

Assignment 2

Technical Description and Design of the Website

Use Cases with Mockups

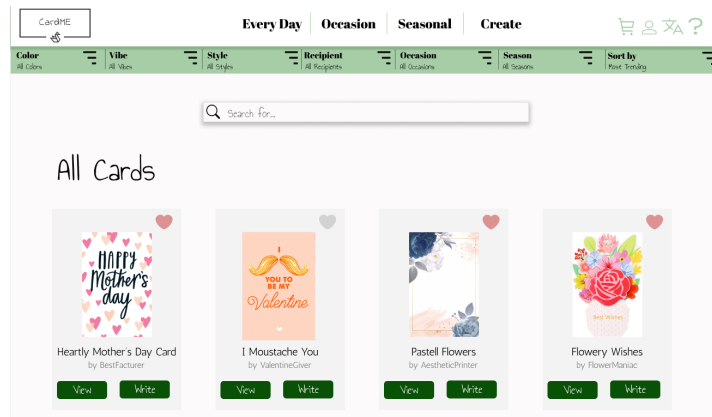
UC1: User searches for existing products

On our website, the user has the option to browse cards and gifts. By default, the products are displayed altogether in a grid, sorted by the most trending cards. Every card has a picture, a title, a designer and the option to directly add the cards to their favorites. A filter system can be used to specify the search based on the color of the card, the vibe (e.g. playful, funny, elegant,...), the style (e.g. simple, cartoon, hand-drawn,...), the recipient and the occasion as well as the season with the help of keywords. There is also a search bar that can help finding specific products by their title or designer and it can be further simplified by sorting the cards by the most popular, recently trending, the newest, their names from A-Z and their designer from A-Z.

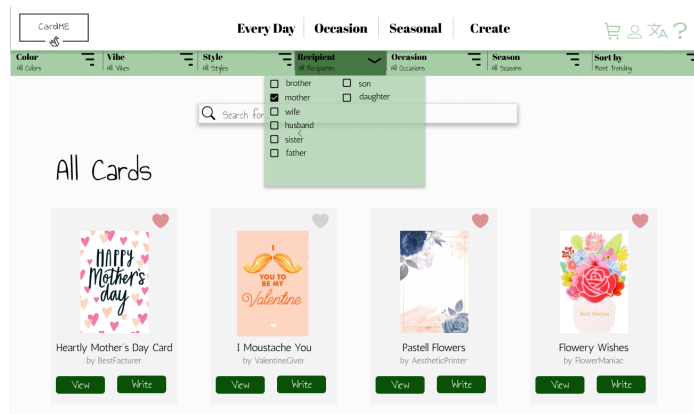
Depending on the user's preferences, they can either write on the card (starting our card creation process immediately) or view the product in detail. Choosing the latter, the user is redirected to a view that shows a bigger picture of the card as well as the card in all possible color variations in a small picture gallery below the main picture. Again, the title and the designer are displayed but also followed by a description of the product stating additional information like a short catchphrase, the purpose of the product, what it comes with, the material, the amount of options to further customize the card, the size of the product and extraordinary features. The user has an overview of the plain card's price right next to the button that prompts them to write on the card redirecting them to our card creation process. Like in the search window, it is also possible to add to or remove the card from the user's favorites by clicking the heart right next to the title.

Additionally, the user has the option to look for gifts during the process of creating and editing a card. The new page is designed in a similar fashion as for the cards and contains all available gifts. Filters like a certain price range, size and occasion help to navigate through the gifts. One can add the product to their favorites and view it in detail but in contrast to the cards gifts can only be added to the draft and not edited.

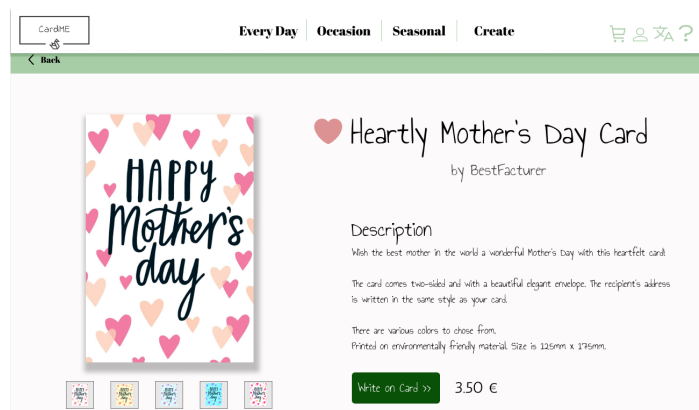
Mockup - Search for cards



Mockup - Search with Filter



Mockup - Card Detailed View



UC2: User creates the card

After the user either selects a card from our offer or decides to create their own card, the card creation process begins. If the user decided to create their own card front, the user can upload an image from their computer. This image must be at least 1328x1820 in PNG or JPG format to fit the card format. The image will be displayed in a preview. The user has the option of clicking a button to go to the pre-designed card designs. After uploading the image, the user can adjust the design by rotating the image and adjusting brightness, contrast, saturation, vibrance and sharpen. When a card design is selected from our offer, only the selected design is previewed. At that point the user also has the possibility to use a button to create their own card.

In the next section the editing of the text page begins. Here the text is determined, which will be printed on the right inner side of the card. Furthermore, a preview is shown where the user can write the text directly into it. There is a wide range of editing options: The font style, font color, font size, text alignment can be changed and icons can be inserted into the text. To undo edits, the buttons "undo" and "redo" are helpful. The user can write only a certain number of characters in order to have enough space on the card for the text.

In the next section, the customer has the possibility to add a gift that will be included in the letter to the card. If the customer has already added a gift it will be displayed on the screen. Again, the user has the option to change their previous selection (e.g. delete the gift or search again for other gifts).

In the last step, a preview of the card is displayed and with one click one is redirected to the checkout process. It is possible at any time to cancel the creation process of a card or go to another page as the drafts are saved automatically in the shopping cart. The user can access the drafts by clicking the icon in the top bar of the website.

Mockup - Create own card

CardME

[Every Day](#)
[Occasion](#)
[Seasonal](#)
[Create](#)

1 Create card front

Upload your image
Click here to upload from your computer. Your image needs to be at least 1280x800 in PNG or JPG format.

Adjust your design

Rotate

Brightness

Contrast

Saturation

Vibrance

Sharpen

[Upload / change picture](#)
[Browse card designs](#)

2 Create card text

Style

Choose Style

Color

Black

Size

20

Alignment

Left

Middle

Right

Icons

Add icons

Undo

Redo

Type your text here

Edit your text above

3 Add gift (optional)

Add a gift to your card which fits perfectly in the envelope.

[Browse gifts](#)
[Delete gift](#)

4 View the final card

Dear Mother,

thank you for always supporting me, for giving the best advices 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 Greetings from Berlin,
Tim ♥

[Add to shopping cart](#)
[Proceed to shipping and payment](#)

Here you can find your drafts

Mockup - Create predesigned card

CardME

[Every Day](#)
[Occasion](#)
[Seasonal](#)
[Create](#)

1 Create card front

[Upload your own design](#)
[Browse card designs](#)

2 Create card text

Style

Choose Style

Color

Black

Size

20

Alignment

Left

Middle

Right

Icons

Add icons

Undo

Redo

Type your text here

Edit your text on the right

3 Add gift (optional)

Your added gift

Confetti

[Browse gifts](#)
[Delete gift](#)

4 View the final card

Dear Mother,

thank you for always supporting me, for giving the best advices 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 Greetings from Berlin,
Tim ♥

[Add to shopping cart](#)
[Proceed to shipping and payment](#)

Here you can find your drafts

4

UC3: User places the order and checks out

When the user has chosen or designed their card, they can save it in the shopping card. To view the shopping cart, it can be reached with the cart icon in the top right menu. As an overlay, the user sees all their cards, with gifts and total prices. The user can decide for all cards to remove/discard them, edit or proceed with a single one to checkout. At checkout they first input their own information i.e. email and billing address. Further down the page they need to fill in the recipient address. They finish with the delivery date and an option to define a period for recurring delivery (e.g. yearly, monthly etc.). After that they are redirected to the final overview. Here their selected card and gift with prices are listed as well as the information they just typed in. At every block of information the user finds a link back to change this particular information or adjust it directly on the page.

On the lower part of the page the user can either select to directly pay with PayPal or type in their credit card information. The fields are generated and processed by the payment provider. When the user is satisfied (optionally filled in their credit card information) and has confirmed to comply with privacy regulations and terms of use they can click on the "PayPal" or "Place Order" button. When using PayPal the user is additionally redirected to PayPal to pay, but either way they end up on a page, thanking them for the successful order. Here they can also find their order number. Simultaneously they receive an email summarizing their order.

Mockup - Shopping card

CardHE

[Every Day](#)
[Occasion](#)
[Seasonal](#)
[Create](#)

[Back](#)

Heartly Mother's day

by

Description

Wish the best mother in the world

The card comes two-sided and is written in the same style as

There are various colors to chose from. Printed on environmentally friendly material. Size is 125mm x 175mm.

[Write on Card >>](#) **3.50 €**

Heartly Mother's Day Card

3.50,-

[Remove](#) [Edit >](#) [Checkout >](#)

Pastell Flowers With chocolate

7.50,-

[Remove](#) [Edit >](#) [Checkout >](#)

Mockup - Checkout, final overview

CardHE

[Every Day](#)
[Occasion](#)
[Seasonal](#)
[Create](#)

[Edit Card](#) > [Delivery Information](#) > [Checkout](#)

Checkout

Text:

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 Greetings from Munich,
Tim

Delivery on 07.05.2023

Recurring delivery: ☐

3.50,-

Free delivery 0,-

incl. VAT 0.56,-

3.50,-

Delivery details

Your Details [Edit >](#)

For sending the order confirmation and to notify about the delivery:

tim.g@yahoo.com

Billing Address [Edit >](#)

For sending the bill

Tim Grimard
Krautheimstraße 38
80997 Munich
Germany

Recipient Address [Edit >](#)

Who are you sending to?

Joanna Grimard
Eichendorffstraße 42
24116 Kiel
Germany

Payment

or

PLACE ORDER

By clicking Place Order you agree to the [Privacy Regulations](#) and [Terms & Conditions](#)

UC4: User manages their account

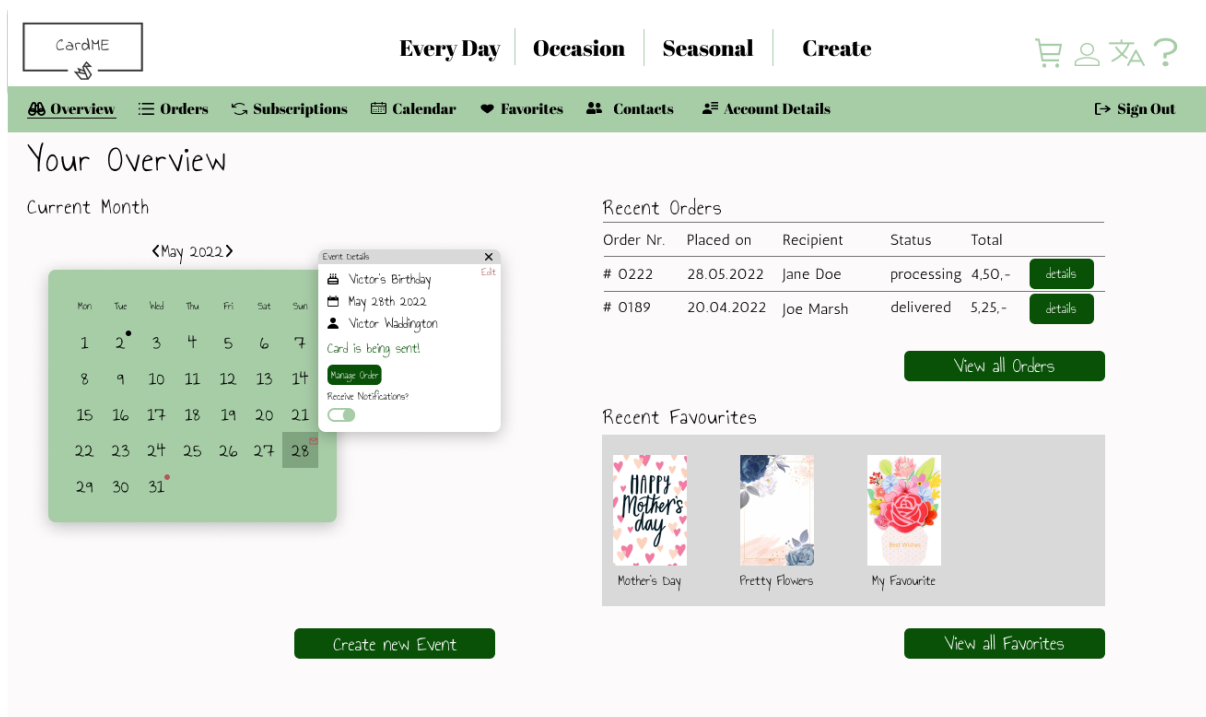
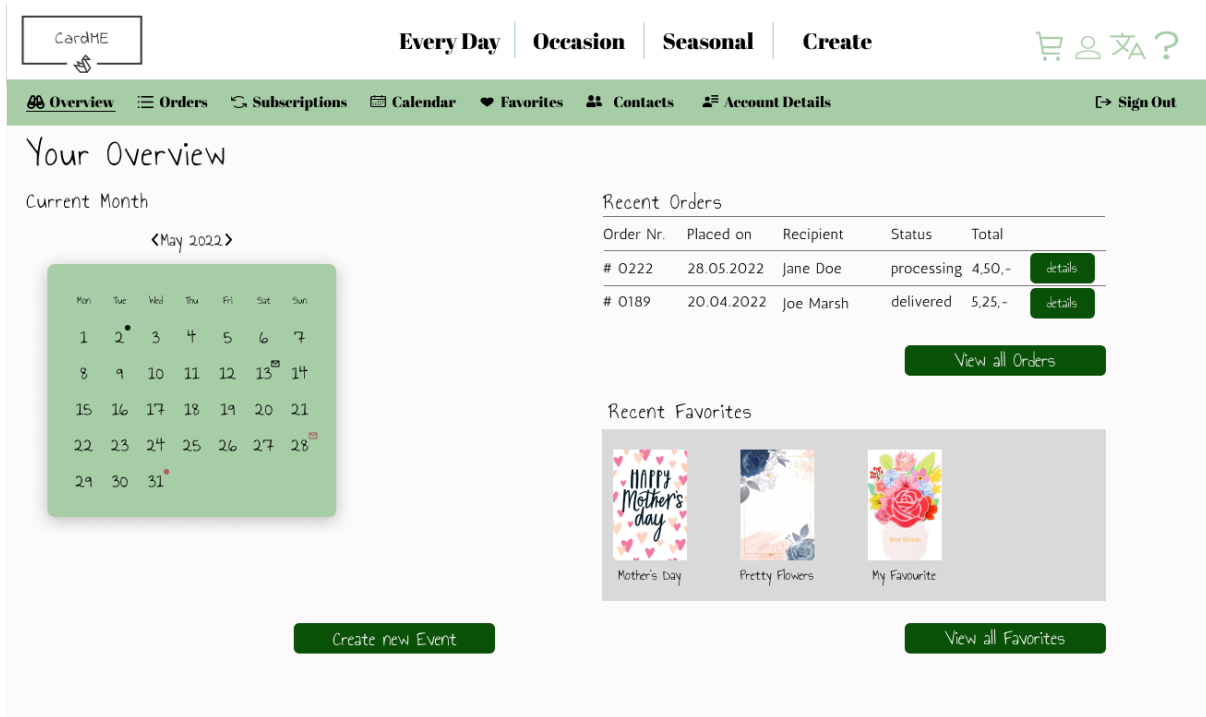
In the top right part of the website the user finds an icon for “My Account”. If they currently are not signed in the icon is replaced by a sign in button that when clicked leads to a page that prompts for the account info or allows for the creation of a new account.

Once signed in, clicking the “My Account” icon brings the user to an account overview page. Here the user receives an overview of their account and can navigate to different pages including their orders, subscriptions, calendar, favorites, contacts and account details.

In the overview the user sees a calendar view of the current month which portrays important events that were previously added and also indicates if one has already scheduled a card delivery for the event. Past events are also shown. By clicking on the dates the user sees the information about the event in a pop-up from where they can edit the event, manage notifications or if they have scheduled a delivery click a button to manage their order. Under the calendar there is also an option to add new events directing the user to the full calendar page where they can add or import events. Apart from the calendar the overview provides a short list of the most recent orders and their key information as well as the option to go to the full order history where they are able to see all their past orders. Additionally the user sees their most recent favorites depicted by image and custom name as well as the option to get to the page where all their favorites are displayed and can be managed.

Next to the overview, detailed calendar, order history, and favorites the user can navigate to their personal account details where they can change their personal information such as address or password. The user also has the option to go to their subscription page which shows the orders they subscribed to and allows them to cancel subscriptions or set up old orders as subscriptions. Further the user can add friends or acquaintances and their addresses to their account by going to the contacts page and adding them there. Lastly they have the option to sign out of their account.

Mockup - Account Page



Conceptual data model

