Project Name: FruitHub
Team members:
@Zhehao Xu
@Chuanzhao Huang

FruitHub emerges as a modern marketplace dedicated solely to fresh fruits. By offering users the ability to browse, purchase, and learn more about various fruit products, we aim to bridge the gap between fruit enthusiasts and premium quality produce. Our platform stands out by integrating user feedback in the form of comments and by allowing users to subscribe for regular fruit deliveries, ensuring they never run out of their favorites. Each product detail page is meticulously designed to provide comprehensive information about the fruit, along with promoting related fruit products, thus giving users an enhanced shopping experience.

Functions:

1. User Authentication
@Chuanzhao Huang
Customers can register for a personal account to track their orders, manage their subscriptions, and maintain a profile. This secure system ensures users' data is safeguarded and enhances the personalized shopping experience.

2. User: Add, remove fruit from the shopping carts
@Chuanzhao Huang
Once logged in, users can seamlessly add their favorite fruits to their shopping cart. They also have the freedom to modify their cart by removing items if they change their mind.

3. Subscription fruit order
@Zhehao Xu
For those who wish for regular fruit deliveries, there's an option to subscribe. Users can choose the frequency of their orders, ensuring they always have fresh produce at their disposal.

4. Leave comments
@Zhehao Xu
After making a purchase, users are encouraged to leave comments on the product. This feedback helps other customers make informed choices and helps sellers improve their products and services.

User Persona/Stories:
Maya, 29 years old, a fitness enthusiast.
Background: Maya is passionate about maintaining a healthy lifestyle. She believes in incorporating fresh fruits into her daily diet to ensure she gets essential nutrients.
Goals: Maya wishes to order fresh fruits regularly, read detailed information about them, and get recommendations for other fruits based on her preferences.
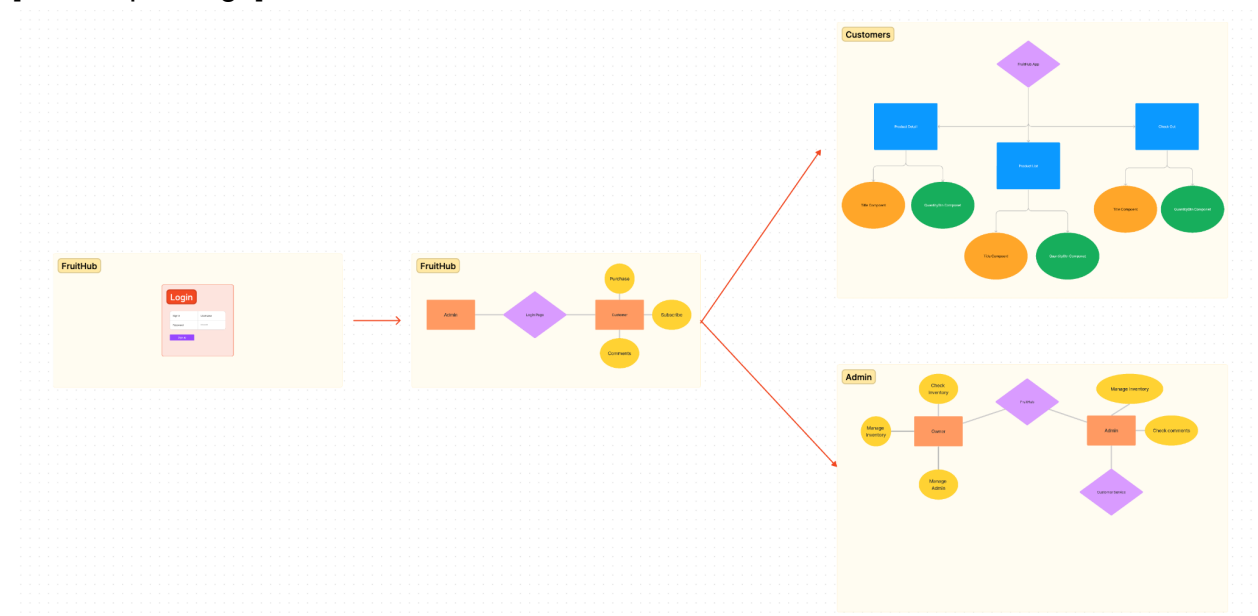
David, 50 years old, Founder and Owner of FruitHub.
Background: He founded FruitHub to bridge the gap between producers and consumers. With an acute business sense, he understands the need for digital transformation in today's commerce landscape and is keen on leveraging technology to provide unparalleled service and product quality.
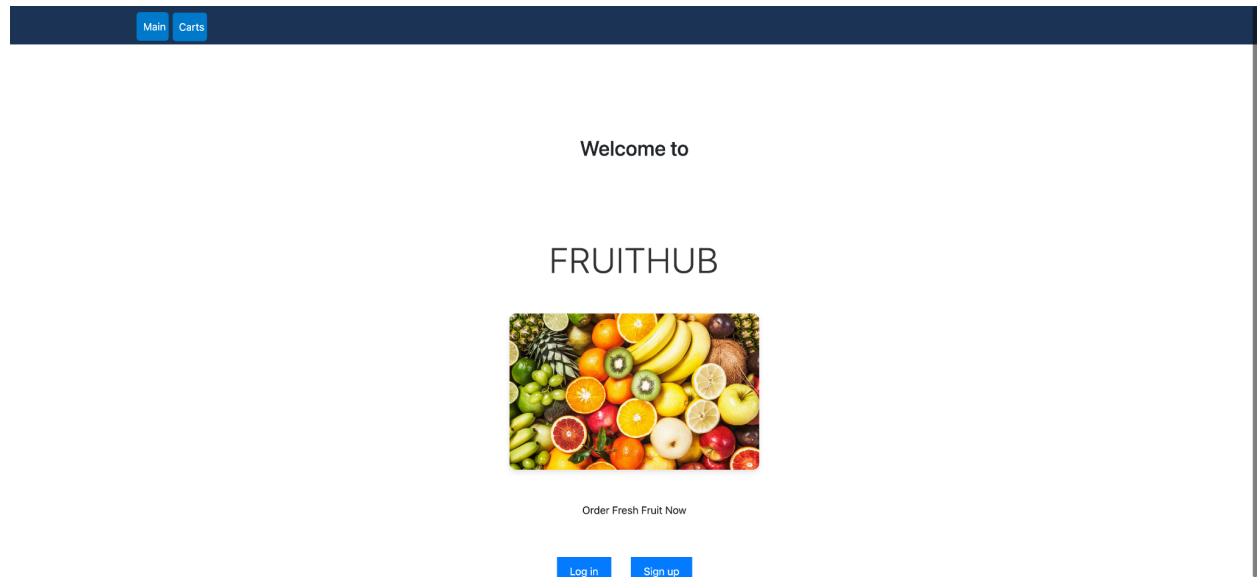Goals:
Enhanced User Experience: As the owner, David is not just concerned about sales. He wants users to have a seamless and educational experience on FruitHub. By reading comments and feedback, he hopes to understand the users' preferences and demands, enabling him to make strategic decisions regarding inventory and services.
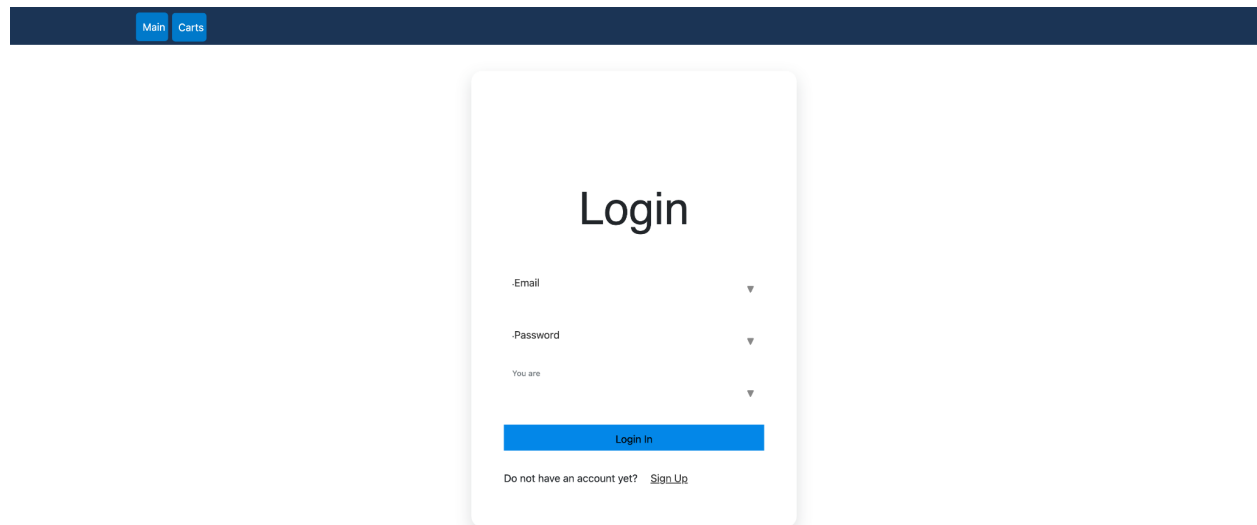
[Mock Up Design]

[Home Page]

Main   Carts

Welcome to

FRUITHUB

Order Fresh Fruit Now

Log in   Sign up

[Login Page]

Main   Carts

Login

-Email   ▼

-Password   ▼

You are
                                          ▼

Login in

Do not have an account yet?   Sign Up

[Sign Up Page]

Sign Up

Email Address ▼

First Name ▼

Last Name ▼

You are ▼

Password ▼

Sign Up

[Product Listing Page]

Apple - Granny Smith Product Detail

Name: Apple - Granny Smith

Price: $3.99

Description: One serving, or one medium apple, provides about 95 calories, 0 gram fat, 1 gram protein, 25 grams carbohydrate, 19 grams sugar (naturally occurring), and 3 grams fiber.

Add to Carts

Subscribe

Comments

E	bFhEZo1FATKBxeRky

[Product Detail Page]

Apple - Granny Smith Product Detail

Name: Apple - Granny Smith

Price: $3.99

Description: One serving, or one medium apple, provides about 95 calories, 0 gram fat, 1 gram protein, 25 grams carbohydrate, 19 grams sugar (naturally occurring), and 3 grams fiber.

Add to Carts

Subscribe

Comments

E	bFhEZo1FATKBxeRky

[Subscribe]

Orange - Blood Product Detail

Name: Orange - Blood

Price: $5.99

Description: One medium-sized orange (154g) provides 73 calories, 91% of which come from carbs, 7% from protein, and 2% from fat.

- 3 +

✓ Daily
Weekly
Every Two Weeks
Monthly
Every Three Months

Comments

[Comment]

XN	sb0o9pipli8 17zTxEu
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Type your comment here...

Submit

⏎ **Go Back**

[Carts Page]

Your Carts

Name : Orange - Blood

Price : $5.99

Description : One medium-sized orange (154g) provides 73 calories, 91% of which come from carbs, 7% from protein, and 2% from fat.

- 3 + $17.97

Name : Apple - Granny Smith

Price : $3.99

Description : One serving, or one medium apple, provides about 95 calories, 0 gram fat, 1 gram protein, 25 grams carbohydrate, 19 grams sugar (naturally occurring), and 3 grams fiber.

- 4 + $15.96

Total

$33.93

**Over $99 Get Free Shipping
Still Need $65.07**

Check Out