

Introducing Personal Photo Cupcakes / Custom Cupcakes

celebrationIQ™

A purple circular logo with the word "DECOPAC" in white, bold, uppercase letters.

DECOPAC

Personal Photo Cupcakes


Offer your customers the ability to personalize their cupcakes with their own artwork!

- Cupcakes is the #1 searched item
- Over 800 million cupcakes are eaten in the United States every year.
- 1 in 4 cakes sold include a customer photo



Customer Experience – Personal Photo

Birthdays Characters Sports Themes Holidays & Occasions















Celebrate!

Welcome to the CelebrationIQ Demo Account. We invite you to create your personalized cake that is perfect for your celebration!

DecoPac




Featured Cakes

 Balloons and Presents	 Disney Princess	 Personal Photo	 Wedding Bakery Designs
 Bakery Designs	 Cookie Cakes	 Disney and Pixar Lightyear	 Patriotic
 Super Heroes	 Cupcakes	 Father's Day	 Graduation




Landing Page

Create Your Cake




CHOOSE YOUR CAKE SIZE:

 Serves 6 6 Pack Cupcakes	 Serves 12 12 Pack Cupcakes	 Serves 24 24 Pack Cupcakes
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CHOOSE YOUR CAKE FLAVOR:

 +\$6.99 Chocolate	 +\$7.99 Marble	 +\$6.99 White
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CHOOSE YOUR FROSTING FLAVOR:

 +\$0.00 Buttercream - Chocolate	 +\$0.00 Buttercream - White	 +\$0.00 Cream Cheese
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CHOOSE YOUR FROSTING COLOR:

If chocolate frosting has been selected, borders will be chocolate.

Bottom Frosting Layer



							
							

Decorations: \$9.00
Size: 12 Pack Cupcakes
Flavor: Marble + \$7.99
Frosting: Buttercream - White
Order Total: \$16.99
Price does not include tax.

CONTINUE

Cake Build View

Customize



Decorations: \$9.00
Size: 12 Pack Cupcakes
Flavor: Marble + \$7.99
Frosting: Buttercream - White
Order Total: \$16.99
Price does not include tax.

CONTINUE

DecoPac Birthday Designed Cupcakes



28808 Joyful Expression Assortment



27355 Happy Birthday Stars



37990 Happy Birthday Icons



28815 Happy birthday Crown



7474 Happy Birthday Script



28780 Crown Jewels



24060 Celebratory Sayings



12310 Small 4-Color Primary Ribbon

DecoPac Licensed Designed Cupcakes



24082 Marvel's Spider-Man™ Spider and Mask



28829 MINECRAFT Lush Finds



28047 CoComelon™ Playtime!



17767 Disney Princess Gemstone Princesses



38037 Super Mario™ Mario & Luigi



24115 Pokémon I Choose You



28840 Bluey So Much fun



26701 Baby Shark Mommy, Daddy and Baby

DecoPac Designed Cupcakes



23067 Mermaid Tail Wrap



28822 Peace, Love & Hugs



28773 Sunny Daze



38054 Printed Star Assortment



23386 Shark fin



28265 Oh Baby Foil



23838 Unicorn Horn



23114 Rainbow Unicorn Assortment

DecoPac Designed Cupcakes



27069 Kawaii Characters



25505 Cool Summer Treats



7894 Butterfly



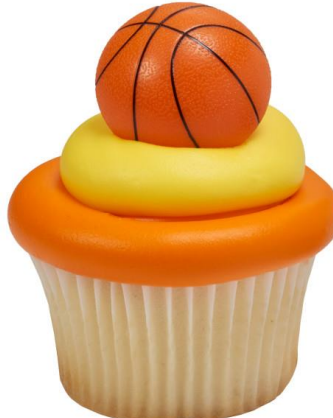
25474 Flowers Assortment



8823 3D Baseball



8821 3D Football



8818 3D Basketball



8820 3D Soccer Ball

Customer Experience – Cupcakes



A SCHELLENBERG DEMO
 (785) 317-0190
 3500 THURSTON AVE
 ANOKA, MN 55303

Landing Page

Featured Cakes

Cupcakes	Video Games & Apps	Donuts	Mythical
Toy Kits	Personal Photo	Balloons and Presents	Personalize Designs
	Football	Marvel's Spider-Man™	

Cake Build View

Create Your Cake

CHOOSE YOUR CAKE SIZE:

Serves 6 6 Pack Cupcakes	Serves 12 12 Pack Cupcakes



CHOOSE YOUR CAKE FLAVOR:

+ \$11.99 Chocolate	+ \$11.99 Marble	+ \$11.99 White

Changes are not reflected in preview.
 Please note that your cake may have some design variations.

Decoration: \$5.00
 Size: 12 Pack Cupcakes
 Flavor: White + \$11.99

Order Total: \$16.99
 Price does not include tax.

CONTINUE

CHOOSE YOUR FROSTING FLAVOR:

Decorator Experience

The PCO View interface features a top navigation bar with status tabs: Alert (0 Orders in alert), New (0 Orders to Accept), Accepted (2 Accepted Orders), Conditional (0 Orders to Accept), Pending (0 Pending Orders), and Closed (0 Closed Orders). A 'Back' button is located on the right. Below the navigation bar, there are two order cards for 'Angela Schellenberg' and 'Angela Test', both marked as 'Accepted'. The main content area displays four cupcake images with 'Love' and 'XOXO' decorations. To the right, the 'Order Details' section shows 'IN-STORE' and 'DELIVERY' options, with 'DELIVERY' selected. Below this, order details include Order: S05448, Source: Kiosk, Product: Valentine's Day Hearts, Item #: TMPL-Valentine's Day Hearts, Size: 12 Pack Cupcakes, Flavor: White, Filling: Whipped Frosting, Frosting Flavor: Whipped Frosting, and Frosting Color. At the bottom, there is a 'Cancel' button and a 'Ready for Pickup' button.

PCO
View

Admin
View



Customer Details

Payment: In Store
Name: Angela Schellenberg
Phone: +1 (555) 555-5555
Order Placed: 01/17/23 10:33 AM
Requested Pickup: 01/21/23 10:45 AM
Email: angela@decopac.com

Product Pickup Option: DELIVERY

Order Status:

Accepted - No changes needed

Send Ready for Pickup Notification

Print

Cancel Order

Cake Details

Product: TMPL-Valentine's Day Hearts
Valentine's Day Hearts
Size: 12 Pack Cupcakes
Flavor: White
Frosting Flavor: Whipped Frosting
Background Type: Standard

Adding Custom Cupcake Designs to Individual Bakeries

1. Log into Admin site
2. Select Custom Cake Size
3. Select new custom cake size.
4. Fill out name, description, servings, upload icon.
5. Save-custom size created.
6. Select Custom Cakes
7. Select New
8. Fill in Description
9. Fill in Number
10. Select Age Group
11. Select categories recommend 2-3
12. Select cake Design
13. Cake Sizes(can select multiple options)
14. Add keywords for customers to search item
15. Upload Image
16. Select create custom cake Adding in Custom Cake Designs to individual bakeries
17. Add Flavors-Cakes/Flavors
18. Select Edit
19. Choose cake flavor
20. Select Yes-add price to flavor.
21. Save
22. Repeat steps 18-21 for fillings and frosting options.


2-5

New Custom Cake Sizes

Name: 6 pack

Description: six pack of cupcakes

Servings: 6

Icon: 

Buttons: Upload Icon, Reset Icon, Cancel, Save

6-16

Add Item

Description: Celebration Day Heats

Number: 12

Servings: 12

Age Group: Adult

Categories: Cakes, Desserts

Cake Design: Cupcake

Buttons: Cancel, Save

17-21

Cake Flavors

<input checked="" type="checkbox"/>	Cake Flavored
<input checked="" type="checkbox"/>	Chocolate Chip
<input checked="" type="checkbox"/>	Pumpkin
<input checked="" type="checkbox"/>	Sugar
<input checked="" type="checkbox"/>	Chocolate Chip
<input checked="" type="checkbox"/>	Apple
<input checked="" type="checkbox"/>	Pecan
<input checked="" type="checkbox"/>	Glazed Donut
<input checked="" type="checkbox"/>	Chocolate Cake Flavored
<input checked="" type="checkbox"/>	Chocolate
<input checked="" type="checkbox"/>	Marble
<input checked="" type="checkbox"/>	Red Velvet
<input type="checkbox"/>	Tres Leches
<input checked="" type="checkbox"/>	White
<input type="checkbox"/>	Carrot
<input checked="" type="checkbox"/>	Yellow
<input type="checkbox"/>	Variety

Cake Size

		Base Price (\$)
Pumpkin Pie	<input type="checkbox"/>	0.00
48 Cookies	<input type="checkbox"/>	0.00
Donuts Party Pack	<input type="checkbox"/>	0.00
Bakery PhotoCake	<input type="checkbox"/>	0.00
Cookie Cake	<input type="checkbox"/>	0.00
6 dozen cupcakes	<input checked="" type="checkbox"/>	9.99
6 pack	<input checked="" type="checkbox"/>	6.99
Graduation half sheet cake	<input checked="" type="checkbox"/>	57.99
24 Cookies	<input type="checkbox"/>	0.00
1/8 Sheet	<input checked="" type="checkbox"/>	19.99
1/4 Sheet	<input checked="" type="checkbox"/>	25.99
1/2 Sheet	<input checked="" type="checkbox"/>	51.99
Full Sheet	<input checked="" type="checkbox"/>	74.99
Pull Apart Cupcake Cake	<input type="checkbox"/>	0.00
7\" Round	<input type="checkbox"/>	0.00
8\" Round	<input checked="" type="checkbox"/>	25.99
9\" Round	<input type="checkbox"/>	0.00
10\" Round	<input type="checkbox"/>	0.00
Signature	<input type="checkbox"/>	0.00
Simple Signature	<input type="checkbox"/>	0.00
Petite Signature	<input type="checkbox"/>	0.00
1 Cupcake	<input type="checkbox"/>	0.00
6 Pack Cupcakes	<input checked="" type="checkbox"/>	5.99
12 Pack Cupcakes	<input checked="" type="checkbox"/>	11.99
24 Pack Cupcakes	<input checked="" type="checkbox"/>	23.99
Signature Cupcake Platter	<input type="checkbox"/>	0.00
As Shown	<input checked="" type="checkbox"/>	

Buttons: Cancel, Save



Adding Custom Cupcake Designs to Bakeries Websites Thru Mass Updates

1. Log into Mass Updates
2. Select Custom Cakes
3. Create New Cake
4. Fill out Description
5. Fill out Number
6. Price in Dollars
7. Categories-recommend 2-3
8. Select cake design
9. Select cake size
10. Add keywords for searching
11. Upload image
12. Check mark "Push to locations after saving" along with any other additions to cake build.
13. Select save to create custom design.
14. Select Cake Flavors
15. Select a Cake Flavor
16. Checkmark on left side options you would like to include.
17. Checkmark "include in options" and add a price to desired cake flavor.
18. Save when completed adding in flavor options.
19. Repeat steps 16-18 for cake filling & cake frosting options.

2-13

14-18

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