

Web Shop App Structure

Navigation

I have chosen a multi page design, making use of the Django Templating language for production efficiency. The navbar and page footer are present on all pages, allowing the customer to gain familiarity with the shop quickly. The navbar changes depending on screen size., still providing full functionality on all screens. On the smallest screens, the navbar becomes a pop out menu accessible with a burger icon.

Data Model Access

The data model is filtered by category. The navbar displays each category and available, along with a button for all categories, and a search function for specific queries. Account functions are specific to users with, and without accounts. Login and Register buttons are available to those without an account, or those not logged in. Once registered or logged in, a Profile and Logout button replace the two initial buttons. This keeps the navbar clean, and displays only required information to the user.

Primary Function

The site is designed to be a fully functioning ecommerce platform. Using Django, an administration section is created. All models created and registered to the admin panel are accessible here. Products can be created, user accounts can be monitored, reviews read. This section allows the shop owner to manage inventory, curate reviews and process orders.

The customer can view all created products, compare, purchase and leave reviews. Purchasing makes use of Stripe test payments to process orders. Orders are created using browser context lists created in Django. Orders are populated with these lists, processed and sent to the admin panel for completion.

Interaction Design

- A size flexible navbar offers constant access to all areas of the web shop
- Category specific navbar elements make browsing products very simple.
- A detailed single product view offers 4 images to browse, along with full product details
- The option to leave a review requests the customer to take action should they choose.
This creates a connection with the shop owner based on the customer and their chosen product.
- For the admin user, searchable products and date ordered customer purchases provide easy access data for efficient shop management.
- Each banner ad has associate text offering further information for each advertisement, and a link to browse content relating to it.
- The home page details new products added. Each new product offers the option to view.
This engages the user to the current and newly added items.