

X.6. Browsing

The entire purpose of an online retailer is to get consumers to purchase their products. It's how they gain revenue, it's how they gain costumers, and it's how they succeed. However, a user may not always know exactly what they want. They may have a general idea of what they are looking for but don't quite have an exact keyword or product name that they can explicitly search for. For this reason, it is crucial for Moogles to have a browsing feature. From the user's perspective, browsing will allow you to view different products, organized by their types, by choosing from a list of predefined categories and subcategories to further refine your search. Once a category is selected, the user is presented with a brief summary of the types of products that the selected category contains as well as the products themselves, laid out across multiple pages if necessary. From a user interface perspective, this category menu should be made immediately available to all users and therefore, should be located on the store's home page in order to encourage quick exploration of the store's items.

From the database's perspective, creating new entities will not be necessary for implementing the browse feature; we can simply rely on the entity sets that are already in place by retrieving the necessary data from these existing sets. For example, when a user selects a certain category they wish to examine, we can query the Categories entity (through a command similar to "select * from categories where name='selected category'"). Then once the correct category is retrieved, we can get the summary associated with it and display this to the user. In addition to the category summary, Moogles will also need to provide the user with all the products that fall under the selected category. This can again be easily accomplished by querying the Sale Items entity set to retrieve all of the products whose category attribute match the currently selected category.