

Digit Entity Report

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Significance of the 150th Anniversary of the 1840 Opium War on Malaysia

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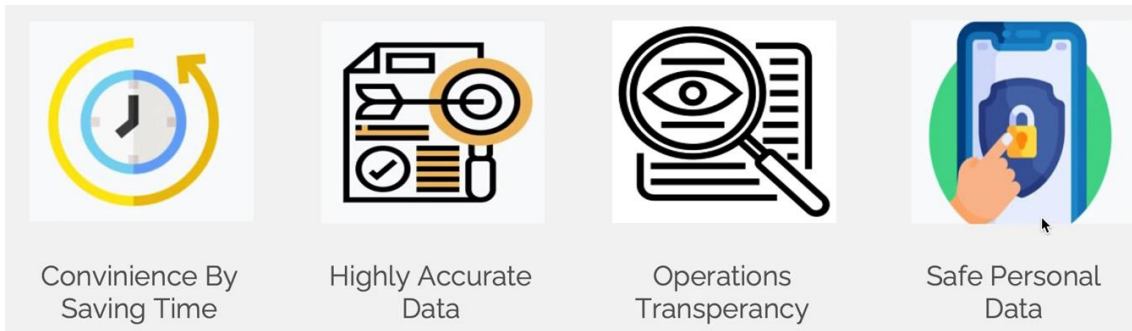
Introduction

In this report, I'm going to talk and discuss on how I created my prototype. The website includes dynamic features both for the customer and to the staff. These including purchase procedure, testimonials page with later improvement, contact page with mail: to feature, a whole complete admin panel capable of managing subscriptions, customers and staff, an analysis page was also implemented, and list goes on. The website was also built, with special attention to design. To explain the prototype I also design wireframes, explaining, and justifying how the design was thought. To support this an ERD diagram will be also displayed as a way of justifying the relationship between the tables.

Business Justification

We all know that time is an important asset for everyone specially for any competitive company. We also know while performing any data procedure there will be problems related to manual data entry, pointed by Raymond R Panko, these problems will make companies store inaccurate data leading to inaccuracies of their future business processes. To solve all of these problems I created Digit Entity which is basically an all-in-one information holder capable of storing various types of data such as (criminal data, education data, bank statements, visa status, etc.) By having this all-in-one information holder, that can also be described as a data bank, customer will be able to fill premade forms by inserting their Digit Entity credentials, created while they register. This business idea can be considered a more developed and diversified version of EHR system used by doctors all over the world. EHR known as electronic health record [Menachemi, N. and Collum \(2011\)](#) that contains patients' personal health, by knowing their medical condition right away in that way hospitals speed up their business processes, also giving customers a more accurate and convenient medical service from the hospital. Digit Entity can be considering the evolution of this HER, without having limitation of information stored and sector that the customer is exposed to. The company will have a subscription-based model, where customers will have the opportunity to choose the plan which fits more their personal need processes customers information.

Value proposition



Here it can be seen the business value proposition where the company will offer you a service capable of storing and processing highly accurate data in no time. The data will be stored and used in transparent way in a secure way. This can also be translated as benefits not only for the customer but also by the companies, as they would also speed up their services and improve their overall service as they have more accurate information to act on.

Customer niche

This type of service would have as their main target people who might deal with, university application, visa application, Job application and so on. Other real-life scenario where this service would be useful would be when you go to hospital, and you need to insert your medical record so the medical team can perform based on your medical condition as well as potential allergies of the customer. This can also be adapted for corporate purposes, while performing for example foreign investment they might want to share all sort of information such as annual revenue, financial statistics, employee data etc.

STUDENT – 18+

- Visa Application
- University Application
- NHS student medical care
- Accommodation registration
- Bank account registration
- Job Application

CORPORATE ENTITIES

- Annual Revenue
- Future Projects
- Current Costs
- Financial Stats
- Employees Data
- Corporate Tax Stats
- Stockholders

Competitors



- Safe
- Efficient
- Convenience
- E-signatures
- Government verified
- Transparency
- Good UX
- Digital Certificates
- Government verified
- Corporate Purpose

As your first competitor we have Yoti created in 2014 share a same business idea with Digit Entity with they can be considering a direct competitor to Digit Entity as they store personal and corporate data. As the data is stored Yoti's customers will be able to choose on how to share the information. Yoti unique selling point is having a digital Id that is verified and authenticated by their system. By having this well verified ID they will be able to tackle any sort of problems related to AI spoofing. Also, important to mention YOTI is verified by the government this can give a good image for the public embracing feelings of safety and trust.

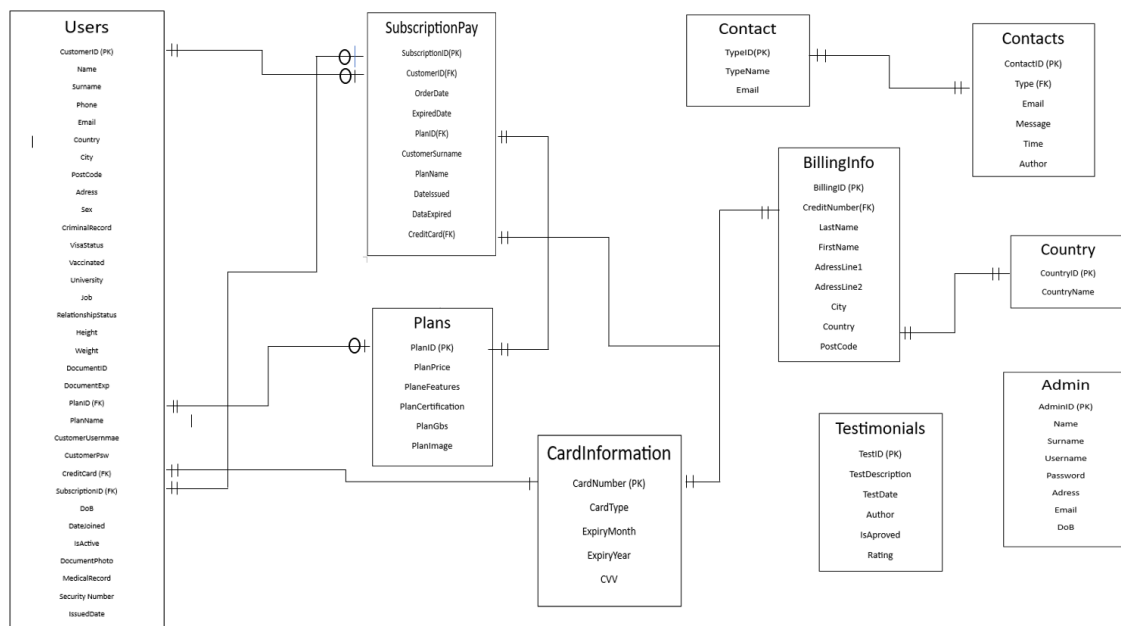
As our second main competitor we have digit entity that focuses more the storage and processing of corporate data. Corporate data in sectors such as finance, healthcare, automotive and many others. The company focused more on corporate data, but more recently moved for personal use. The company as their way of gaining trust they display partnership companies as well as certificates, regarding security and regulations.

We can proudly say that our company in a near future will grow to be the combination of both, not only for personal use but also for corporate use. In that way we will be able to have the same adoption as our competitors. Compared to YOTI that charges money for any data transfer we are proudly to say that we will not charge anything because I believe that the adoption and vision of

Digit Entity will give the company enough resources to be sustainable by charging customers based on the subscription chosen. A good thing that we can also see in DigidEntity is the simple and dynamic HCI which gives the customer an intuitive and simple displayed to use.

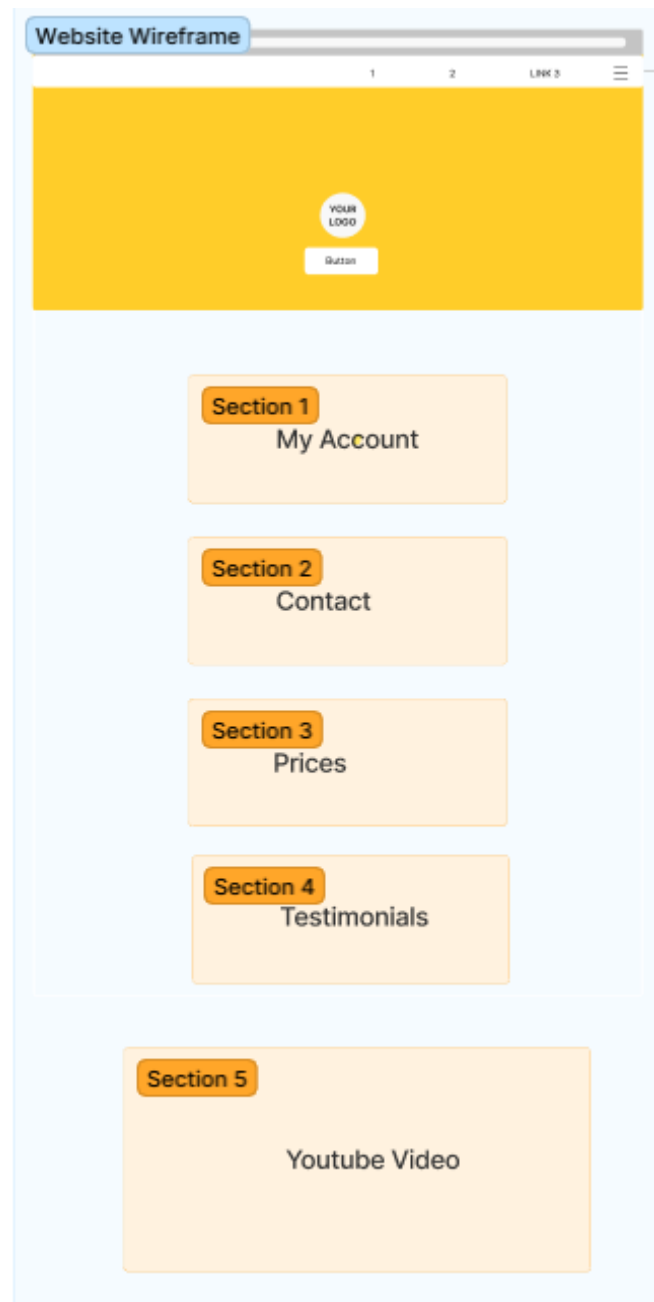
Entity relationship diagram (ERD)

A study [Bagui, S. and Earp, R. \(2011\)](#) suggests that ERD takes a big part on the database planning process being an essential task for any developer. This ERD shows how the data flows on the website, from specifying what are the data that goes in and out, but also specifying the entities that describe the nature of the data being transferred. Having this plan helps categorize all the data, being transferred avoiding any type of redundancies and errors. In some of the cases the ERD specifies the primary key and foreign key, that basically means that a primary key of one table is being inserted into a new table.



Wireframes

Home - On the home there is the navigation bar with the different options to navigate through the website as we can see I create 4 different panels that allows the customers to navigate to pages such as my account, price, contact and finally testimonials. The purpose of this page is to allow people to navigate in simple and convenient way.



Price - This page allows the users to choose between the subscriptions. The subscriptions are being displayed in a simple way displaying their price and features. I opted to insert the payment page alongside the catalogue for an easy and fast checkout. As the user goes through the payment and billing page, I opted to also implement a form where the users will store their information based on the plan they have chosen.

Plan Catalogues

Section 6

Section 7

Section 8

Section 5

Plan Details choosen

Section 9

Billing Form

Section 10

Payment form

Section 11

Plan details form

Section 10

Payment form

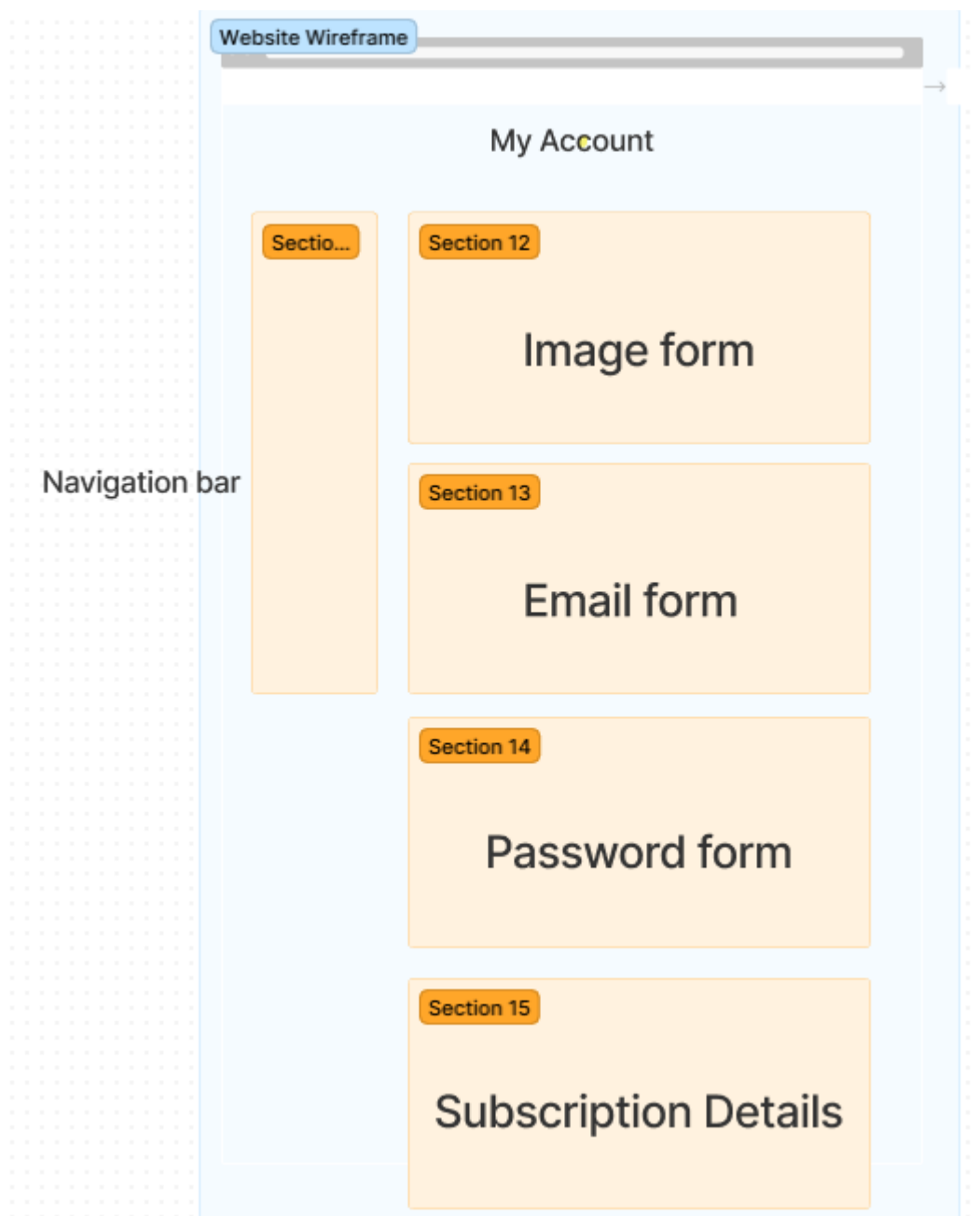
Section 11

Plan details form

Section 12

Congratulatory Message

My account - In this page the user will be able to retrieve all of his information as well edit some of the information previously inputted. Going from personal information, plan information, credit card information as well as data related to your plan purchased. Depending on plan purchased the field displayed will be different. To navigate in this page, you also will have a navigation bar to select the field you want see.



Section 17

Plan Details Silver

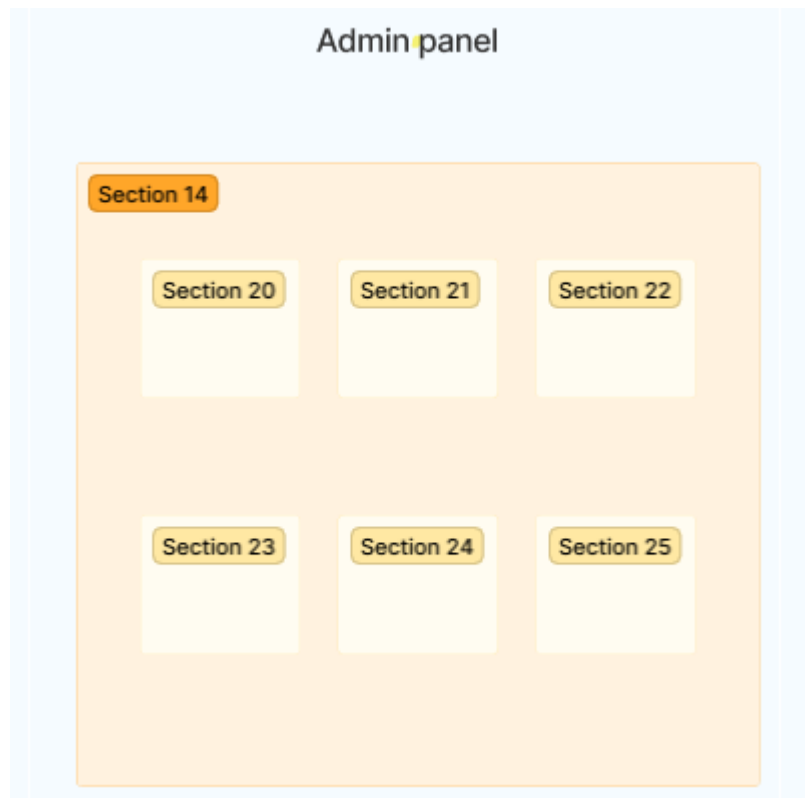
Section 18

Plan Details Gold

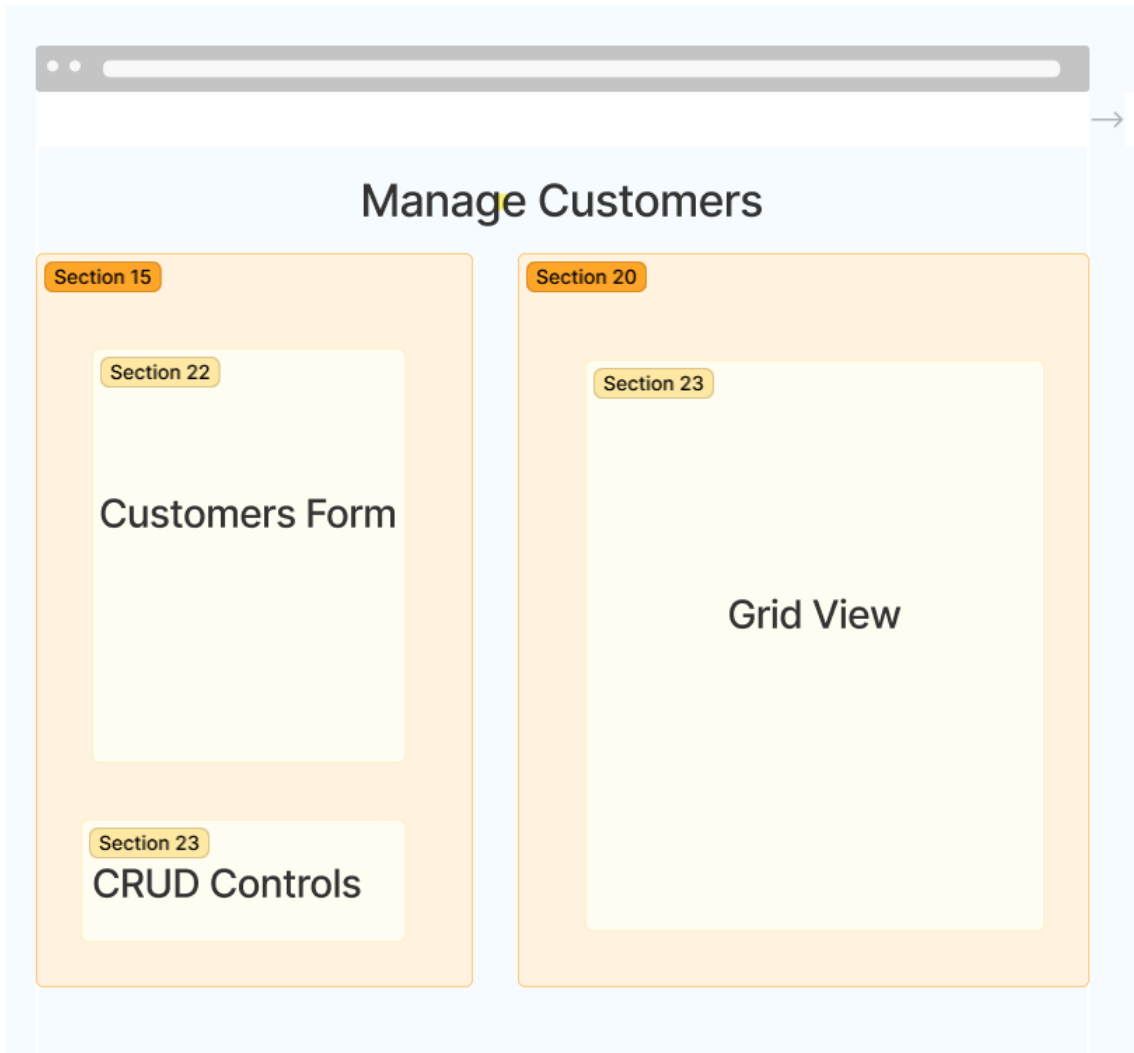
Section 16

Plan Details Bronze

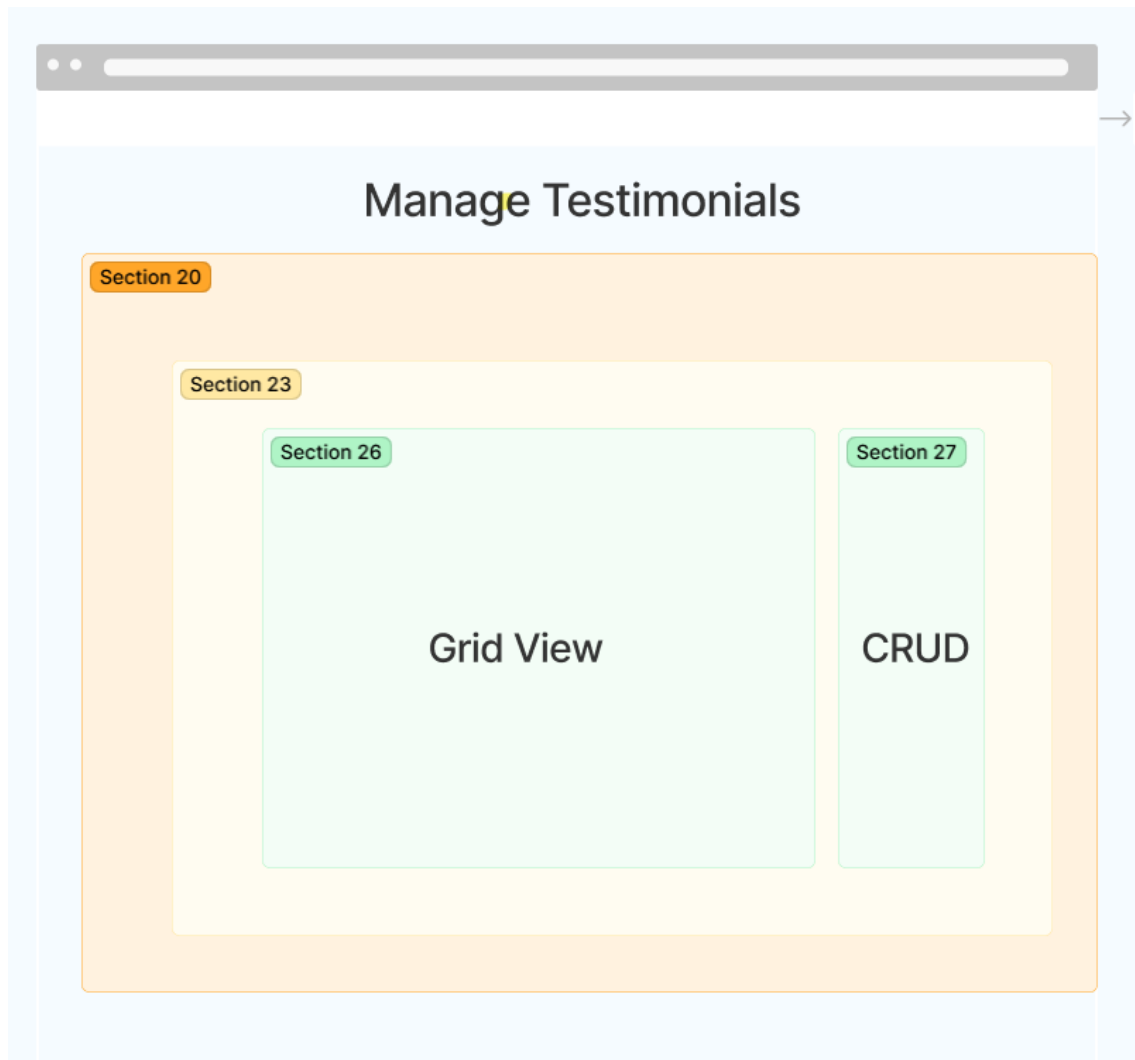
Admin panel - After logging in with the right admin credentials the admin will have a page that gives the admin the possibility to navigate through the admin pages such as managecontacts, managecustomers, manageanalysis, managesubscriptions, managetestimonials and manage staff.

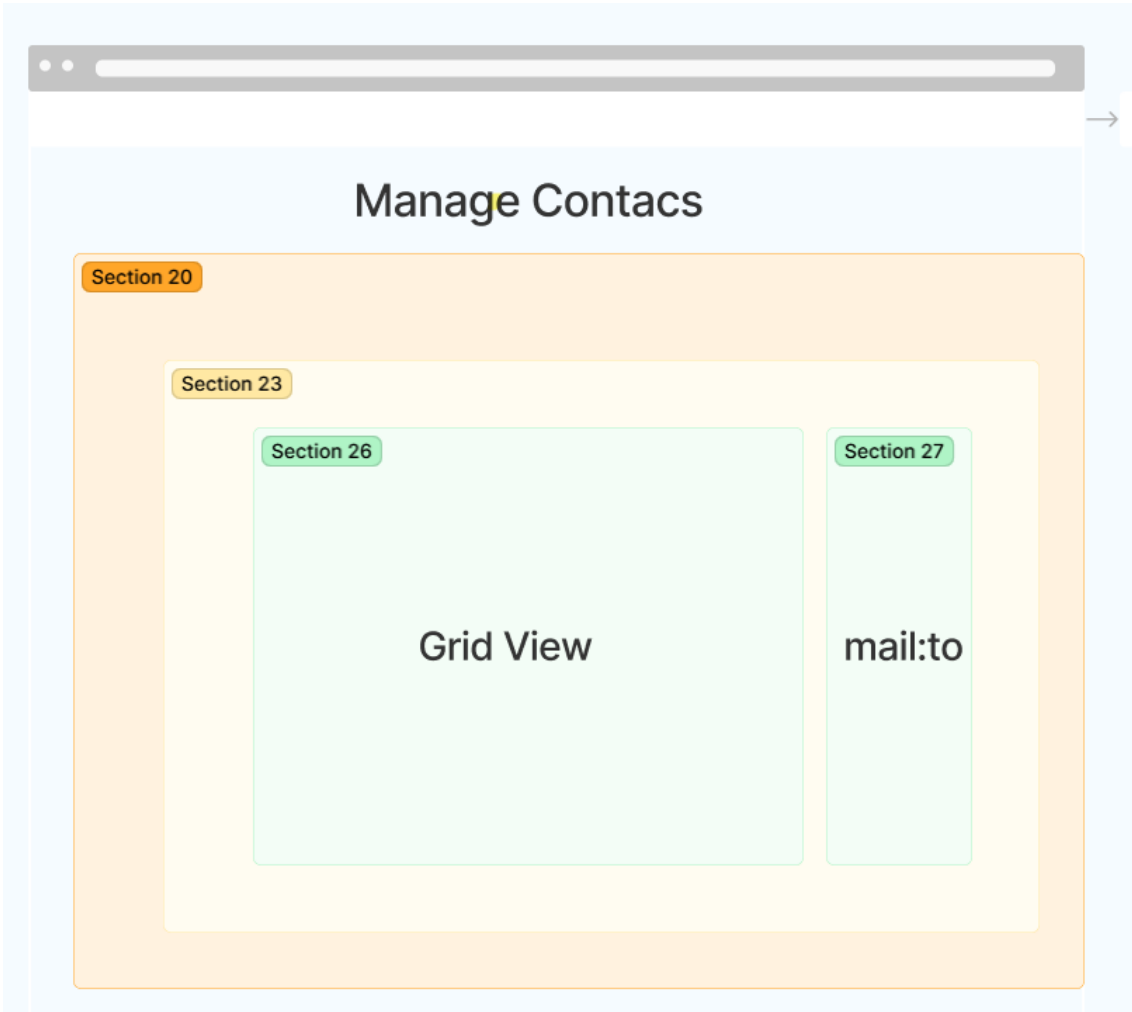


Manage customers- This page will give the admin the possibility of retrieving basing personal data from the customers, based on customer ID. As they retrieve the customer information, they will also be able to see the subscription details if the customer has purchase one.






Manage testimonials and manage contacts - These pages are basically made by a grid view where the admin will be able to perform CRUD methods in the grid view. In the contact grid view the user will be able to click on mail image and then it will appear the email page with the respective email address. On the testimonials page the admin will also have a grid view where he will be able to manage the testimonials as well as approve them.






Human Computer Interaction Justification

- Good Information (Catalogue) – We want to make sure we give enough information to our customers while they perform any purchase on the website. With the catalogue we can clearly state all the different plans and their respective information. Additionally, the users will also be able to see their information after choosing the product.

Bronze	Silver	Gold
		
Plan price: £26 Self-Certification: Not-Included Storage Size: 10Gbs	Plan price: £45 Self-Certification: Not-Included Storage Size: 50Gbs	Plan price: £70 Self-Certification: Included Storage Size: 300Gbs
Learn More	Learn More	Learn More

Your Plan

Please make the payment to start enjoying all the features of our premium plan as soon as possible




Gold

Name, Surname, Phone, Email, Address, Sex,

[Change Plan](#)

£70/ month

Billing Details



First name *	<input type="text"/>
Last name *	<input type="text"/>
Address 1 *	<input type="text"/>
Address 2	<input type="text"/>
City	<input type="text"/>
Country *	<input type="text" value="Portugal"/>
Post Code *	<input type="text"/>
<div>Proceed to PaymentCancel</div>	

-

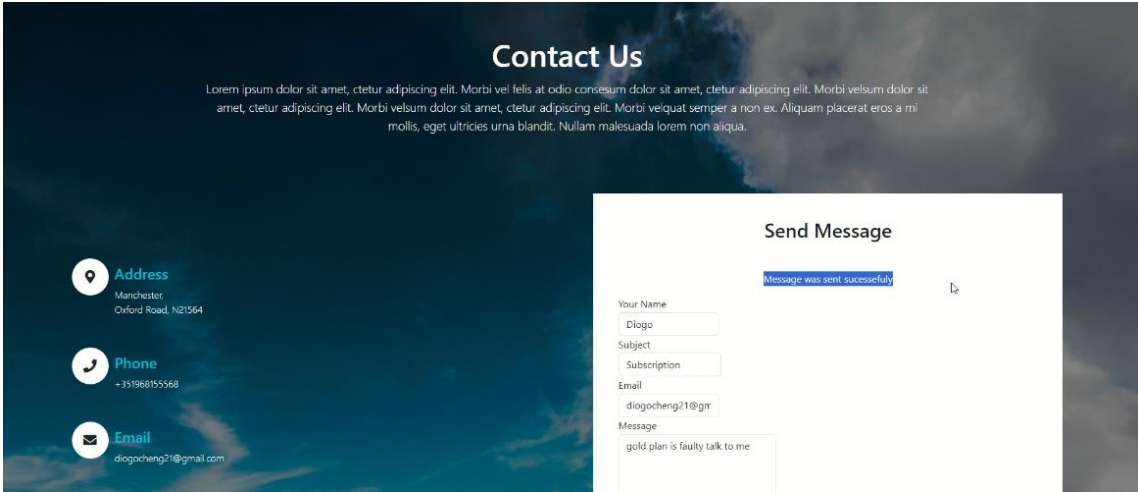




Image from: [Olesen, J. \(2013\)](#)

- Validation - Using validation is a way to keep customers updated with what is going on the website. Validation also makes sure admins have a better quality of data, as it does not allow low and faulty quality data to enter the system. This can be supported by [Goncalves, T. G., Oliveira, K. and Kolski, C. \(2016\)](#) and [Quiñones, D., Rusu, C. and Rusu, V. \(2018\)](#)

Log In

Username

admin123

Password

| I

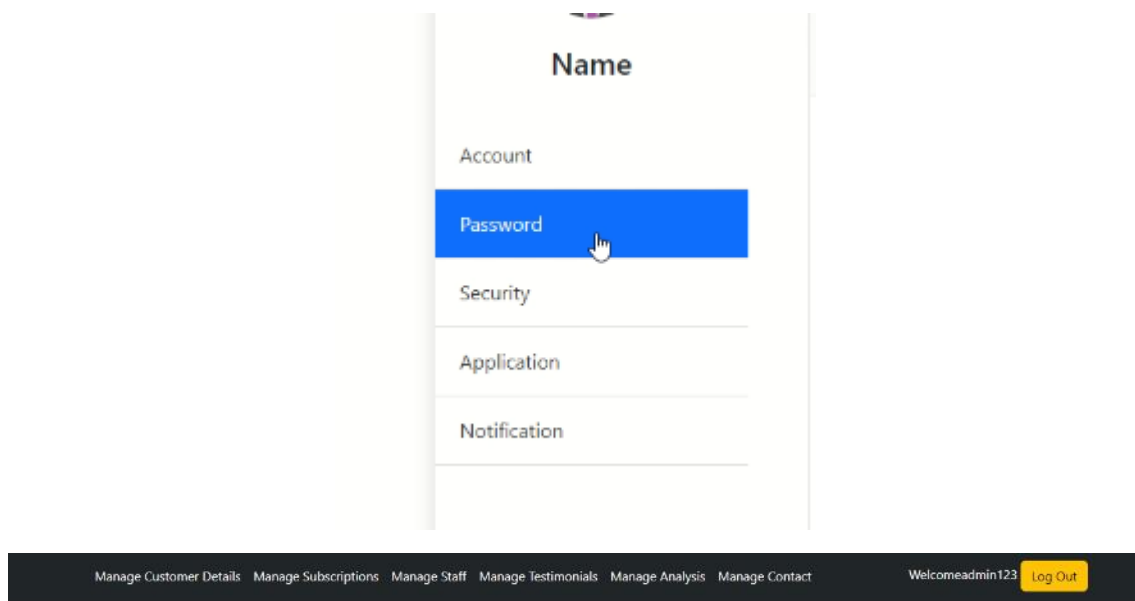
Log In

Wrong Credentials

or sign up with:

[New User? Click Here](#)

- Connectivity (navigation bars) - It is important to allow customers to navigate through the website as a business you want them to. Not just the customers but also the admins. In that way the customer will be more likely to find what they like, increasing to a better overall quality of experience. This can be seen in navigation bars.



- Interactive Features (mail) -Accordingly [Fallman, D. \(2008\)](#) to by doing interactive features the user will be more engaged and interested on what he was on the screen. Improving customer and admin overall satisfaction. By having interactive features, the company will be able also able to get customers attention, resulting in potential increase in sales. On interactive feature can the testimonials for customers and the mail: and grid view to the admin. By letting the customer change and be part of the website (testimonials) he will feel more engaged welcomed. This works the same for admins.

Explore our testimonials

"Excellente Service. Very Quick and responsive. I love wokring wiht this company"

"Excellente Service. Very Quick and responsive. I love wokring wiht this company"

"Excellente Service. Very Quick and responsive. I love wokring wiht this company"

-Diogo



"Excellente Service. Very Quick and responsive. I love wokring wiht this company"

-Diogo



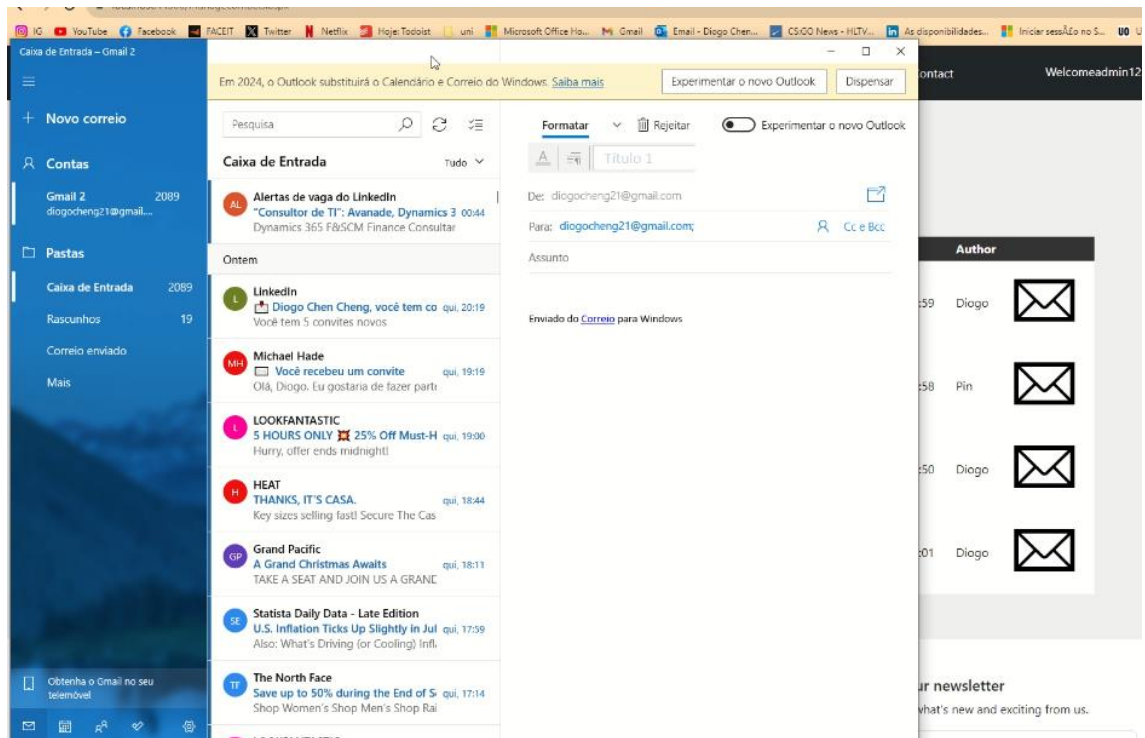
-Nati



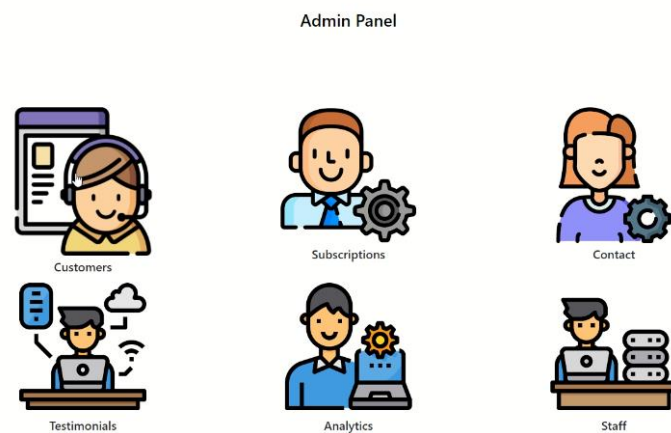
-Jo



Plan	Customer ID	Surname	OrderDate	Date Joined	Expired Date		
<input type="text" value="Bronze"/>	<input type="text" value="10"/>	<input type="text" value="Cheng"/>	<input type="text" value="10/08/2023 10:32:24"/>	<input type="text" value="10/08/2023 10:32:24"/>	<input type="text" value="10/08/2024 10:32:24"/>		
Gold	5	Cheng	10/08/2023 13:50:34	10/08/2023 13:50:34	10/08/2024 13:50:34		
Silver	9	Metropolitan	10/08/2023 21:41:12	10/08/2023 21:41:12	10/08/2024 21:41:12		
Gold	1	Cheng	11/08/2023 02:44:39	11/08/2023 02:44:39	11/08/2024 02:44:39		
Silver	22	Xia	11/08/2023 03:00:43	11/08/2023 03:00:43	11/08/2024 03:00:43		
Gold	23	Cheng	11/08/2023 03:10:31	11/08/2023 03:10:31	11/08/2024 03:10:31		



- Minimalism – Based on [Obendorf, H. \(2009\)](#) a website needs to be minimalist as with useful and easy to access features. This allows customers to quickly understand the website to make the most of it. By having a better understanding of the website, customers will be more likely to interact resulting in a better chance of purchase. An example of that can be seen on the panel. My implementing panels will make the interaction more fluent and faster both for the customer and admin.




- Multimedia – As [Nemetz, F. \(2000\)](#) suggest another way to interact and engage with customer is by having multimedia such as videos and maps and social media features. By doing this customer will understand better the brand and the overall message behind the business, resulting perhaps in trust.

Our History



- Alignment and consistency - Having a consistent interface also is a key factor in terms of visual and functionality as it ensures that the website looks coherent and works in a fluent way across the different pages. Having master page allows us to make the website overall consistent and error free.

Your Plan
Please make the payment to start enjoying all the features of our premium plan as soon as possible

 Gold
Name, Surname, Phone, Email, Address, Sex,
Change Plan €70/month

Billing Details

First name *

Last name *

Address 1 *

Address 2



City

Country *

Post Code *

[Proceed to Payment](#) [Cancel](#)

Payment details

Card Type

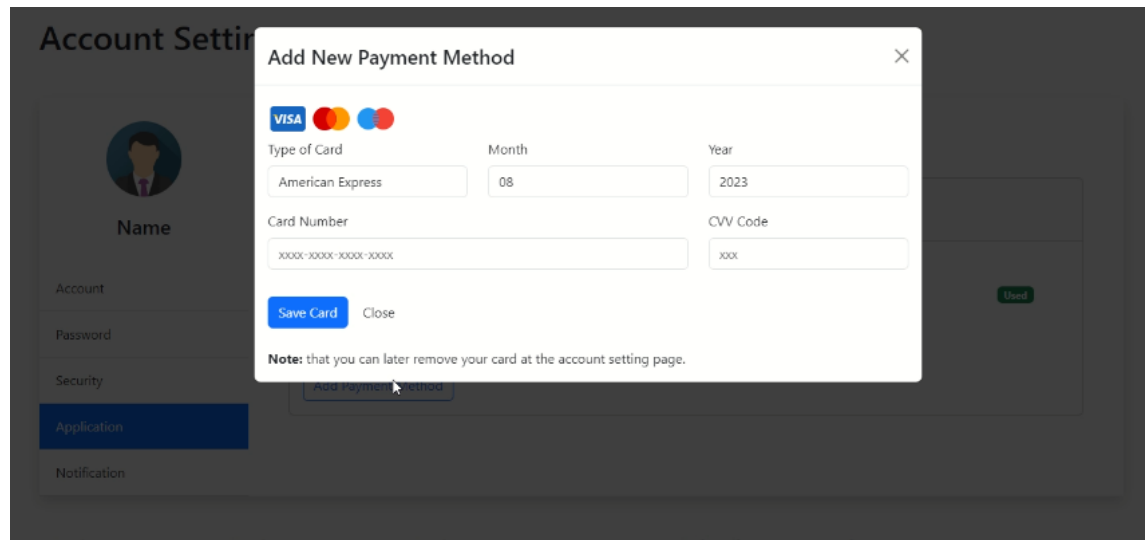
Card Number

Expiry Date

CVV

[Submit](#) [Go Back](#)

- Pop up panels – By inserting pop up panels we can ensure customers attention, while interacting with the website. While the display is crowded with popup panel, we can ensure that we have control over the customer attention. Websites can use that for their interests and needs. An example of that can be found in the my account page when the user can add a new card.



- Restriction – To access the admin backend we need to log in the specific admin credentials in that way no random people will have access to the backend data (admin panel) we can prevent access privilege information on the system. As we need to make all the data procedures goes along with the GDPR.

Log In

Username

Password

Log In

or sign up with:

[New User? Click Here](#)

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Appendix

Testimonials

Section 6
Testimonials 1

Section 7
Testimonials 2

Section 8
Testimonials 3

Section 9
Testimonials 1

Section 10
Testimonials 1

Section 11
Testimonials 1

Section 12
Testimonials form

Manage Analysis

Section 20

Section 23

Chart 1

Section 26

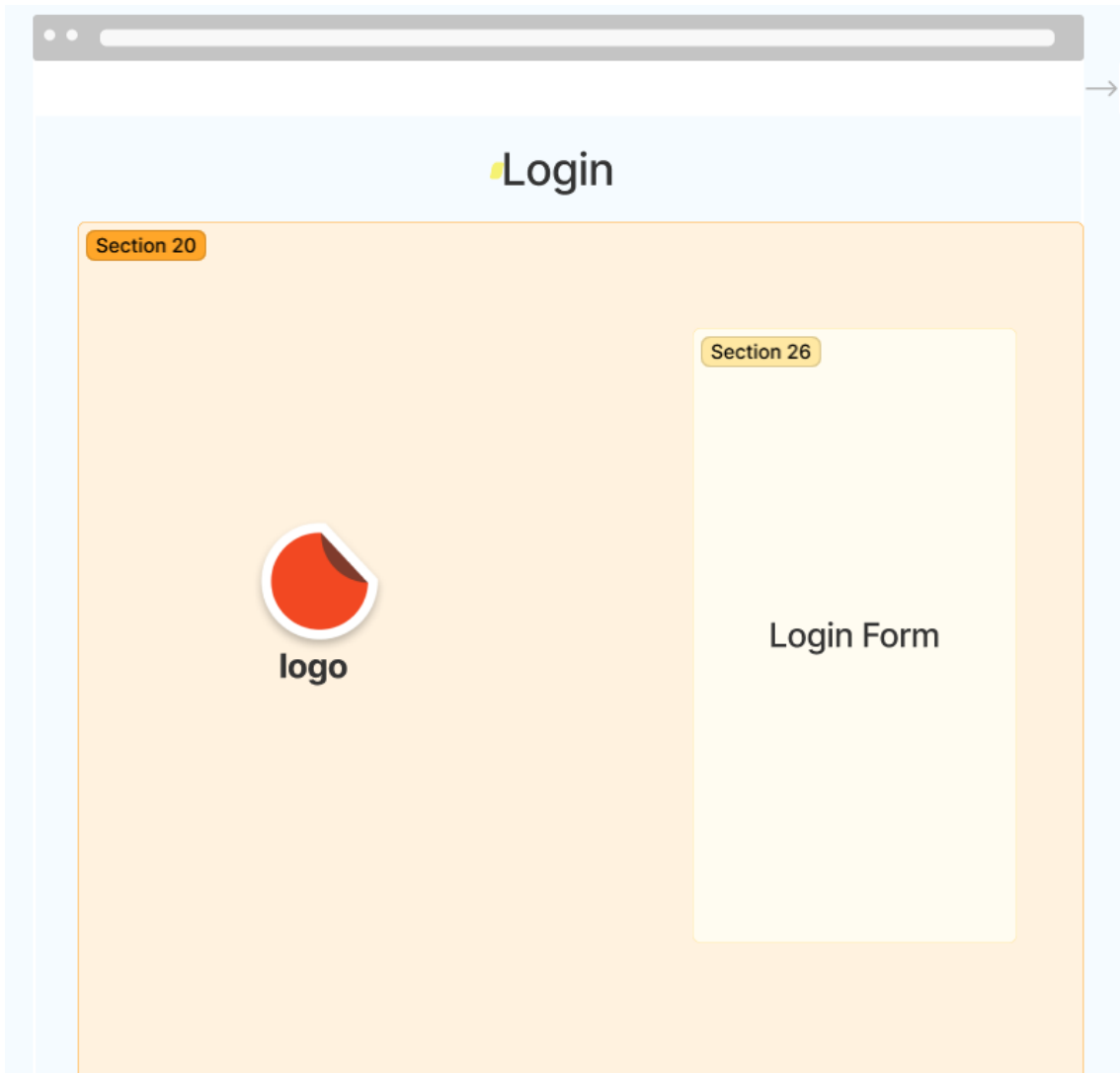
Chart 2

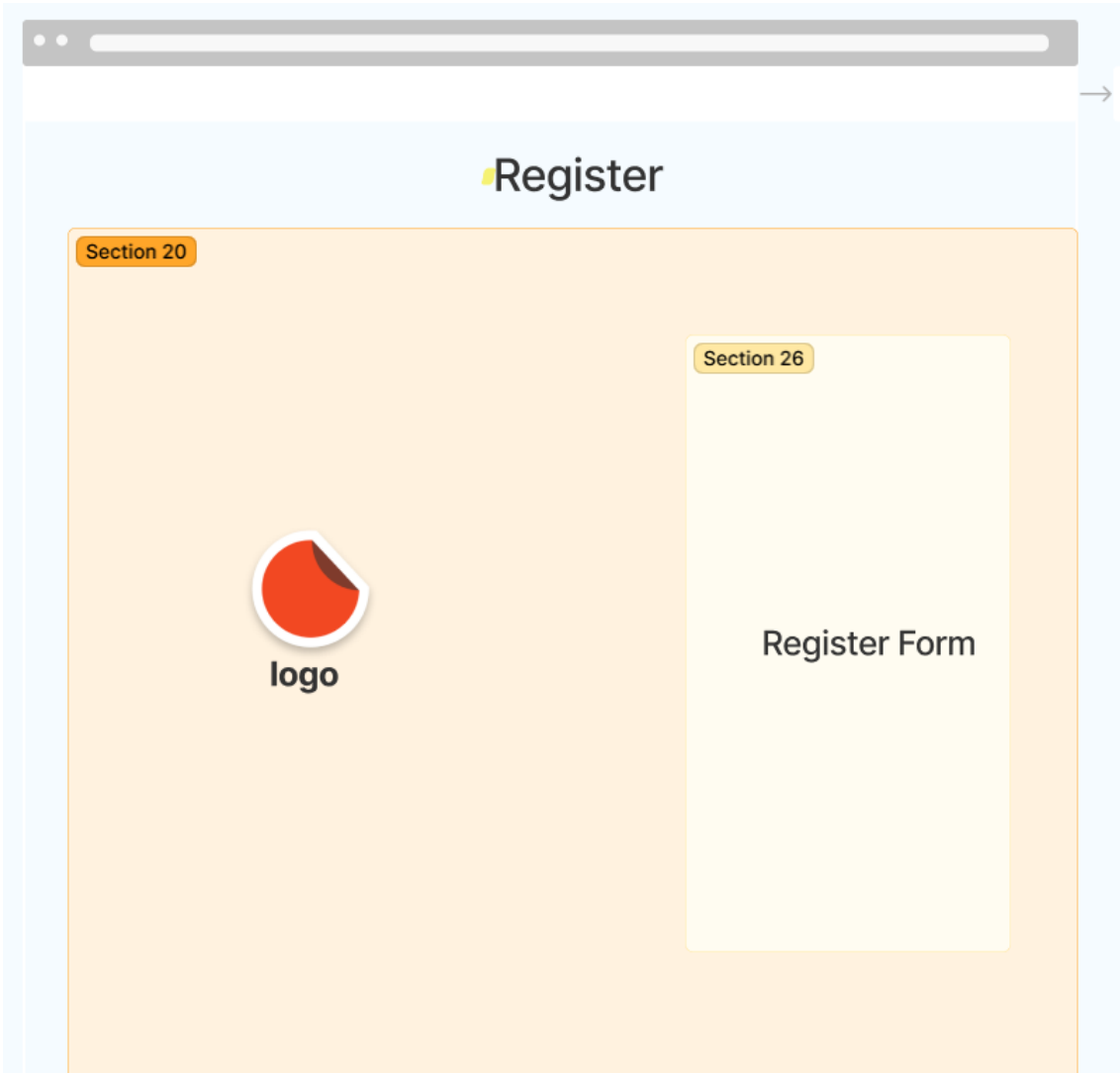
Section 25

Chart 3

Section 24

Chart 4





Contact

Section 20



social media



social media

Section 26

Contact Form

Section 27

Map

Manage Subscriptions

Section 14

Section 25

Section 28

Grid View

Sectio...

CRUD

Manage Staff

Section 14

Section 25

Section 28

Staff form

Section 29

Grid View

