

# Applicazioni per dispositivi mobili

## course

### a.y. 2015/2016

# LOVEITALY

## Design documentation<sup>1,2</sup>

Team Members <sup>3</sup>		
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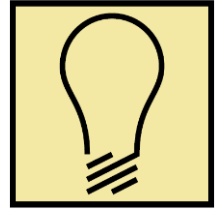
<sup>1</sup> The max length of this document is 20 pages

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

<sup>3</sup> The team leader is listed as first member in this table

# Strategy

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## Product Overview

"LOVEITALY" is a real online agricultural market for marketing and promotion of local food productions. The basic logic is in fact exactly the same as a traditional market town, but everything is based on an online platform based on mobile devices (smartphones and tablets).

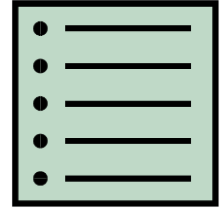
## User Research

This app is to promote a new shopping model, valuing local products, enables the consumer to rediscover the flavors of the countryside and to save time and make the shopping easier.

With this app the user will find the shopping easier because that reduces the time needed to do the shopping and the cost of transportation which will encourage him to buy local food productions.

# Scope

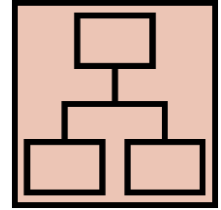
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## Features

- Usability: easy to use and browse.
- Browse products and add items to the cart.
- Modify the items in the cart.
- Display information about the products.
- Create an account.
- Interface designed based on user experience.

# Structure

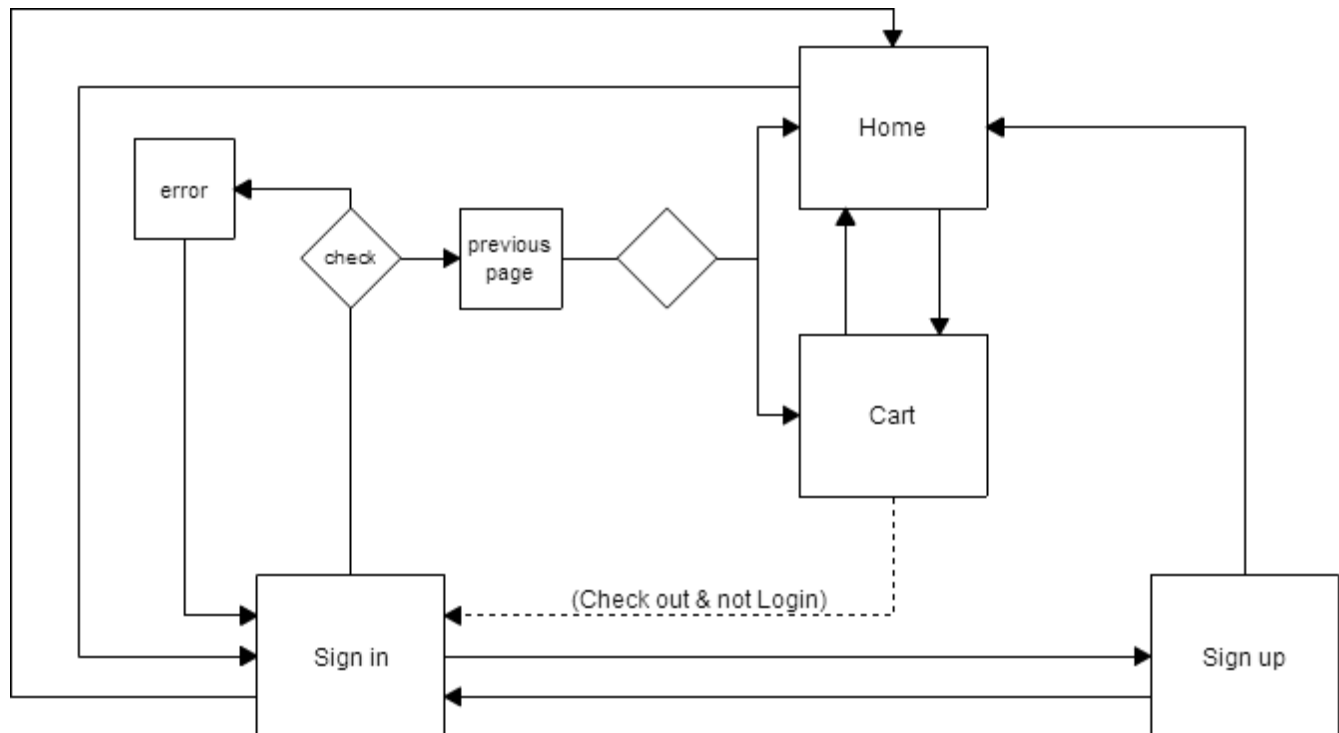


## Navigation model

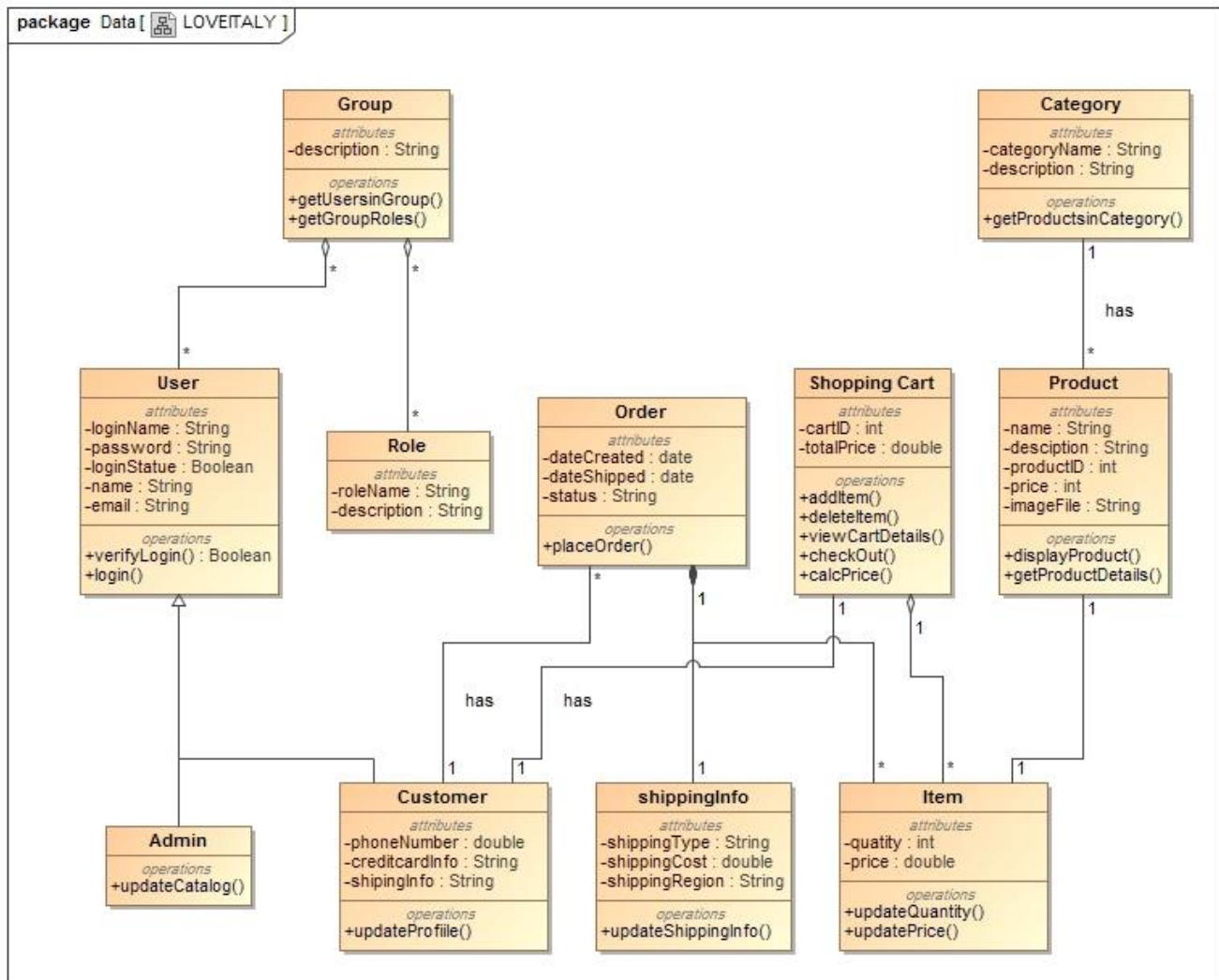
In "LOVEITALY" app there are 4 pages as following:

- Home page: this is the main page to display the products and to add items to the shopping cart, from this page the user can go to two pages "Cart" and "Sign in".
- Cart page: in this page the app displays the items that the user adds and the price, the quantity and description for each item, from this page the user will go to "Sign in" page if he wants to check out and he has not login to the app yet.
- Sign in page: this page is for login to the app, if the user sing in successfully he will come back to the previous page, or he will stay in "Sign in" page to try again, and from this page the user can navigate to "Sign up" page.
- Sign up page: in this page the user register to the app if he has not an account, after creating a new account the user will come back to the home page, or the user can go to "Sign in" page.

From all the previous page the user can navigate to the "Home" page.

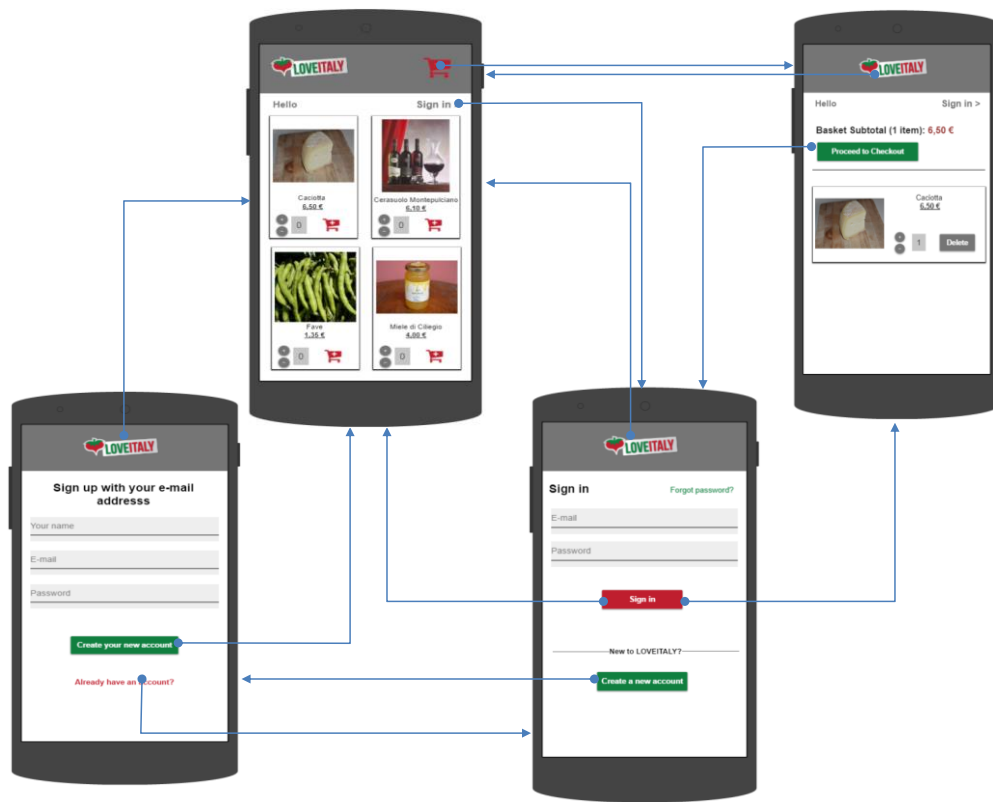
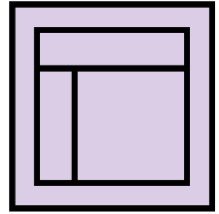


## Data

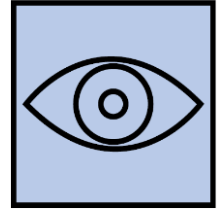


# Skeleton

Based on the navigation model, the user can navigate through the app by choosing the buttons, icon, text... as it presented in the below diagram.



# Surface



The main design principle for this app is "Simmetry" because it is easy to read and that is something good with a lot of products and information about them.

The main colors of this app is the colors of Italian flag (red, green, white) and that is make sense because the app is "LOVEITALY", and also gives the user a good impression.

