

Assignment 3

Screenshots of the Prototype CardME

Homepage

The screenshot shows the homepage of the CardME prototype. At the top, there is a navigation bar with a logo on the left and links for 'EVERY DAY', 'OCCASION', 'SEASONAL', and 'CREATE' on the right, along with a shopping cart icon, user profile icon, and a question mark icon. Below the navigation is a large image of a postcard with a yellow flower on it. Two buttons are overlaid on the image: 'BROWSE CARDS' on the left and 'CREATE YOUR OWN CARD' on the right. Below the image, a green banner contains the text 'Send postcards effortlessly with CardME' and five service icons with corresponding descriptions: a calendar icon for scheduling, a gift icon for small gifts, a clock icon for annual subscription, an envelope icon for premium delivery, and a bell icon for notifications.

CardME

EVERY DAY | OCCASION | SEASONAL | CREATE | ?

BROWSE CARDS

CREATE YOUR OWN CARD

Send postcards effortlessly with CardME

Schedule and manage cards via a timetable.

Add small gifts (envelope-size).

Subscribe option to send cards annually.

Premium delivery.

Notification before the sending.

About us page

The screenshot shows the 'About us' page of the CardME prototype. It features a navigation bar at the top with a logo, 'EVERY DAY', 'OCCASION', 'SEASONAL', 'CREATE', a shopping cart icon, user profile icon, and a question mark icon. Below the navigation is a section titled 'The vision' which includes a paragraph about the service's purpose: 'CardME is a subscription service to help individuals to stay in touch or remember different special occasions from acquaintances by sending physical, customisable and thoughtful cards with optional small gifts.' Underneath this is a section titled 'The team behind' which describes the team as 'a team of Information Systems Master students from the Technical University of Munich.' Below this, four team members are shown in individual portrait photos with their names underneath: Christina Reiter, Constantin Harms, Justus Schönborn, and Viola Stumpf.

CardME

EVERY DAY | OCCASION | SEASONAL | CREATE | ?

The vision

CardME is a subscription service to help individuals to stay in touch or remember different special occasions from acquaintances by sending physical, customisable and thoughtful cards with optional small gifts.

The team behind

We are a team of Information Systems Master students from the Technical University of Munich.

Christina Reiter

Constantin Harms

Justus Schönborn

Viola Stumpf

UC1: User searches for existing products

The screenshot shows the CardME search interface. At the top, there is a navigation bar with links for 'EVERY DAY', 'OCCASION', 'SEASONAL', and 'CREATE'. Below the navigation bar is a search bar labeled 'Search For...'. The main area displays a grid of card thumbnails under the heading 'All Cards:'. Each card thumbnail includes the card's title, the author's name, and two buttons: 'VIEW' and 'WRITE'. There are also small heart icons next to each card.

User searches for cards (sorted by newest)

This screenshot shows the same CardME interface as above, but with a recipient filter dropdown open. The dropdown is titled 'Recipients' and lists several options: 'Mother' (checked), 'Father', 'Son', 'Daughter', 'For her', 'For him', 'Husband', and 'Wife'. A cursor is hovering over the 'Father' option. The rest of the interface remains consistent with the first screenshot, showing the search bar, navigation bar, and a grid of card thumbnails.

User narrows the search with a filter

CardME

EVERY DAY | OCCASION | SEASONAL | CREATE |   ?

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Heartly Mother's Day Card

by BestFactorer

Description:

Wish the best mother in the world a wonderful Mother's Day with this heartfelt card.

The card comes two-sided and with a beautiful elegant envelope. The recipient's address is written in the same style as your card.

There are various colors to choose from.

Printed on environmentally friendly material. Size is 125mm x 175mm.

[WRITE ON CARD](#)

3.5 €

Detail View of one Card

During the creation of the mock data, we decided to omit some parts from the description that were hinted at in the Technical Description. The cards now have a catchphrase, a more detailed description, colors and a description of the size.

UC2: User creates the card

CardME

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1 Create card front

Upload your image
Click here to upload from your computer. We recommend a 1328x1820 image in PNG or JPG format.

UPLOAD / CHANGE PICTURE

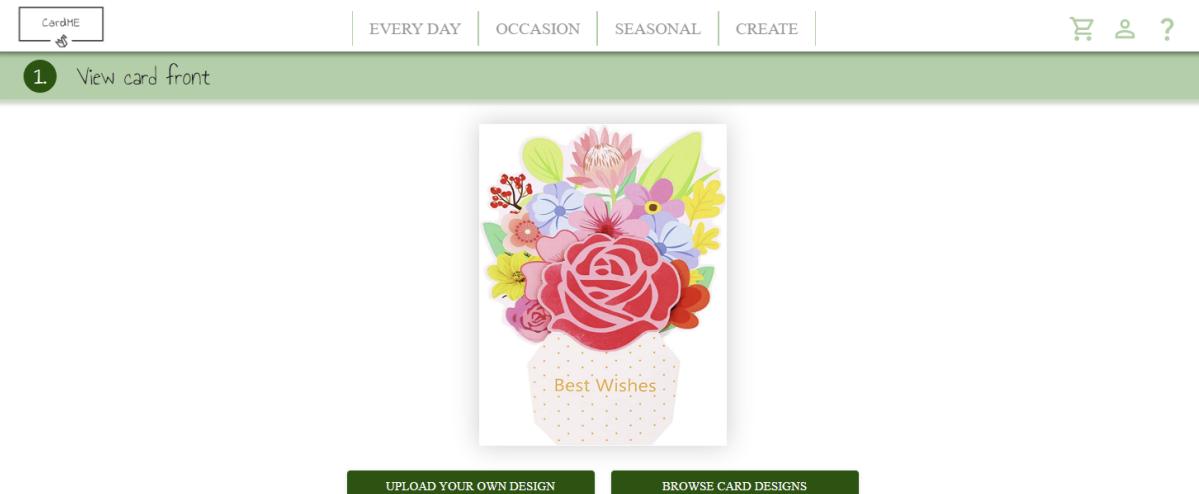
BROWSE CARD DESIGNS

Adjust your design

- Rotate
- Brightness
- Contrast
- Saturation
- B/W
- Sepia

Option 1: Create own card front

The only difference from the described use case and the previous screenshots is that instead of the Vibrance and Sharpen design adjustments, Black and White and Sepia have been added. Since Vibrance did not make any major changes, it was deemed more appropriate to implement the Black and White function. Since no Sharpen function is offered by CSS, Sepia was added instead.



Option 1: View chosen card front

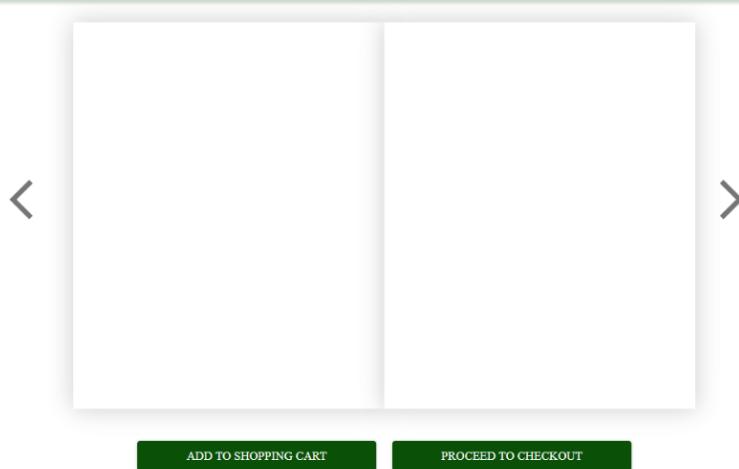
A screenshot of the CardME website showing the text editor interface. A green header bar with the number '2.' and the text 'Create card text' is visible. Below the header is a light gray rounded rectangle containing various text editing tools: 'Style' (choose), 'Color' (choose), 'Size' (choose), 'Alignment' (choose), 'Icons' (choose), 'Undo' (undo icon), and 'Redo' (redo icon). To the right of these tools is a large text input field with a placeholder 'Type your text here'. The text input field has a thin gray border and a white background.

Create card text

3. Add a gift to your card, which fits perfectly in the envelope. (optional)



4. View the final card



Add gift and View the final card

UC3: User places the order and checks out

The screenshot shows a card detail view for a "HAPPY Mother's day" card. The card features a white background with numerous pink and orange hearts scattered around the text. To the right of the card, there is a description: "Heartly Moth" by BestFactu. Below the description is a "Description:" section with the text: "Wish the best mother in the world a happy Mother's Day with this heartfelt card! The card comes two-sided and folded. The recipient's address is written on the back of the card. There are various colors to choose from." At the bottom of the card detail view, there are three buttons: "WRITE ON CARD", "3.5 €", and a small "EDIT" button.

EVERY DAY | OCCASION | SEASONAL | CREATE | Cart icon User icon Help icon

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CardME

Heartly Moth
by BestFactu

Description:

Wish the best mother in the world a happy Mother's Day with this heartfelt card! The card comes two-sided and folded. The recipient's address is written on the back of the card. There are various colors to choose from.

Printed on environmentally friendly material. Size is 125mm x 175mm.

3.5 €

REMOVE EDIT CHECKOUT

Hello New Year 2.6€

Briefcase Worker 1.9€

Detail card view, with opened shopping cart

CardME

EVERY DAY | OCCASION | SEASONAL | CREATE | ?

Edit card > Delivery Information > Checkout

Checkout



Inside Text (displayed here without styling):
Dear Mother,

thank you for always supporting me,
for giving the best advises and for always seeing things from an positive
perspective. I wish I could have spent the day with you. I am looking
forward to our trip to Budapest with the family.

Many Greets from Munich.
Tim

Delivery on 2023-05-07
Recurring delivery: yearly

3.5€

Free delivery: 0€
incl. VAT: 0.56€

3.5€

Delivery details

Your details
For sending the order confirmation and to notify about the delivery.
tim.g@yahoo.com

Billing address
For sending the bill
Tim Grimard
Krautheimstraße 38
80997 Munich
Germany

Recipient address
Who are you sending to?
Joanna Grimard
Eichendorffstraße 42
24116 Kiel
Germany

Payment

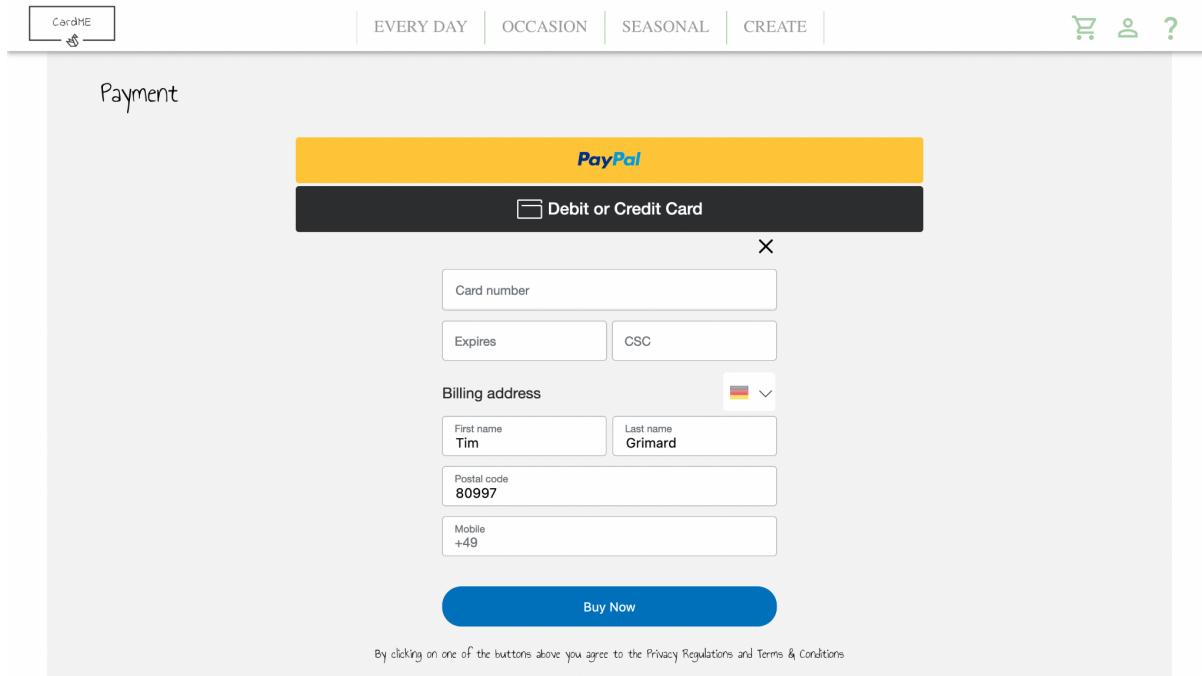
PayPal

By clicking on the button above you agree to the Privacy Regulations and Terms & Conditions

Checkout overview for one card (divided into 3 screenshots)

At the delivery details we now have only one central edit button for all fields because every field is changed on the same page (checkout-data). It would have been redundant and confusing to duplicate this button 3 times, just to match with the mockup.

For a subscription payment we decided to just integrate the PayPal button, redirecting the user to the PayPal UI. With that the user can see and verify the concrete subscription details in the PayPal UI. This would not have been possible with the hosted credit card fields therefore we omitted them there. However the user can pay directly on our site with a credit card via the hosted fields if a one-time order is chosen (no recurrent delivery, see screenshot below).



Checkout overview bottom part for card delivered one time (no subscription)

The final place order button depicted on the mockups was omitted because it is not necessary anymore. Just using the final buttons provided by the PayPal UI and hosted fields is a best practice and implemented in a similar fashion by other popular sites.

UC4: User manages their account

The screenshot shows the 'Your Overview' section of the account. At the top, there are navigation links: 'Cardine', 'EVERY DAY', 'OCCASION', 'SEASONAL', 'CREATE', a shopping cart icon with '2', a user profile icon, and a question mark icon. Below the navigation is a menu bar with 'OVERVIEW', 'ORDERS', 'SUBSCRIPTIONS', 'CALENDAR', 'FAVORITES', 'CONTACTS', 'ACCOUNT DETAILS', and 'SIGN OUT'. The main area is titled 'Your Overview' and displays a monthly calendar for July 2022. An event for 'Victor's Birthday' is highlighted on July 28th. A modal window is overlaid on the calendar, showing 'Event details' for the birthday event, including the recipient 'Victor Washington' and the note 'Meet Victor Washington at Grey Plaza - 1800'. It also says 'You have an order for this event.' At the bottom left of the calendar, there is a button 'CREATE NEW EVENT'.

Account Overview page with opened event in small calendar

Since a user can't modify an order by themselves the "Manage Order" as well as "details" buttons are gone. Additionally instead of having a Contact Field in the Event, a Description field was added since it allows for more details. To not spam users with emails about events the "Receive Notifications" button was removed. In Recent Orders "Placed on" was changed to "Delivery on" since it offers better information.