

Belle Scarpe: The Ultimate Online Shopping Destination

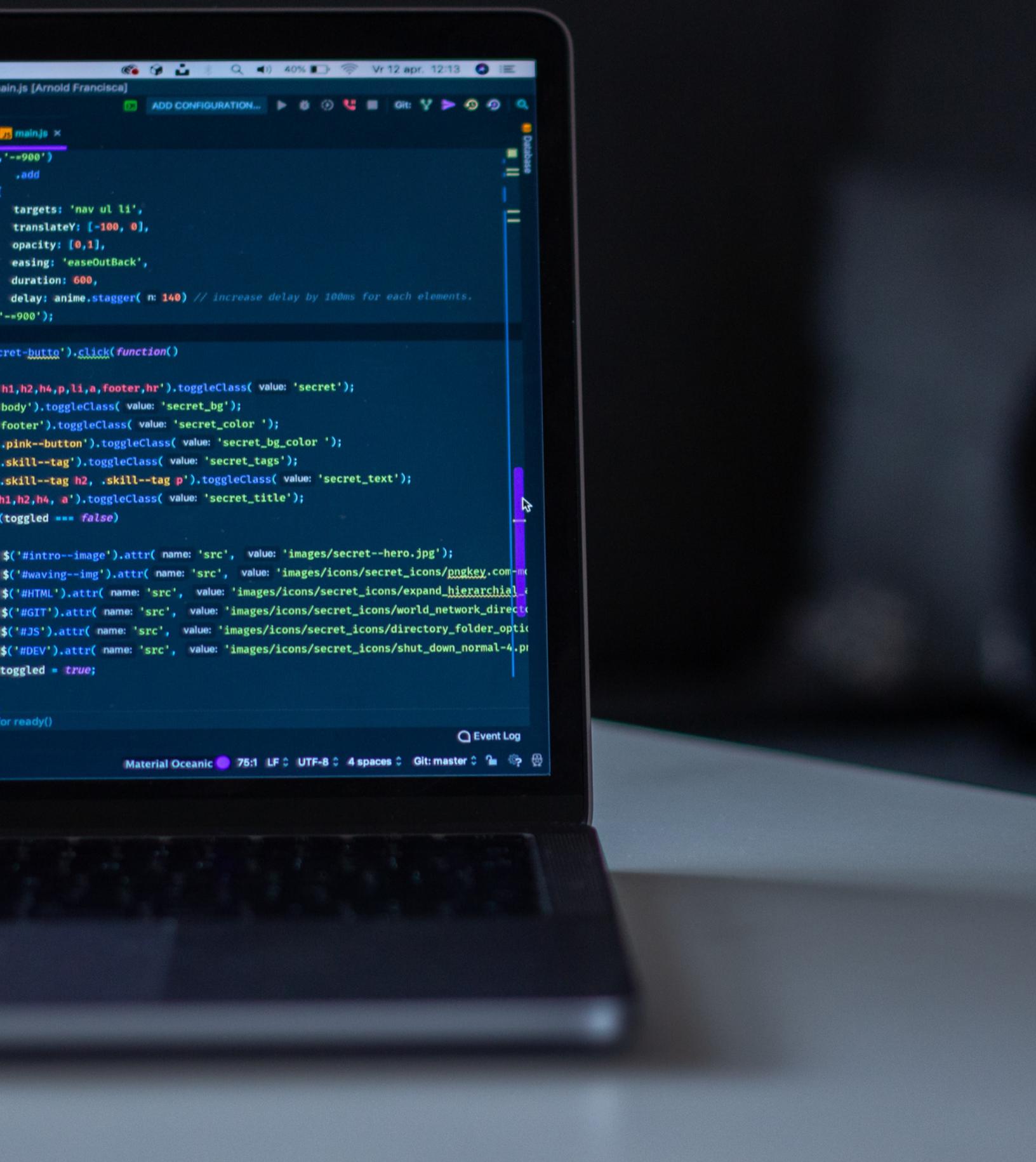


Introduction to Belle Scarpe Ecommerce

Belle Scarpe is an ecommerce platform built with **React, Java Spring MVC**.

This project was done in three weeks, by three teams:

- Front end team
- Backoffice team
- Backend team



How to manage the shop?

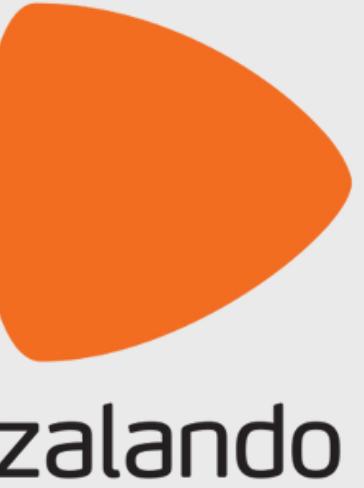
Belle Scarpe includes an easy-to-use and user-friendly desktop platform to manage every aspect of your business



Competitor Analysis



Etsy



PROs & CONs

PRO

- Multi language  
- Secure
- Optimized code
- Management and data overview

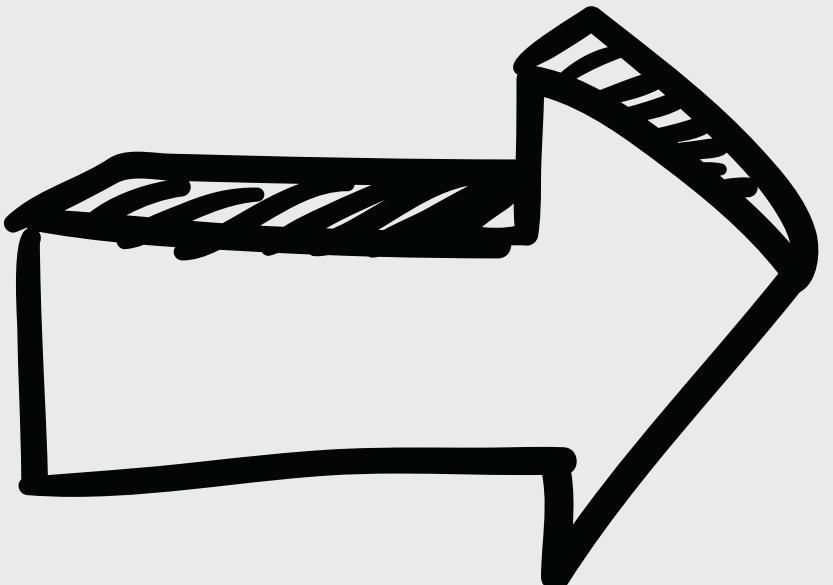
CON

- Too easy to use



Full management

- Products
- Coupons
- Orders
- Users



- Add
- View
- Update
- Delete



Data Entry



Admin



Marketing



Multi-role



Admin role



FRANCESCO

Age: 32

Job: Owner of the shop

City: Roma

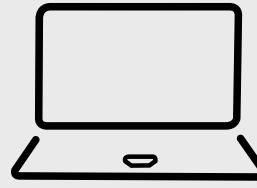
Worries: Overview
the whole business

Superpowers:

- Utenti
- Coupons
- Products
- Orders

Use case scenario:

He wants to hire! Time
to upgrade some
employee's role



Device of work



Use case scenario - Admin

The shop is expanding, time to update roles!

Clicks on the User management tab and choose "Employees"

Press the button to modify a specific user

Update the role of the new employee

Click "modify" and upgrade the role!



Data Entry role



UMBERTO

Age: 35

Job: Data Entry employee

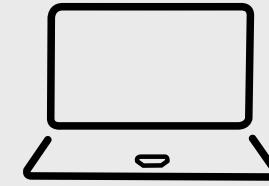
City: Torino

Worries: More products, better orders.

Superpowers:

- Products
- Orders

Device of work



Use case scenario:

A new stock of shoes has arrived: time to register them in the ecommerce.



Use case scenario - Data Entry

The shop purchased a stock of new shoes. It is now my job to register them in the system, so people can buy them.

Clicks on the
Product
management tab

Press the button
to add a product

Inserts data and
the pictures of the
product

Click "add"
and allow
more people
to wear those
beauties.



Marketing role



GAIA

Age: 32

Job: Marketing employee

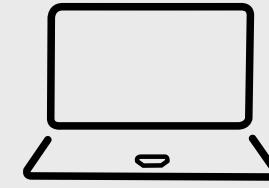
City: Venezia

Worries: Overview
the whole business

Superpowers:

- Coupons

Device of work



Use case scenario:

Christmas time brings
sales, new coupons are
required.



Use case scenario - Marketing

Jingle Sales, Jingle Sales ... coupons increase revenue. Let's add some more.

Clicks on the
Coupons
management tab

Press the button
to add a coupon

Inserts data and
value of the new
coupon

Click "add"
and make
your
customers
happy!



Work flow



- Flow chart & UI design
- Mockup
- Desktop first



COLOR-PALETTE AND FONTS

OFTEN-USED

#000

ICONS

#d01345

Primary font: Merriweather

BACKGROUND
SIDEBAR AND
TABLES

ADD - MODIFY
BUTTONS

Secondary font: Mulish

PRIMARY
BACKGROUND

#ee6317

TEXT

#fff



Navbar

- [!\[\]\(73b059f51b6349c47bd4937a81c667dc_img.jpg\) Dashboard](#)
- [!\[\]\(cf0b37f1a8f854496f0b636ec9c8432f_img.jpg\) Manage products](#)
- [!\[\]\(c2f638f1188766e0c35f13ca98c918aa_img.jpg\) Manage users](#)
- [!\[\]\(0617b142a149573c451d40d730e3b30e_img.jpg\) Manage coupons](#)
- [!\[\]\(f0e01c69254bba9f2d0bab606cc0e6c7_img.jpg\) Manage orders](#)
- [!\[\]\(d00d0f0c7559ae197f8aa71d60e74c6a_img.jpg\) Personal area](#)

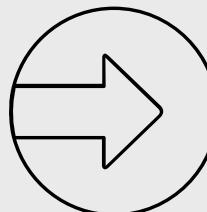
 LOGOUT

- Always present in every screen



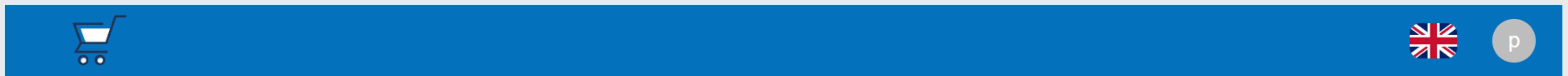
- Menu different for every role

- Logout option



Header

- Always present in every screen



- Change language option
- Personal info

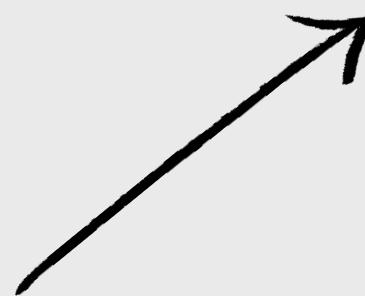


Table overview

- Dynamic data

USERS EMPLOYEES

Id	Name	Surname	Email	Telephone	birthdate	Actions
10	admin1	admin1	admin1@gmail.com	20020420	1999-12-20	:
21	modificatoancora	modificatoancora	signup2@gmail.com		2000-01-01	
22	lsignupfuziona	lsignupfuziona	signup3@gmail.com		1989-12-26	:
26	adminlsignupfuziona	lsignupfuziona	togli@gmail.com		1988-12-26	:
29	adminlsignupfuziona	lsignupfuziona	togli761@gmail.com		1988-12-26	:
31	adminlsignupfuziona	lsignupfuziona	testple@example.com		1988-12-26	:
35	adminlsignupfuziona	lsignupfuziona	testptwestexample.com		1988-12-26	:
36	adminlsignupfuziona	lsignupfuziona	testpt..westexample.com		1988-12-26	:

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- Actions

- Pagination



Adaptable form

I tuoi indirizzi

Bachecca

Gestisci prodotti

Gestisci utenti

Gestisci coupon

Gestisci ordini

Area personale

DISCONNETTI

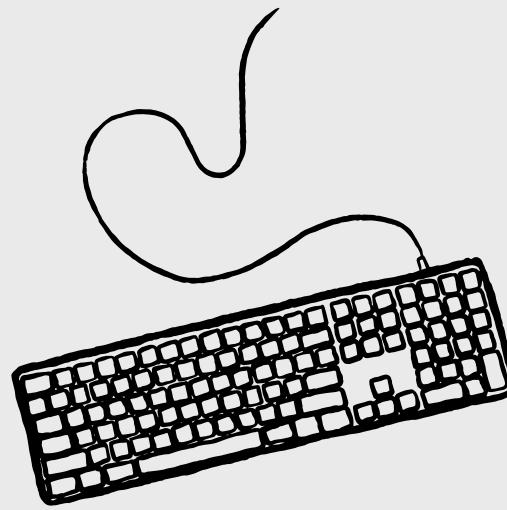
Casa
Paolo Di Martino
via dei Martiri, 14
CAP: 80078
Numero di telefono: 0818723734
Italia
Istruzioni: Bussare al citofono
MODIFICA RIMUOVI

+
Aggiungi indirizzo

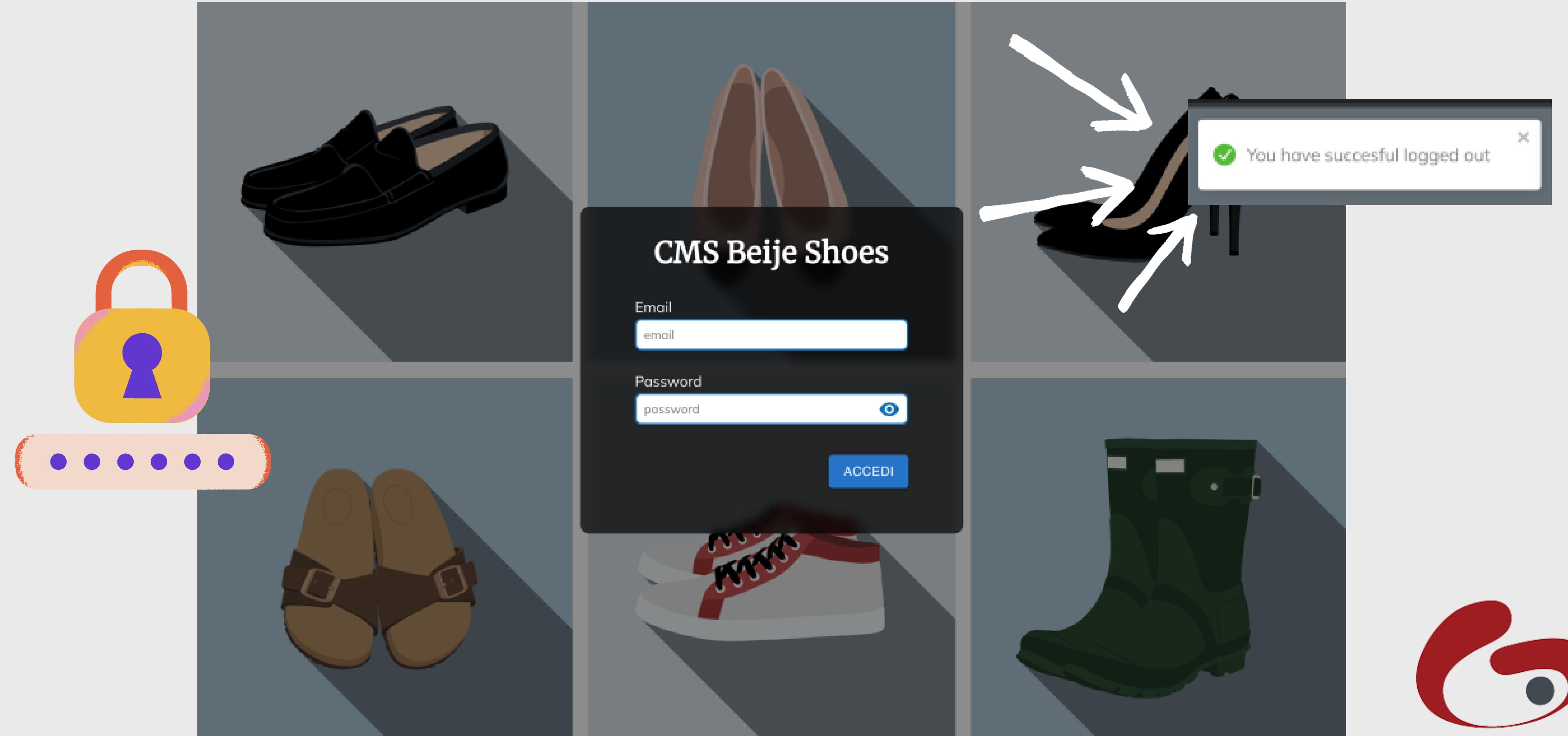
Ufficio
Alfonso Di Martino
via Largo Fusco, 3
CAP: 87632
Numero di telefono: 3213332134
Italia
Istruzioni: Lasciare in portineria
MODIFICA RIMUOVI

Seconda casa
Mario Rossi
Piazza della Libertà
CAP: 32323
Numero di telefono: 333777888999
Italia
Istruzioni: Lasciare il pacco in portineria
MODIFICA RIMUOVI

- Dynamic generation of inputs



Login page



Dashboard



[Bacheca](#)

[Gestisci prodotti](#)

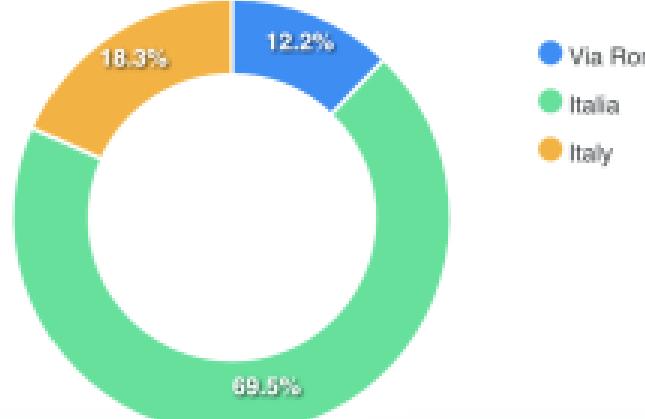
[Gestisci utenti](#)

[Gestisci coupon](#)

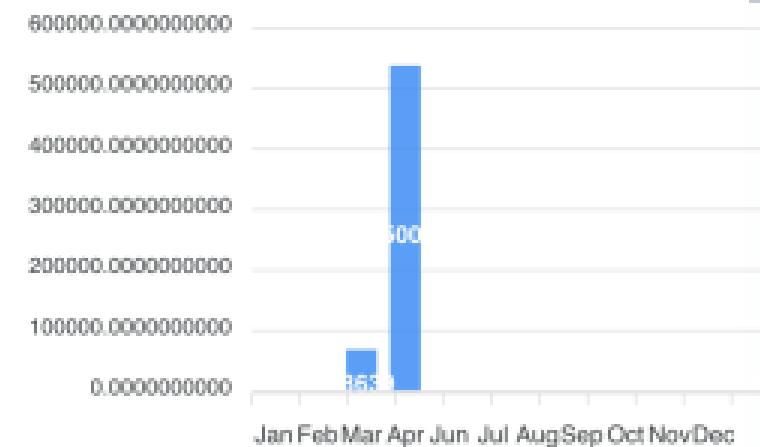
[Gestisci ordini](#)

[Area personale](#)

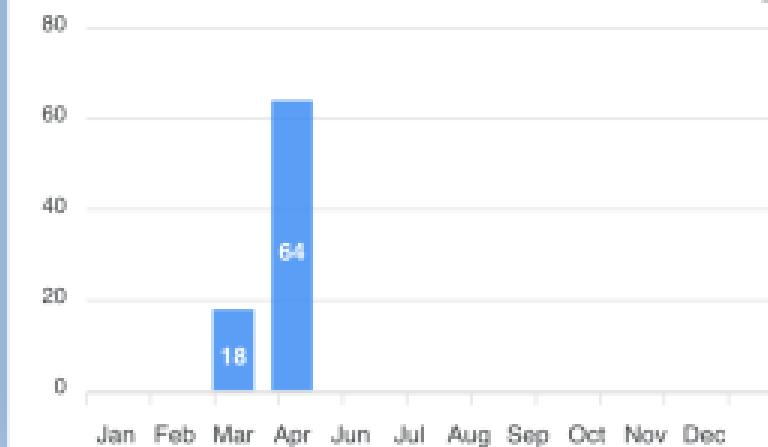
Vendite per stato



Reddito annuo



Vendite annuali



Ordini recenti

Id	Stato	Totale
150	completed	66.3
149	completed	158.1
148	completed	180
147	completed	207
146	completed	646



[DISCONNETTI](#)



Manage products



Gestione prodotti

[+ AGGIUNGI PRODOTTO](#)

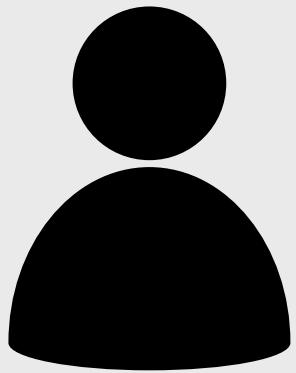
ID	Immagine	Marca	Nome	Categoria	Prezzo	Azioni
1		Nike	Zoom Rush	Corsa	67	⋮
2		Converse	All Star	Sneakers	31	⋮
3		Puma	King Pro	Calcio	46	⋮
4		Adidas	Ultra Boost	Corsa	52	⋮
5		Vans	Old Skool Pro	Skate	70	⋮
6		Fila	Disruptor Lite	Fitness	44	⋮

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[DISCONETTITI](#)



Manage users



Cart icon

Italian flag icon

User icon

Gestisci utenti

Lista utenti

AGGIUNGI UTENTE

USERS EMPLOYEES

ID	Nome	Cognome	Email	Telefono	birthdate	Azioni
93	Mario	Rossi	mario7@rossi.it		1990-01-01	⋮
94	Angela	Saronno	angela.s@gmail.com	3334567778	1994-06-08	⋮
95	Mario	Principe	mario.principe@gmail.com	3337871000	1969-06-11	⋮
96	Alfredo	Giacomelli	alfredo.giacomelli@gmail.com	3334567652	1989-10-19	⋮
97	Maria	Sarnelli	maria.s@gmail.com	3334323241	1988-06-15	⋮
98	Mario	Rossi	mario8@rossi.it		1990-01-01	⋮
99	Martina	Colombari	martina.colombari@gmail.com	3345432346	1998-02-03	⋮

DISCONNETTI

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A red and white abstract logo consisting of a stylized letter 'G' or a circular shape with a central dot.

Manage coupons



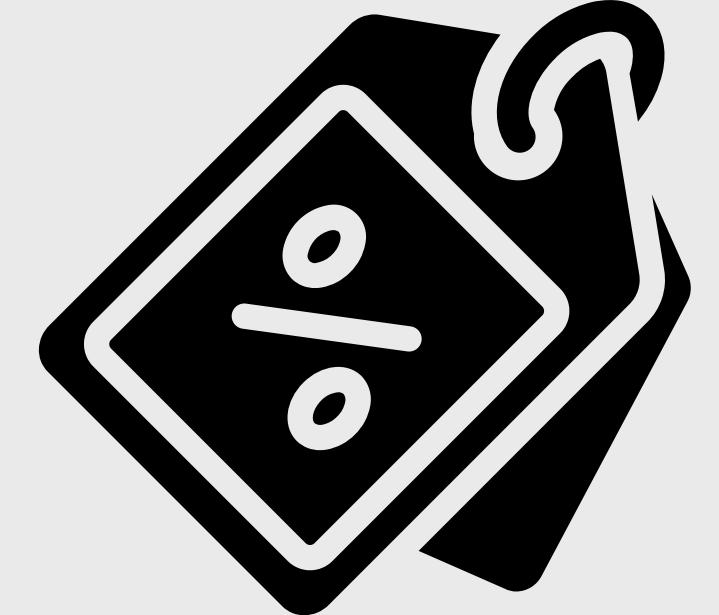
Gestione coupon

[+ AGGIUNGI COUPON](#)

ID	Codice	Usi massimi	Data di scadenza	Stato	Tipo	Valore	Ordine minimo	Azioni
38	TESTTOAST	2	2222-02-02	Coupon non valido.	w	2	2	⋮
19	Edit2Test	2	2024-04-12	Coupon non valido.	percentuale	15	80	⋮
32	ok	3	2024-03-02	Coupon valido.	stringa	300	200	⋮
29	ciao	3	2024-03-02	Coupon valido.	stringa	300	200	⋮
33	Ok10	3	2024-03-02	Coupon non valido.	stringa	300	200	⋮
22	EDITTEST	3	2024-01-01	Coupon non valido.	string	10	5	⋮
26	anteriori	2	2023-06-06	Coupon non valido.	Absoluto	20	00	⋮

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[DISCONNETTITI](#)



Manage orders



Manage orders

Gestisci ordini

Bacheca

Gestisci prodotti

Gestisci utenti

Gestisci coupon

Gestisci ordini

Area personale

DISCONNETTITI

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ID	ID Utente	Data	Stato del pagamento	Stato	Totale	Transazione	Azioni
150	98	2023-04-05	paid	completed	66.3	00923.7274126842623	⋮
149	98	2023-04-05	paid	completed	158.1	00763.8549832071407	⋮
148	98	2023-04-04	paid	completed	180	00883.970064679966	⋮
147	98	2023-04-04	paid	completed	207	00231.06220970012936	⋮
146	98	2023-04-04	paid	completed	646	00904.0523334448427	⋮
145	98	2023-04-04	paid	completed	230	0049.598796314730635	⋮
144	98	2023-04-04	paid	completed	207	00731.0540321957267	⋮

Italian flag icon

User profile icon



Personal area



Area personale

- Bachecca
- Gestisci prodotti
- Gestisci utenti
- Gestisci coupon
- Gestisci ordini
- Area personale**

Dati personali

Nome: Paolo
Cognome: Di Martino
Email: paolo1@gmail.com
Telefono: 3337571231
Data di nascita: 1999-02-10

I tuoi indirizzi

[MODIFICA](#)

Nome
Paolo

Cognome
Di Martino

Email
paolo1@gmail.com

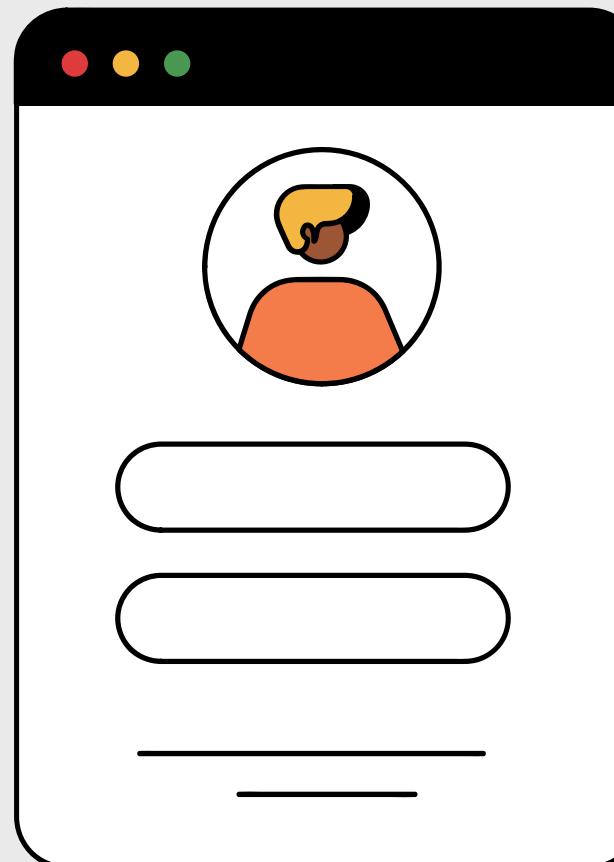
Password

Data di nascita
10/02/1999

Numero di telefono
3337571231

[SALVA](#)

 DISCONETTITI



Future developments

- Add **filters** and **searchbar**
- Add **live chat**
- Improve **dashboard graphs**
- **User Testing**

