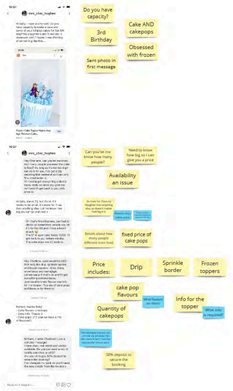
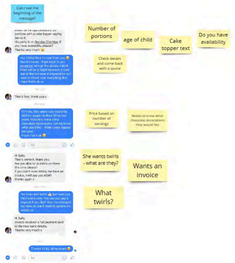
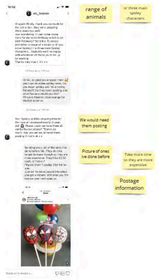
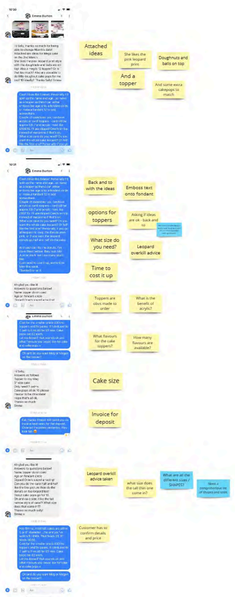
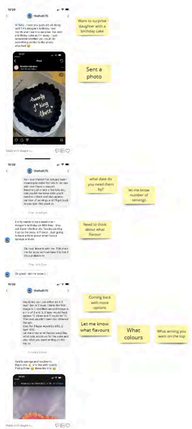
Customer messages











Availiability

- Do you have availability
- Do you have capacity?
- Availability an issue

Date

- Date - 20th May
- what date do you need them by?

How many people?

- What size do you need?
- Can you let me know how many people?
- Quantity of cakepops
- Cake size
- Number of portions
- Need to know how big so I can give you a price
- let me know number of servings
- what size does the tall thin one come in?
- 20 kids and 30 adults
- Details about how many people different sizes feed
- And let me know how many portions you need
- What are all the different sizes / SHAPES?
- Need a comprehensive list of shapes and sizes
- an 8" 3 layer will feed 45
- Price based on number of servings

Pricing information

- or a two tier - 7" 3 layer and a 5" 3 layer will feed the same
- Big fondant could be expensive
- £150 + depending on design
- Check details and come back with a quote
- fixed price of cake pops
- 50% deposit to secure the booking
- If it was a buttercream it could be a 4 layer cake 7"/82 cake to feed 45/60
- This would be more like £120
- Invoice for deposit
- Take more time so they are more expensive
- Time to cost it up
- Wants an invoice

Flavours

- Let me know what flavours
- cake pop flavours
- Need to think about what flavour
- What flavours for the cake toppers?
- How many flavours are available?

Event

- Want to surprise daughter with a birthday cake
- 3rd Birthday
- I need a birthday cake for my sons 4th birthday
- age of child

Back and to

- Check details and come back with a quote
- Coming back with more options
- Asking if ideas are ok - back and to
- For more complex design briefs, how many back and to's are there typically? until agreement?
- Back and to with the ideas
- Leopard overkill advice
- Leopard overkill advice taken
- Let me know what you need from me...
- Customer has to confirm details and price
- And then I can send you some ideas over
- She sends an ideal budget range

Delivery / collection

- We would need them posting
- Postage information

Theme

- Obsessed with frozen
- Its more for Thea my daughter than anything else, so doesn't matter how big it is
- He is obsessed with Marvel and superheroes
- or three main spidey characters
- What superheroes can you do?
- range of animals
- describe what they want
- Sent photo in first message
- Needs to know what chocolate decorations they would like
- She wants twirls - what are they?
- Emboss text onto fondant
- Picture of ones ive done before
- Sent a photo
- What twirls?
- Attached ideas
- She likes the pink leopard print
- Doughnuts and balls on top

Colour

- What colours

Personalisation

- Info for the topper
- Cake topper text
- What writing you want on the top
- What they want
- Cake AND cakepops
- And some extra cakepops to match

Extras

- Toppers are obvs made to order
- Drip
- Sprinkle border
- Frozen toppers
- Price includes:
- And a topper
- options for toppers

Other options

- All characters can be changed and you can mix bits from different cakes
- Can have different bits in different flavours

Pippa interview transcript

Have you ordered cakes before?

how many?

What was the event for?

What other things did you arrange for the event?

When you decided to have the event, what did you do first to begin arranging it?

How long before the event did you book the cake?

This might seem like a daft question, but can you describe exactly why you wanted a cake? Why is it important?

Can you tell me about what happened with the cake ordering? Did you have an idea in your head about what you would like?

Thinking about what you had in mind before you had ordered it, can you describe what you wanted

Had you seen any other cakes previously that you were thinking about?

Where did you first look?

How many websites / social pages did you visit?

Were you on your mobile?

How did you hear about Sally?

How did you get in touch with her?

Did you have a look through her cakes before you contacted her?

What did you think? Did they give you any ideas or inspiration?

Did you send her a message first?

What did you write in it?

And did you then have a call with her?

And how did you describe what you wanted?

What details did you give her?

Did you send photos?

What about the flavour?

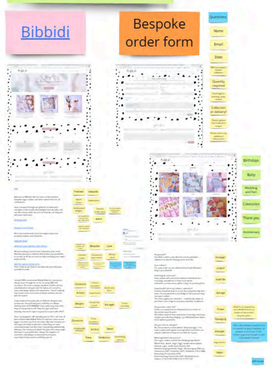
Did she ask any questions that you weren't expecting?

Has ordered cakes before from other people
Two off Sally and two off other people
Cake Wars
Venue
Balloons
Buffet
DJ
Why cake?
Because it's bespoke?
Taste vs look
Exactly
That was really good
Local SEO
Chell Bells Usability test
Yes.
Yes.
Yes.

Bibbidi

Bibbidi

Bespoke order form



Pop bakery

Pop bakery

Scarlett Bakes Cakes

Scarlett Bakes Cakes

Bespoke order form

Chell Bells

Chell Bells

Bespoke order form

Name
email
phone

Event type

Number of guests

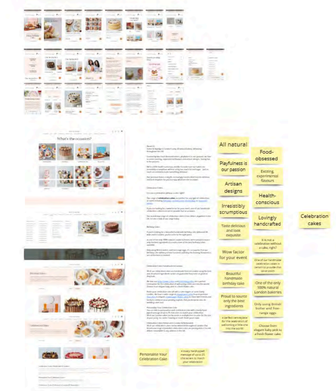
Need to establish the flow and hierarchy - what order should we ask them the questions?????

The cake builder will just have all the galleries built into it - and people can click on images that they like - and will have criteria like 'occasion' and 'style'

And then the form will also contain all the extra details like flavour, size, extras, personalisation words, toppers etc.

Crumbs & Doilies

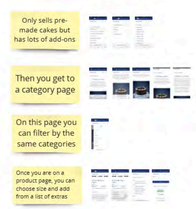
Cutter & Squidge



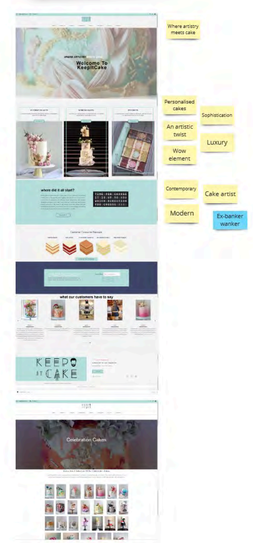
Lola's cupcakes

Sponge

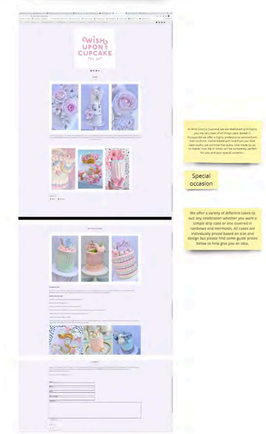
Patisserie Valerie



Keep it cake



Wish upon a cupcake



Dip'd n Drip'd

Direct competitors

Cake competitors description of features and benefits

Features

Descriptive product names

	Ingredients and flavour / taste	Visual description	Benefits	Purpose of cake	Personalisation / theme	Product categories	Event names	Company description	Brand description	Skill and craftsmanship	How it works details	Storage information	Packaging
Dip'd n Drip'd	Made fresh			Sweetest moments		Custom sweets							
Wish upon a cupcake		whether you want a simple drip cake or one covered in rainbows and mermaids		we promise that every cake made by us, no matter how big or small, will be completely perfect for you and your special occasion			Special occasion	At Wish Upon a Cupcake, we are dedicated to bringing you the very best of all things cake.	We offer a variety of different cakes to suit any celebration	Home baked with love from our little cake studio	Based in Pontypridd we offer a highly professional service from start to finish. / All cakes are individually priced based on size and design. Please contact us for some quick price indications to help give you an idea.		
Keep it cake		An artistic twist / Modern / Contemporary	Wow element			Personalised cakes / Luxury		Cake artist	Where artistry meets cake / Sophistication				
Bibbidi	Taste is excellent / last ages / Allergies / Taste amazing / Unbelievably delicious / Ingredients / Vegan	Prettiest / Detail / designs / too pretty to eat	see how we can help you with your next event / wow-factor / Treat ourselves / Something special		Tailored to your event	bespoke / Sweet treats / Handcrafted delights / Piece / beautiful cookies and cakesicles / Bespoke Luxe cookies and treats / Bespoke / Luxe / Custom treats / Off the shelf	Celebrations / event / Occasions / Occasions	"we are here to help ordering your sweet visions to life"	Artistry	Artistry / detail and flare / Perfection	Custom order form / Fill in our custom order form to enquire / Postage? / collect? / Prices / Orders are quoted on an individual basis as each order is very bespoke,	shelf life / Storage	Packaging
Pop bakery	Allergens info / Delicious taste / Flavour / yummy / best ever cake recipe / the inside counts too	Individual designs / Pretty	Perfect gift / Treat / A treat for the eyes and tummies / Create something really special	Pops to say 'thank you' / Pops to say 'happy birthday' / Pops to say 'love you' / Can have these if they are a gift / present / My favourite addition to a cream tea / Heaven on a stick	Handwritten message / Personal message	Cake on a stick / Mixed sets / Pop paint / Party bundle / Kids / Classics / Animals				Baked and painted by our talented team	Delivery times / More delivery details	Shelf life / Storage instructions / Pops stay fresh for ten days	Beautifully packaged / Choose your box design / Greeting label / Decorative sticker
Scarlett Bakes Cakes	Sponge flavours / Buttercream flavours	Creations		Her creations continue to cause a sensation / Perfect for all occasions	Vintage cakes (heart or round) choose any colour scheme / Bespoke	Dainty cupcakes / incredible occasion cakes / Luxury round cakes (Bespoke Design) / Custom cakes / Cupcakes / Naked cakes / Creations / Treats / Mini-cakes / Speciality cakes / Bespoke / Giant cookies / Cookies / Brownies	Occasion	At-home bakery / Specialising			How to order / Diary open for bookings / Send a message on insta / Send an email / Or fill out an enquiry form / Please ask the fabulous ladies for a comprehensive list of our menu and prices / Payments accepted / Collection times		
Cutter & Squidge	All natural / One of the only 100% natural London bakeries / Health-conscious / Only using British butter and Free-range eggs / Proud to source only the best ingredients	Exciting, experimental flavours / Irresistibly scrumptious	Taste delicious and look exquisite	Artisan designs / Choose from elegant baby pink to a fresh flower cake.		a perfect centrepiece for the celebration of welcoming a little one into the world / Wow factor for your event / It is not a celebration without a cake, right? / One of our handmade celebration cakes is certain to provide that ooh and aaah	Personalise Your Celebration Cake / a lovely hand-piped message of up to 20 characters so much your celebration	Celebration cakes / Beautiful handmade birthday cake		Playfulness is our passion / Food-obsessed	Lovingly handcrafted / One of our handmade celebration cakes is certain to provide that ooh and aaah!		
Crumbs and doilies	All our cakes are freshly baked individually and to order using the finest ingredients from Green Farm Cheese Co. Cheddar, Gouda and Lancashire family, you. / We only ever use Organic Free Range Eggs and we always bake in small batches.			An amazing centrepiece for any party or event		The ultimate cake!		We make amazing Cakes, Cupcakes, Brownies and Cookies.					You can find us in the heart of Soho at our shop in Kingly Court every day of the week.
Chell Bells	However, its not all about looks! / Exquisitely delicious / Our cakes are made from only the finest ingredients to ensure they taste just as good as they look!	Stylish / Modern / Contemporary / Impressive / Cake design	Indulging / Not just for indulging / Long lasting memories / The aim and only goal is to bring you joy and happy memories you'll cherish, by taking your thoughts, hopes, inspirations and turning them into the most gorgeous cake your eyes have ever seen. / A gift for a special someone / Her goal of bringing happiness to people / Indulging / Make dreams come true with a cake design that has always been a dream of yours / Cakes are not just for indulging, they're for creating long lasting memories. / Stand out from the crowd / Make your event something to remember / We specialise in creating show stopping cakes that reflect your personality & style. / Show stopping	We specialise in creating show stopping cakes that reflect your personality & style.	Cake. Of. Dreams. / Ganache cakes / Luxury / Celebration cakes / Bespoke / Premium / Deluxe	Birthdays Baby showers Engagement Any special celebration / Celebration	We specialise in creating show stopping cakes that reflect your personality & style.	Each creation comes from the heart	Its all in the detail	All cakes are priced individually depending on their size and design.

Indirect competitors

Design

- Decorate
- Visual aesthetic
- Impress
- Spectacle
- Special occasion
- Going that extra mile
- Impactful decoration
- Spectacular parties
- Showing off
- Make a statement
- Show-stopping
- Impress all your guests
- Stylish
- Elegant
- Entertain
- Centrepiece
- Centrepieces
- A centrepiece to remember
- Balloon centrepieces
- Create enjoyment

Memories

- Theme
- Personalised
- Styling
- Personalised vide
- A centrepiece to remember
- Long lasting memories

Survey questions

What occasions have you ordered cakes for?

Please can you tick all the different events you have ordered a cake for.

- [x] Birthday
- [ ] Christening
- [ ] Anniversary
- [ ] Baby shower
- [ ] Graduation
- [ ] Other

Please enter the age of the birthday the cake was for

If you have ordered cakes for different ages, please write them all in. E.g. 3,18,40

Why have a party?

This might seem like an obvious question, but can you describe why you feel it was important to have an event or party to celebrate those occasions?

Write a few words about why you wanted a party to celebrate those special occasions.

Why have a party?

Latest values:

- To see people that you love!
- It's important to make memories and special parties are part of that.
- It's important to make memories and special parties are part of that.
- To celebrate important milestones and create memories, to spend happy times with family and friends
- To celebrate sons birthday with all his friends
- Kids birthdays, always good to celebrate! Also mums 80th was a biggie!! Also ordered cupcakes after lockdown for everyone's bdays!! Cake pops for bday gifts And Easter cake pops and Christmas cake pops!
- To share the day with my family and friends, celebrate our marriage, and have fun with the people we love most.
- It's important to me because life is short and every special moment should be cherished. It's strengthens family bonds, enabling us to make gorgeous memories with our nearest and dearest. As a family we celebrate everything because we love parties, spending time with our friends and family and making memories.
- Chance to celebrate with friends and family. To mark a 'BIG' birthday as a special occasion.
- I wanted to have a one year old birthday party for my first born son - a big first party with family and friends. Civil wedding cake - to mark our civil registry. The cake was created in line with our boho theme.
- To have fun and spend time with family and friends. Make a big deal for someone you love
- To make my little boy feel special and have all of his friends/family in one place
- They are milestone birthdays or anniversaries and should be celebrated with a great cake! We missed out on so main family birthdays during lockdown it was nice to treat family with a fabulous tasting and looking cake....from Harry Potter to The Shadows, to flowers and baubles (and these were just themes for my family!) ...can't celebrate a Birthday or anniversary without cake....
- After Covid I felt it was important to celebrate my little ones birthday with all of his friends and family. I wanted to make the day extra special so had a cake made to make up from the 'stolen' memories the covid lockdowns - as important as they were - took from us
- Make a child feel loved and celebrated
- To celebrate an important milestone
- To show the individual they are loved and to have fun.
- An opportunity to get family together to celebrate and catch up with people you might not see regularly. To make memories to look back on in years to come.
- It was an excellent excuse to order one of your fabulous cakes 😍!! I think it's important to celebrate special occasions, it's a lovely way to bring people together and who doesn't love cake!
- Daughters birthdays wanted to celebrate them and have all her friends and family around us
- It's the focal point and makes it a celebratory occasion when blowing out the candles and gathering around the gorgeous cake

Why people?

You wouldn't have a celebration on your own! Thinking about the people you invited, can you describe why you wanted them to join you at your events?

Write a few words about why you wanted to celebrate the special occasion with those people.

Why people?

Latest values:

- When we gather together for an occasion worth celebrating with everyone having something in common, for a little while at least, the world is a better place.
- When we gather together for an occasion worth celebrating with everyone having something in common, for a little while at least, the world is a better place.
- Because you are close to them and enjoy spending time with them, and want them to be part of your memory of the event
- They were my sons friends
- Children's close friends Family Close friends All important to us!
- Because we love them. They're the people we have all the best times and memories with.
- Asking family and friends to celebrate events is really important to us. We truly value our friendships and family. You can't party alone, connecting with others makes us happy and enables us to enjoy special times even more.
- 1st birthday party - we wanted to share our son's first year around the sun with our nearest and dearest. We invited family in the main as it's a special one for in particular my culture. Civil - we had a small civil (was meant to have a bigger one but covid struck) with both sets of parents and some friends who lived locally. It was important to have our parents join in our special day and our close friends to help join in the celebrations.
- Because they're special to us and they make us happy
- The friends and family invited are all important factors in my child's life/development
- Following lockdown it was nice to celebrate with family again...
- To make memories and celebrate the special day
- Friends and classmates Inclusion
- Family and friends to join in the celebration of the milestone
- At that point in time they are the people that matter the most to us. Never taking for granted the fact that we have supportive, loyal and loving people in our lives. Celebrating with them allows us to share those moments in time that are important.
- It is nice to have people to share in these key life moments, to share drinks and food together and to create a fun party atmosphere.
- There's no better feeling than celebrating something special with those that mean the most to you.
- As it's our close relatives and friends I wanted them to be there and celebrate with us it's important to have them there / memories!
- Because I want to celebrate with my friends and family

Why cake?

Continuing with the theme of deep philosophical questions about obvious things, can you describe exactly why you wanted a cake for your special occasion? You might think 'its just what you're supposed to do', but can you explain exactly what it added to the event?

Write a few words about why you wanted a cake for your occasion.

Why cake?

Latest values:

- When an LFC themed cake with Icelandic references dotted round it is unveiled, the smile was worth more than money could buy.
- When an LFC themed cake with Icelandic references dotted round it is unveiled, the smile was worth more than money could buy.
- Because it provides a centrepiece to the event, it's part of the decoration but also an important part of the catering ie pudding!
- So I can eat the left over cake after all that stress of a party haha! I ordered cake pops so they were lovley for the party bags
- It's lovely to share it! People love the spectacle of a cake, it makes a focal point.
- A wedding cake was one to tick off the planning list, but we ordered a tower of mini cakes in flavours our friends would enjoy, and could take home with them if they were too full/drunk to enjoy them on the day. We had our favourites, plus the ones of our closest family and friends to make it an experience for all of us to enjoy, instead of a cake to cut for a photo and leave or eat out of obligation.
- As a family we absolutely adore cake. Cake is a big thing for us. We have a sweet tooth and cake just makes it even more of a celebration to mark a once in a lifetime occasion. It would be a crime to not have cake at an anniversary party or birthday event.
- Having Something made bespoke for the occasion made it extra special. Everyone loves cake, don't they?
- 1st birthday cake - we wanted a themed cake, a showstopper but one that also tasted amazing! It added the wow factor and both adults and kids couldn't wait to eat cake! It also adds as the pudding/dessert to the event Civil - wedding cake adds the wow factor to the day and again acts as a dessert to the menu. It also adds an element to the day which involves photos and marks the start of a sweet marriage! In my culture we feed each other cake - to offer sweetness to each other/sweet offerings and blessings for a happy marriage, or happy life of birthday. 40th - pop cake
- A showpiece for the event/celebration
- At the time our son was obsessed with baby shark so we thought he would love it to have a baby shark cake on his birthday. Needless to say he was very excited when it was presented and it was a good cue for everyone to sing happy birthday
- I/we had cupcakes for the last few birthdays and then recently it's been milestone birthdays so it's nice to have "proper" cake to celebrate...
- The cake - for the christening and birthday - was like a centre piece. It was that added bit of thought that made the day special.
- Add tradition and a ceremony (singing and blowing out candles) to the celebration Children enjoy choosing cake theme
- Cake an important tradition in celebrating milestones and the biggest part of a birthday celebration
- Firstly they look bloody amazing, the details and effort out into them add to the wow factor and get people talking. Secondly singing happy birthday, allowing that time to focus and be the centre of attention. Thirdly eating the cake and knowing your not disappointed by dry, not very flavoursome cake...
- Having a cake created a focal point for the room, it provided dessert in some circumstances, for children's parties it is exciting for the child to blow out the candles and look at the theme of the cake. Having a cake made in the style/theme that the person likes makes them feel special as it has been created for them specifically. It is also nice to have something to share with everyone and is a nice tradition to keep up.
- Thinking of our wedding cake - as well as tasting amazing, everyone was talking about it as it was so beautifully decorated so it became a great topic of conversation.
- It's adds a celebratory centrepiece something to bring everyone together
- It added a sense of occasion, a photo opportunity, I've also always remembered special cakes and what they look like rather than the m&s caterpillar

How did you describe what you wanted?

When you contacted the cake seller, how did you describe what you wanted? What details did you give?

Write a few words about how you described what you wanted.

How did you describe what you wanted?

Latest values:

- I wanted a cake combining LFC and an Icelandic theme
- I wanted a cake combining LFC and an Icelandic theme
- The theme, number of people, type of sponge
- Marvel cake pops
- Pictures from Pinterest And general description.
- The website of the cake seller had all the options listed with photos and plenty of detail including allergens, so I was able to go through and choose the ones that worked for us without speaking to anyone. I think if I'd have been looking for something unusual or a specific kind of decoration, I'd have wanted a chance to book a call or use live chat to speak to someone so I knew it was possible and that my requests had been understood (not like the ones you see online where it's automated and the icing says "Happy Birthday Jane or something like that" or "no message on the cake please" :P)
- I wrote to the cake shop via email and asked for examples of the style and flavour cake I was thinking of purchasing, for example nude lemon cake with flowers for our wedding cake, and then asked for examples when it was out sons birthday, we asked for examples of animal themed cake and Peppa pig (vanilla sponge cake).
- I had pinned ideas from social media of cake designs and forwarded them to the seller, adding any alterations to colours etc. Also the design was dependent on the price (how many servings etc) I asked questions about what flavour sponge the seller provided. Provided information on the name and age.
- Number of guests Type of event Theme Showstopper
- Provided images of what I was looking for
- Baby shark, white sponge, strawberry jam
- Some ideas were straightforward ie Harry Potter...others I had ideas but w wasn't sure..
- I sent photos of ideas that I liked and asked the cake maker for something similar. She was very accommodating and came up with ideas and solutions for different bits of the cake
- General theming and asked for advice
- Design ideas and number of people it should feed
- Flavour, colours, theme is there is one and will sometimes have pictures. Sometimes I just say 'animal prints, all the prints and do what you want!'
- In some instances I have provided pictures for an example/guide. I gave the key details of name, age, event, preferred colours, amount of people. The cake seller was able to help with flavours and design.
- We had a great video chat to brainstorm and tweek the finer details
- Described my girls hobbies likes etc
- I explained what my little girl liked hobby wise and animals she liked and went from there

How did you know if the cake seller was right for you?

When you first landed on their website or social media page, what did you want to see first? Visual style of the cakes? Flavours? Location? Price? Anything else?

Write what you wanted to see first when you landed on their page.

Did you browse their cake galleries or social page for ideas?

- ○ Yes
- ○ No

How did you know if the cake seller was right for you?

Latest values:

- Personal recommendation
- Personal recommendation
- N/a didn't order off website
- I've known Sally for a long time and wanted to support her new business, and you don't see many cake pop company's around!
- Images of the style of cakes All options, cakes, cupcakes etc!! Needs to inspire.
- The office I worked at had a delivery from them with samples and discount codes. I hadn't heard of them before that. When I landed on the website, there was lots of pictures and it was clear you could get cakes delivered anywhere in the UK. They highlighted that you could order regular cakes or have the mini ones - I'd considered cupcakes as I don't like traditional wedding cake, but never thought of proper miniatures in all the different flavours. On the home page you could see pricing. For me, having to dig or go through an order process before finding out price is a major pain point - I don't want to invest time, only to find later that something is out of my price range. The user journey was simple, with each step explaining clearly what your options were and how much each add-on would impact the total price.
- When I ordered a cake for my best friends baby shower, I went with a recommendation. I looked at the cakes advertised on the website, wrote to the cake shop and asked for more specific examples of the style of cake I was looking for. Location, style and flavour is important.
- Location first Vsual styles Price options Flavours How many servings How to store prior to the event Allergy information Special offers - to encourage customer loyalty (this would encourage me to go back to this particular seller for subsequent birthdays/special occasions and recommend them to friends and family)
- Visual style Flavours Location Prices were not given but it was easy to get in touch with the cake seller for details. Cake seller was recommended to me by a friend. I found Sally to be really easy to talk to and is always great at giving advice and always honest and trustworthy in her approach.
- Recommendation and amazing examples on instagram
- Saw examples of their work which looked good and also had a connection to this person so were offered a good deal
- She was recommended knee she'd been good and I'd seen her cakes on Facebook too
- The visuals of the cakes were lovely. The lady put us right at ease and made the whole transaction lovely
- Price and taste, style of decor,
- Design of cake and price
- Came recommended and had tasted cake pops.
- Visual style of the cakes was most important and the way the cake images were presented. Followed by location/ease of collection. Options for large cakes, cupcakes etc was also a big selling point depending on the event.
- It's all about the look for me so seeing great, fun photos of past creations was good
- Visual style most important
- Visually that I liked their designs and they suited my occasion and then the price then where are they based for collection / delivery

Rank these in order of importance when choosing your cake

Drag them into your order of importance, with most important at the top, and least important at the bottom.

- Visual style / theme
- Flavour
- Location of cake seller
- Price
- Ingredients

What else did you do to make your event into a special occasion?

What else did you buy for your party? Balloons? Decorations? Entertainment?

Rank these in order of importance when choosing your cake

Item	Total Score ?	Aggregate Rank ?
Visual style / theme	109	1
Flavour	85	2
Location of cake seller	59	3
Price	58	4
Ingredients	34	5

What else did you do to make your event into a special occasion?

Latest values:

- Nice meal and a smile
- Nice meal and a smile
- Balloons, banners, photos, kids entertainment
- Bouncy castle, marvel characters, balloons, food and music
- Balloons, food, cinema etc!
- All the standard wedding stuff - flowers, entertainment etc.
- Balloons, decorations.
- Balloons, decorations, alcohol, party food, party plates, napkins, cups etc
- Balloons, decorations, entertainment
- Balloons, bouncy castle
- Ate out
- Balloons, decorations, entertainment.
- Balloon, party bags, plates/ cutlery/ napkins, table decor/ entertainment
- Entertainer music
- Balloons, decorations, candles, napkins, plates, cups.
- Balloon arch, signs, banners, kids entertainer
- Flowers, favours, confetti
- Booked entertainment and decorated the hall

Aesthetic is King / Queen

Did you know what type of cake you wanted?

Did you have an idea in your head of exactly what you wanted, or did you want some inspiration, ideas or guidance?

I had no idea and needed suggestions	I had a vague idea but needed examples	I kinda knew but needed some guidance	I was pretty sure but wanted to confirm	I knew exactly what I wanted to the last detail
○	○	○	○	○

Did you know what type of cake you wanted?

I had no idea and needed suggestions	I had a vague idea but needed examples	I kinda knew but needed some guidance	I was pretty sure but wanted to confirm	I knew exactly what I wanted to the last detail
0	8	7	4	1

People want guidance to help them understand what they want

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