

Applicazioni per dispositivi mobili

course

a.y. 2015/2016

Loveltaly

Design documentation^{1,2}

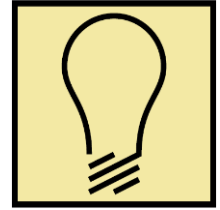
Team Members ³		
Name	Student Number	E-mail address
Dima Ayash	244846	
Tala Najem	244844	

¹ The max length of this document is 20 pages

² The structure of this document is fixed, it cannot be changed in any way

³ The team leader is listed as first member in this table

Strategy



Product Overview

LoveItaly is a simple and user friendly app based on the LoveItaly web site to help people shop vegetables and fruits with other local products online.

With LoveItaly you can see products from different vendors and order them to your desired address.

User Research

Having a mobile app that supports the LoveItaly website can benefit the market more since most people nowadays prefer to use their phone rather than their computers. Therefore, the need of our application falls into making the LoveItaly web platform available and adjusted to the mobile users' needs.

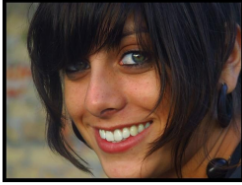
The main goal of the LoveItaly mobile application is the same as the web platform which is to promote the local agriculture and allow consumers to order the groceries from the comfort of their own houses. It helps fill the gap between local farmers and the consumers.

Personas



Maria Marcelli

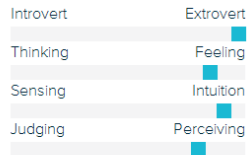
Xtensio



"Do good and good will return to you"

Age: 34
Work: Free Lancer
Family: Engaged
Location: Chieti, Italy
Character: Free Spirit

Personality



Goals

- Help people in their life journey
- Become a certified life coach

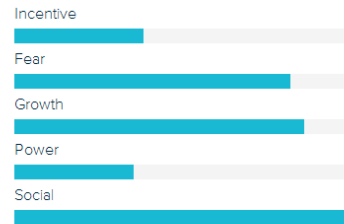
Frustrations

- Bad economic situation
- Shopaholic

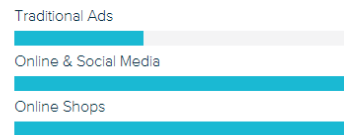
Bio

Karma is my motto in life. I love shopping specially online and helping people go through their daily life. I aspire to be a certified life coach and help my future husband with our income.

Motivation



Preferred Channels



Dina & Marco Sevi

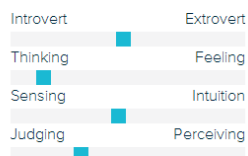
Xtensio



"What is the purpose of life without good food and good company?"

Age: 50&53
Work: Farmers
Family: Married with 4 kids
Location: Montesilvano, Italy
Character: Family

Personality



Goals

- Be happy together.
- See our family farming business blossoms.
- Become owners of a trademark.

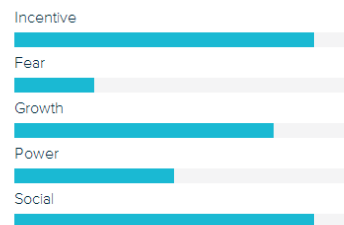
Frustrations

- The market is over populated
- Small business owners facing large companies
- Economy problems

Bio

Have been married for 25 years, we have 4 wonderful children and we love spending time all together. We inherited our land from Marco's family, and we intend to keep our heritage alive even though the competition against big companies is brutal but we will do whatever it takes to save our business and pass it on to our children.

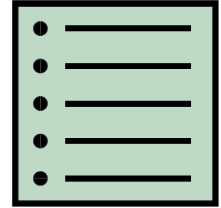
Motivation



Preferred Channels



Scope

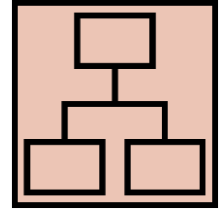


Features

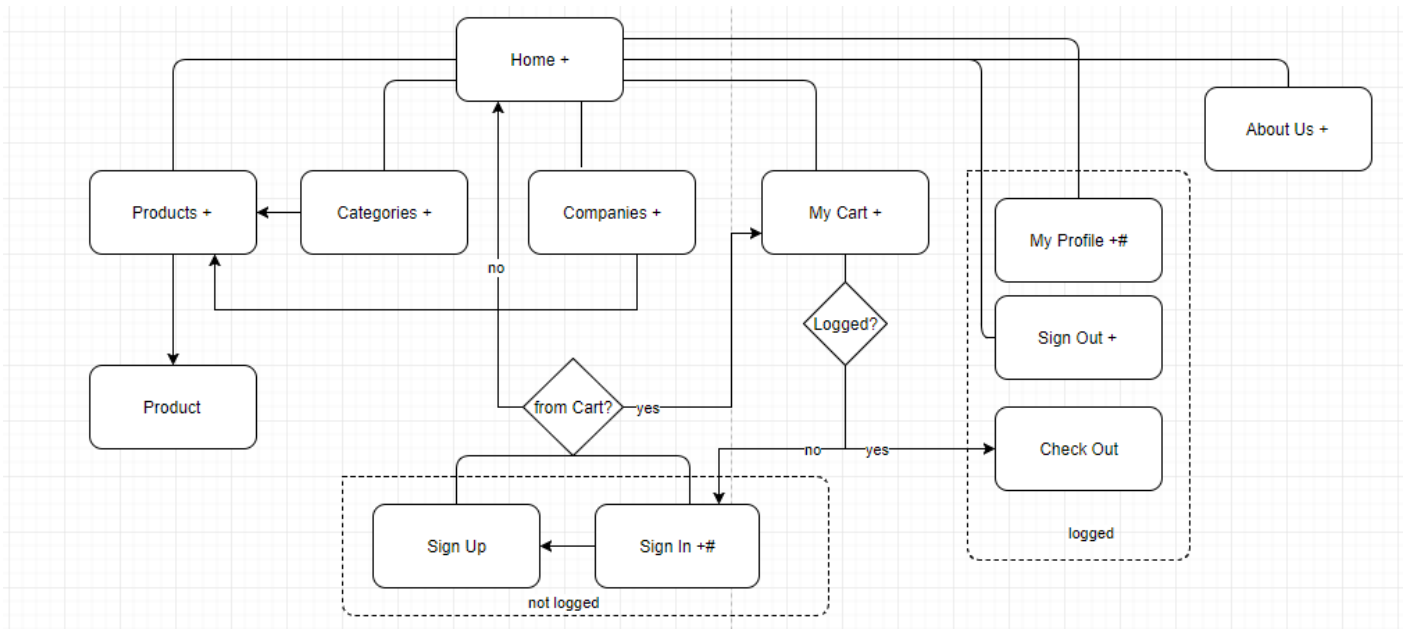
Basically, Loveltaly application is like a typical ecommerce or an online shopping application. Here are the main functionalities of our application:

1. Browse the product catalog and add products to the cart
2. View products' categories
3. Browse products for a category then add products to the cart
4. View details about the specific product and add it to the cart
5. Browse the companies
6. Browse the agricultural products of a certain company
7. Sign Up/ Login/ Logout
8. View my profile
9. Add/Remove the products from the Cart then checkout.

Structure

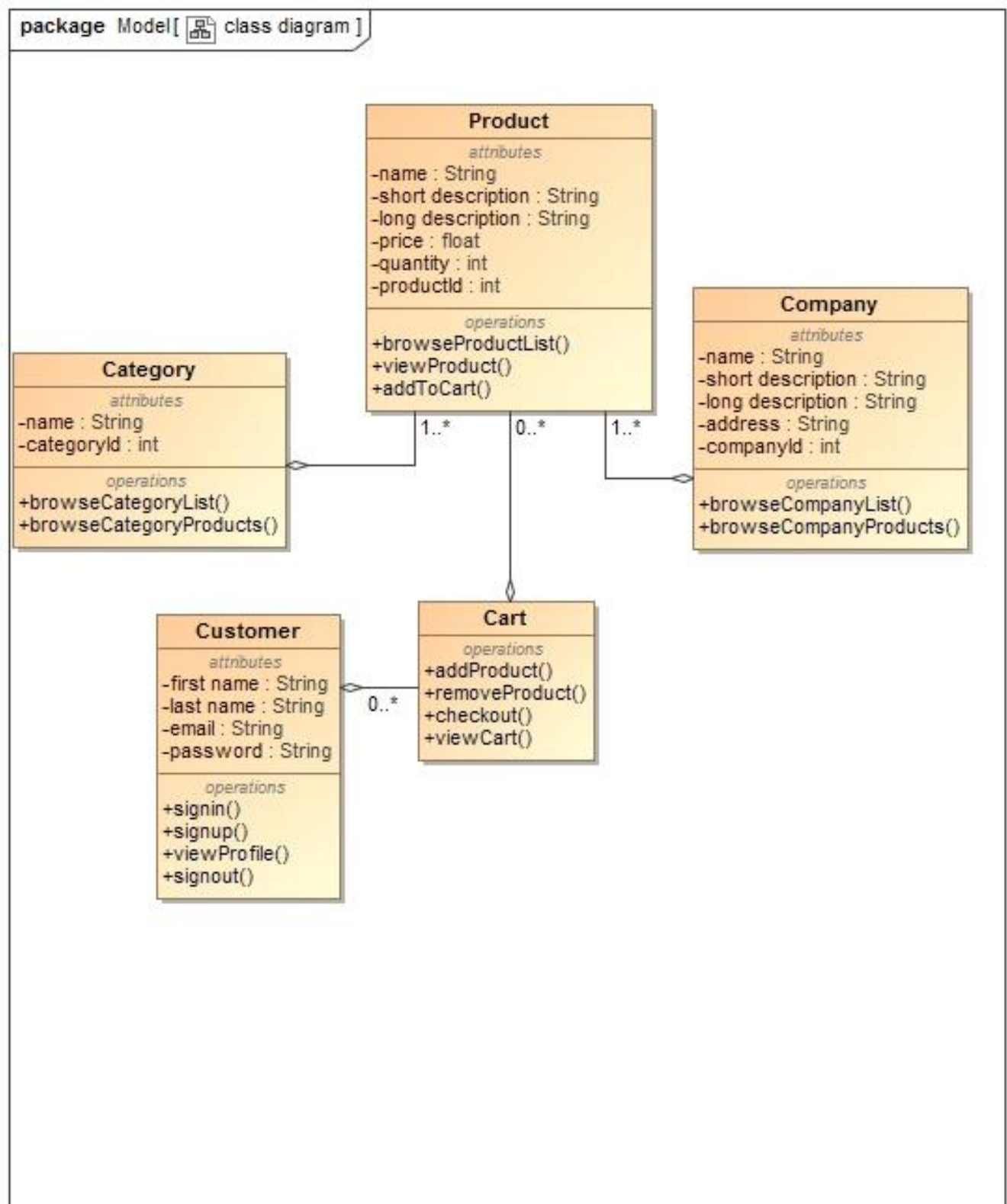


Navigation model

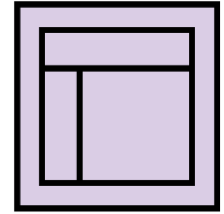


The above model represents the navigation of our application, the (+) signs means that the item can also be accessed from the menu and the (#) can be accessed from the user icon on the title bar. As described in the model above, the only three functionalities that requires signing in is My profile, Checkout, and of course Sign out and when the user is signed in the Sign Up and Sign In will not be present. The rest of the functionalities will be available whether the user is signed in or not.

Data

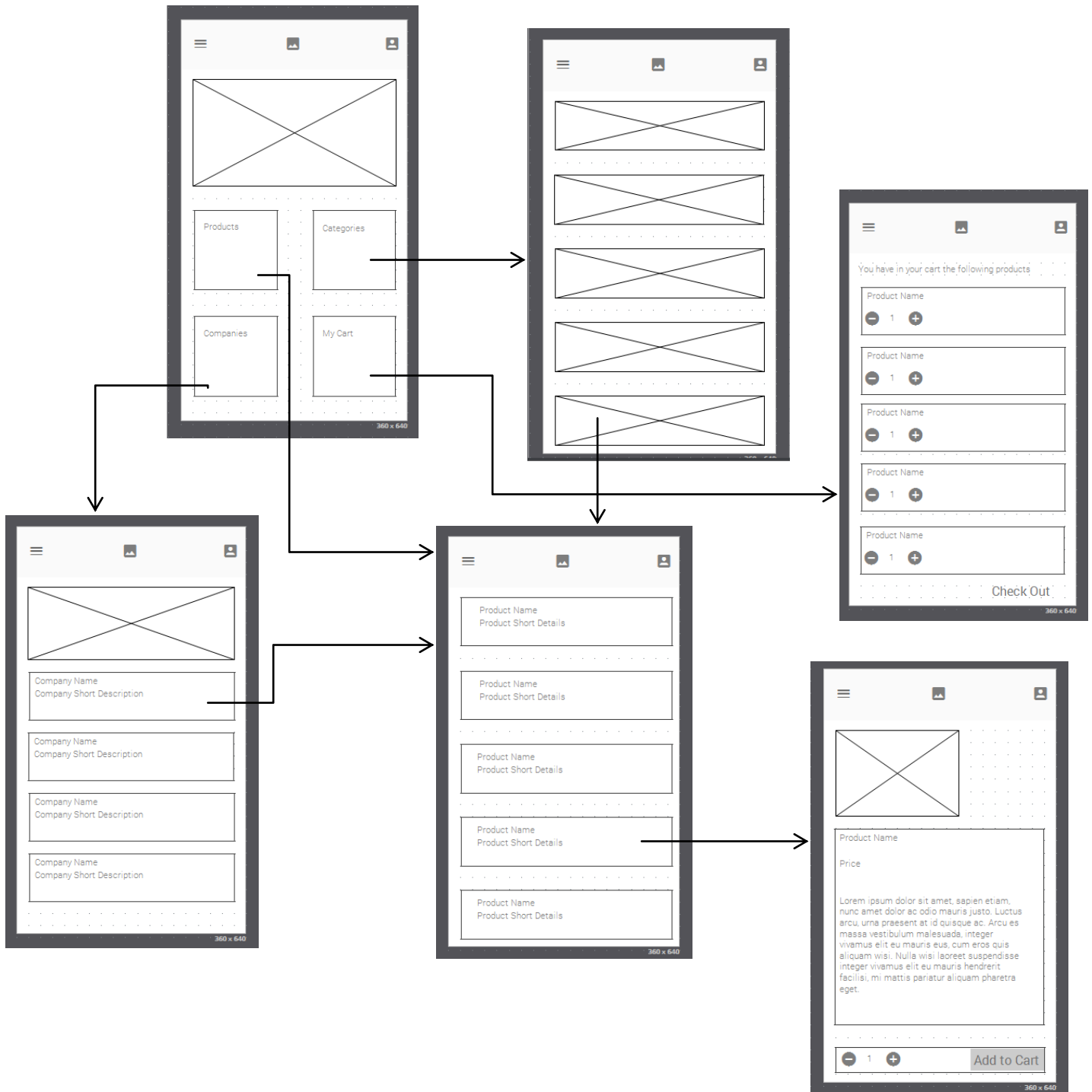


Skeleton

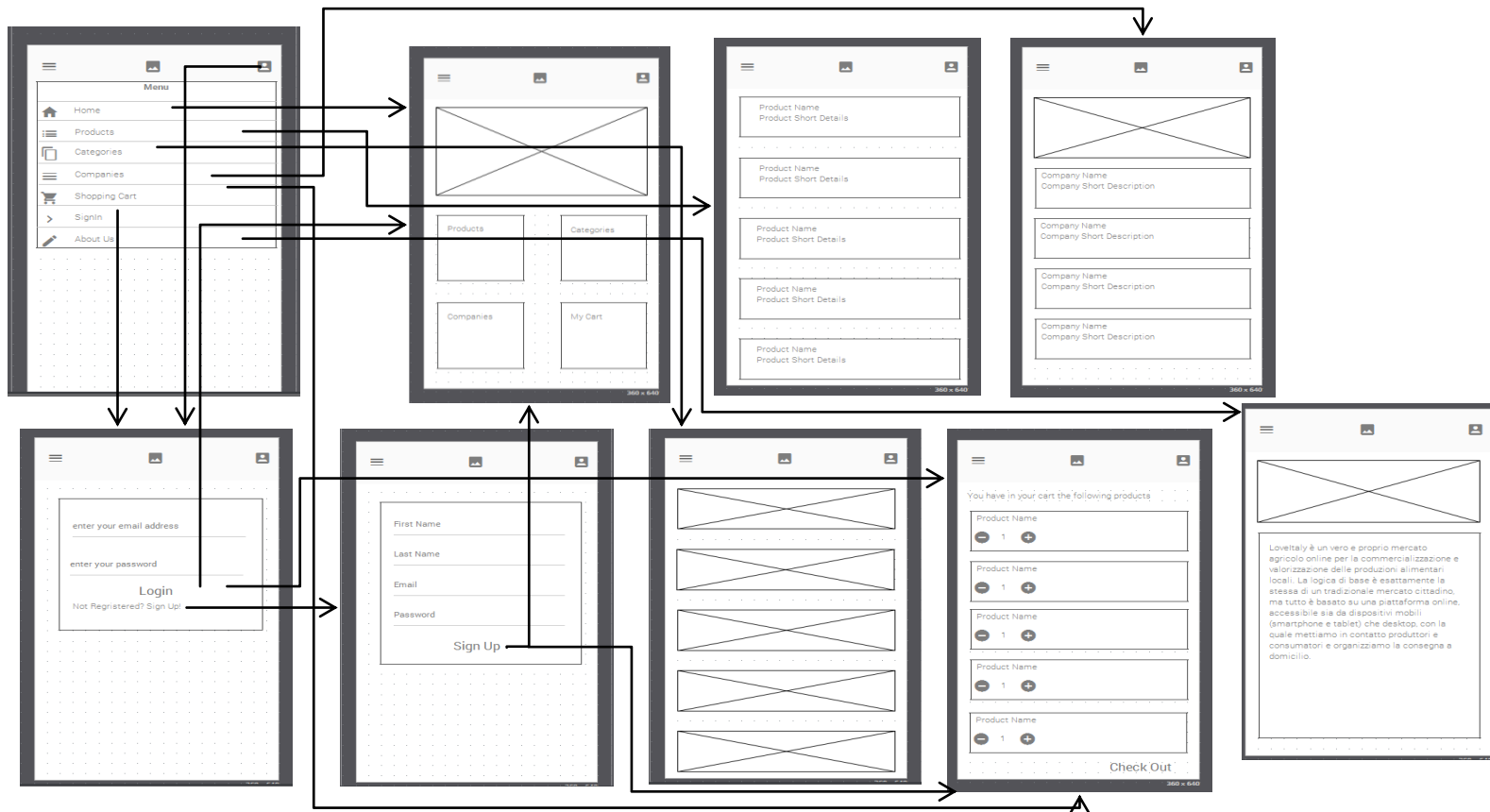


Here are the LoFi Wireframes of our app depending whether the view is from the homepage, the menu without being logged in and from the menu after being logged in:

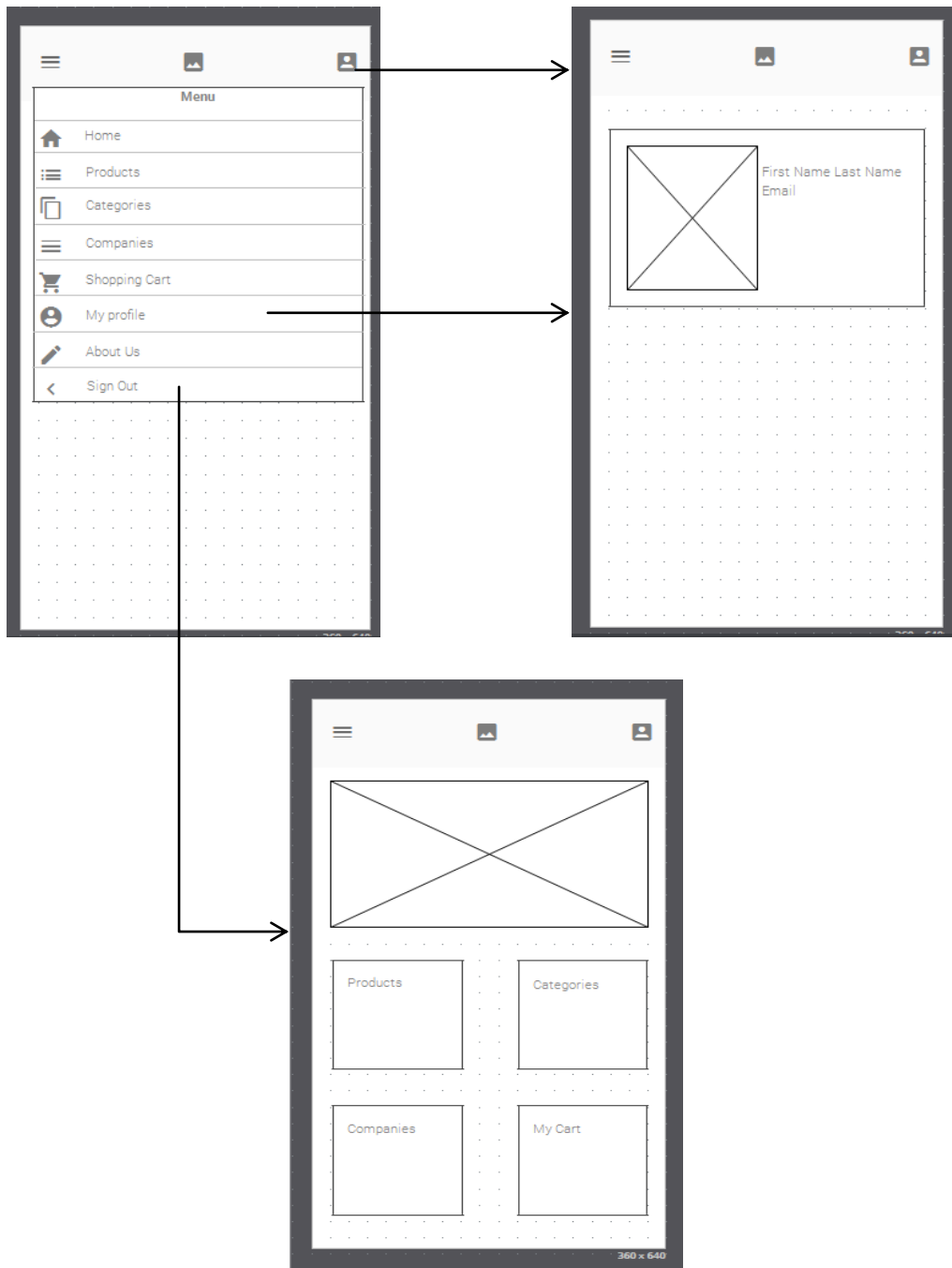
- LoFi Wireframes starting from the homepage



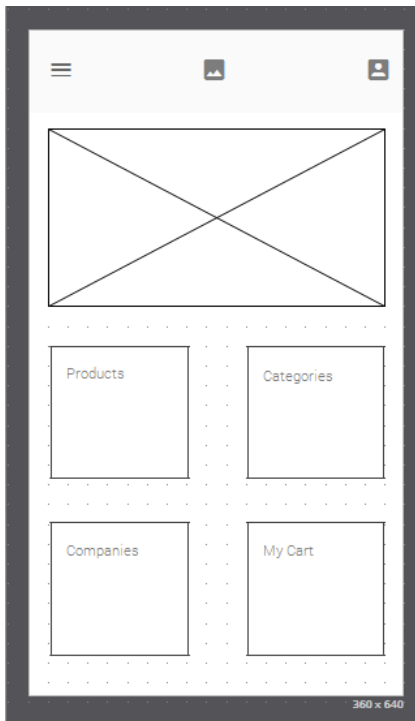
- LoFi Wireframes of the Menu without being logged in



- LoFi Wireframes of the Menu for the changes after being logged in



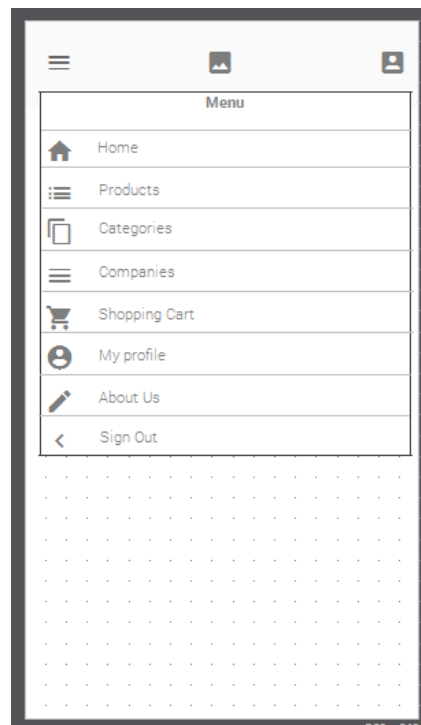
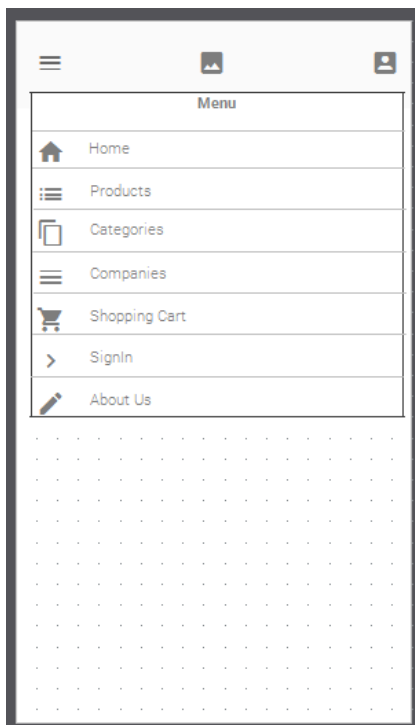
- LoFi Wireframes of each page taking into consideration the user experience collected from various apps that provide similar functionalities.



Homepage

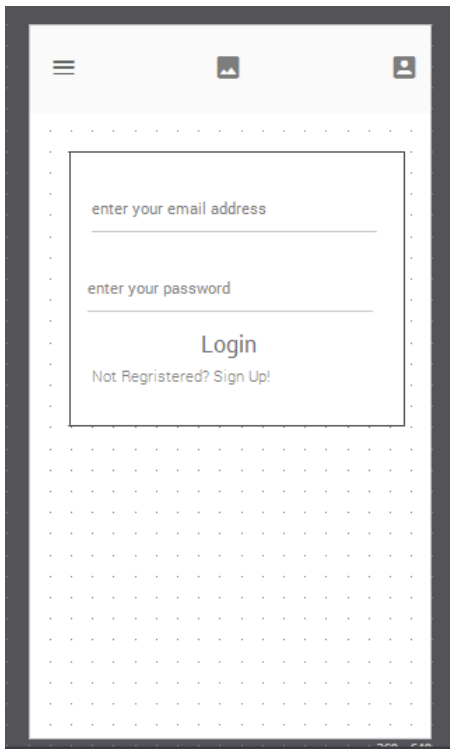
This page contains a slider of the images that represents the loveitaly platform spirit collected from the loveitaly.net website and their official facebook page.

Then we have the main groups of our app (products, categories, companies, and my cart) so the user can have a fast access to them straight from the homepage. The design principal used is symmetry for the later part and hierarchy for the first.



Menu

In our app we have 2 menus, one before being logged in (the left image) and the other after being logged in. Here we have access to all the functionalities provided by our app along with the about us page and my profile (once the user logs in). The design principal used here is axis between the icons of the menu items and the items' names.

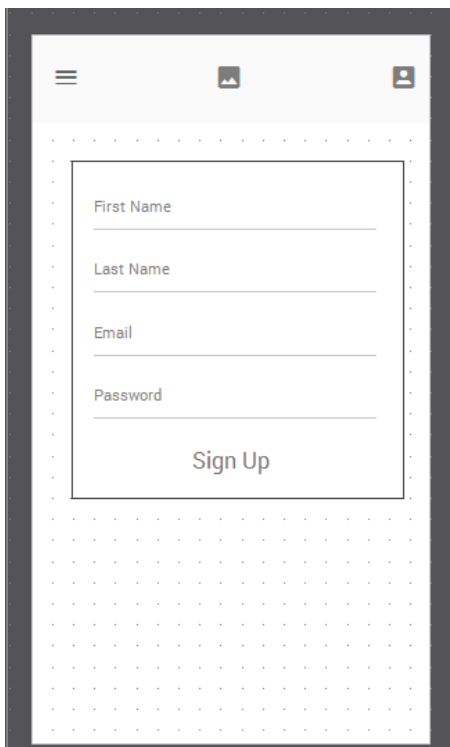


A mobile app login screen mockup. At the top, there is a header bar with a hamburger menu icon on the left, a landscape photo icon in the center, and a user profile icon on the right. Below the header, the main content area is centered and contains a login form. The form has two input fields: the first is labeled 'enter your email address' and the second is labeled 'enter your password'. Below these fields is a 'Login' button. Under the button, there is a link that says 'Not Registered? Sign Up!'. The entire form is enclosed in a thin black border. The background of the screen is white with a light gray dotted grid pattern.

Login

We have a typical login page that requests the email address and password. Along with providing and error message if the email or password is incorrect and provides the functionality to register in case the user is not registered yet.

The design principal used here is centered axis.

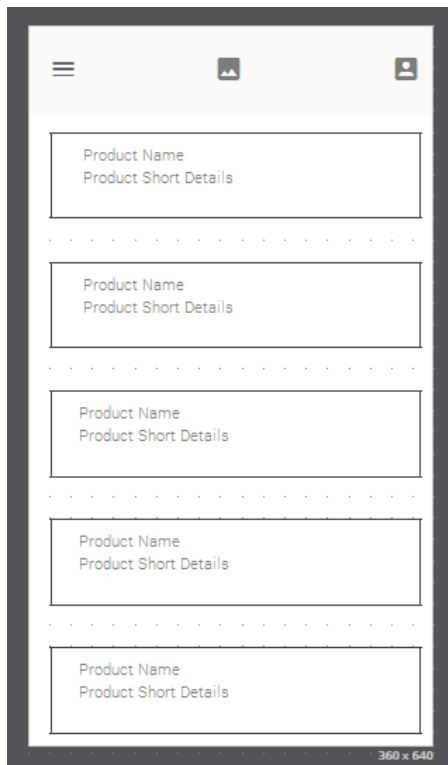


A mobile app sign up screen mockup. It features the same header bar as the login screen. The main content area is centered and contains a registration form. The form has four input fields: 'First Name', 'Last Name', 'Email', and 'Password'. Below these fields is a 'Sign Up' button. The form is enclosed in a thin black border. The background is white with a light gray dotted grid pattern.

Sign Up

We have a typical registration form for the user that requests the first name, last name, email and password in order to sign up.

The design principal used here is centered axis.



Product List

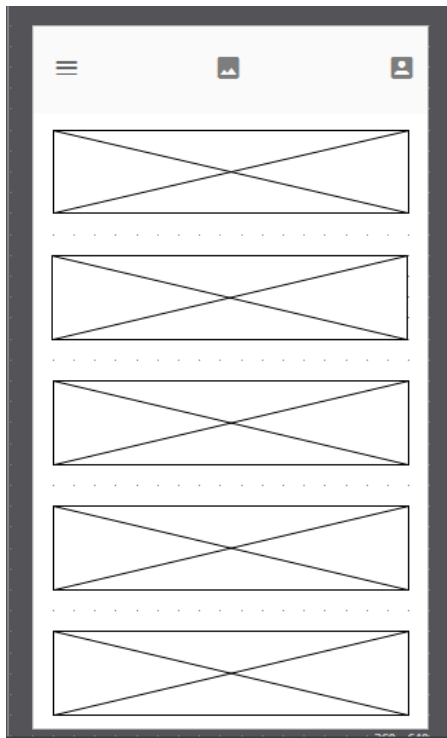
In this page, we can browse all the products of loveitaly with a short description about each product. The design pattern used here is rhythm.



Product Detail

In this page, we provide details of image, name, description and price of a certain product along with the functionality to add a certain quantity of it to the cart.

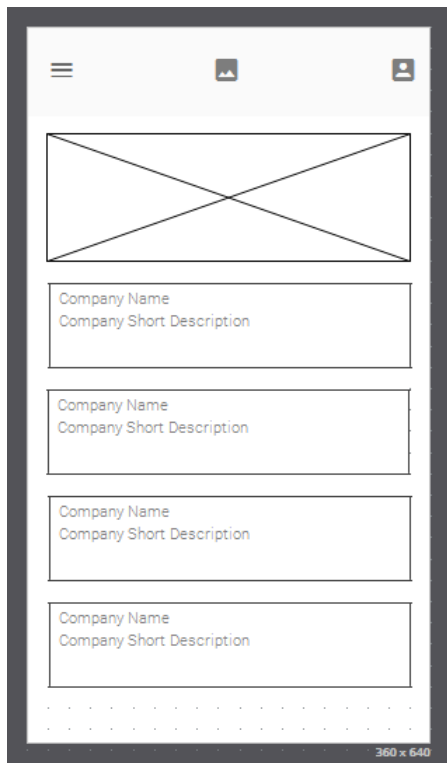
The design principal used here is left axis.



Categories

In the categories page, we see labeled images representing each category. From here, the user can go to the products list of a certain category and from there to a desired product (the same wireframe of product list and product detail).

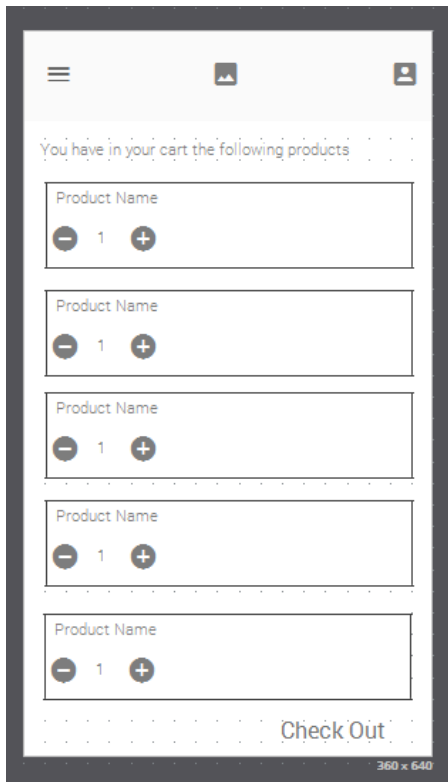
The design principal used here is rhythm.



Companies

We present in the company page, the companies and vendors that the products come from with a brief description of each company. From here, the user can browse the products of each company and after the details of a desired product (the same wireframe of product list and product detail).

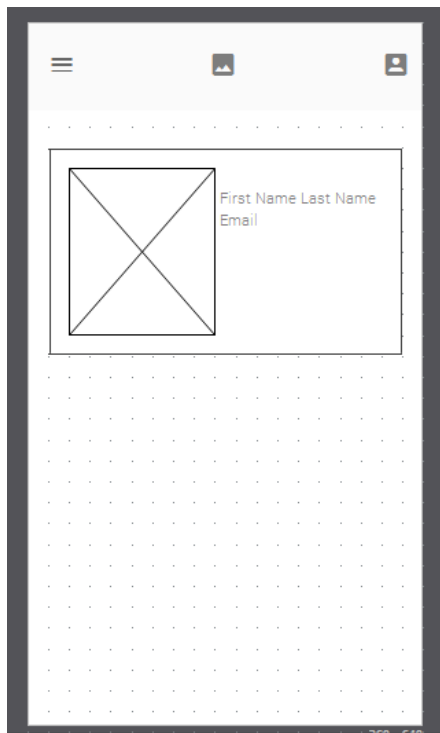
The design principal used here is rhythm.



My Cart

In this page, the user can browse the items and its quantities that he/she added to the cart while browsing the products before. Also, the user can increase or decrease the quantity of the products in the cart and then checkout.

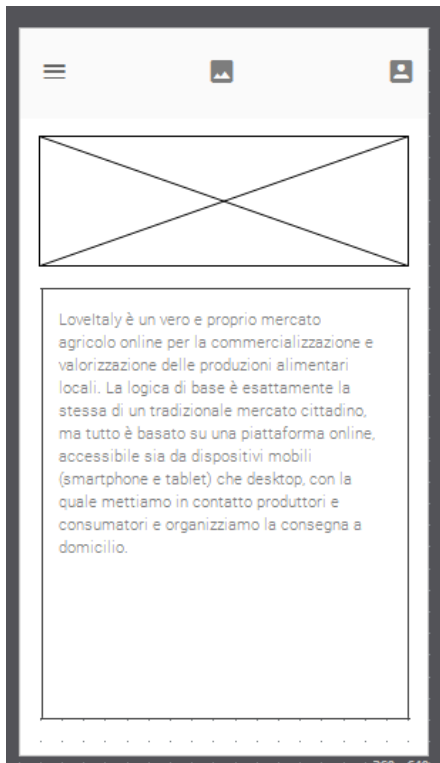
The design principals used are rhythm, left-axis, and symmetry (increase, decrease buttons).



My Profile

Here the user can view his/her profile that consist of his/her first name, last name and email.

The design principal used is axis.

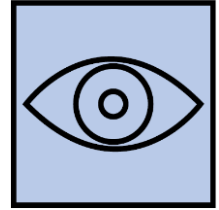


About Us

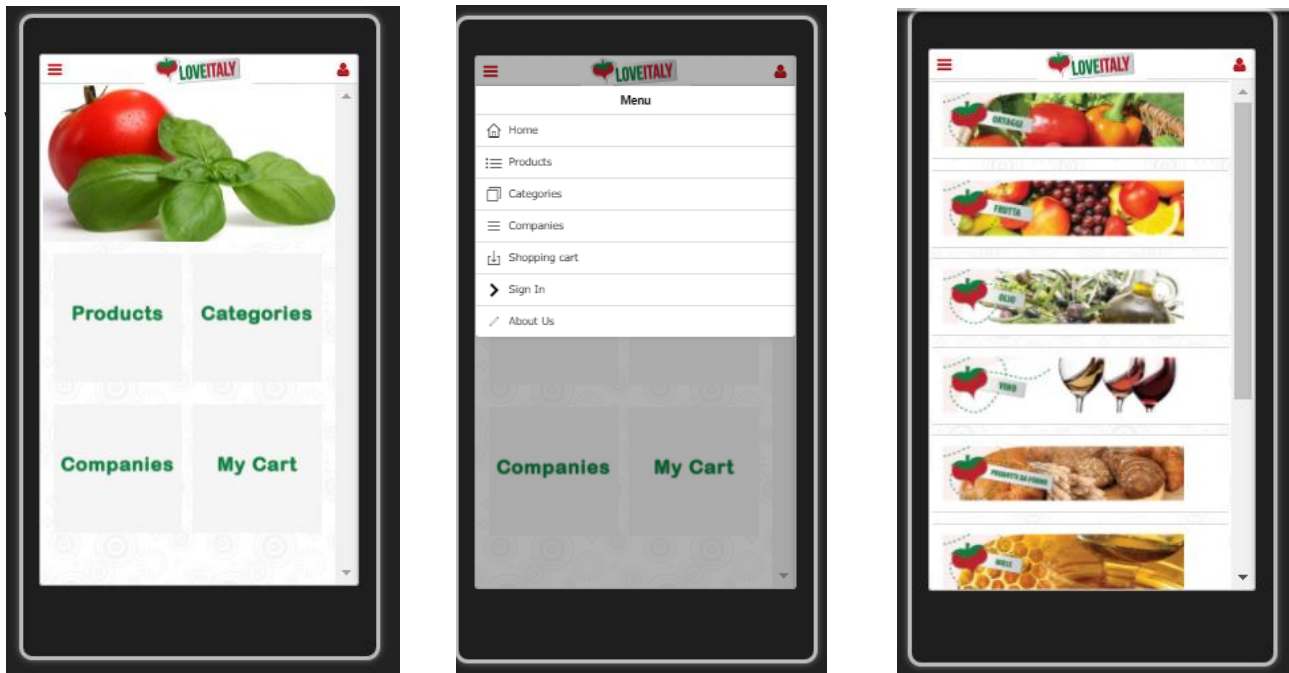
This page provides information about the loveitaly market and platform.

The design principal used is axis.

Surface



Here is a single view of our Hi-Fi Wireframes to view the category list from the menu:



We chose an almost transparent background (white and grey) the same one used in the loveitaly website, and we mainly used the Italian flag since this is an Italian product ecommerce application as a reference in choosing the font color and for example the menu icon and login icon. We believe that since this application is to browse the products and thus should provide lots of the products' images therefore no need to add a strong color in order not to distract the user from the actual content which is the products.