



**WEBSITE DOCUMENTATION
PREPARED FOR:
CAREER CONSULT**

CLIENT NUMBER	00002
CLIENT	KARYN McDONALD
CLIENT CONTACT	X
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URL	www.careerconsult.co.nz

VIC DIGITAL AGENCY

PRIVATE ADDRESS

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CLIENT OVERVIEW

Career Consult is a professional, independent and cost effective advice for job seekers, employees, graduates, and those new to New Zealand.

Career Consult business starter Karyn McDonald, is an established woman with over eight years experience as a human resources contractor and recruitment specialist. Not only that, Karyn used to manage a number of graduate programmes in New Zealand, whilst living in New Plymouth, and has lived and worked in Wellington, Auckland, London and Dublin. This gives Karyn an edge over other competitors that she has a local and international perspective on the current markets.

Through the years Karyn has continued to grow her experience ranging from industries and organisations, including: financial services, professional services, government, engineering, insurance, and property. Not only that, Karyn has helped friends and family with their CV's and provided advice on interviews and employment issues.

With that said, Karyn has learnt that there is a lot of free information out there, however this does not always cater to peoples needs, and some great organisations that offer CV writing and employment advice services, but at a cost people can not afford.

Karyn believes that everyone has the right to prepare themselves for success, and that money should not be a barrier.

Which is why Career Consult has approached VIC CREATIVE DIGITAL AGENCY to create a responsive and user friendly career consulting website, to advertise that there is a service out there that will help people realise their potential and allow these skills to be passed on into their futures.

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TARGET MARKET

THE TARGET MARKET is mainly mobile users that are graduates, immigrants, and the general public that are unemployed, or employed currently.

These people do not have the resources or knowledge, and will confide in professional services such as Career Consult so that they can realise their dream career, and establish skills going forward.

Stage two of Career Consult would be to target corporate companies, that contract Human Resource Managers to work for them, compared to hiring someone full time. Therefore utilising their resources and financial turn over.

The general target market are simple life people that are middle class and know how to use their mobile devices on a regular basis. They use google to search for direct and quick answers, rather than going through a raft of career help, and government sites which reply weeks later.

The online user is also looking for real worthy friendly and proactive service where they can feel comfortable talking about their past and current status. Which is why Career Consult can come in and offer a point of difference in today's Auckland market.

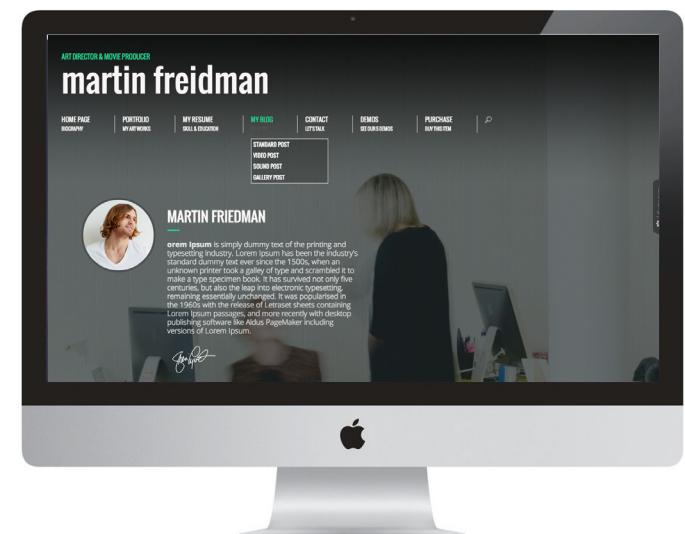
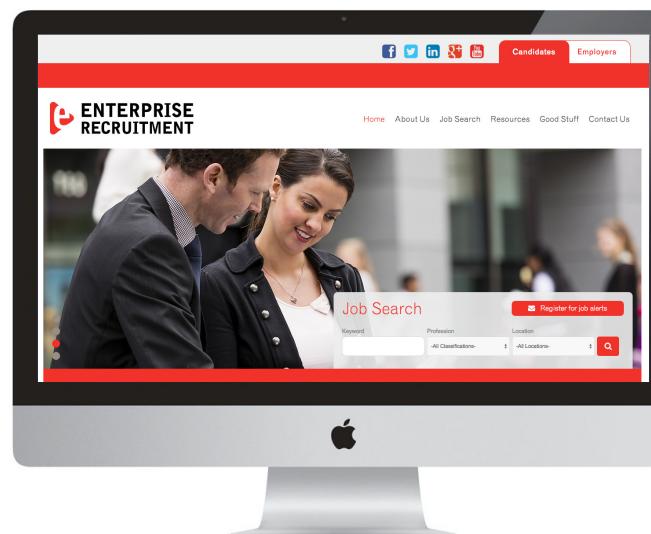
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COMPETITOR RESEARCH



CONSULT RECRUITMENT

1 LAYOUT

Is very simple and clean, with some great icon use. The large image gives the users an indication what the overall site can help with.

2 BRAND

The branding consistency is not too over the top. The logo is simple, clear and concise. Contact details are in the most common place for users.

3 EASY NAVIGATION

Clean navigation, with key words and a typical nav bar, which most users would expect.

ENTERPRISE RECRUITMENT

1 NAVIGATION

Users would normally expect nav bar to be in the top right of the site. Nice use of sans serif font, easy to read. Inquisitive use of wording.

2 INTRODUCTION

Great use of a search form. Users would go straight to when they visit the site - the has targeted their subject well, getting users straight to the point.

3 REGISTER FOR JOB ALERTS

Automatically this button is aiming at their target market, luring the users in to register.

MARTIN FRIEDMAN

1 BACKGROUND

Presents as a casual and business like feel. The transparent black over the top gives this a bit of perspective.

2 DROP DOWN MENU

Is seperated by a line bar, helps define each one. The drop down menu is activated when on mouse over. Each drop down is defined in its own box.

3 LAYOUT

An underline is present under the header, helps define that page, and statement clearly.

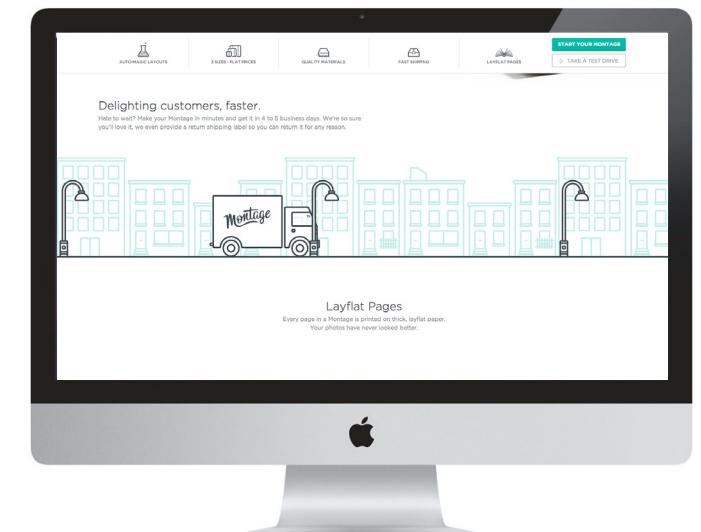
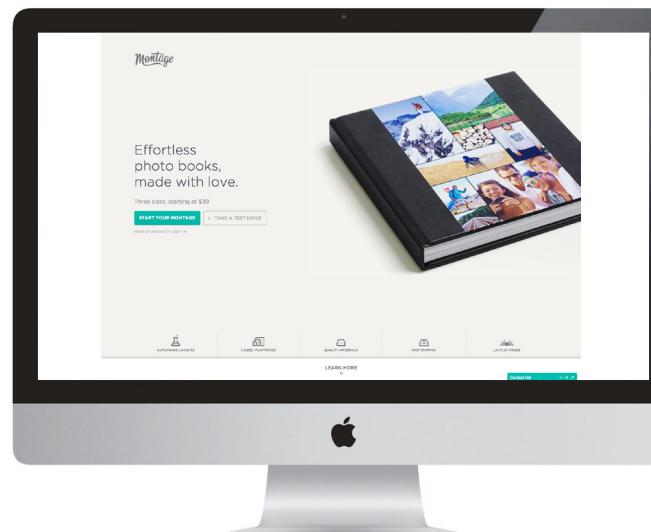
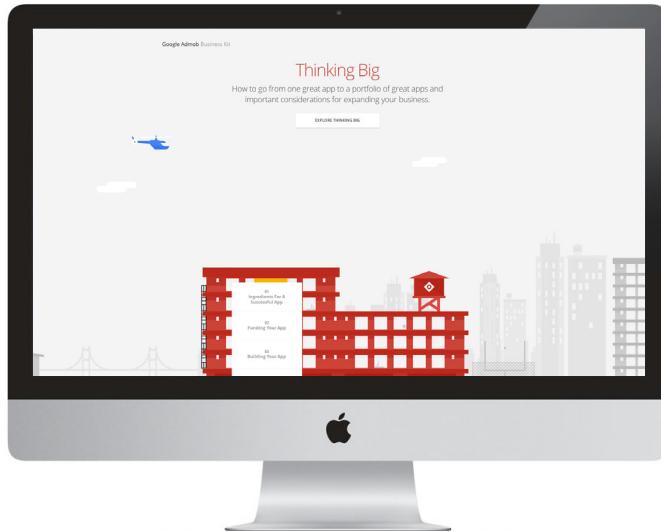
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MARKET RESEARCH



GOOGLE ADMOB

1 DROP DOWN MENU

Is activated by folding up when you hover over the menu/text. The style fits in with the boxed like buildings.

2 BACKGROUND

Appears when page is opened and the plane is constantly moving, which gives the site a bit of fun and interaction. Very clever webkit animation.

3 INTRODUCTION

Is clean and straight to the point. Tells the user what the site is about in one sentence.

MONTAGE

1 BRAND

The brand is simple with one or two muted colours. Very easy to understand what the site offers with the image, text and icons.

2 ICONS

Great way to get the user to interact and click. They then can get a feel of how the site works, and what the product offers. The buttons are another great way to lure a client in.

3 IMAGE

Is a great responsive website, using flex so the image and layout moves as browser flex's.

MONTAGE cont.

1 ICONS

As you scroll down, the icons are static at the top of the navigation, with a white background overlay.

2 ILLUSTRATION

Keeps moving across horizontally. Gives the site a friendly and fun feel, making the user feel welcomed. It also communicates product delivery is real and quick!

3 LAYOUT

Middle text layout present. This is easy for responsive coding and design.

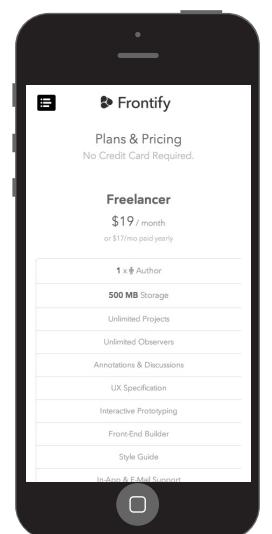
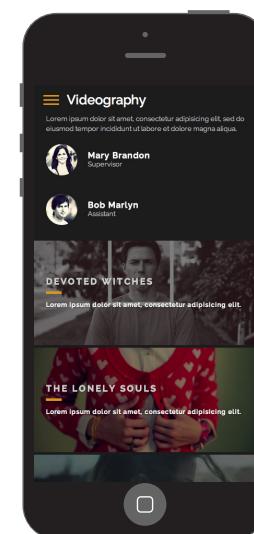
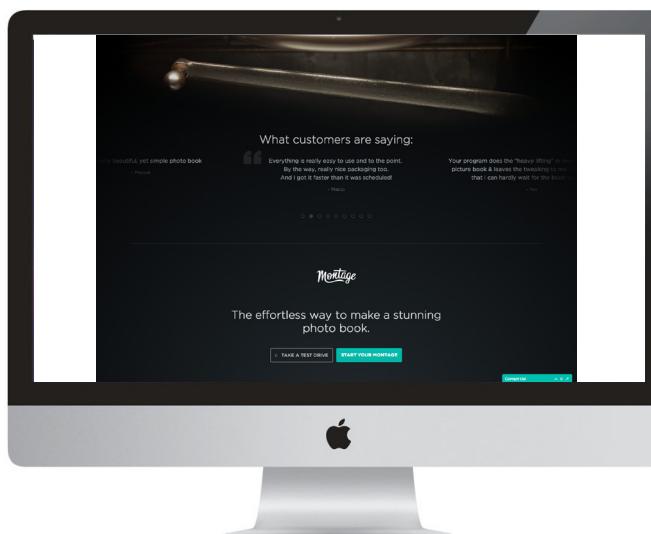
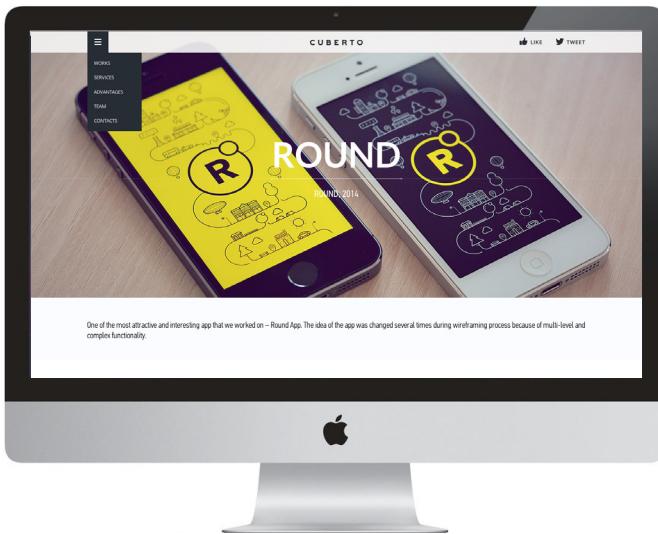
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UI/UX RESEARCH



ROUND

1 BRAND IDENTITY

looks very modern and clean. The use of colours is highlighted in a good way - entices the users to download the application.

2 DROP DOWN MENU

Appears on click, on the svg half rectangles. The menu drops down in a boxed format. Suits the brand, keeping the site consistent.

3 SOCIAL MEDIA

Is present in the top right hand corner. Where most users would expect to be guided to.

MONTAGE

1 TESTIMONIALS

Is present in a slider, stands out in black with a corporate image sitting at the top.

2 BRAND

The brand is reiterated again at the bottom, with its mission statement. Along with buttons where users can register or start using the site in a meaningful way.

VIDEOGRAPHY

1 MEMBER ID

Member pictures are present when member logs in to view a list of posts or blog topics.

2 BLOG

Blog is layout out with header and underline, when you hover the top more information appears.

FRONTIFY

1 PRICING LAYOUT

Clean and easy to ready format. There is a button at the bottom to get users to make an enquiry.

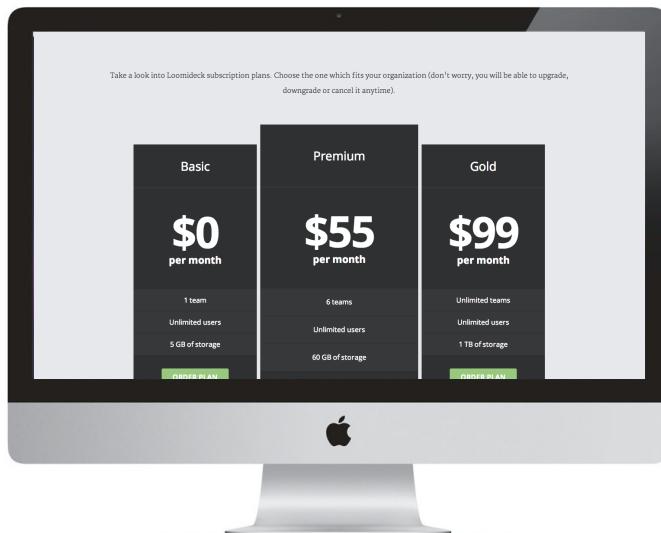
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UI/UX RESEARCH

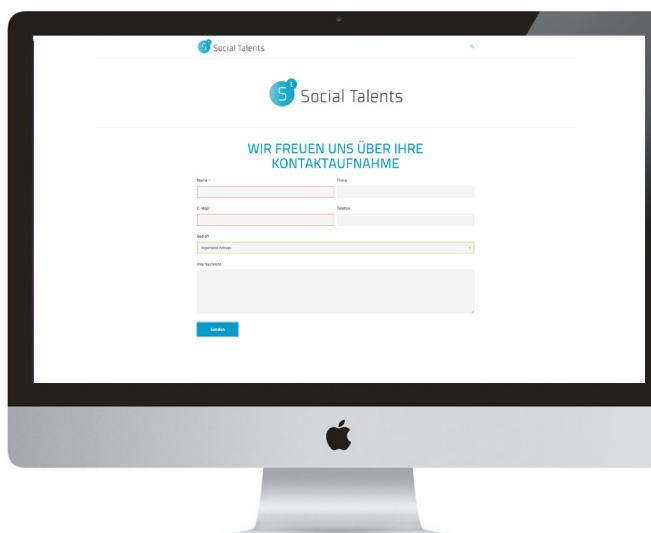


PRICING LAYOUT

A RESPONSIVE PRICING LAYOUT

The pricing plan appears bold and stands out for the customer to identify which pricing plan would be good for them.

Career consult will be using six different pricing plans and with each plan they can book an appointment online with a consultant.

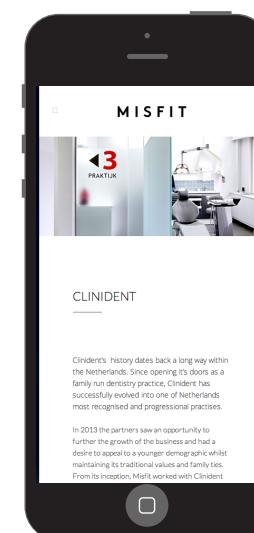


FORM VALIDATION

B HIGHLIGHTED FORM

When user has not filled in all inputs the box highlights with either green = go or red = stop.

The form features in the middle for desktop, and stacks when mobile is in use.



LAYOUT

C HEADER UNDERLINE

Is a popular style, to feature under headings, helps define each section clearly for users.



COLOUR

D PURPLE HUES

Career consult will be using Black, Grey and Lavender colours to create a bold and corporate brand.

This example show a few highlights of highlighter lime/green to keep the illustration zesty.

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PROJECTED TIMELINE

ACTIVITY	DATE COMPLETED
CLIENT CONSULTATION	24 09 14
MARKET RESEARCH & DESIGN UI/UX	21 10 14
PLAN SITE CONTENT & DATABASE - SAMPLE DATA, CONT. DESIGN UI/UX	25 10 14
LIAISE WITH CLIENT ON PROPOSAL - MAKE CHANGES NECESSARY	27 10 14
PITCH PROPOSAL TO CLIENT MAKE CHANGES & REVIEW, LIAISE WITH TEAM MANAGER	29 11 14
PITCH PROPOSAL TO TEAM MANAGER & MAKE CHANGES	01 11 14
X	X

ACTIVITY	DATE COMPLETED
X	X
X	X
X	X
X	X
X	X
X	X





WEBSITE VIEWS



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DESKTOP VIEW



DESKTOP MENU

1 X

Is present to user when they are logged in. Default navigation is visual at the top, and bottom of site.

2 X

User is enticed to create an account so they can purchase products online and list items to sell online. Create an account is seen in right hand navigation bar.

3 X

User wishes to log in by hitting the log in key word in right hand navigation bar.

4 X

The home page displays a slider of information which is the essence of what this website can offer its users. With minimal detail and information the user can begin their journey with paperbag boutique.



WEBSITE STRUCTURE



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SITE PURPOSE

TO LAUNCH a fully responsive website application that will educate users the services provided, and will allow Career Consult to build a client database over time.

Key features will include;

ADMINISTRATOR:

- Store clients details on/offline and save to the database.
- Full editing rights by administrator logging in, update/edit/delete testimonials, posting and sharing ideas, services types, and adding/updating clients in the system.

USER:

- Can become a registered member.
- Edit/Update/Delete their details.
- Booking online.
- User can view Career Consult posts and share on social media.

By collecting data from the client, a Career Consultant can understand the client before going to meet them in a consultation. This will give the business an edge over it's competitor's by knowing what to expect from the client, the business will be able to plan meeting's in an effective timely manner.

The website application will have an edgy corporate brand, with lavender/purple hues, bold and simple formats - this will further increase traffic, raise google search engine optimisation, and heighten the awareness of the site within Auckland city.

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WEBSITE STRATEGY

WEB STRATEGIES

1. SHARING CAREER CONSULT POSTS/IDEAS/LINKS

This will be an important section to the site, as it will increase traffic and higher google ratings for the web application. Search engine optimization will be increased, allowing more users to become members and selecting a service from career consult to be helped with.

2. ReSTful URL

By using resources this will leverage existing HTTP methods to implement single/example endpoints in the URL. This will create a clean and clear guidance for users when visiting the site.

3. RESPONSIVE DESIGN

Building a plan for creating a responsive website to ensure this works on mobile - android and iOS, tablet, and desktop. Images and text will be scalable, box frames will stack. The site will only feature in pages with links rather than one long page with sections as per the client's specifications.

4. LINK TO FACEBOOK /TWITTER/LINKEDIN

This application will allow a gateway into social media spreading the word of this new web application, will help the process of building a client database, and sharing the brand identity around the online community.

5. TESTING AND VALIDATING

By testing frequently both on devices and server side, this will help the process start well and finish well. I will test from the top down, sweeping, from one section to the other - ensuring that it all will come together nicely towards the end.

6. AWARE OF MARKET PLACE

Designing for iOS and Android, as the majority of users will be using their mobile and tablet devices. Making this site accessible anywhere.

7. BROWSER COMPATIBILITY

Making sure the site is working on all browsers, IE10+, Chrome, Safari, Firefox.

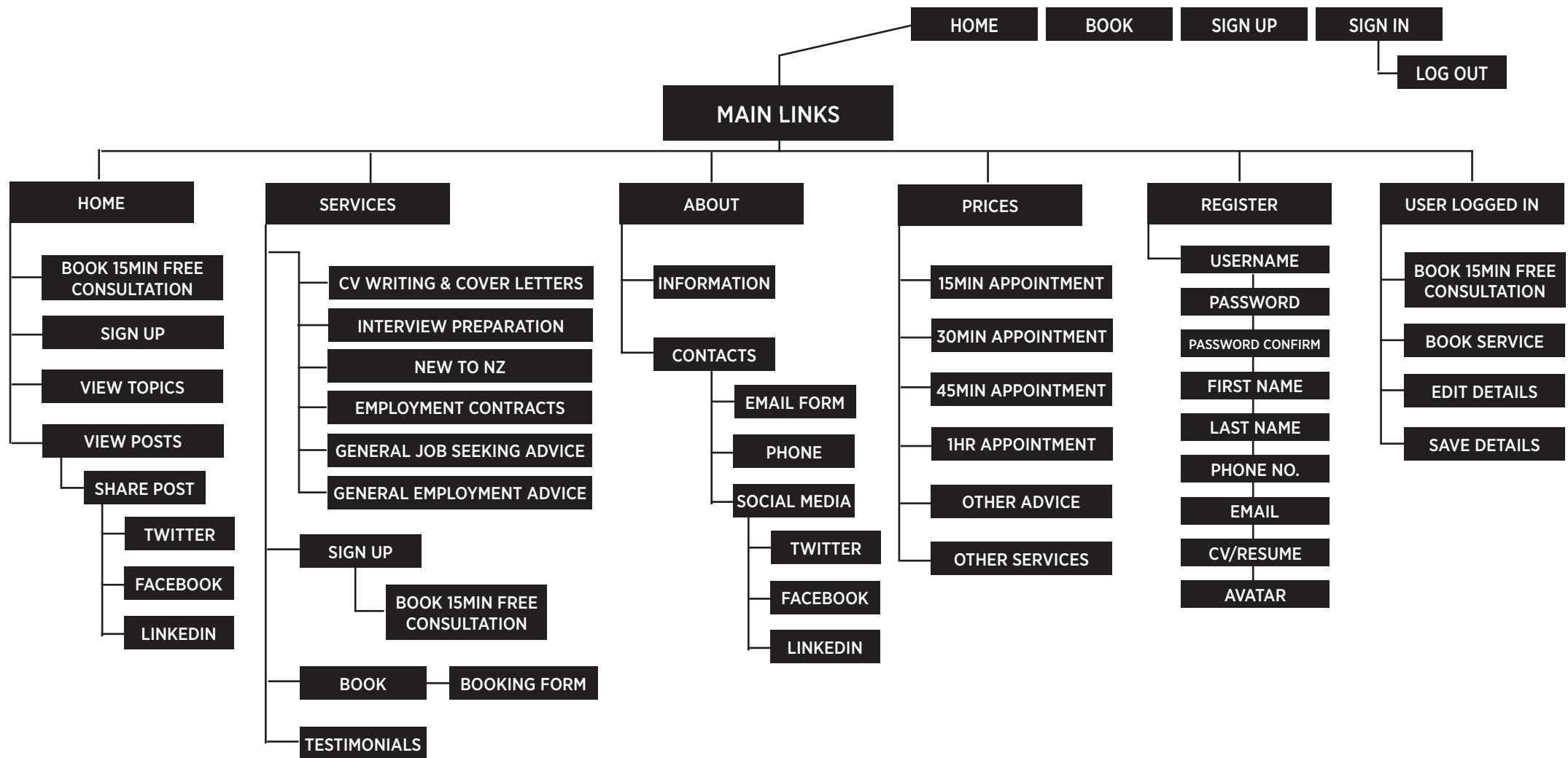
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SITE MAP:USER



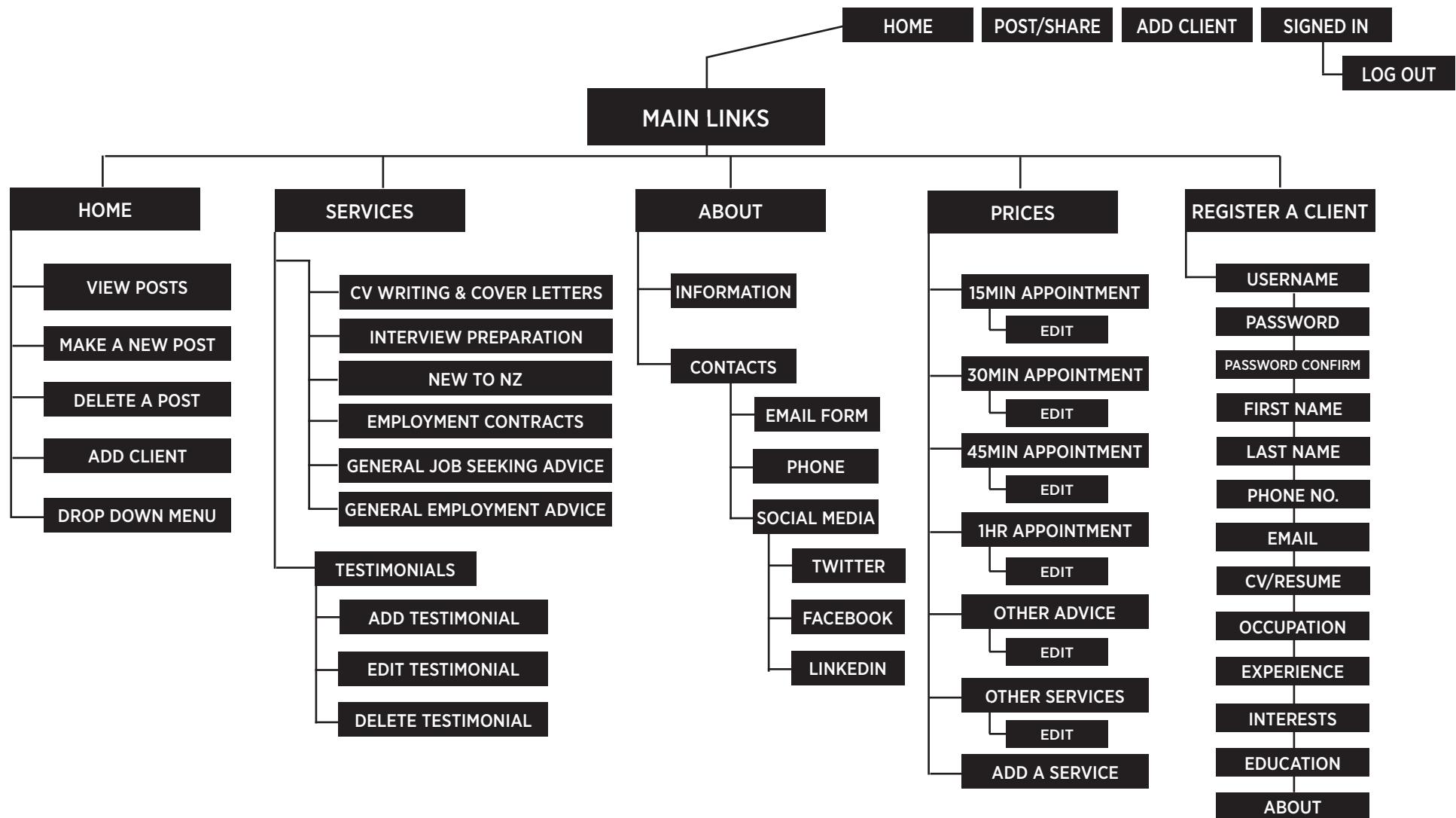
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SITE MAP:ADMIN



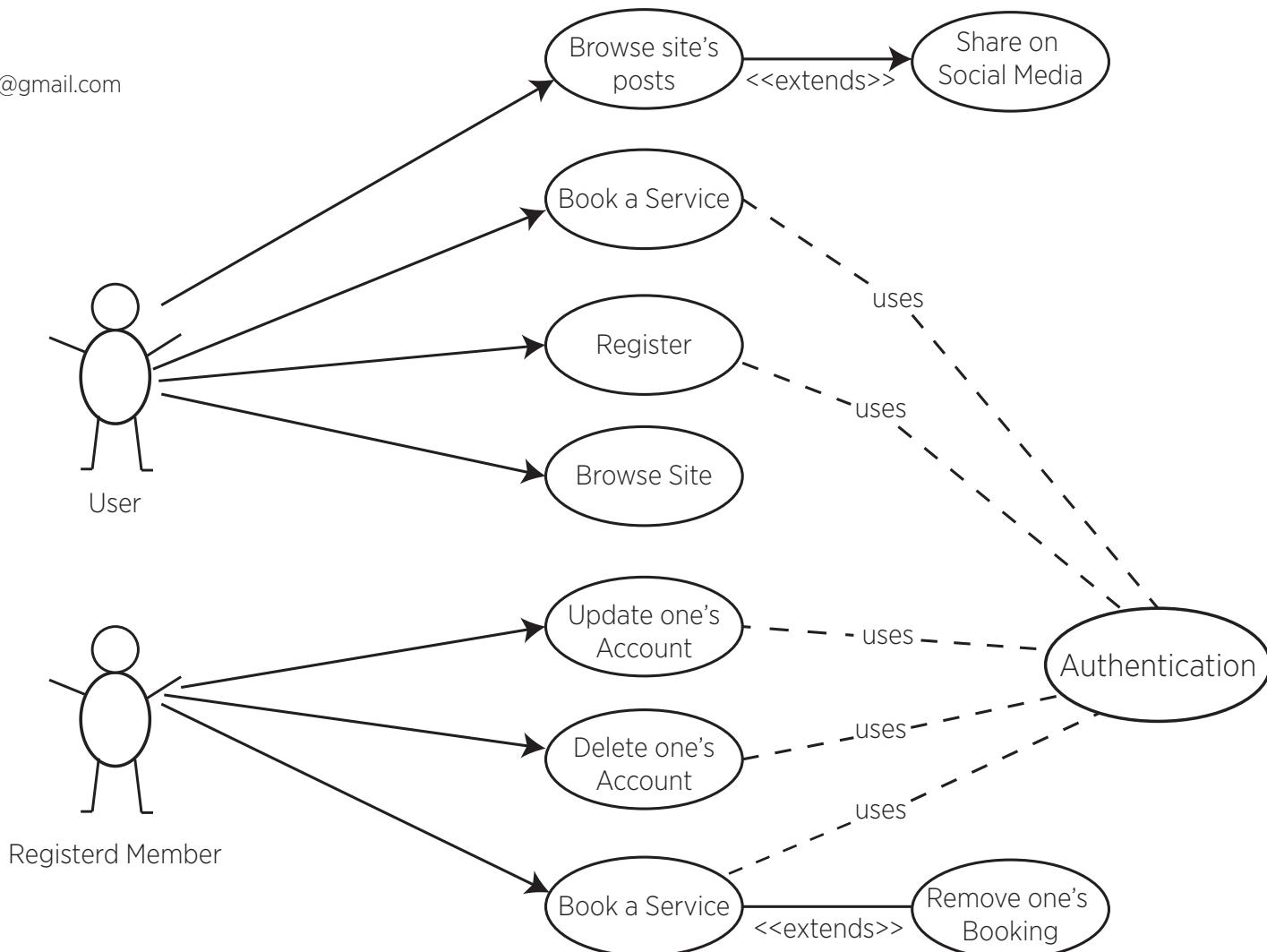


USE CASES - USER DIAGRAMS & DESCRIPTIONS

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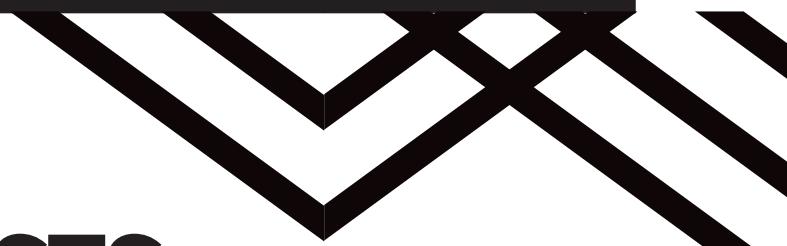
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BROWSE SITE POSTS

Brief description: Use case browsing sites posts and sharing on social media

Basic flow.

1. Usecase begins when user wishes to browse site and posts.
2. The system presents menu options and user selects posts with social media sharing options.
3. The user views a post and shares media online through a new window.

Alternative flow.

No posts present

- 2a. The system presents no posts present. In which case user returns to browse sites main menu. Therefore user returns basic flow. In which case usecase is closed.

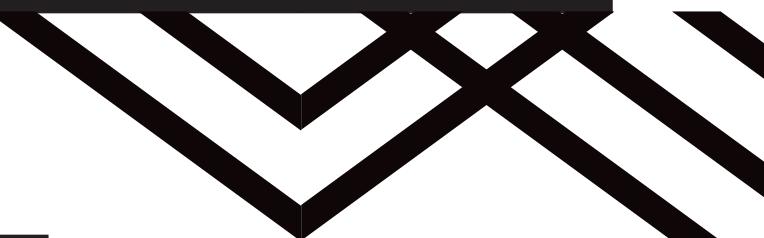
Pre-Conditions: User must have rights and access to social media to share posts online.

Post-Conditions: Null

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BOOK A SERVICE

Brief description: Use case booking a service as a non member.

Basic flow.

1. Usecase begins when user wishes to browse site and services site has to offer.
2. The system presents menu options and user selects services and pricing.
3. The actor views a service and wishes to book a service.
4. System presents an online booking system for user to fill out online.
5. User submits data to book a service.
6. System presents user with notification message.

Alternative flow.

Invalid input in booking system

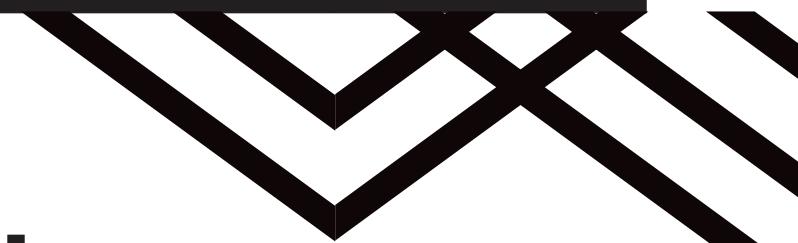
- 5a. User enters incorrect data into system, user is presented with error message. User can return back to basic flow or cancel booking a service. In which case use case is closed.

Pre-Conditions: User is a non member booking a service.

Post-Conditions: User may wish to register after booking a service to manage their booking.

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REGISTRATION

Brief description: Use case user registration to become a member.

Basic flow.

1. Usecase begins when user wishes to browse site and become a registered member.
2. The system presents menu options and user selects registration.
3. The system requests that the user enter his/her username, password, password again, First name, last name, mobile, email, and avatar - which is optional.
4. User then submits registration information.
5. System validates user information created.
6. System triggers New User event in database.
7. System sends message to user confirming an account created.

Alternative flow.

Incorrect matching password/password again

2a: User enters incorrect matching password and password confirm, the system displays an error message. User can choose to return to the basic flow or cancels registration. Then the use case is closed.

2b: User enters mobile number in alphabetic state. The system displays error message. User can choose to return to the basic flow or cancels registration. Then the use case is closed.

2c. User enters email address, and is not defined as an email. The system displays an error message. User can choose to return to the basic flow or cancels registration. Then the use case is closed.

Pre-Conditions: Null

Post-Conditions: Null

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BROWSE SITE

Brief description: Use case user browses catalogue to find items of interest

Basic flow.

1. Usecase begins when user wishes to browse site.
2. The system presents menu options and introduction.
3. User browses through different categories and looks at all services provided.

Alternative flow.

- 3a. May be nothing the user finds interesting or to their needs.
- 3b. Booking a service they want may not be there anymore.
- 3c. May not be able to view website.

Pre-Conditions: Enter website

Post-Conditions: Looks at different items and finds something the user likes.

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UPDATE ONE'S ACCOUNT

Brief description: Use case user updates their account.

Basic flow.

1. Usecase begins when user wishes to update their account details.
2. System requests user to enter their login details to gain access to account details.
3. User browses through different inputs to update their account.
4. User submits data.
5. System presents user with updated details.

Alternative flow.

- 3a. May be nothing the user wants to update.
- 3b. User chooses to remove all details, in which case user returns to basic flow, and cancels their update - opting for removing their account all together. Use case is then closed.
- 3c. May not be able to view details.
- 5a. User may not be able to see updated changes.

Pre-Conditions: Enter website. User must be a registered member to enter their account details.

Post-Conditions: User checks their details thoroughly to make sure there are no mistakes.

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DELETE ONE'S ACCOUNT

Brief description: Use case user deletes their account.

Basic flow.

1. Usecase begins when user wishes to delete their account details.
2. System requests user to enter their login details to gain access to account.
3. User removes their account and system presents user with the main website page.
4. System database is updated..
5. User leaves site.

Alternative flow.

- 3a. User is dissatisfied with business contact.
- 3b. User chooses to remove some details, in which case user returns to basic flow, and cancels deleting their account. Use case is then closed.
- 3c. May not be able to view account details correctly.
- 5a. User may not be able to see updated changes.

Pre-Conditions: Enter website. User must be a registered member to enter their account to update or delete.

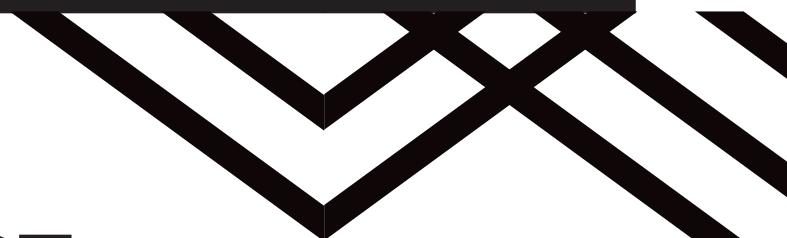
Post-Conditions: User checks their account has been deleted by trying to log into the system.

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BOOK A SERVICE

Brief description: Use case member books a free one off consultation.

Basic flow.

1. Usecase begins when user wishes to book a free one off consultation.
2. The system presents user with a notification, to login or register as a member.
3. User wishes to log in. System requests username and password to gain access to free booking consultation.
4. User is then presented with main menu and options.
5. User selects booking free one off consultation.
6. User submits data to book free consultation.
7. System presents notification to user on their request.

Alternative flow.

- 2a. User is not a registered member, therefore leaves notification and returns back to main website page to view other options.
- 6a. User has already booked a free consultation, and is presented with notification notice with return back to main services and booking page. In which case, user returns back to main website page.
- 7a. User checks their booking account after free consult notification.

Pre-Conditions: User is a member booking a service. A registered member can book their one off 15min free consultation. User may have also been to their 15min free consultation in the past, and trying to bypass system.

Post-Conditions: User checks their account bookings and can remove their service booking if they wish.



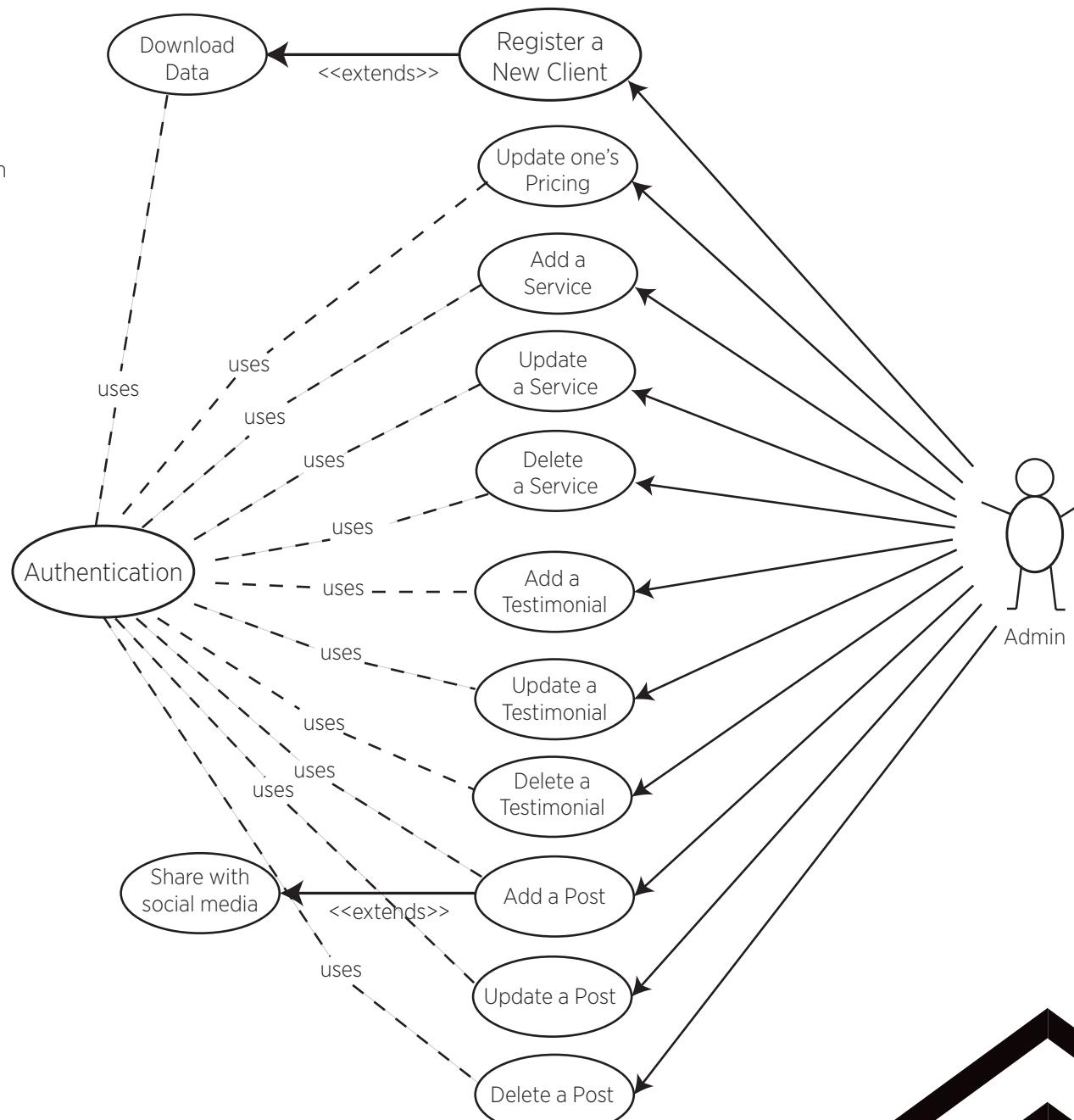
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REGISTER A NEW CLIENT

Brief description: Use case administrator registers a new client offline then stores data once connected online.

Basic flow.

1. Use case begins when administrator wishes to register a client and add information for the client in a consultation.
2. The system requests the administrator to log in to their account system online.
3. System presents main menu, administrator wishes to select register a new client.
4. System presents input fields for the administrator to fill in.
5. Once all fields are filled, administrator hits submit to store data to database.
6. If all information fields are correct, system displays notification.

Alternative flow.

- 5a: Administrator can choose to work offline to store data about the client in the browser then turn internet connection back on to store data to the database.
- 6a: System presents Administrator with error input required, if a compulsory field is filled in incorrectly or left empty.

Pre-Conditions: Internet connection to log in to administration system. Administrator can turn their internet off to work off line and store data about the client on the browser.

Post-Conditions: Once in internet connection, Administrator can store the client's data. Administrator must clear the browser to free up space for any other new registrations.

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UPDATE ONE'S PRICING

Brief description: Use case updating pricing list in services category.

Basic flow.

1. Use case begins when administrator wishes to log into their account successfully.
2. System presents administrator with system menu options and selects pricing category.
3. Administrator wishes to modify a price.
4. System validates data.
5. System updates website and presents administrator with new price.

Alternative flow.

- 3a. May be nothing the administrator wishes to update.
- 3b. Administrator chooses to delete price and information, in which case administrator goes back to basic flow and the use case is closed.
- 4a. System presents errors if field is left empty.
- 5a. Administrator may not be happy with current look and decides to change the look of all pricing information. In which case administrator returns back to basic flow.

Pre-Conditions: Access to administrator system to change pricing information.

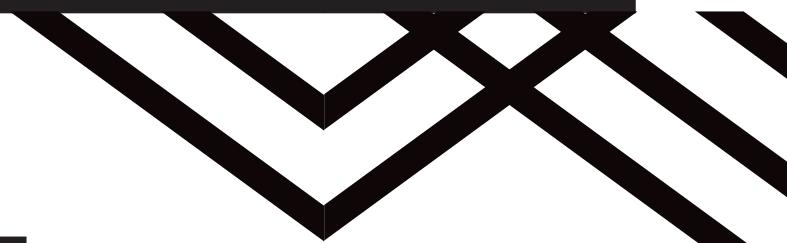
Post-Conditions: Null

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ADD A SERVICE

Brief description: Use case, Administrator adds a service.

Basic flow.

1. Use case begins when administrator wishes to create a new service, by logging in to their system account.
2. Administrator browses application management options.
3. System presents services catalogue with add, update and delete options.
4. The administrator chooses add, system presents with field inputs needed to define a new service, including a general service description.
5. Administrator submits data.
6. System validates data.
7. System presents administrator with updated service catalogue.

Alternative flow.

Incorrect password

- 1a. Administrator enters incorrect password, the system displays an error message. Administrator can choose to return to the basic flow or cancels login. Used case is closed.

Input field left empty.

- 4a: Administrator skips input, the system displays an error message on submit. Administrator can choose to return to the basic flow or cancels adding new service. Then the use case is closed.

Pre-Conditions:

1. The Administrator has access to the management application side, which connects to the services component and allows them to enter the appropriate data needed to create a new service.

Post-Conditions:

1. A new service exists comprising one or more service records.
2. All details are recorded on the system and presented on the application.

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UPDATE A SERVICE

Brief description: Use case, Administrator updates a service.

Basic flow.

1. Use case begins when administrator wishes to update a service, by logging in to their system account.
2. Administrator browses application management options selects services catalogue.
3. System presents service types with add, update and delete options.
4. The Administrator selects update and inputs the information needed to update the service.
5. System validates the data on submit.
6. System presents administrator with updated services catalogue.

Alternative flow.

Incorrect password

- 1a. Administrator enters incorrect password, the system displays an error message. Actor can choose to return to the basic flow or cancels login. Used case is closed.

Input field left empty.

- 4a: Administrator skips input, the system displays an error message on submit. Administrator can choose to return to the basic flow or cancels adding new service. Then the use case is closed.

Pre-Conditions:

1. The Administrator has access to the management application side, which connects to the services component and allows them to enter the appropriate data needed to create a new service.

Post-Conditions:

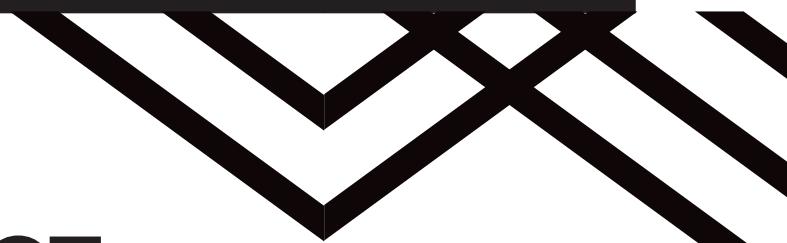
1. A new service exists comprising one or more service records.
2. All details are recorded on the system and presented on the application.

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DELETE A SERVICE

Brief description: Use case, Administrator wishes to delete a service type.

Basic flow.

1. Use case begins when administrator wishes to delete a service, by logging in to their system account with success.
2. Administrator browses application management options selects services catalogue.
3. System presents each service type with add, update and delete options.
4. Administrator selects delete a service type.
5. System presents itself to Administrator with updated services catalogue.

Alternative flow.

Incorrect password

- 1a. Administrator enters incorrect password, the system displays an error message. Administrator can choose to return to the basic flow or cancels login. Used case is closed.

Chooses wrong service type and deletes

- 4a. Administrator deletes service, and chooses wrong service to delete off system. Use case becomes closed. Administrator prepares to add a new service.

Layout is uneven

- 5a. System presents uneven amount of service types which affects responsive UI/UX.

Pre-Conditions:

1. The Administrator has access to the management application side, which connects to the services component and allows them to delete appropriate data to remove a service type.

Post-Conditions:

1. Service is deleted from system.
2. Service catalogue is updated.

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ADD A POST & SHARE

Brief description: Add a post & share with social media.

Primary Actor: Administrator

Basic flow.

1. Use case begins when administrator logs in.
2. Actor browses application management options and selects past and present posts with an input.
3. Actor is presented with input post and selection of social media forums to share post.
4. Actor submits data, selects social media forum, which is stored, and presents on application there after.
5. Actor tests social media page to see content.

Alternative flow.

Post submission.

- 4a. Actor submits post data and is presented with incorrect layout on application, actor edits post, justify's data, hits submit to test application. Actor returns back to basic flow no.5 - actor tests post out on social media forum. Used Case is then finished.

- 4b. Actor skips title/topic input, and hits submit. System presents actor with invalid input response. In which case actor then returns back to basic flow. Enters missing input to finish the used case.

Pre-Conditions:

1. The Administrator has access to the management application side, which connects to the post and sharing ideas component and allows them to enter the appropriate data needed to create a new post and social media share.

Post-Conditions: Null.

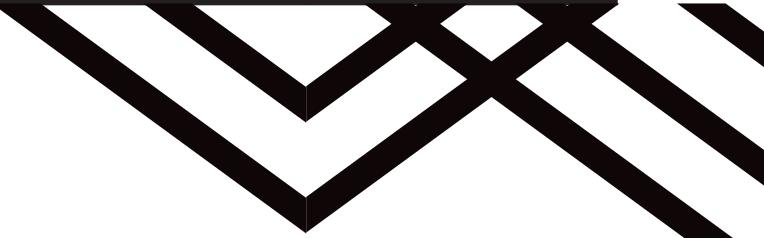
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ADD A CLIENT

Brief description: Add a client.**Primary Actor: Administrator****Basic flow.**

1. Use case begins when administrator logs in.
2. Actor chooses to work online to load management options.
3. Actor browses application management options and selects add a client.
4. System presents actor with input options.
5. Actor selects to work offline.
6. Actor stores data for client on browser.
7. Actor submits data when connected online.

Alternative flow.**Client data submission.**

- 5a. Actor inputs data into application, which is stored onto browser working offline. Actor shuts application down, and

starts the basic flow again to return to login to application to submit client data online. The data is stored on a browser and ready for actor to submit.

7b. After submission data needs to be cleared for actor to re-start the basic flow again for a new client.

Pre-Conditions:

1. The Administrator has access to the management application side, which connects to the client database component and allows them to enter the appropriate data needed to create a new client to the system.
2. Administrator can use on or offline internet connection instances.

Post-Conditions:

1. After client submission, data needs to be removed from browser to ensure new instances of client information.

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BOOKING

Brief description: Booking free consultation

Primary Actor: Non member

Basic flow.

1. Use case begins when actor visits system, and is presented with introduction and user options.
2. Actor wishes to book a free consultation visit and enters.
3. System presents actor with register inputs to book free consultation.
4. Actor enters input fields as required and hits submit.
5. Actor is presented with booking options.

Alternative flow.

Member passwords incorrect

- 3a. Actor enters incorrect password, and password confirm - the system displays an error message. Actor can choose to return to the basic flow or cancels registration.
Then the use case is closed.

- 5a. Actor wishes to select a service to book. System presents user with returning message regarding booking system.

Pre-Conditions: Null

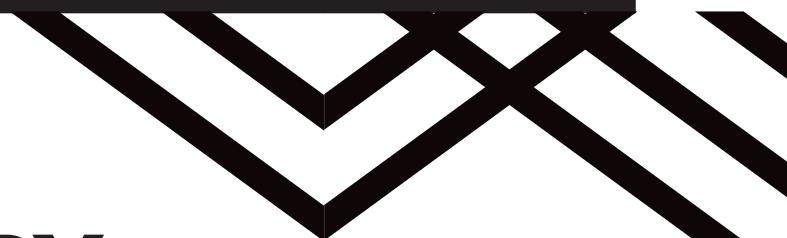
Post-Conditions: When actor is logged in, they will only see booking confirmations saved to system under their account.

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SERVICE ENQUIRY

Brief description: Use case service enquiry.

Basic flow.

1. Used case begins when member is presented with system options, actor wishes to select services.
2. System presents actor with service and enquiry options
3. Actor wishes to select a service and enquire.
4. System presents input fields for actor.
5. Actor leaves input field empty and submits enquiry.

Pre-Conditions: Null

Post-Conditions: Administrator is emailed user enquiry and responds to user/actor.

Alternative flow.

Input field empty

- 5a. Actor is presented with input error after submission, actor may wish to go back to filling in all fields on application, or in which case can go back to basic flow. Then the use case is closed.

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ER DIAGRAM



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DATABASE TABLES

MEMBER

MemberID (A_I)	UserName	Password	FirstName	LastName	Mobile	Email	StreetAddress	City	PostCode

ADMINISTRATOR

MemberID (A_I)	UserName	Password	FirstName	LastName	Mobile	Email	StreetAddress	City	PostCode



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DATABASE TABLES

TESTIMONIALS

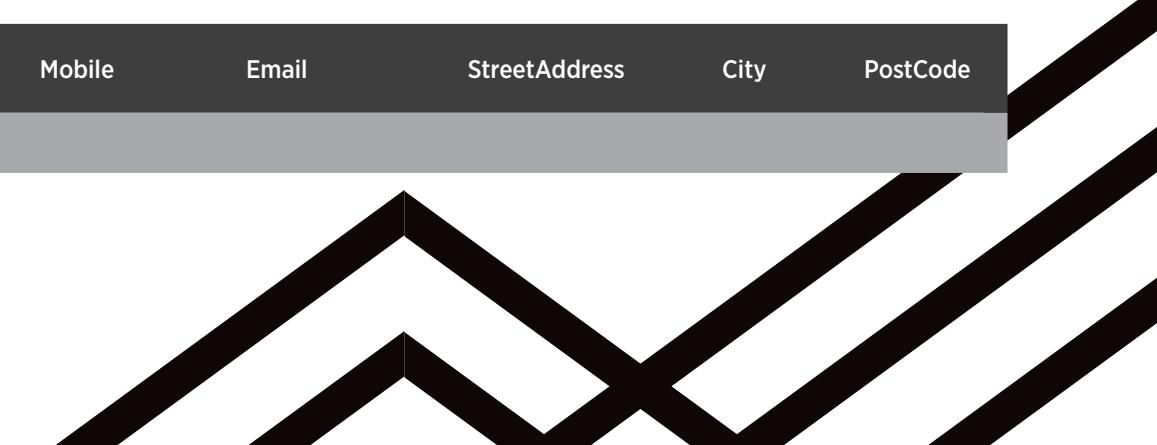
MemberID (A_I)	UserName	Password	FirstName	LastName	Mobile	Email	StreetAddress	City	PostCode

TOPICS

MemberID (A_I)	UserName	Password	FirstName	LastName	Mobile	Email	StreetAddress	City	PostCode

POSTS

MemberID (A_I)	UserName	Password	FirstName	LastName	Mobile	Email	StreetAddress	City	PostCode



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DATABASE TABLES

CLIENT_INFORMATION

MemberID (A_I)	UserName	Password	FirstName	LastName	Mobile	Email	StreetAddress	City	PostCode
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