



UNIVERSIDAD DISTRITAL FRANCISCO JOSÉ DE CALDAS

THIRD WORKSHOP: WEB GUI MOCKUPS AND DEFINITION OF WEB SERVICES

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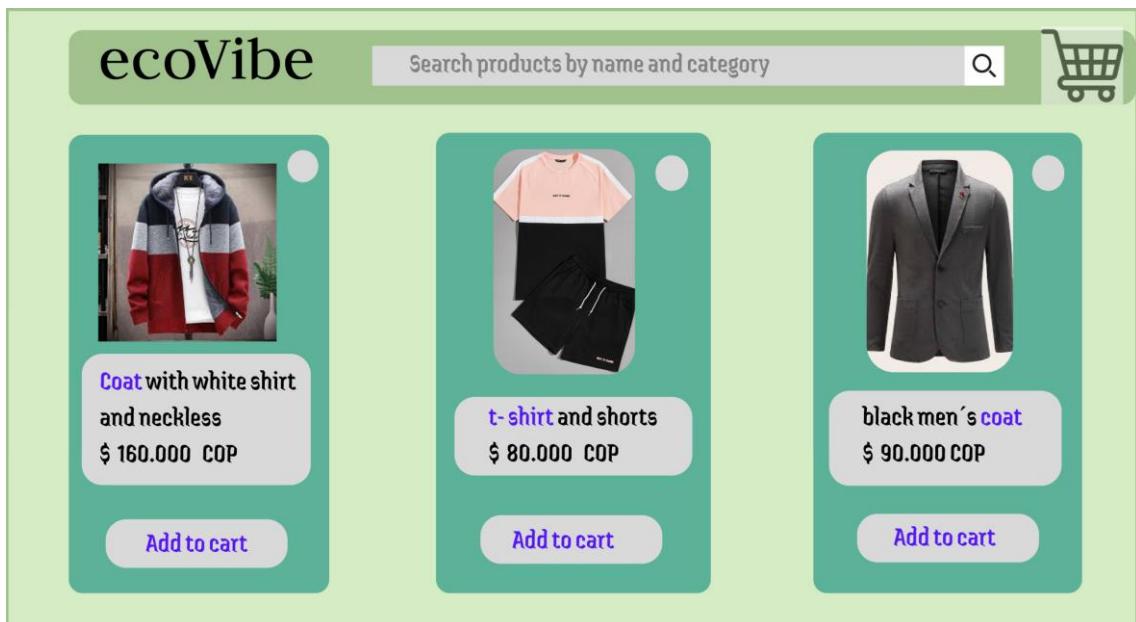
1. Web GUI Mockups

Define why the color selection and any additional considerations or questions you would like to ask to the client. The mockups are shown below:

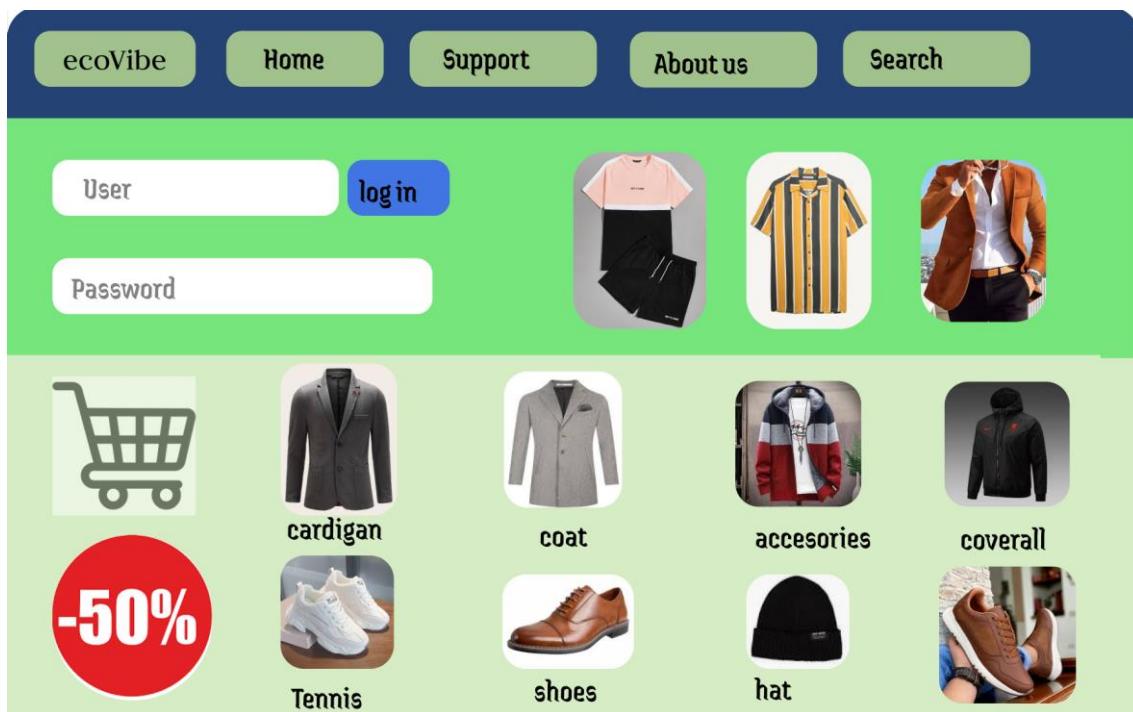
- Mockup Log in and Sign up

The mockup shows two side-by-side forms on a light green background. At the top center is the ecoVibe logo. The left form is titled "SIGN UP" and contains fields for Name (with a user icon), Email (with an envelope icon), and Password (with a lock icon). Below these is a "Remember me" checkbox and a "GET STARTED" button. The right form is titled "LOG IN" and contains fields for User Name (with a user icon) and Password (with a lock icon). Below these is a "Remember me" checkbox and a "GET STARTED" button.

- Mockup choose and search the product



- Mockup homepage



- Mack up buy product or payment methods

The screenshot shows a step in the ecoVibe checkout process. The heading 'ecoVibe' is at the top. Below it is a 'Promotion code' section with a 'Enter the code' input field and an 'apply' button. Underneath is a 'Shipping method' section with a button labeled 'Standart 24-72 h'. The next section is 'Payment method', which includes 'Card payment' with logos for MasterCard and VISA, and 'Paypal' with the PayPal logo.

2. Color Palette (Cold and Ecological)

The colors chosen for the EcoVibe interface are based on cold tones that convey confidence, freshness and sustainability:

- **Green** = Represents nature, sustainability and recycling, reinforcing the idea of responsible consumption.
- **Blue** = Evokes trust, security and professionalism, which is key in a buying and selling platform.
- **Purple** = Adds a modern and creative touch, differentiating the platform and attracting a young and conscious audience.

Reason for choice:

These colors not only make the interface visually appealing but also reinforce the green and circular economy purpose of the app.

3. Typography and Text Style

Main font: A modern and minimalist font such as Poppins or Montserrat will be used, as they are elegant and easy to read.

Clear hierarchy:

Large, bold titles to capture attention in important sections (e.g. "Discover sustainable fashion").

Thinner, smoother secondary text for product descriptions or supplementary information.

Reason for choice:

Clean typography improves accessibility and makes information easy to process without cluttering your eyes.

4. General Design and Layout

Minimalist and clean design: The use of unnecessary elements is avoided so that navigation is fluid.

Large, high-quality images: Fashion is visual, so product photos should stand out against neutral backgrounds.

Wide spacing between elements: Clarity is prioritized so that users do not feel overwhelmed.

Reason for choice:

An uncluttered layout improves the user experience and makes it easy to find products.

5. Buttons and Interactive Elements

Large, bold buttons, with rounded corners for a friendly, modern feel.

Button colors:

Green: Positive actions (Buy, Add to Cart).

Blue: Navigation and secondary links.

Purple: Promotions or featured items.

Reason for choice:

Intuitive buttons improve usability and allow users to interact without confusion.

6. Brand Elements and Ecological Style

Friendly iconography with recycling symbols, leaves and reused clothes.

Motivational messages in certain sections ("Every purchase helps the planet ").

Backgrounds with soft texture or subtle gradients to avoid a flat design and give a feeling of depth.

Reason for choice:

These details reinforce EcoVibe's identity as an ecological and socially responsible brand.

7. Web Services Definition for EcoVibe

Below are the necessary web services for the second-hand clothing buying and selling application "EcoVibe".

Name	Endpoint	HTTP Method	Inputs	Outputs
User registration	/api/auth/register	POST	{name, email, password}	{message, userId}
Login	/api/auth/login	POST	{email, password}	{token, userId}
Publish a Product	/api/products	POST	{name, description, price, category, image, sellerId}	{message, productId}
Get Product List	/api/products	GET	{optional: category, min_price, max_price}	[{productId, name, description, price, category, image, sellerId}]
Search Products	/api/products/search	GET	{query}	[{productId, name, description, price, image}]
Get Product Details	/api/products/{productId}	GET	{productId}	{productId, name, description, price, category, image, sellerId}
Simulate Purchase	/api/orders	POST	{buyerId, productId, quantity, address}	{message, orderId}

Get Purchase History	/api/orders/user/{buyerId}	GET	{buyerId}	[{orderId, productId, quantity, status, date}]
Add Review	/api/reviews	POST	{userId, productId, rating, comment}	{message, reviewId}
Get Product Reviews	/api/reviews/{productId}	GET	{productId}	[{reviewId, userId, rating, comment}]

For finally, this his visual approach will not only make EcoVibe attractive and modern, but will also communicate the sustainability message effectively. The goal is for the interface to not only look good, but also invite the user to participate in more responsible fashion.