

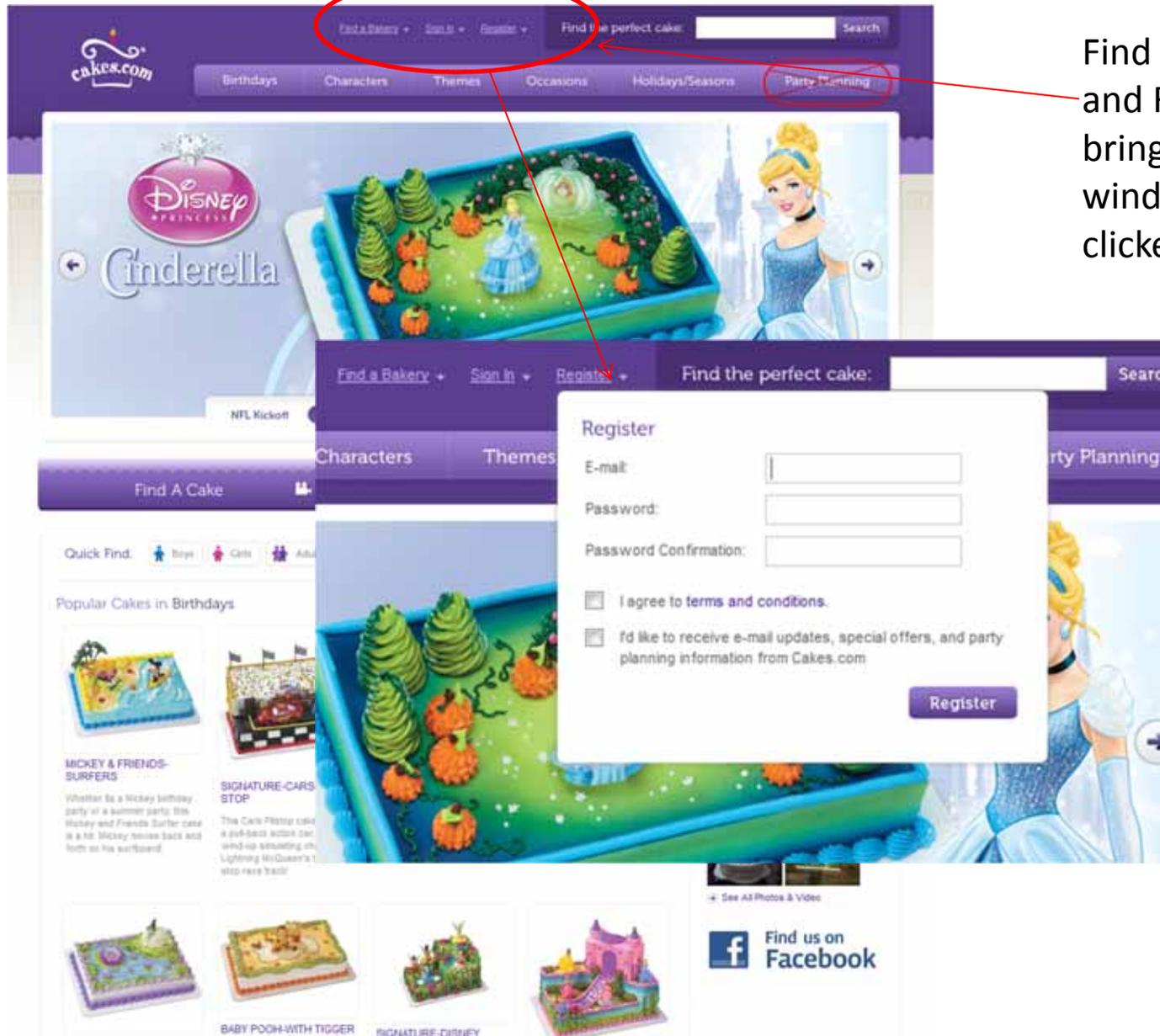
# Cakes.com

## Website Functionality

Cakes.com

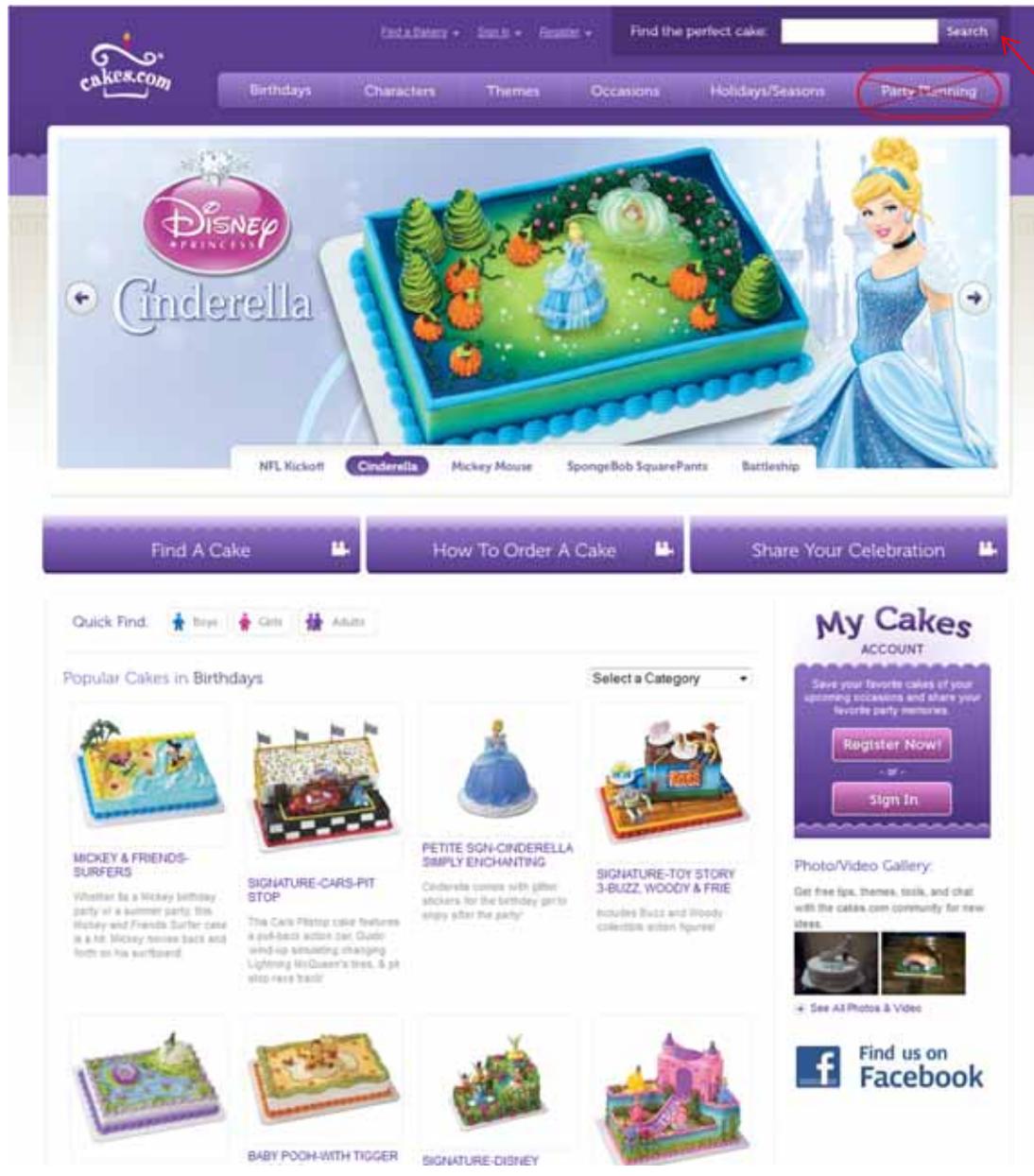
# **HOME PAGE AND MAIN NAVIGATION FUNCTIONALITY**

# Home Page



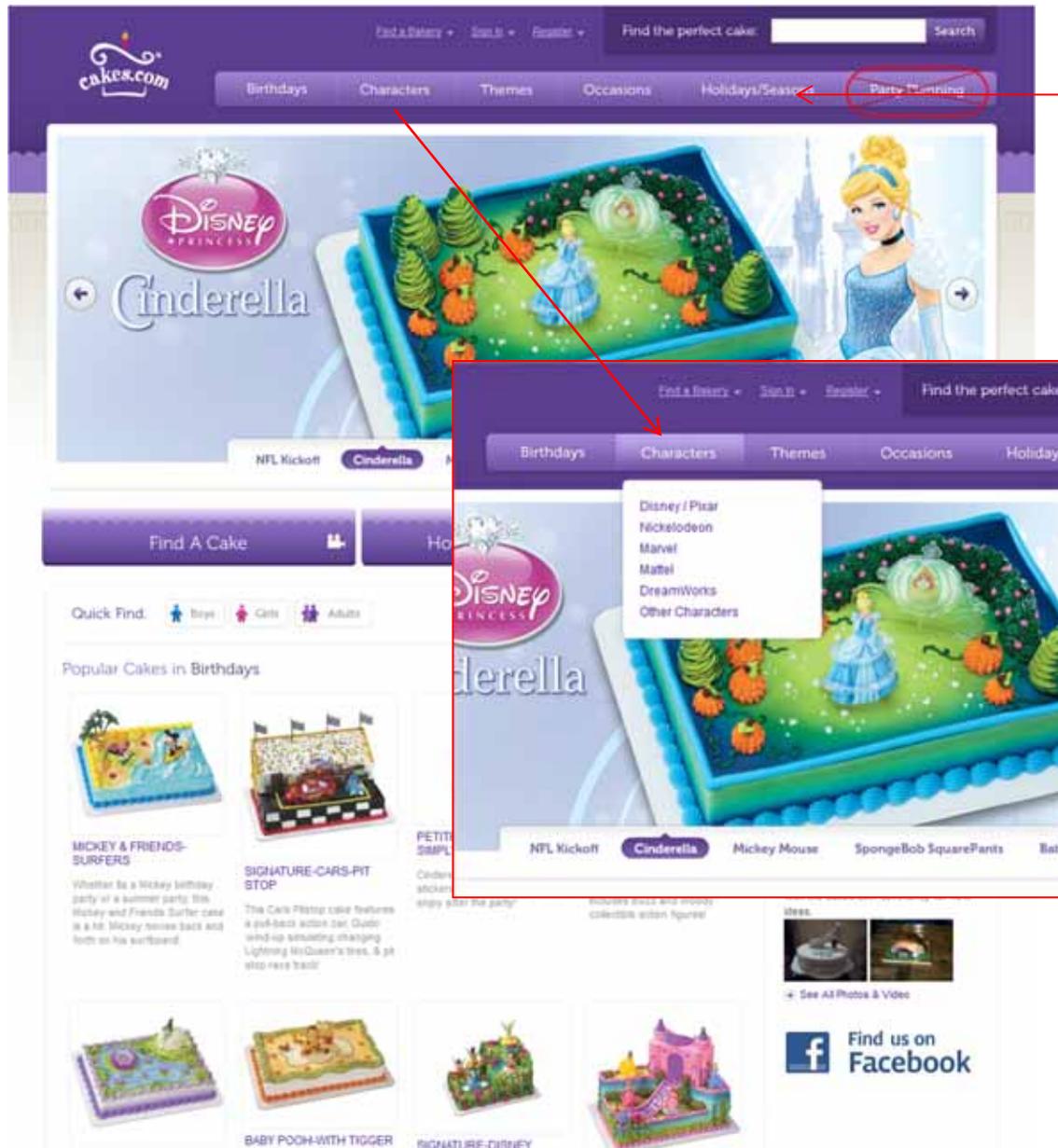
Find a Bakery, Sign In and Register links all bring up an overlay window when clicked.

# Home Page



Search results are presented on a new page.

## Home Page



Primary navigation goes to Cake List pages.

When hovered over, sub-navigation is overlaid.

\*Party Planning will be removed.

# Home Page



Feature images are auto-scrolled (currently uses Flash). Images link to respective Cake List or Cake Detail page.

Quick Find: [Boys](#) [Girls](#) [Adults](#)

Popular Cakes in Birthdays

Select a Category

**MIKEY & FRIENDS-SURFERS**  
Whether its a Mickey birthday party or a summer party, this Mickey and Friends Surfer cake is a hit. Mickey comes back and forth on his surfboard.



**SIGNATURE-CARS-PIF STOP**  
The Cars Pifstop cake features a pull-back slot car. Quirky wind-up stunting, changing Lightning McQueen's tires, & pit stop race back!



**PETITE SON-CINDERELLA SIMPLY ENCHANTING**  
Cinderella comes with glitter stickers for the birthday girl to enjoy after the party!



**SIGNATURE-TOY STORY 3-BUZZ, WOODY & FRIE**  
Includes Buzz and Woody collectible action figures!



**MY CAKES ACCOUNT**  
Save your favorite cakes of your upcoming occasions and share your favorite party memories.  
[Register Now!](#)  
- or -  
[Sign In](#)

Photo/Video Gallery:  
Get free tips, themes, tools, and chat with the cakes.com community for new ideas.  
  
[See All Photos & Video](#)

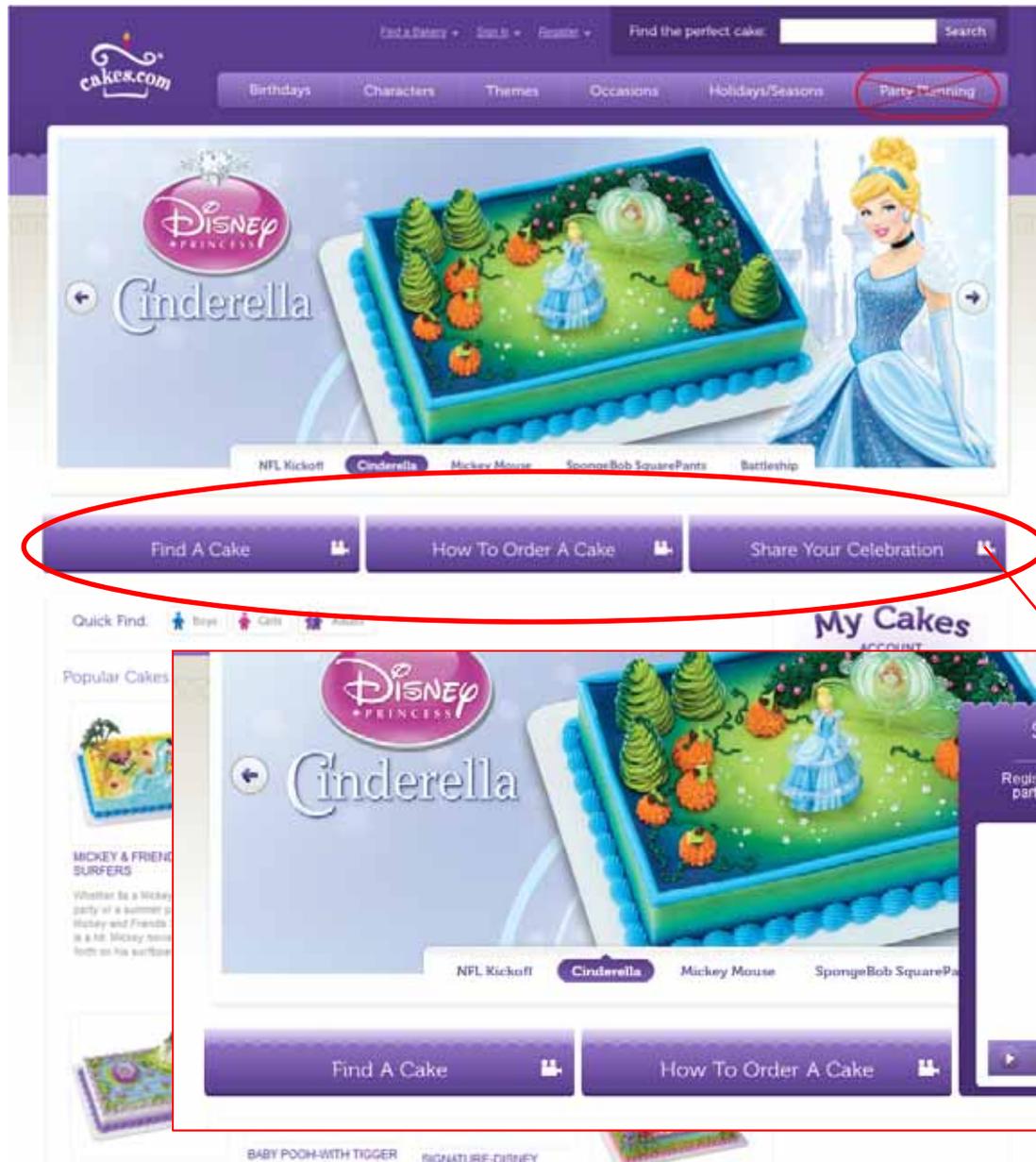
 Find us on Facebook

**BABY POOH-WITH TIGGER**  


**SIGNATURE-DISNEY**  



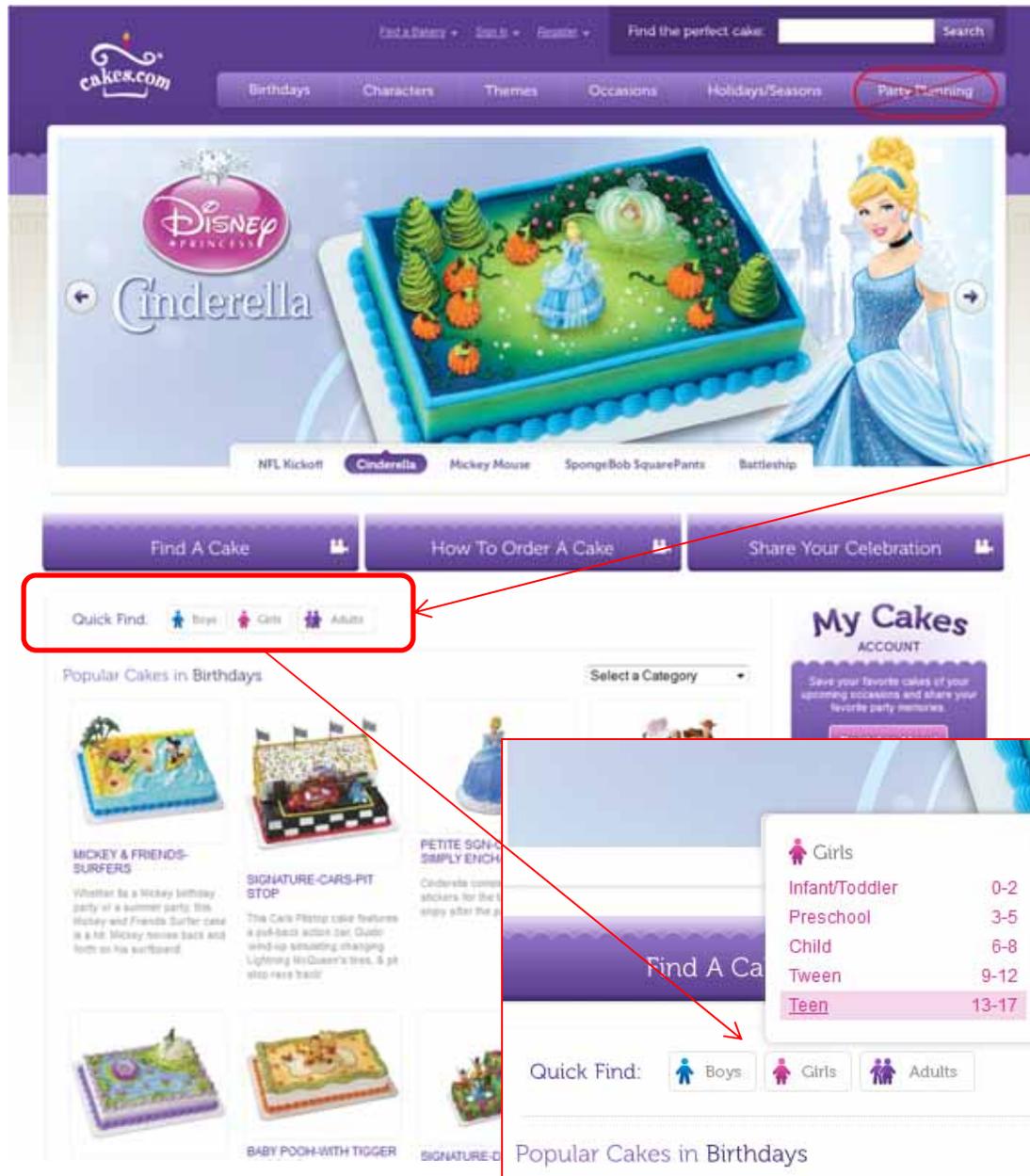

# Home Page



## Videos Links:

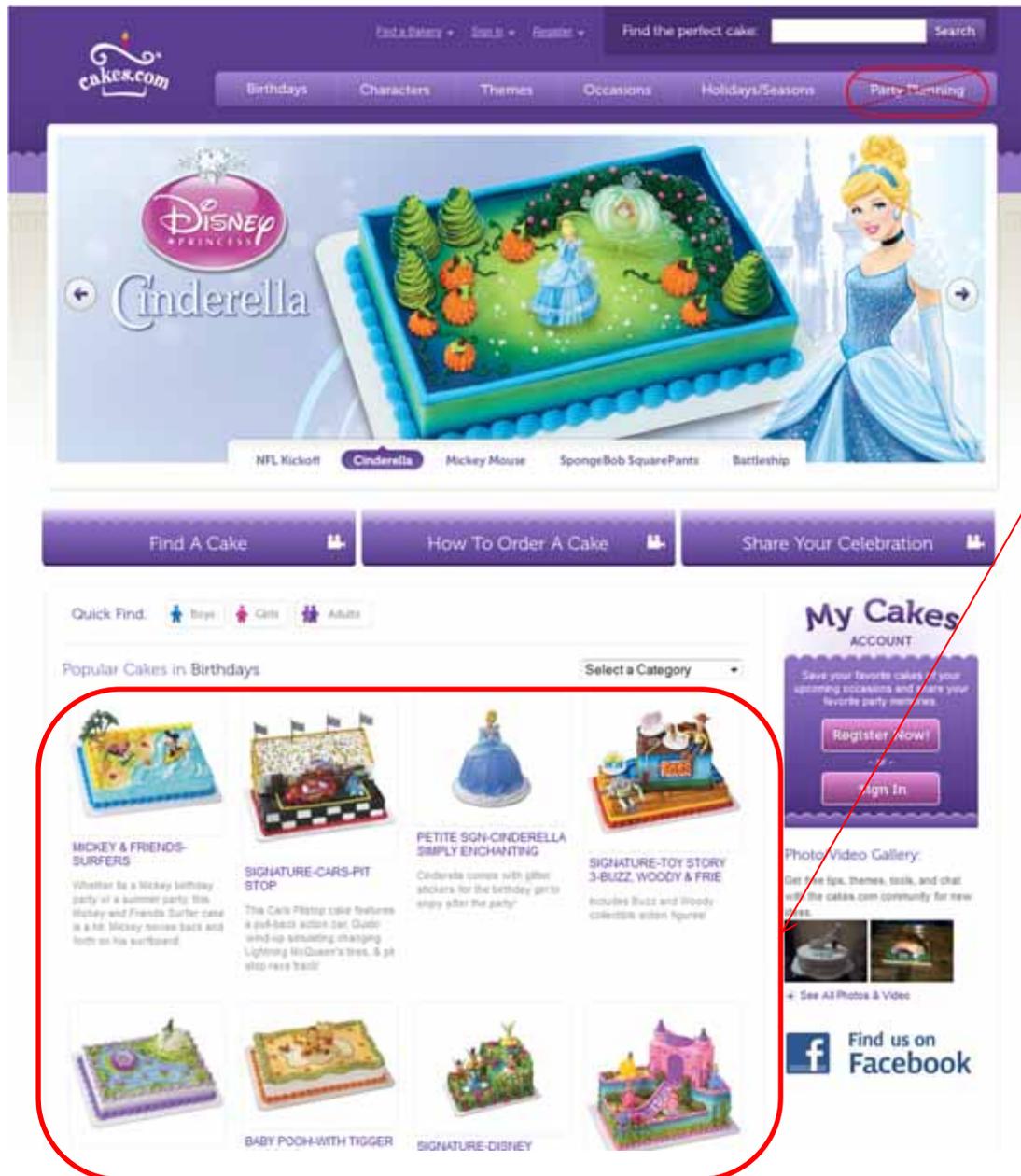
Clicking on a tab opens an overlay above the tab. User needs to click Play. User needs to close window by clicking Down Arrow.

# Home Page



Quick Find:  
Pops up an overlay box with Age sub-categories. When clicked, goes to the “Characters” Cake List page, with Gender and Age filters pre-selected.

# Home Page

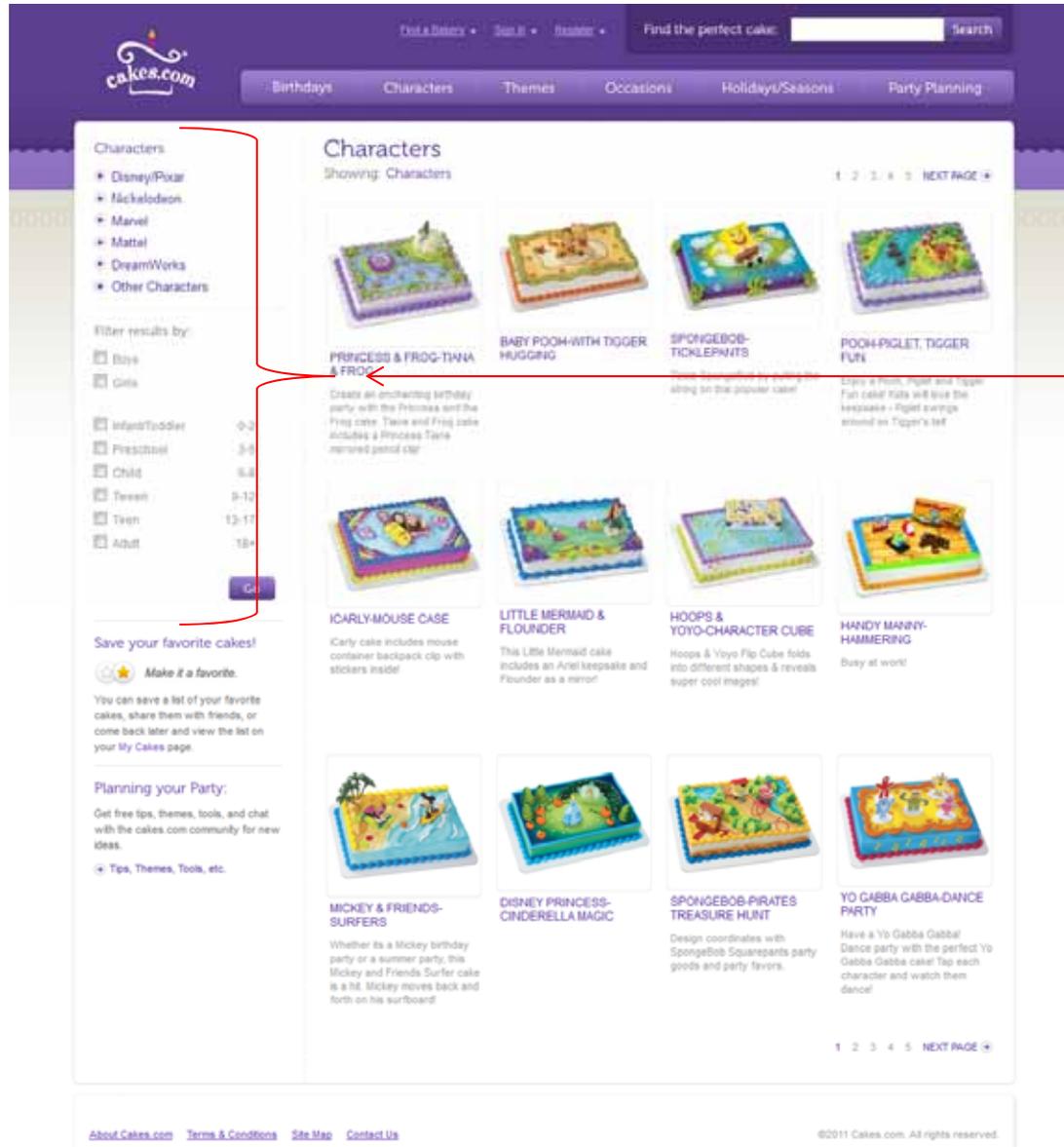


Featured Cakes:  
Cakes are chosen by us through CMS.  
Links go to Cake Detail page.

Cakes.com

**FIND CAKE FIRST BY CATEGORY,  
THEN CHOOSE BAKERY**

# Cake Category Page



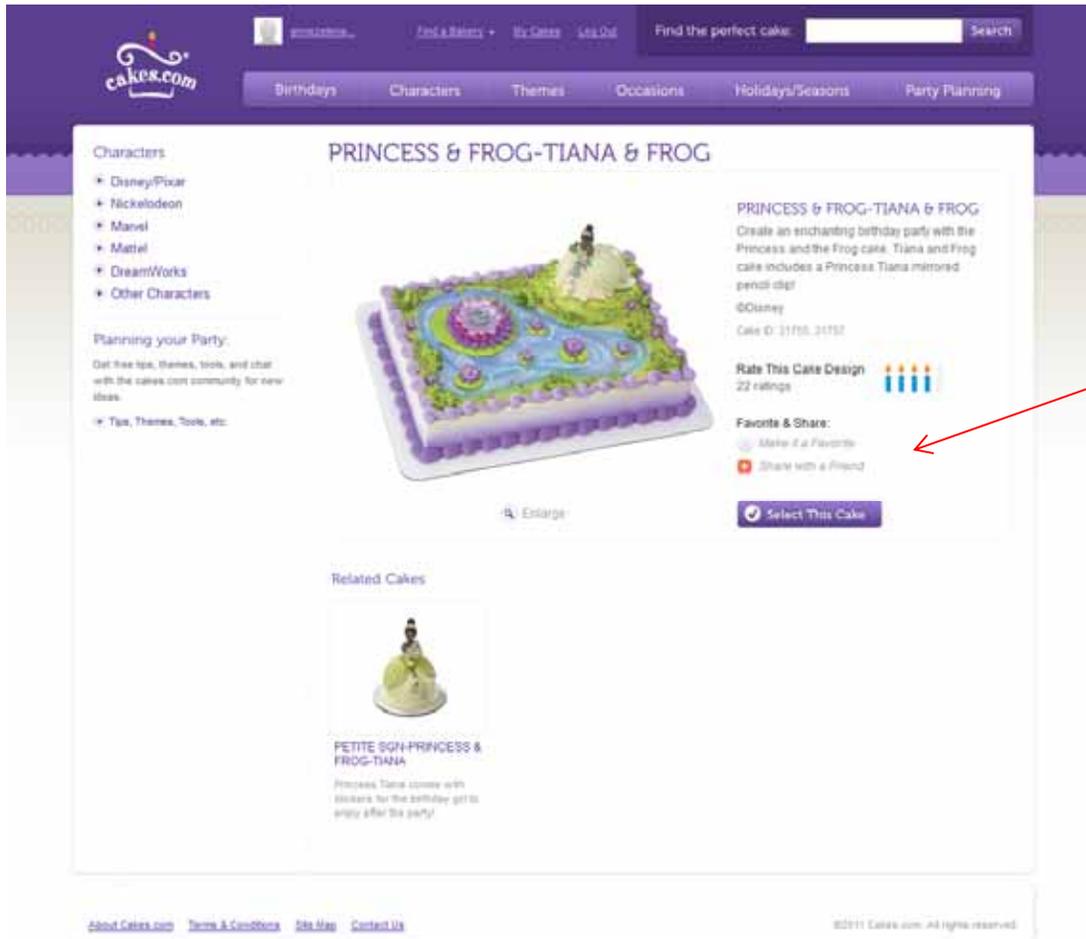
Cake Category Page:  
Lists all cakes in that  
category (as sent by  
our data feed)

User has option to  
select a sub-  
category, or to filter  
by gender and age.

12 Cakes per page.

## Cake Detail Page

Logged In AND has a Preferred Bakery



If user is logged in and they have selected a preferred bakery, they will see the button for Select This Cake. They will not see the Find a Bakery form.

## Cake Detail Page

NOT Logged In OR Logged In but no Preferred Bakery selected

The screenshot shows the Cakes.com website interface. At the top, there is a search bar with the text "Find the perfect cake:" and a "Search" button. Below the search bar is a navigation menu with categories: Birthdays, Characters, Themes, Occasions, Holidays/Seasons, and Party Planning. The main content area is titled "PRINCESS & FROG-TIANA & FROG". It features a large image of a square cake decorated with a pond, a frog, and a princess. To the right of the image is a description: "PRINCESS & FROG-TIANA & FROG. Create an enchanting birthday party with the Princess and the Frog cake. Tiana and Frog cake includes a Princess Tiana mirrored penel digi! ©Disney. Cake ID: 37755\_11757". Below the description are options to "Rate This Cake Design" (22 ratings), "Favorite & Share" (Make it a Favorite, Share with a Friend), and a "Find a Bakery" button. A search bar for "Address, City, State or Postal Code" and a "Distance" dropdown menu (set to 25 Miles) are also present. At the bottom, there is a "Related Cakes" section with a thumbnail for "PETITE 5GN-PRINCESS & FROG-TIANA". The footer contains links for "About Cakes.com", "Terms & Conditions", "Site Map", and "Contact Us", along with the copyright notice "©2011 Cakes.com. All rights reserved."

User has option to search for a bakery on this page. If a bakery is not allowed to order this decorating kit, they will not show up in the search results. (See Auth-list and sub-auth list projects)

Related cakes are shown at bottom.

## Select A Bakery

Follow these Steps:

- Create a printable order form that you can bring to your local supermarket, bakery or ice cream shop.
- Select A Cake
- Find A Bakery
- Enter Your Information
- Print & Bring to Your Bakery

**DISCLAIMER**

DISCLAIMER — NOT ALL BAKERIES MAKE ALL CAKE DESIGNS FEATURED ON THIS WEB SITE.

Please place your order with your local supermarket, bakery or ice cream shop at least 10 days in advance of your party, in order to allow enough time for the cake to be made. Please ask your local supermarket, bakery or ice cream shop about the availability of your cake selection. If you have chosen a design that your local supermarket, bakery or ice cream shop does not currently carry, have them contact DecoPac (1-800-DECOPAC) to check availability.

**Your Cake**

You have selected this cake:

**PRINCESS & FROG-TIANA & FROG**  
Create an enchanting birthday party with the Princess and the Frog cake. Tiana and Frog cake includes a Princess Tiana mirrored pencil dip!

Cake ID: 51735  
Cake ID: 31737

Address, City, State or Postal Code: 55369  
Distance: 25 Miles  
**Find**

Select a Bakery: 1 2 3 4 5 NEXT PAGE

1. Cub Foods #30114 Bky  
8180 Wedgewood Ln N  
Maple Grove, MN 55389  
(763) 494-0364  
Distance: 1.8 Miles  
[Online Ordering](#)
2. Cafe Donut/Kaleidoscopia  
11175 Commerce Dr  
Champlin, MN 55316  
(763) 571-4616  
Distance: 3.6 Miles  
[Online Ordering](#)
3. Jack's Bakery  
8419 W Broadway  
Brooklyn Park, MN 55445  
(763) 424-5025  
Distance: 3.8 Miles  
[Online Ordering](#)
4. Cub Foods #31554 Bky  
8600 N 114th Ave  
Champlin, MN 55316  
(763) 427-2714  
Distance: 3.8 Miles  
[Online Ordering](#)
5. Cub Foods #30224 Bky  
7555 W Broadway  
Brooklyn Park, MN 55428  
(763) 424-2510  
Distance: 4.2 Miles  
[Online Ordering](#)

Map data ©2012 Google, Terms of Use, Report a map error

[About Cakes.com](#) [Terms & Conditions](#) [Site Map](#) [Contact Us](#)

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Find a Bakery search results/Select a Bakery:

Bakeries are sorted by Zip first, then by Online Cake Ordering, then alphabetically.

When user checks a radio button, a "Select Bakery" button appears under the map.

Cakes.com

**FIND CAKE FIRST BY SEARCH**



Cakes.com

**FIND A BAKERY FIRST THEN  
CHOOSE CAKE**

## Find a Bakery

The screenshot shows the homepage of cakes.com. At the top, there is a navigation bar with the logo 'cakes.com' on the left and a search bar on the right. Below the navigation bar, there are several menu items: 'Birthdays', 'Holidays/Seasons', and 'Party Planning'. A 'Find a Bakery' search form is open, showing the following fields: 'Address, City, State or Postal Code' with the value '55369', 'Distance' set to '25 Miles', and a 'Find' button. Below the search form, there is a 'See Complete Bakery List' link. The main content area features a large image of a 'Disney Princess Cinderella' cake, which is a rectangular cake with a blue border and a green top, decorated with a Cinderella figure and pumpkins. Below the cake image, there are several category buttons: 'NFL Kickoff', 'Cinderella', 'Mickey Mouse', 'SpongeBob SquarePants', and 'Battleship'. At the bottom of the page, there are three main navigation buttons: 'Find A Cake', 'How To Order A Cake', and 'Share Your Celebration'. Below these buttons, there is a 'Quick Find' section with icons for 'Boys', 'Girls', and 'Adults'. To the right of the 'Quick Find' section, there is a 'My Cakes ACCOUNT' section with a 'Register Now!' button and a 'Sign In' button. Below the 'My Cakes ACCOUNT' section, there is a 'Popular Cakes in Birthdays' section with a 'Select a Category' dropdown menu and four cake images: a beach cake, a race car cake, a Cinderella cake, and a birthday cake with a 'HAPPY BIRTHDAY' sign.

Click on Find a Bakery at top of page. Enter zip code and miles/distance (defaulted to 25 miles).

## Find a Bakery

The screenshot shows the 'Find a Bakery' page on cakes.com. At the top, there is a search bar with the text 'Find the perfect cake:' and a search button. Below the search bar are navigation tabs for 'Birthdays', 'Characters', 'Themes', 'Occasions', 'Holidays/Seasons', and 'Party Planning'. The main content area is titled 'Find a Bakery' and shows search results for bakeries near ZIP code 55369. The search criteria are 'Address, City, State or Postal Code: 55369' and 'Distance: 25 Miles'. A disclaimer states: 'Only the first 100 bakeries are listed. Results are approximate, please call your bakery for details.' The results list five bakeries, each with its name, address, phone number, and distance. A map view is shown on the right, with a red arrow pointing to the first bakery, 'Cub Foods #30114 Bky', which is located at 8150 Wedgewood Ln N, Maple Grove, MN 55369. The map shows the surrounding area, including Saint Cloud, Princeton, Cambridge, and Minneapolis.

Find a Bakery

100 Results for Bakeries near 55369

Disclaimer: Only the first 100 bakeries are listed. Results are approximate, please call your bakery for details.

Address, City, State or Postal Code: 55369

Distance: 25 Miles Find

- Cub Foods #30114 Bky**  
8150 Wedgewood Ln N  
Maple Grove, MN 55369  
(763) 484-8364  
Distance: 1.8 Miles  
Add to My Bakeries  
Get Directions  
Online Ordering
- Cafe**  
Donut/Kaleidoscoops  
11175 Commerce Dr  
Chaplin, MN 55316  
(763) 571-4616  
Distance: 3.6 Miles  
Add to My Bakeries  
Get Directions  
Online Ordering
- Jack's Bakery**  
8419 W Broadway  
Brooklyn Park, MN 55445  
(763) 424-5025  
Distance: 3.8 Miles  
Add to My Bakeries  
Get Directions  
Online Ordering
- Cub Foods #31554 Bky**  
8600 N 114th Ave  
Chaplin, MN 55316  
(763) 427-2714  
Distance: 3.8 Miles  
Add to My Bakeries  
Get Directions  
Online Ordering
- Cub Foods #30224 Bky**  
7555 W Broadway  
Brooklyn Park, MN 55428  
(763) 424-2510  
Distance: 4.2 Miles  
Add to My Bakeries  
Get Directions  
Online Ordering

Select a bakery by clicking on name.

Can also Add to Favorites (Requires log-in) and get directions (google maps).

## Find a Bakery

The screenshot displays the 'Find a Bakery' page on Cake.com. The header includes the Cake.com logo, navigation tabs (Bakery, Characters, Themes, Occasions, Holidays/Seasons, Party Planning), and a search bar. The main content area is titled 'Bakery: Cub Foods #30114 Bky' and features a map, contact information, and a 'Find a Bakery' button. Below this, there are sections for 'Hours of Operation & Bakery Notes', 'Popular Cakes at Cub Foods #30114 Bky', and a grid of cake options. The grid includes cakes like 'PRINCESS & FROG TWIN & FROG', 'FLUVE SHOES', 'BIBI POON WITH TIGER HUGGLES', 'WITH THIS RING', 'LITTLE PRINCESS', 'SPONGEBOB TOILETPITS', 'GRIM REAPER', 'POON ROULET TIGER FILLS', 'DEER HEAD BAGNET', 'FLUVE DOGS CREATIONS', 'GARDENING', and 'GRADUATION CAP WITNESS BLACK'. A red arrow points from the text on the right to the cake grid.

Shows all cakes with products the bakery is allowed to order (See auth-list and sub-auth list projects).

## Find a Bakery

The screenshot shows the cakes.com website interface. At the top, there is a search bar with the text "Find the perfect cake:" and a "Search" button. Below the search bar is a navigation menu with categories: Birthdays, Characters, Themes, Occasions, Holidays/Seasons, and Party Planning. The main content area is titled "PRINCESS & FROG-TIANA & FROG". On the left, there is a sidebar with "Follow these Steps:" (Find A Bakery, Select A Cake, Enter Your Information, Submit & Confirm Your Order), "Search Within this Bakery" (Birthdays, Characters, Holidays/Seasons, Occasions, Themes), and "Planning your Party:" (Tps, Themes, Tools, etc.). The main content area features a large image of a square cake with a pond and a princess, a description of the cake, a "Rate This Cake Design" section with 22 ratings, and a "Favorite & Share:" section with options to "Make it a Favorite" and "Share with a Friend". A red arrow points to the "Select This Cake" button. Below the main cake image is a "Related Cakes" section with a smaller cake image and the title "PETITE SGN-PRINCESS & FROG-TIANA".

Find a Bakery • Search • Register • Find the perfect cake:  Search

Birthdays Characters Themes Occasions Holidays/Seasons Party Planning

Follow these Steps:  
You can view your order progress below. You have chosen a bakery, now please select a cake.

- Find A Bakery
- Select A Cake
- Enter Your Information
- Submit & Confirm Your Order

Search Within this Bakery

- Birthdays
- Characters
- Holidays/Seasons
- Occasions
- Themes

Planning your Party:  
Get free tips, themes, tools, and chat with the cakes.com community for new ideas.

- Tips, Themes, Tools, etc.

### PRINCESS & FROG-TIANA & FROG



PRINCESS & FROG-TIANA & FROG  
Create an enchanting birthday party with the Princess and the Frog cake. Tiana and Frog cake includes a Princess Tiana mirrored pencil dip!

©Disney  
Cake ID: 31755, 31757

Rate This Cake Design  
22 ratings

Favorite & Share:  
 Make it a Favorite  
 Share with a Friend

Select This Cake

Enlarge

#### Related Cakes



PETITE SGN-PRINCESS & FROG-TIANA  
Princess Tiana comes with stickers for the birthday girls

Selecting a cake from the bakery's cake list takes user to Cake Detail page. Since the bakery has been selected already, there's no option to Find a Bakery, just the button to Select this Cake.

Cakes.com

# **CAKE ORDERING PROCESS**

# Order Cake Online

**Order Your Cake**

Now that you have chosen your cake, enter your contact information, or any special instructions.

You have selected this bakery:

**Cub Foods #30224 Bky**  
7555 W Broadway  
Brooklyn Park, MN 55428  
(763) 424-0510

Monday  
Open: 7:00 AM To: 10:00 PM

Tuesday  
Open: 7:00 AM To: 10:00 PM

Wednesday  
Open: 7:00 AM To: 10:00 PM

Thursday  
Open: 7:00 AM To: 10:00 PM

Friday  
Open: 7:00 AM To: 10:00 PM

Saturday  
Open: 7:00 AM To: 10:00 PM

Sunday  
Open: 7:00 AM To: 10:00 PM

[Change Bakery](#)  
[Get Directions](#)

**Order**  
Your information (all fields required)

First Name:

Email:

Last Name:

Confirm Email:

Phone Number:

**Special Instructions**  
Please enter any instructions for the bakery below:

Cake Size: [About Cake Sizes](#)

Cake Flavors:

Cake Filling:

Cake Icing Flavors:

Cake Decoration Upcharge: \$0.00

Date:

Pick Up Time:

Message on Cake:

Message Color:

- No Message
- Violet
- Purple
- Royal Blue
- Sky Blue
- Leaf Green
- Neon Green
- Yellow
- Orange
- Red
- Bright Rose

If the bakery offers online ordering, the consumer will enter their contact information and cake instructions.

# Order Cake Online – Review Order

Consumer reviews order and clicks Place Order button.

The screenshot displays the 'Review Your Order' page on the Cakes.com website. The page is divided into several sections:

- Bakery Logo:** Features the 'Cub Foods' logo.
- Follow These Steps:** A checklist with four items: 'Select A Cake', 'Find A Bakery', 'Enter Your Information', and 'Submit & Confirm Your Order'. The first three are checked, and the last one is selected.
- DISCLAIMER:** A section with a disclaimer text and a note to place orders early.
- Review Your Order:** The main section containing:
  - Cake:** A photo of a 'PRINCESS & FROG-TIANA & FROG' cake with a description and a 'Cake ID: 21757'.
  - Cake Size:** 114 Sheet.
  - Cake Flavor:** Chocolate.
  - Cake Icing:** Buttercream - White.
  - Cake Filling:** No Filling.
  - Message on Cake:** No Message.
  - Message Color:** No Message.
  - Note to Cake Decorator:** No Message.
  - Cake Decoration Upcharge:** \$0.00.
  - Pick Up Date:** 09/29/12.
  - Pick Up Time:** 3:00 PM.
  - Cake Price:** \$22.99 (Not including any sales tax).
  - Buttons:** 'Place Order' and 'Edit Order'.
- Bakery:** Information for 'Cub Foods #30224 Bky' at 7955 W Broadway, Brooklyn Park, MN 55428, with phone (763) 424-2510. Includes a map and 'Your Information' for Anne Zelenak.

A red arrow points from the text 'Consumer reviews order and clicks Place Order button.' to the 'Place Order' button on the page.

# Order Cake Online – Print Confirmation

**Thank You**

Thank you for your order on Cakes.com. Please print your confirmation with your pick-up time and bakery location. Payment will be required when you pick up your order.

**Your Cake**

**PRINCESS & FROG-TIANA & FROG**  
Create an enchanting birthday party with the Princess and the Frog cake. Tiana and Frog cake includes a Princess Tiana mirrored pencil clip!  
Cake ID: 21767

**Cake Size**  
1/4 Sheet

**Cake Flavor**  
Chocolate

**Cake Icing**  
Buttercream - White

**Cake Filling**  
No Filling

**Message on Cake**  
Message Color  
No Message

**Note to Cake Decorator**  
Cake Decoration Upcharge  
\$0.00

**Pick Up Date**  
09/29/12

**Pick Up Time:**  
3:00 PM

**Cake Price \$22.99** (Not including any sales tax)

[Done](#) [Print Order Confirmation](#)

**Bakery**

When your cake is ready, you can pick it up at this location

Cub Foods #30224 Bky  
7555 W Broadway  
Brooklyn Park, MN 55428  
(763) 424-2510

**Your Information**

Anne Zelenak  
763 398 5645  
Anne.Zelenak@DecoPac.com

**Follow These Steps**

Submit your order directly to your local supermarket, bakery or ice cream shop.

- Select A Cake
- Find A Bakery
- Enter Your Information
- Submit & Confirm Your Order

**DISCLAIMER**

DISCLAIMER — NOT ALL BAKERIES MAKE ALL CAKE DESIGNS FEATURED ON THIS WEB SITE.

Please place your order with your local supermarket, bakery or ice cream shop early, in order to allow enough time for the cake to be made. Please ask your local supermarket, bakery or ice cream shop about the availability of your cake selection. If you have chosen a design that your local supermarket, bakery or ice cream shop does not currently carry, have them contact DecoPac (1-800-DECOPAC) to check availability.

[About Cakes.com](#) [Terms & Conditions](#) [Site Map](#) [Contact Us](#)

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Consumer is able to print order confirmation.

# NO Online Ordering - Order Cake Form

The screenshot shows the 'cakes.com' website interface. At the top, there is a search bar and navigation tabs for Birthdays, Characters, Themes, Occasions, Holidays/Seasons, and Party Planning. The main content area is divided into several sections:

- Follow these Steps:** A checklist with four items: 'Select A Cake' (checked), 'Find A Bakery' (checked), 'Enter Your Information' (unchecked), and 'Print & Bring to Your Bakery' (unchecked).
- Your Cake:** A section with a cake image and two columns of information. The first column describes the 'PRINCESS & FROG-TIANA & FROG' cake. The second column lists the selected bakery: 'Super Target #2193 Bky' at '15300 Grove Cir N, Maple Grove, MN 55369'. There are links for 'Change Bakery' and 'Get Directions'.
- Your Information:** A form with fields for 'First Name' (Anne), 'Last Name' (Zelenak), 'Email' (anne.zelenak@gmail.com), and 'Phone Number'. There is also a 'Special Instructions?' text area.
- DISCLAIMER:** A section with the heading 'DISCLAIMER -- NOT ALL BAKERIES MAKE ALL CAKE DESIGNS FEATURED ON THIS WEB SITE.' and a paragraph of text explaining that the user must bring the form to a local supermarket, bakery, or ice cream shop.
- ATTENTION:** A purple box with a warning icon and the text: 'You are not ordering a cake online. This form must be brought to your local supermarket, bakery or ice cream shop for an order to be placed.'
- Planning your Party:** A section with a link to 'Get free tips, themes, tools, and chat with the cakes.com community for new ideas.' and a link for 'Tips, Themes, Tools, etc.'

A red arrow points from the text on the right to the 'Print Your Cake Form' button at the bottom of the form.

If the bakery DOES NOT offer Online Ordering: Consumer is able to fill in cake details and print an order form. The order form includes cake information, bakery information, and notes entered by the consumer.

# NO Online Ordering - Order Cake Form

Screen of the printed form:



**cakes.com**

*You have selected this cake:*

**PRINCESS & FROG-TIANA & FROG**  
Create an enchanting birthday party with the Princess and the Frog cake. Tiana and Frog cake includes a Princess Tiana mirrored pencil clip!  
Cake ID: 31755  
Cake ID: 31757

*You have selected this bakery:*

**Super Target #2193 Bky**  
15300 Grove Cir N  
Maple Grove, MN 55369

[Change Bakery](#)  
[Get Directions](#)

**Your Information**

First Name:

Last Name:

Email:

Phone Number:

Special Instructions?

**! ATTENTION !**

**You are not ordering a cake online.**  
This form must be brought to your local supermarket, bakery or ice cream shop for an order to be placed.

**Planning your Party:**  
Get free tips, themes, tools, and chat with the cakes.com community for new ideas.  
[Tips, Themes, Tools, etc.](#)

**Print Your Cake Form**

Cakes.com

# **USER ACCOUNT AREA/ MY CAKES INFO AND EVENTS**

## Register for an Account

2 places to register:

1. Click in top nav and register in pop-up form

2. Click on Register button on home page and fill in form on page.

The image illustrates two registration paths on the Cakes.com website. The top path involves clicking the 'Register' link in the top navigation bar, which opens a pop-up registration form. The bottom path involves clicking the 'Register Now!' button in the 'My Cakes ACCOUNT' section on the home page, which leads to a full-page registration form. Both forms require an email address, a password, and password confirmation, along with agreement to terms and conditions and an option to receive email updates.

## Log in to Account

The image shows two overlapping screenshots of the cakes.com website. The top screenshot displays a navigation bar with 'Sign In' and 'Register' links. A red arrow points from the 'Sign In' link to a white pop-up form titled 'Sign In:'. This form contains fields for 'E-mail:' and 'Password:', a 'Remember me on this computer' checkbox, a 'Forgot your Username/Password?' link, and a 'Sign In' button. The bottom screenshot shows the main website interface with a purple header containing the 'cakes.com' logo and navigation tabs for 'Birthdays', 'Characters', and 'Themes'. A 'Sign In' button is visible in the top right of the header. A red circle highlights this button, with a red arrow pointing to a larger, detailed view of the 'Sign In' form on the right side of the image. This detailed form includes a 'Personal Information' section with 'Email:' and 'Password:' fields, a 'Remember me on this computer' checkbox, and a 'Sign In' button. At the bottom of the page, there are links for 'About Cakes.com', 'Terms & Conditions', 'Site Map', and 'Contact Us'.

2 places to sign in:

1. Click in top nav and sign in with pop-up form
2. Click on Sign In button on home page and fill in form on page.

## Account Profile

Thanks for Registering!

What to do now:

1. **Customize your profile**  
Add your name, contact information, and upload a photo.
2. **Set up Events, Add Cakes and Reminders**  
Start exploring cakes.com! Create events and view your favorite cakes on your **My Cakes** page.
3. **Add Photos and Videos to your Events**  
Once your event is finished, add your photos and videos!

Save your favorite cakes!

Make it a favorite

You can save a lot of your favorite cakes, share them with friends, or come back later and view the list on your My Cakes page.

### Profile

#### Personal Information

First Name:

Last Name:

Email:

Mobile Number:

[Change Password](#)

#### Profile Photo

No File Selected [Choose File](#)

Use a square photo for best results. Max file size 5 MB. Images may not show up immediately.

#### Privacy

Keep photos and videos private

Share photos and videos with other Cakes.com users

#### Email Updates

I'd like to receive emails, updates, special offers, and party planning from Cakes.com

#### Preferred Bakeries

Jack's Bakery  
8419 W Broadway  
Brooklyn Park, MN 55445  
(763) 424-6625

#### Add a Bakery:

Address, City, State or Zip:

[About Cakes.com](#) [Terms & Conditions](#) [Site Map](#) [Contact Us](#)

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After registration or login, user is take to account profile page.

Options here are

1. Update personal info
2. Upload or change a profile photo
3. Change privacy and email preferences,
4. Search for and select a preferred bakery
5. Click on MyCakes

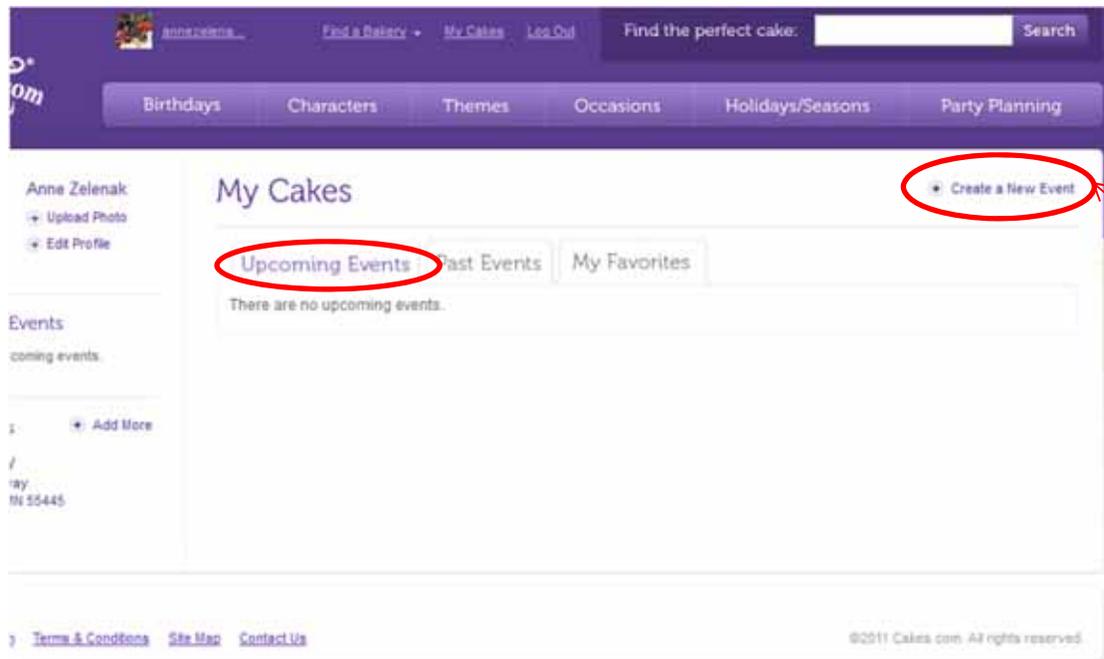
## My Cakes Page -> My Favorites Tab

The screenshot shows the user interface of cakes.com. At the top, there is a purple navigation bar with the cakes.com logo on the left and navigation links for 'Find a Bakery', 'My Cakes', 'Log Out', and 'Find the perfect'. Below this is a secondary navigation bar with tabs for 'Birthdays', 'Characters', 'Themes', 'Occasions', and 'Holidays'. The main content area is divided into two columns. The left column contains the user's profile for 'Anne Zelenak', including a profile picture, an 'Upload Photo' button, an 'Edit Profile' button, and a section for 'Upcoming Events' which is currently empty. Below that is a 'My Bakeries' section listing 'Jack's Bakery' with its address and phone number. The right column is titled 'My Cakes' and has three tabs: 'Upcoming Events', 'Past Events', and 'My Favorites', with 'My Favorites' being the active tab. Under the 'My Favorites' tab, there is a section for 'Favorite Cakes' featuring a 'DISNEY PRINCESS-LIGHT UP' cake. The description for this cake reads: 'Showcase your birthday princess's favorite Disney princess with this Disney Princess Light Up cake!'. Below this is a section for 'Favorite Party Plans' which states 'You do not have any favorite party plans.'

MyCakes page:

My Favorites tab – this is where cakes are stored that you have indicated are a favorite (User indicates favorites on the Cake Detail Page)

## My Cakes Page -> Upcoming Events Tab

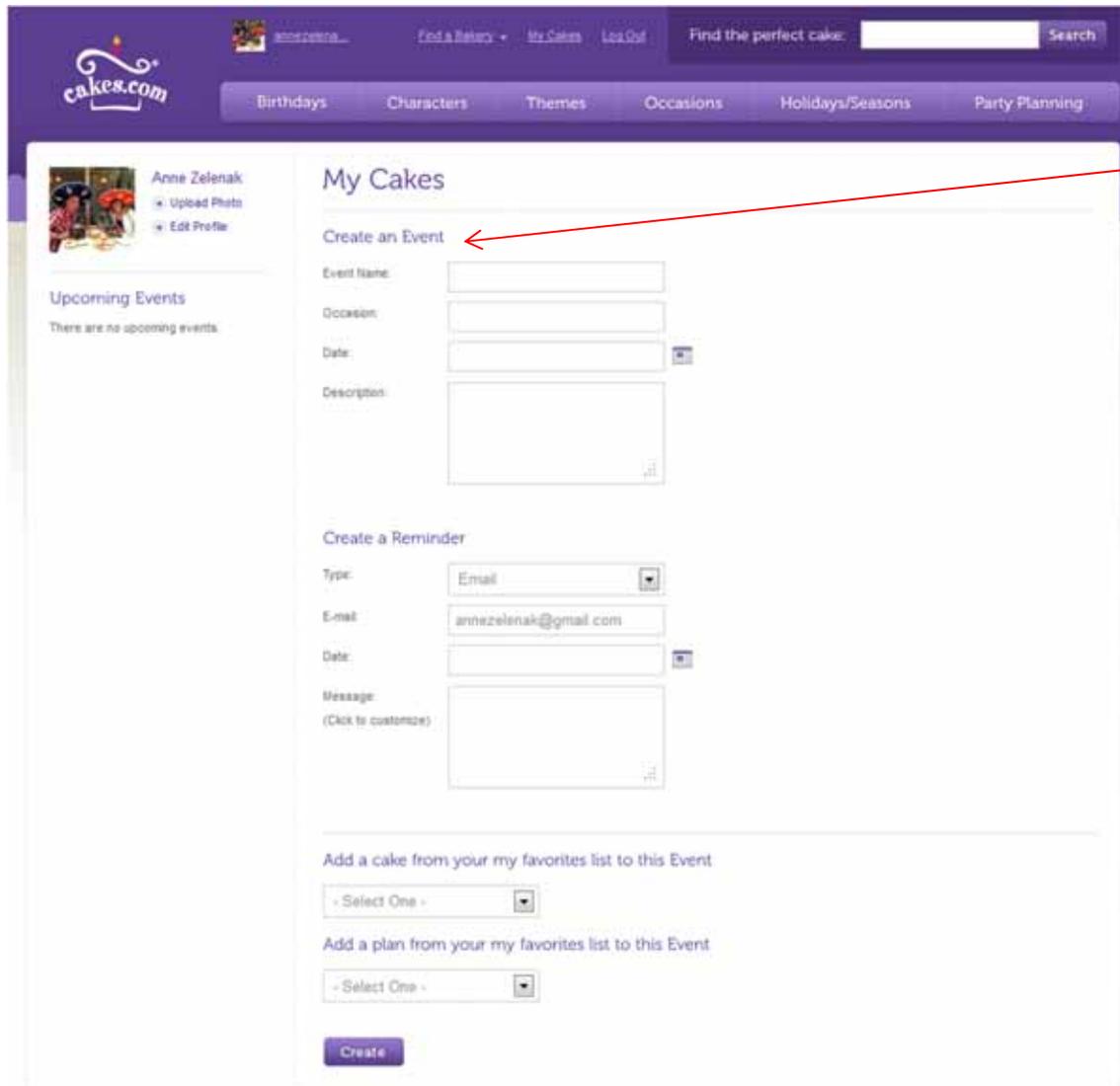


MyCakes page:

Upcoming Events Tab:

To create a new event, click the link Create a New Event.

## My Cakes Page -> Create An Event



The screenshot shows the 'My Cakes' page on cakes.com. The user is Anne Zelenak. The page has a purple header with navigation links: Birthdays, Characters, Themes, Occasions, Holidays/Seasons, and Party Planning. A search bar is also present. The main content area is titled 'My Cakes' and features a 'Create an Event' link, which is highlighted by a red arrow. Below this link is a form with the following fields: Event Name, Occasion, Date, and Description. There is also a 'Create a Reminder' section with fields for Type (set to Email), Email (annazelenak@gmail.com), Date, and Message. At the bottom, there are two dropdown menus for selecting a cake and a party plan from the user's favorites list, followed by a 'Create' button.

MyCakes page:

Create an Event:

1. Enter Event info
2. Set event reminders
3. Add a cake to the event
4. Add a party plan to the event (going away)

## My Cakes Page -> Create An Event

The screenshot shows the MyCakes.com interface. At the top, there's a search bar and navigation links for 'Find a Bakery', 'My Cakes', and 'Log Out'. Below the search bar is a purple navigation bar with categories: Birthdays, Characters, Themes, Occasions, Holidays/Seasons, and Party Planning. On the left side, there's a user profile for Anne Zelenak with options to 'Upload Photo' and 'Edit Profile'. Below the profile are sections for 'Upcoming Events' (listing 'Anne's Bday Fiesta' on March 02, 2013) and 'My Bakeries' (listing 'Jack's Bakery' with address and phone number). The main 'My Cakes' section has tabs for 'Upcoming Events', 'Past Events', and 'My Favorites'. Under 'Upcoming Events', there's an event titled 'Anne's Bday Fiesta' with a sub-header 'Meet at Ole Madrid!'. Below this, it lists 'Occasion: Anne's birthday', 'Date: March 02, 2013', and 'Reminder: Email'. A red circle highlights the 'Edit Event Details' link next to the event title. Below the event details is a 'My Cake' section featuring a 'HULA WITH FLOWERS' cake with a description: 'A Hula party isn't complete without the cake! The Hula decoration has a suction cup to hang on windows or a fridge!'. At the bottom, there's a message: 'No Plan Has Been Selected for Anne's Bday Fiesta. Add a plan from your my favorites list by Editing Event Details'.

MyCakes page:

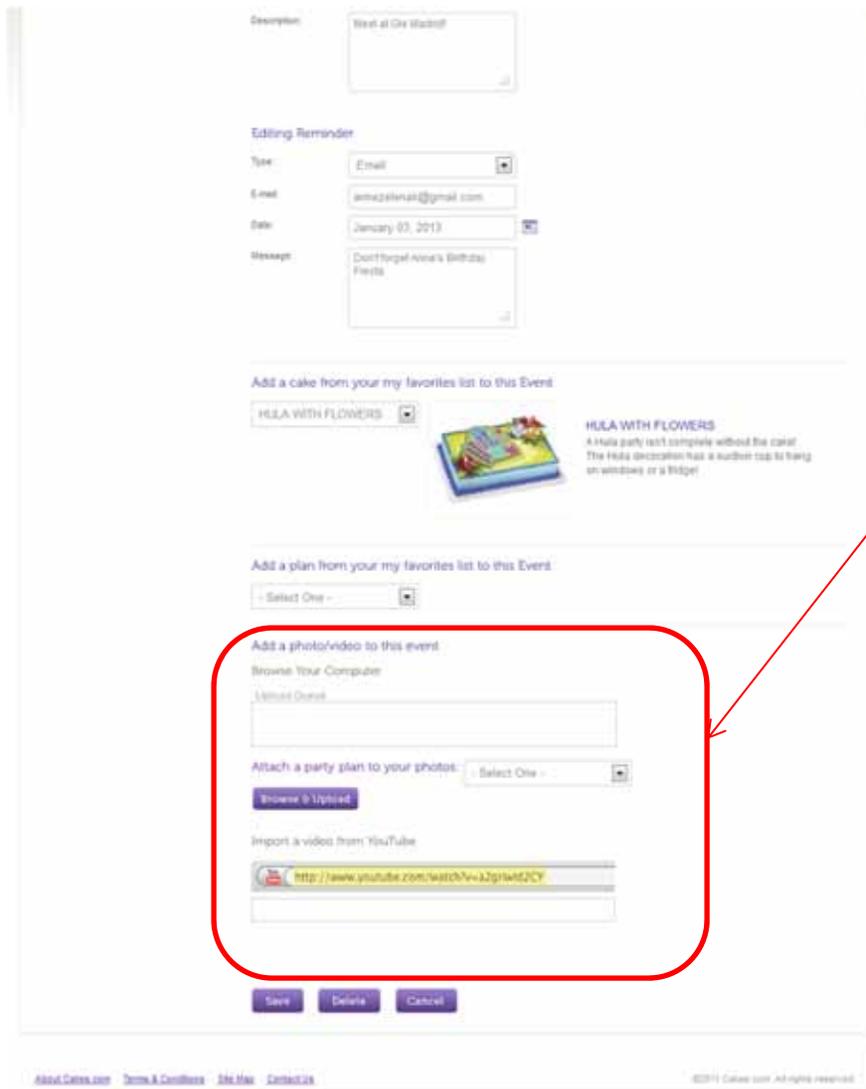
Your new event will now show up under the Upcoming Events tab.

To add a photo or video to the event (which will display in the Photo & Video Gallery), click on Edit Event Details.

## My Cakes Page -> Create An Event -> Add Photo or Video

### Add Photo/Video:

To add a photo or video to the event (which will display in the Photo & Video Gallery), scroll down to the bottom of the event detail.



The screenshot shows the 'Add a photo/video to this event' section of a web form. This section is highlighted with a red rounded rectangle. It contains the following elements:

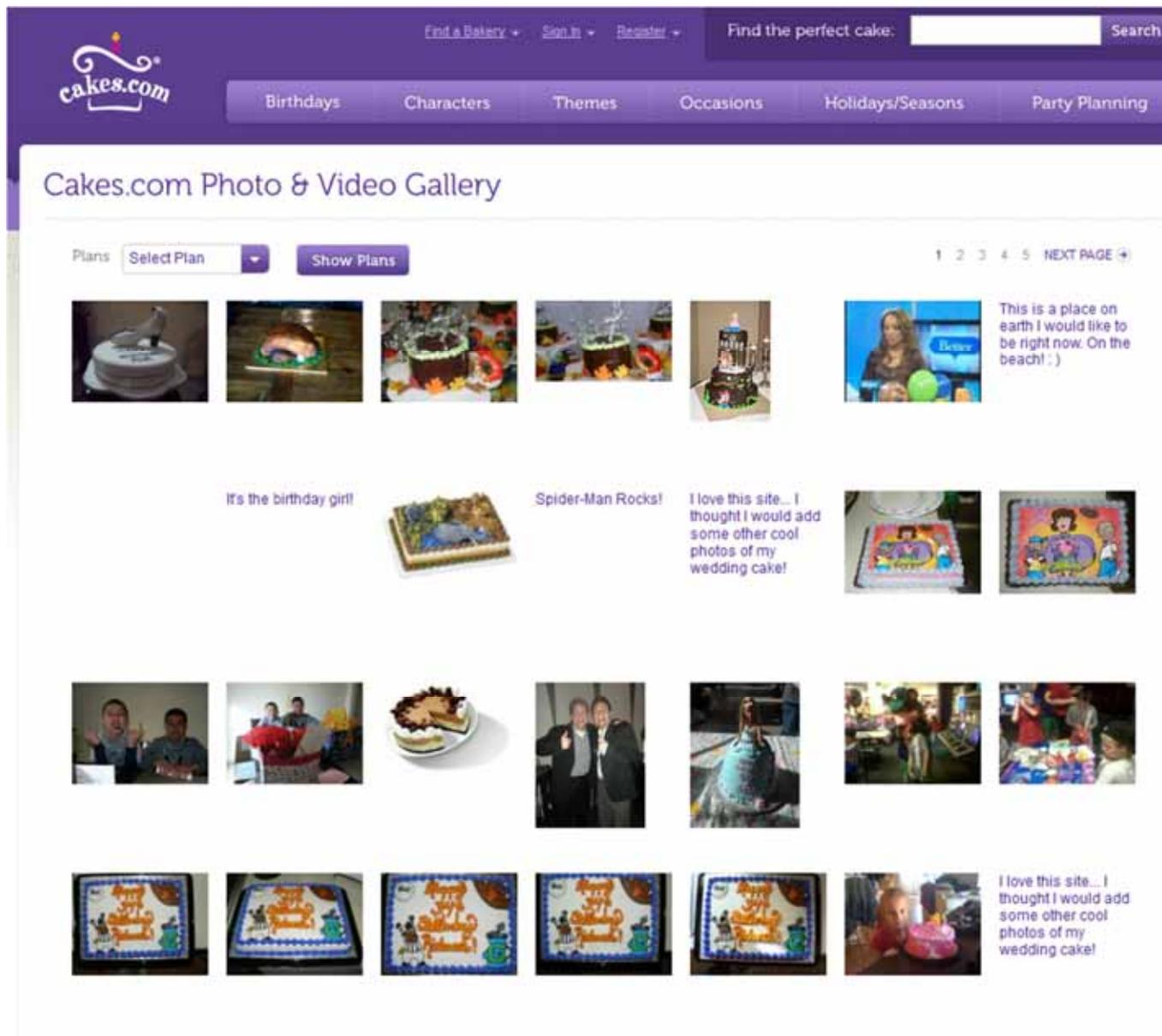
- Section Header:** Add a photo/video to this event
- Browser Your Computer:** A section with a 'Upload Photo' button and a text input field for the file name.
- Attach a party plan to your photos:** A dropdown menu with the text 'Select One'.
- Import a video from YouTube:** A section with a 'YouTube URL' input field containing the URL 'http://www.youtube.com/watch?v=A2g1w4t2CY' and a 'YouTube Video' button.

At the bottom of the form, there are three buttons: 'Save', 'Delete', and 'Cancel'. The footer of the page includes 'About Cakes.com', 'Terms & Conditions', 'Site Map', 'Contact Us', and '©2011 Cakes.com All rights reserved.'

Cakes.com

# **PHOTO & VIDEO GALLERY**

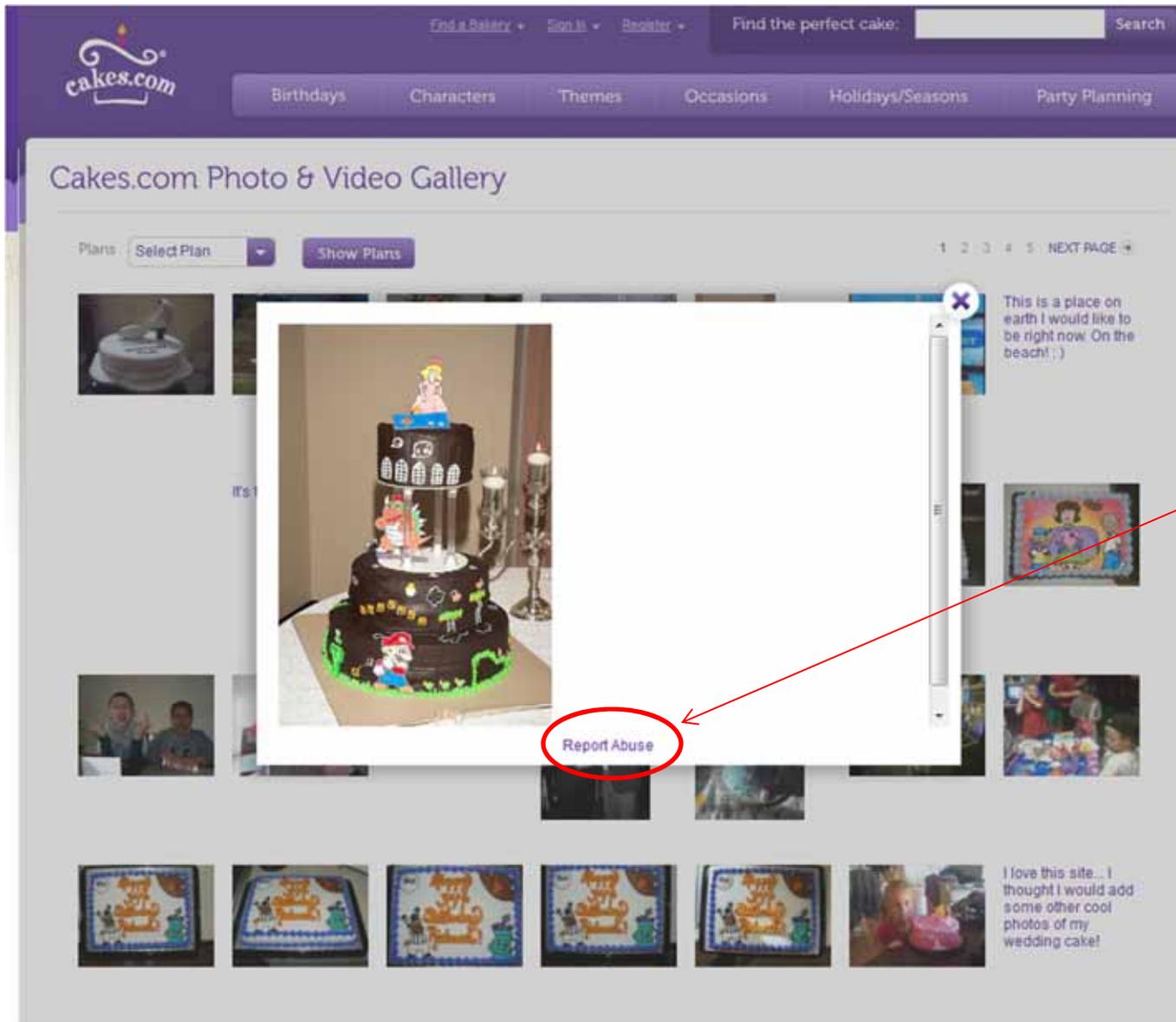
# Photo & Video Gallery



## Photo & Video Gallery:

Photos and videos are uploaded by users through their "My Cakes" account. A user must first make an event, then add a photo or video to that event.

## Photo & Video Gallery



## Photo & Video Gallery:

Clicking on a photo pops up an overlay. There's a link at the bottom of each photo for someone to "Report Abuse." If link is clicked, an email is sent a Cakes.com admin email list.

Cakes.com

# LANDING PAGE

## Landing Page Example

The screenshot shows the Cakes.com website interface. At the top, there is a navigation bar with the Cakes.com logo on the left and a search bar on the right. Below the navigation bar is a horizontal menu with categories: Birthdays, Characters, Themes, Occasions, Holidays/Seasons, and Party Planning. The main content area features a large banner for "BACK TO FOOTBALL" with an image of a football-themed cake. Below the banner is a section titled "NFL Gameday Party" with a sub-section "NFL Homegating Cake and Cupcake Ideas". This section is divided into two columns: "Decorating Inspiration" and "From Your Bakery". The "Decorating Inspiration" column lists four items: Grillmaster Cake, Hamburger Cake, Football Diva Cupcakes, and Fondant Football. The "From Your Bakery" column lists three items: NFL Team Cake Layon, NFL Team Pics, and NFL PhotoCakes. At the bottom of the "From Your Bakery" section is a "Find a Bakery" search form with fields for address, city, state, postal code, and distance (set to 25 Miles), and a "Find a Bakery" button.

**Decorating Inspiration**  
Make these festive cakes and cupcakes with tips from our professional decorators!

- Grillmaster Cake [View Instructions](#)
- Hamburger Cake [View Instructions](#)
- Football Diva Cupcakes [Watch Video](#)
- Fondant Football [Watch Video](#)

**From Your Bakery**  
Visit your local bakery for convenient homegating cakes and cupcakes.

- NFL Team Cake Layon  
Features removable magnetic helmet
- NFL Team Pics  
Find these NFL cupcakes at your local bakery!
- NFL PhotoCakes®  
Find NFL, Team & NFL Player PhotoCakes at your local bakery!

Find a Bakery:  
Address, City, State or Postal Code:   
Distance: 25 Miles   
[Find a Bakery](#)

## Landing Page Example

Users get to landing pages either via a link on the home page of Cakes.com, an email, another publication, or advertising channel.

Landing pages are static and are built manually by DecoPac.

Example at [Cakes.com/nfl-gameday-party](https://www.cakes.com/nfl-gameday-party)