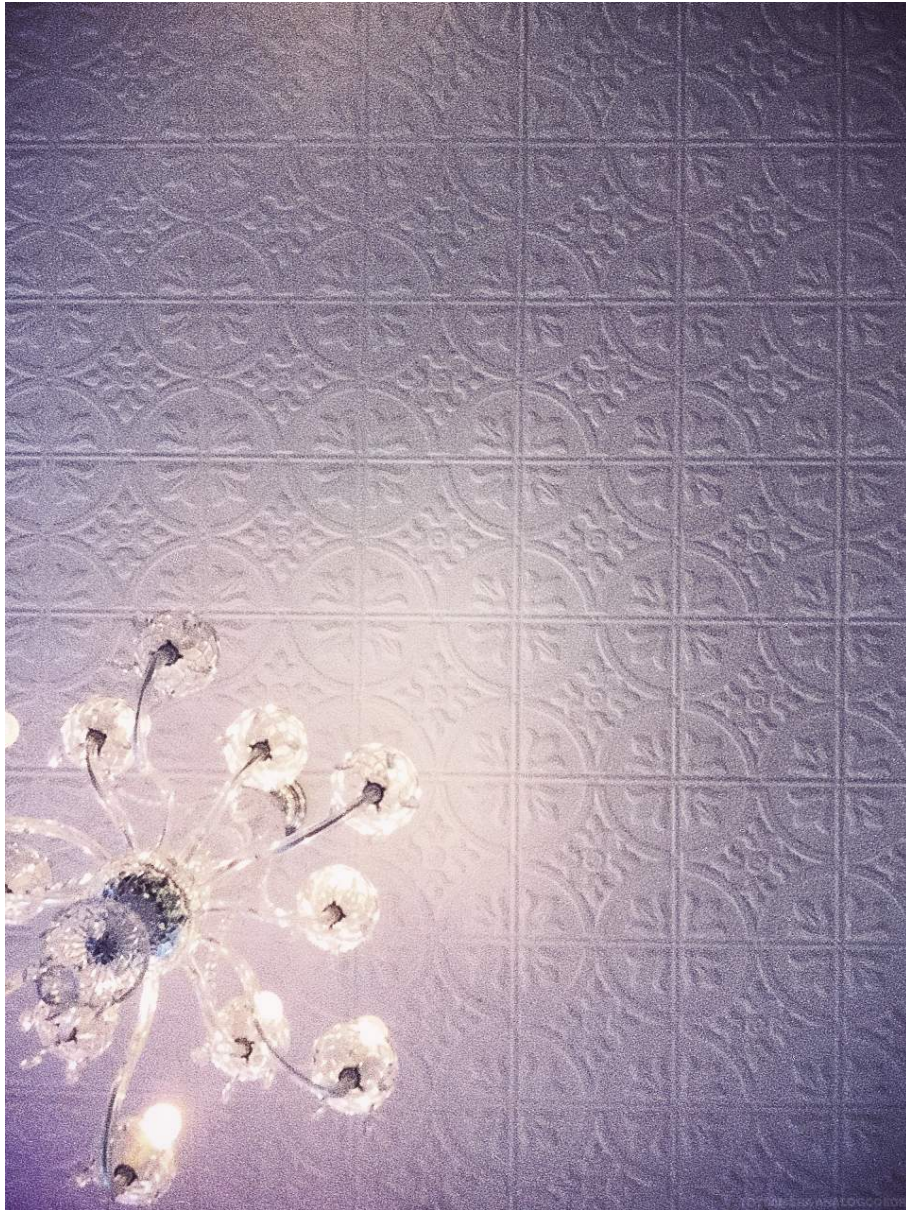
- sell accessories



Alternative ways to use the space could possibly be to:

- host small events. In this case, for each event the space would need to be rearranged. Perhaps remove a few tables that exist for people to sit and eat, create a dance floor, change the lighting and the music. In the case where the event would be a dinner, then perhaps the tiny tables could be replaced a bit larger ones that would fit 4 people at least
- host shows just like a gallery. In this case, depending on what kind of art would be exhibited, the decorations would need to be taken off the wall as well as a few of the tables would need to be removed
- host different kinds of meetings. In this case, there would not be a great need to change anything but perhaps a few of the tables could be arranged closer to each other to form a group or a circle
- use it as a studying location. In this case, the music would have to change, Wi-Fi would need to be offered (which it isn't right now!) and it would have to be a bit quieter





Proposal #1:

- I chose focus on the basic functions of the LCB: to present and sell sweets, products and beverages.
- I translated my focus on this into presenting these products and information about them on the website.
- I designed the navigation on the website the same way a visitor navigates through the actual space of the LCB, which means it is continuous-just like a visitor walks through the space and stumbles upon different products in a specific order, the same way the user of the website scrolls down and stumbles upon the same products in the same order.
- My decorative decisions are a combination of the floor of the LCB and the pink color used on the logo.



Little
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30 Prince Street
New York, NY 10012
212.941.9100
Mon-Thurs 7AM-Midnight
Fri 7AM-Midnight
Sat 8AM-Midnight
Sun 8AM-11PM

Little CUPCAKE BAKESHOP



cupcakes
southern red velvet
black & white
rosewater pistachio
golden retriever
peanut butter and jelly
german chocolate
chocolate
candy

cakes
hummingbird
breakfast breakfast
cinnamon bun
marble
banana chocolate
dreaming princess



products
bags
t-shirts
hats
FEED' sones

beverages
coffee
tea
ice tea
juice



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Other proposals:

The rest of the proposals follow the same philosophy: the navigation of the websites follows the order of the actual space, but in different ways.



cupcakes cakes products beverages

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cupcakes cakes products beverages

coffee
tea
ice-tea
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[cupcakes](#) [cakes](#) [products](#) [beverages](#)

 [southern red velvet](#)
[black & white](#)
[rosewater pistachio](#)
[golden chocolate](#)
[peanut butter and jelly](#)
[german chocolate](#)
[chocolate](#)
[candy](#)

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[cupcakes](#) [cakes](#) [products](#) [beverages](#)

 [hummingbird](#)
[brooklyn blackout](#)
[cinnamon bun](#)
[marble](#)
[banana chocolate](#)
[draming princess](#)

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cupcakes cakes products beverages

hummingbird
glazed
cinnamon bun
marble
banana chocolate
dreaming princess



cupcakes cakes products beverages

bagels
bagels
hats
FEED series



cupcakes cakes products beverages

bagels
bagels
hats
FEED series



cupcakes cakes products beverages

coffee
tea
ice-tea
juice



cupcakes cakes products beverages

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tea
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juice



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cakes



products



beverages



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Little **CUPCAKE** BAKESHOP

cupcakes ↗

cakes

products

beverages

southern red velvet
black & white
rosewater pistachio
golden chocolate
peanut butter and jelly
german chocolate
chocolate
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cupcakes

southern red velvet
black & white

cakes

rosewater pistachio
golden chocolate

products

peanut butter and jelly
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beverages

chocolate
candy



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