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MI349

October 25, 2016

OUTLINING

For my selling website, I created 15 cards to help me to identify what should I have for my website and where should each content belong to. My friend and I went through multiple times of sorting, came up with various sorting results. Finally, I decided to have four categories, which are “General”, “Introduction”, “Suggestion” and “Looking for products”.

Under the “Suggestion”, I have “Top selling”, “Relative products” and “Sale”. “Top selling” is the list of products that in general, people often buy or search in our selling website, which will give the customer quick sense of what is hot products. “Relative products” is the list of products that specific customer may like, based on the previous data of this customer if he or she has been to the selling website before. “Sale” is the list of products that is on sale. It will be very convenient for customer who is looking for products that are on sale.

Under the “General”, I have “Intro video”, “login”, “Language change bar”, “Download app” and “Sell product”. “Intro video” is a short video that briefly introduce of the website. “Login” is for customer to login into their personal account and they have access to manage information and products. Also they can create a new account if they do not have one. “Language change bar” allow customers change the language of the website and the language of the products that they want to search for. “Download app” allow customers to download the separate application in their smart phone. “Sell Product” is particular for people who is not buying products but selling products.

Under “Looking for products” I have “Search bar”, “Electronics”, “Furniture”, “Vehicle”, “Book”, “Housing”, “Musical instrument”, and “Course tutor”. The “Search bar” is for customer to search what products they want. Rest of them are different category of products that the website has.