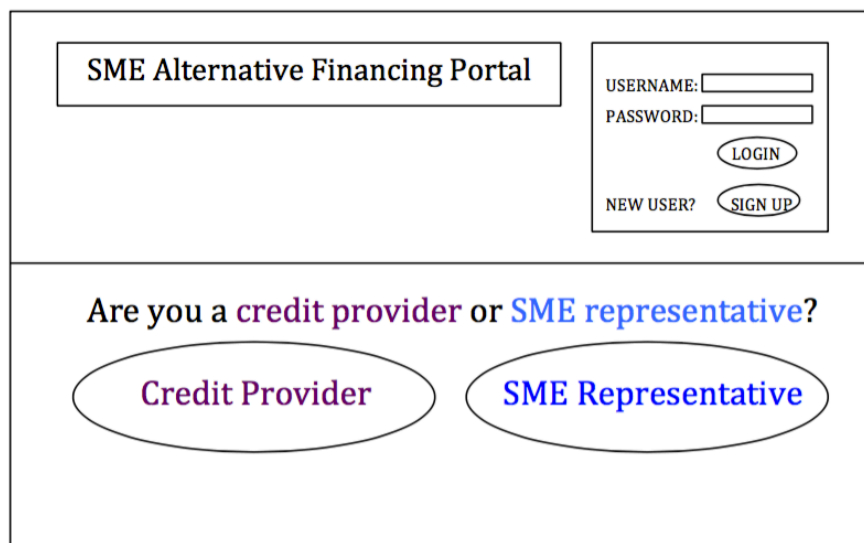


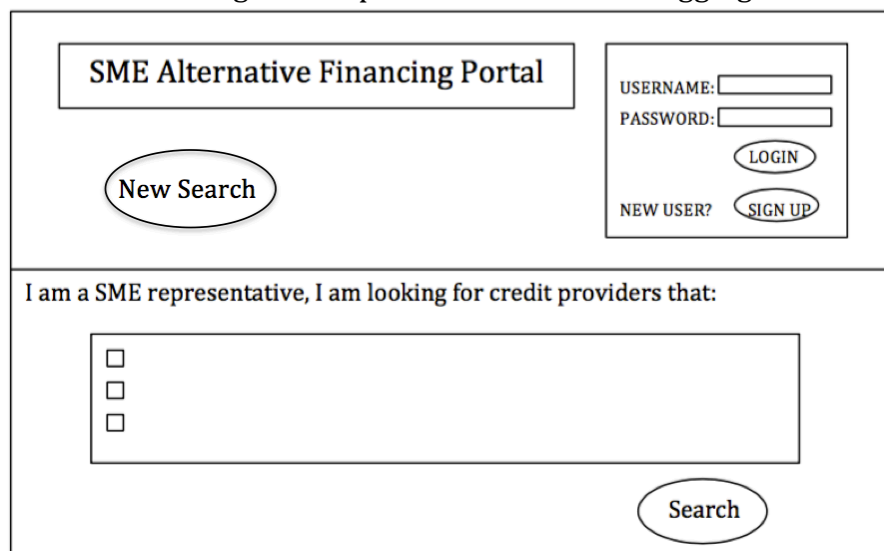
1. Homepage



The homepage layout consists of two main sections. The top section is a white box with a purple border. On the left, there is a purple-bordered box containing the text "SME Alternative Financing Portal". On the right, there is a login and registration area with labels "USERNAME:" and "PASSWORD:" followed by input fields. Below these are two buttons: "LOGIN" and "SIGN UP". The "SIGN UP" button is preceded by the text "NEW USER?". The bottom section is a white box with a purple border. It contains the text "Are you a credit provider or SME representative?" in purple. Below this text are two oval buttons: "Credit Provider" in purple and "SME Representative" in blue.

By putting two options of being a credit provider or SME representative, we are making it clear who our target groups are for this financial portal. Choosing either option will help to narrow down which group (either credit providers or SMEs) to search for as suitable matches when one uses the search engine. Also, the user will see at the top right hand corner of the page that he can sign up for a new account or log in to his existing account.

2a. - After clicking SME Representative without logging in



The user interface after clicking "SME Representative" without logging in consists of two main sections. The top section is a white box with a purple border. On the left, there is a purple-bordered box containing the text "SME Alternative Financing Portal". On the right, there is a login and registration area with labels "USERNAME:" and "PASSWORD:" followed by input fields. Below these are two buttons: "LOGIN" and "SIGN UP". The "SIGN UP" button is preceded by the text "NEW USER?". On the left side of the top section, there is a button labeled "New Search". The bottom section is a white box with a purple border. It contains the text "I am a SME representative, I am looking for credit providers that:" in purple. Below this text is a large rectangular input field. To the left of this field are three checkboxes. Below the input field is a button labeled "Search".

The list of options will define the search criteria used to help the user find suitable matches and this makes our financial portal's key functionality very visible. The 'New Search' button gives the user the option of searching for SMEs from a credit provider's perspective instead of searching for credit providers from a SME representative's point of view.

- After clicking Search to show Suitable Matches

SME Alternative Financing Portal	USERNAME: <input type="text"/> PASSWORD: <input type="password"/> <input type="button" value="LOGIN"/> NEW USER? <input type="button" value="SIGN UP"/>
<input type="button" value="New Search"/>	
Suitable Matches (click on name for more details): 1. <input type="button" value="XYZ Company"/> 2. <input type="button" value="ABC Company"/> ...	

- After clicking XYZ Company

SME Alternative Financing Portal	USERNAME: <input type="text"/> PASSWORD: <input type="password"/> <input type="button" value="LOGIN"/> NEW USER? <input type="button" value="SIGN UP"/>
<input type="button" value="New Search"/>	
XYZ Company <div>Details about the company</div>	Contact Us: <div>Contact number, email, address etc.</div>

2b.

- Signing in from home page

SME Alternative Financing Portal	Welcome, (USER)! ACCOUNT SETTINGS CHECK MESSAGES EDIT OWN PAGE <input type="button" value="LOGOUT"/>
<input type="button" value="New Search"/>	
Would you like to search as a credit provider or SME representative ?	
<input type="button" value="Credit Provider"/>	<input type="button" value="SME Representative"/>

When a user signs in, more functions are visible such as being able to view the account settings, check messages and edit own page. The “Logout” button is also located prominently so that it is easy for users to logout instead of placing the “Logout” button in a drop-down menu or otherwise.

- After clicking SME Representative

SME Alternative Financing Portal	Welcome, (USER)! ACCOUNT SETTINGS CHECK MESSAGES EDIT OWN PAGE LOGOUT
New Search	
I am a SME representative, I am looking for credit providers that:	
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Search	

- After clicking Search to find Suitable Matches

SME Alternative Financing Portal	Welcome, (USER)! ACCOUNT SETTINGS CHECK MESSAGES EDIT OWN PAGE LOGOUT
New Search	
Suitable Matches (click on name for more details):	
1. XYZ Company	
2. ABC Company	
...	

- After clicking on XYZ Company

The mockup shows a web page with a header section and a main content area. The header contains a box with the title 'SME Alternative Financing Portal' and a 'New Search' button. To the right is a user profile box with the text 'Welcome, (USER)!' and links for 'ACCOUNT SETTINGS', 'CHECK MESSAGES', and 'EDIT OWN PAGE', along with a 'LOGOUT' button. The main content area is titled 'XYZ Company:' and contains a large box for 'Details about the company'. To the right of this is a 'Contact Us:' section with a box for 'Contact number, email, address etc.' and a 'Message This User' button.

This page differs from the one when a user is not signed in as there is an extra function that can be accessed by clicking the “Message This User” button. This button leads to a platform integrated with the financial portal that enables credit providers communicate with SMEs and vice versa.

- After clicking Message This User

The mockup shows the same header as the previous page. The main content area is titled 'Conversation with XYZ Company:' and features a large text input box. Below the input box is a row with a text field labeled 'Type your message here!' and a 'Send' button.

The user will be able to message another user and receive messages from them as well.

Overall UI

- When designing this UI, we focused on consistency for the layout of the webpage. With the buttons for “New Search” and the sign in/ user’s details box always being placed at the same location for all the webpages, this makes it easy for our target groups to learn and use these functions. Also, all the buttons are clearly labelled with their functions so users will know what to expect when they click on any of these buttons.

- Account settings

SME Alternative Financing Portal	Welcome, (USER)!
New Search	ACCOUNT SETTINGS CHECK MESSAGES EDIT OWN PAGE
LOGOUT	

Account Settings:

Username: USER
Password:
.....

[Change Password](#)

At the “Account Settings” page, the user can view details such as his username, password, email address and so on. He will be able to change his password.

- Check messages

SME Alternative Financing Portal	Welcome, (USER)!
New Search	ACCOUNT SETTINGS CHECK MESSAGES EDIT OWN PAGE
LOGOUT	

Your Messages:

- [XYZ Company](#)
- ABC Company
- ...
- ...

Conversation with XYZ Company:

Type your message here! [Send](#)

This page is for the user to check the messages he has received and what he has sent out.

- Edit own page

The interface is titled "SME Alternative Financing Portal". It features a "New Search" button. A user welcome box displays "Welcome, (USER)!" and links for "ACCOUNT SETTINGS", "CHECK MESSAGES", "EDIT OWN PAGE", and a "LOGOUT" button. The main content area is divided into two sections: "Edit your page:" with a text input for "Details about the company", and "Contact Us:" with a text input for "Contact number, email, address etc."

The user will either be a credit provider or a SME representative. He will have his own page for the company he represents. This page allows the company to describe what they do and how to contact them as well for other users to view.

- When you click logout, it will bring you back to the home page.

3. Signing up for a new account from homepage

The interface is titled "SME Alternative Financing Portal". It features a "New Search" button. A login box contains fields for "USERNAME:" and "PASSWORD:", along with "LOGIN" and "SIGN UP" buttons. The "SIGN UP" button is also linked to a "NEW USER?" label. The main sign-up section, titled "Sign Up:", includes input fields for "Username:", "Password:", "Confirm Password:", "Email Address:", "Company Name:", and "Contact Number:". A "Next" button is positioned at the bottom right.

Signing up for an account would require the user to provide details. Clicking the "Next" button will then bring the user to the edit own page screen.