

UI Design and Prototyping Report- CustomerFirst

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Brief Overview of the Project and the List of Features

The application “CustomerFirst” is to provide a portal for both electronic owners to keep to up to date with the latest information related to the electronics they own, and manufacturers to continuously maintain post sales services to current customers.

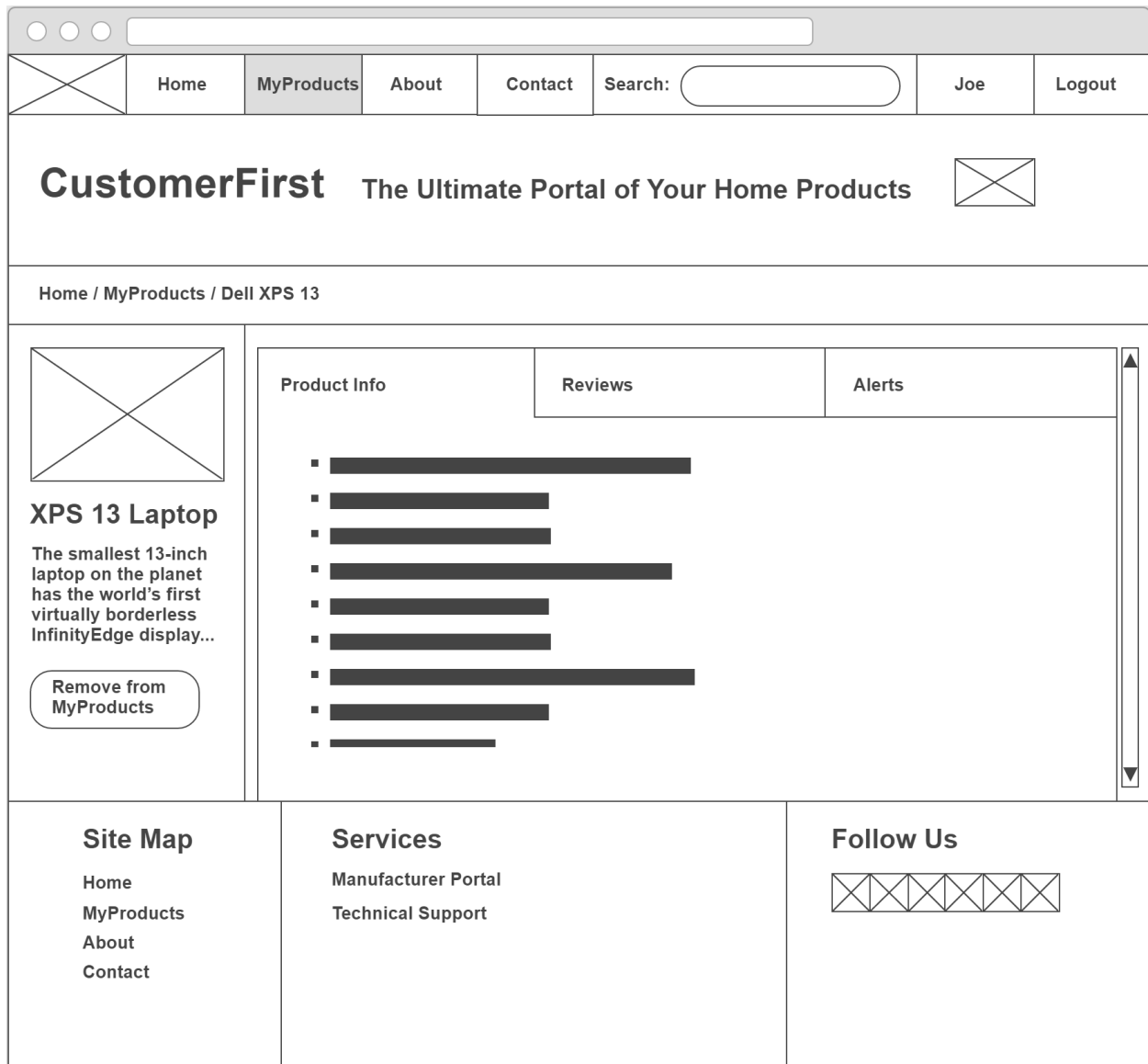
The expected key features are as follow:

- The application’s home page that all participated manufacturers are listed.
- A product page that contains a list of products provided by a manufacturer.
- A product detail page with an “Add to MyProducts” button to include this product to the list of products owned by a user.
- An alert panel that provides messages about product recalls announced by a manufacturer.
- A “MyProducts” page that list all products owned by a user.
- A product review page with user feedbacks provided by users.
- A page where all electronics a user own are listed.

User Interface Designs

The application “CustomerFirst” is a Single Page Application (SPA) within which all code is retrieved with a single page load, and navigation between pages performed without refreshing the whole page.

Each page contains three major sections; header, content, and footer. Below is a wireframe of “MyProducts” page that illustrates how the aforementioned sections constitute a page of SPA:



Header

The header section contains the navigation bar, product search field, and a Jumbotron header section with primary marketing message. The info is retrieved with a single page load.

Content

The content section contains data dynamically loaded and added to the page as necessary in response to user actions.

Footer

The footer section contains:

1. Site Map
2. Services like Manufacture Portal and Tech Support
3. Social Media

Like header section, the info in footer section is retrieved with a single page load.

Application Flow and Navigation Structure

Home

- |---- List of participated manufacturers.
 - |---- List of products provided by manufacturers.
 - |---- Product page (Product Info, Reviews with read-only permission, and Alerts tabs), with “Add to MyProducts” button.

MyProducts

- |---- List of products owned by a user, grouped by manufacture.
 - |---- Product page (Product Info, Reviews with read-write permission, and Alerts tabs), with “Remove from MyProducts” button.

About

- |-- What the site “CustomerFirst” does.

Contact

- |---- Contact info of the site provider.

Search Field

- |---- Product search.

Login/Logout

- |---- User login and logout.

Site Map

- |---- Links to major pages that are part of the navigation bar.

Services

- |---- Manufacturer Portal that allows manufacturer to update its products.
- |---- A page that provides technical support on using the site.

Follow Us

- |---- Links to social media: Google+, Facebook, Twitter, Youtube, and Pinterest.

References to Sources in Support of the Project

[Improving the Customer-Merchant Interaction: A Case Study in Platform Design](#)

[6 Platforms Merchants Can Use for Real-Time Customer Interaction](#)

[3 Ways To Show Customers That You Care](#)

[Single-page Application](#)

[Single Page Application using AngularJs Tutorial](#)