Below:

So my idea here was a simple login page for the company users creating the catalogue, then having a dashboard to include a logo and two colour themes, and company details.

When adding products they will search the product on icecat, then past the url of the product or the code in the add product box, and then our app will go get the products data and create the product page in the cataloge.

I havent included options of like filling in extra details and customising the text, so currently its as whatever comes from icecat is going to be in and they cant change it. We can do this differently though, though just want to keep the app simple, but we can see maybe we add boxes where they can adjust the received product data.

Login page

Details page

Details page

Below:

Would be the catalogue that customers view, so will be two pages, one with all the thumbnails of the products then a page for the product.

Sorting the products I have only included 'category', 'brand' and 'date listed'.

I think we want to keep it as simple as possible, and im sure we can get category and brand nicely formatted from icecat. Though it will get very complicating if we include options like comparisons.

Also having a seachbar would be nice though also will be tricky to do, so I have left it our in my prototype.

The format of the catalogue is like a online shop, reason here is 'heurics', one of the issues with catalogues is that people do weird designs that customers cant find what they looking for, so one of my points on this design was having a 'culturally' accepted layout that most people are already familiar with.
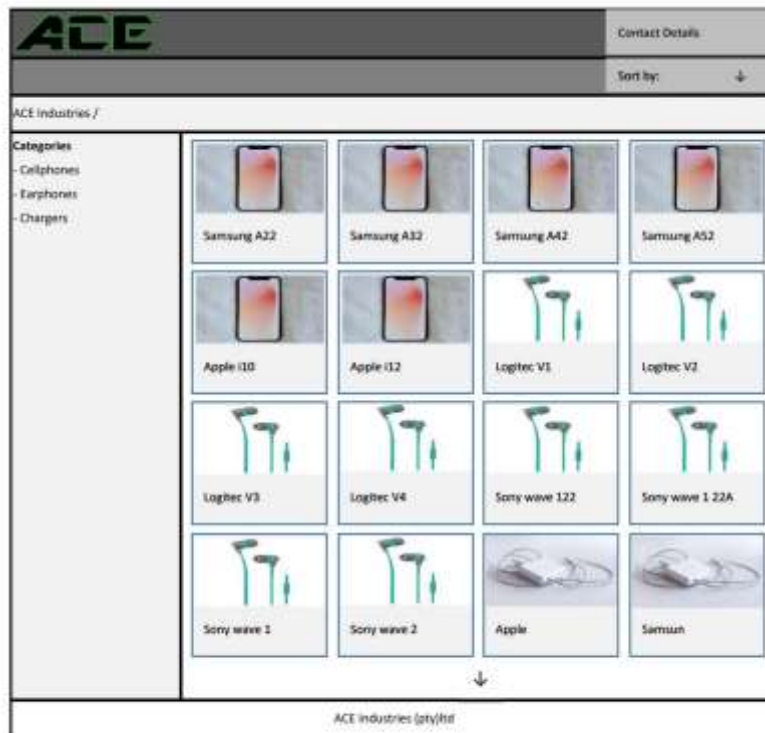
Catalogue page – cluster products

Catalogue page – single product page minimal details

Swot analysis of design

The SWOT analysis on our leading prototype, focusing on the applications prototype design and the most prominent aspects.

Strengths:

- Culturally accepted design template, to help new viewers immediately know how to navigate the catalogue.
- Personalization requires just three fields, being two colors and one image loader, a quick and simple method of personalizing the catalogue.
- Saves huge amount of time listing products in the catalogue, taking under a minute with a few clicks of their mouse, and all details located in one dashboard.

Weaknesses:

- With thousands of loaded products, the scrollable list would be difficult to navigate, in the case a user would like to remove a product.
- With only three personalizing fields this limits the users the ability to make their catalogue completely personalized. Which is a feature available in existing applications.

Opportunities:

- A fully featured dashboard could be easily added, with easier navigation of products, a search tool imbedded in the app to search the content supplier's databases, this would make the app much easier to use.
- Mobile and desktop applications could be created to have different methods of the application usage.
- PDF creator could be included if the company users would like to print hard copies.
- Chrome extension could be created that allows easier product adding from the content provider's websites.

Threats:

- Not including common features such as customization, mobile app integration and custom product listing, could affect the success of the application, and cause frustrations for the users.
- Searching the content providers site and pasting the url to add product could be a bit tedious for company users.