



ShopwithStella.com Functional Specification

Version 0.4.2

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- CONFIDENTIAL -

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1 Overview

ShopwithStella.com is a web service that provides users with an interactive platform for browsing clothing online. Features include clothing recommendation, bookmarking, and sharing with friends. Bookmarking features are expanded into a closet, which users can customize to their liking.

ShopwithStella.com will be released in two preliminary versions, before the final version is complete;

The first version is a private beta, in which users will require an invitation from 'Stella' in order to create an account and begin using the service.

The second version will be a public beta in which users can interact with the service at a basic level prior to creating an account. This serves as a test-drive mechanism for users who are curious but not yet committed to creating an account, and emulates the desired functionality of the final version of the site.

The reasoning behind preventing this test-drive functionality in the private Beta is to limit the number of users that are viewing a less than complete service and as a result detracting from their experience.

For all intents and purposes, this spec describes the private beta version of the site.

Disclaimer

This spec is not complete, and should not be regarded as such. The figures included are the current version of HTML files, some of which are not finalized.

This spec does not discuss the algorithms used by the recommendation engine, which will be discussed in the technical specification. It simply discusses what the user sees when they interact with ShopwithStella.com.

For any questions or concerns, please contact the author at *mish@shopwithstella.com*.

2 Scenarios

Scenarios are what we use to demonstrate a few specific users to the website. In this way, we can validate our product as a real-world product with real-world usage.

Bobby

Bobby is an overweight, but intelligent, high school teenager. He likes to play video games and competes for the monthly prize on “PWNAGE.com”. Unfortunately, Bobby has no interest in fashion, or what he looks like, as he has made peace with his geeky demeanor. Regardless, he stumbles across ShopwithStella.com one day while perusing a “TechCrunch” article, and decides to answer the first question out of curiosity. He is presented with a collection of female clothing items, at which point he realizes that he is clearly at a female oriented website. However, Bobby is curious enough to experiment with the interface and decides to browse through clothing by clicking the right arrow button on the recommendation carousel. Finally, he sees a dress that looks gorgeous on the model wearing it, and decides to upvote the dress.

Lorraine

Lorraine is a somewhat vain, ex-Broadway actress who lives on the Upper East Side in New York City. While she never attained A-list status in her peak theater days, this 62 year-old dresses as if she has the paparazzi waiting for her at every corner. Currently unemployed, Lorraine lives mostly off of the money she received from the divorce settlement with her third ex-husband. One day while getting her nails done, she reads about ShopwithStella.com in the latest issue of Vogue and in an attempt to keep up with the younger generation she visits the site. Confronted with the initial question, Lorraine answers that Dolce and Gabanna are her “to-die-for-favorite-pair of jeans,” mainly because they make her “tookus” resemble that of her 30 year-old counterparts’. Needless to say, she is pleased with her high-end recommendations, choosing to spend most of her time perusing the Stella’s Choice rack, which she has worked for a total of three months to unlock.

Madison

Madison, or “Maddy” as she is most often referred to, is a 27 year-old PR Manager. She boasts an \$85,000 a year salary, which puts her at the high-end of incomes among her

closest friends—who predominantly pursued jobs in non-profit or teaching upon graduation from Amherst. Maddy is not married—yet—but has been dating her boyfriend Tripp for the past four years. They recently moved into The Archive together and Maddy is pleased because she can use the extra bedroom as a closet. Unlike her other friends, who don't care nearly as much about their wardrobes as she does, Maddy thoroughly enjoys looking good, whether it be in the office or out on the town. She hears about ShopwithStella.com through her co-worker and instantly falls in love with the site. Stella allows Madison to look good and find the latest clothes without wasting her already limited time. Because she is so enamored with the site, Maddy invites all of her work friends from New York and Los Angeles and commends herself for starting a trend among the hippest NYC fashion elite.

Karen

Karen is a stay-at-home mom living in an affluent suburb of New York City. She has three kids and therefore little time to shop. If she does find time for herself, it is usually to run out and do errands or sit down and have a tall glass of wine. Her style, if you can call it that, consists of the middle-aged mom uniform: Gap Jeans, J. Crew V-Neck Tees, and Sneakers. While she does enjoy looking good, she finds it easier to save time and buy out her favorite items in every color available. One night, while Karen is drinking a glass of wine and checking her email, she sees an advertisement for ShopwithStella.com on the side of Gmail homepage. She accidentally clicks on it and is taken to the website, answering Gap Jeans as her favorite pair of jeans. Reluctant at first, Karen is instantly converted to a ShopwithStella.com user when Stella recommends countless cheap and easy pieces from J. Crew and other retailers. She especially enjoys the ease of the site, as she would have little patience to figure out a complicated web application. The next day at soccer practice Karen tells her best friend and within weeks the entire town is using ShopwithStella.com to save time and look good.

Nikki

Nikki is what most people would call “earthy-crunchy.” She likes to pretend that she has no regard for clothing or fashion, choosing to wear Birkenstocks and Tevas, rather than “designer” brands. Regardless of the image Nikki tries to convey to her fellow college freshman at University of Vermont, she does exhibit some brand loyalty, often wearing Burton cargo pants, Mountain Hardware fleeces, and those new shoes that look like bare feet. Nikki borrows her fashionable roommate’s computer to write a scathing critique of UVM’s use of non-environmentally safe snowplows for the university’s “Green Students for the Environment” blog when she sees the open window of ShopwithStella.com. She plays around in her roommate’s account for a bit and, amused by the design and simplicity of the application, Nikki creates an account to prove Stella wrong. She is convinced that the website such as this could not possibly recommend her the clothes she likes. Nikki answers that she does not wear jeans (due to the abuse of third-world laborers)

and is taken to an alternate pages that pose more questions. After what she cynically deems to be an “arduous process,” she is presented with the newest Birkenstock sandals. Nikki notices that there are racks for not only “Fitness” but also “Outdoors” and even “Organic.” She cannot believe that Stella cares enough about fair-trade cotton to create a rack specifically tailored to this small market. Nikki begins to use ShopwithStella.com on a regular basis, but refuses admit to her alternative friends that a company based on consumption could actually be beneficial to humanity.

3 Non-Goals

- A sophisticated social networking platform that attempts to rival Facebook.
- To implement a search engine for clothes.
- To create the equivalent of a video game involving clothing.
- A retail store with an inventory.

4 Flowchart/Diagram

There are two figures depicting the ShopwithStella.com public beta and private beta flowcharts.

The public beta represents the website's eventual goal to be realized, and final form. All features of the site are enabled, most notably the ability to try out the service.

The private beta, on the other hand, will limit the number of users on the service by means of an invitation only service. As a result, there are some extra pages included and the ability to test-drive the site without an account is disabled.

Diagram Reference

- Diamonds represent static informational pages that are available from any other page on the site.
- Edged ovals represent the site's pages.
- Double edged ovals represent pages that require a user session. To reduce clutter, all user session pages can be assumed to be accessible from any other session page, despite the lack of a connector.

4.1 Public Beta

Note This section is here for reference and review. As of this time, it is not complete. Please refer to the private beta section for the current site version.

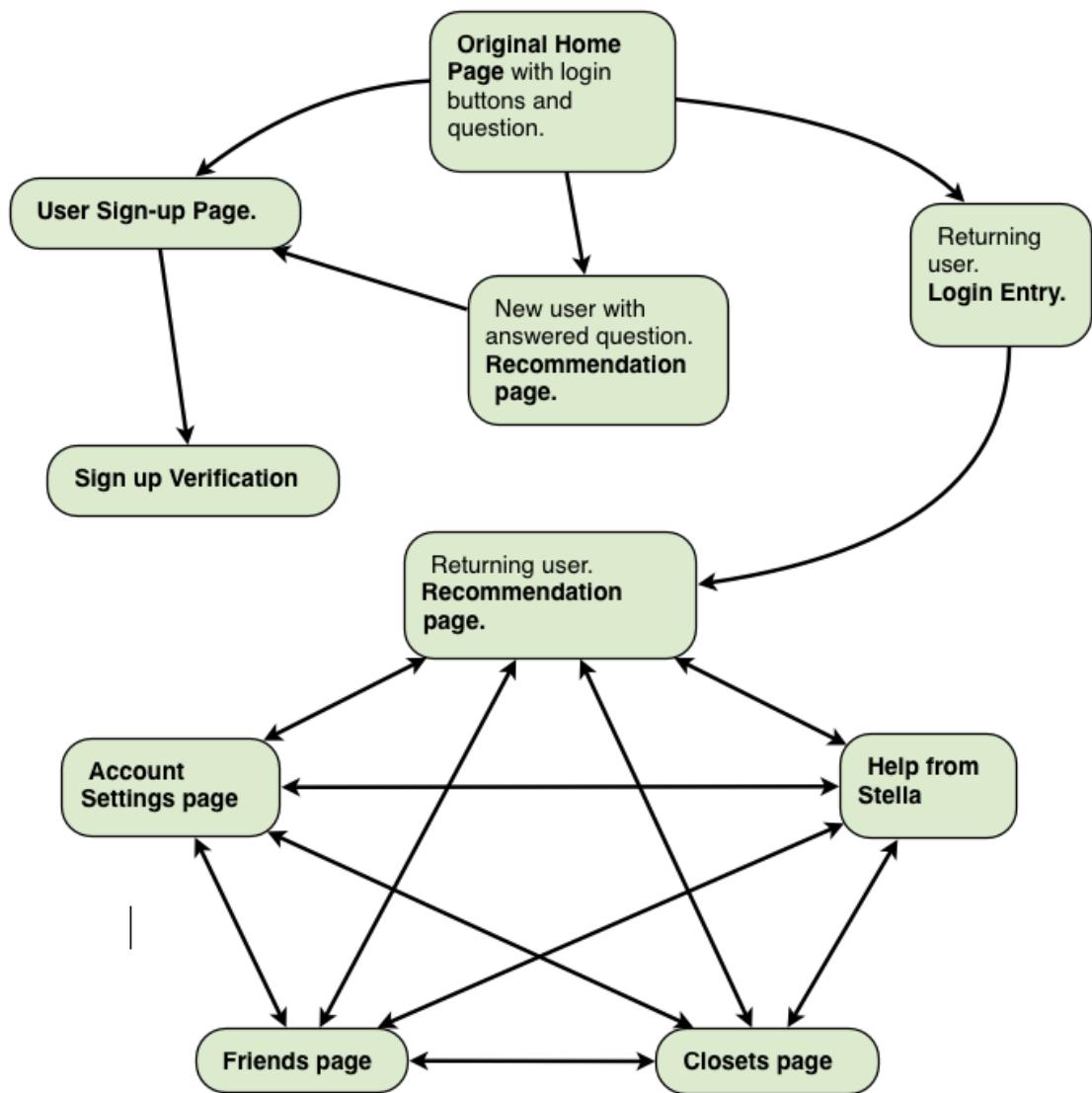


Figure 4.1: Public Beta Flowchart

4.2 Private Beta

Note This is the latest version of the site and is the version referenced throughout the rest of this specification.

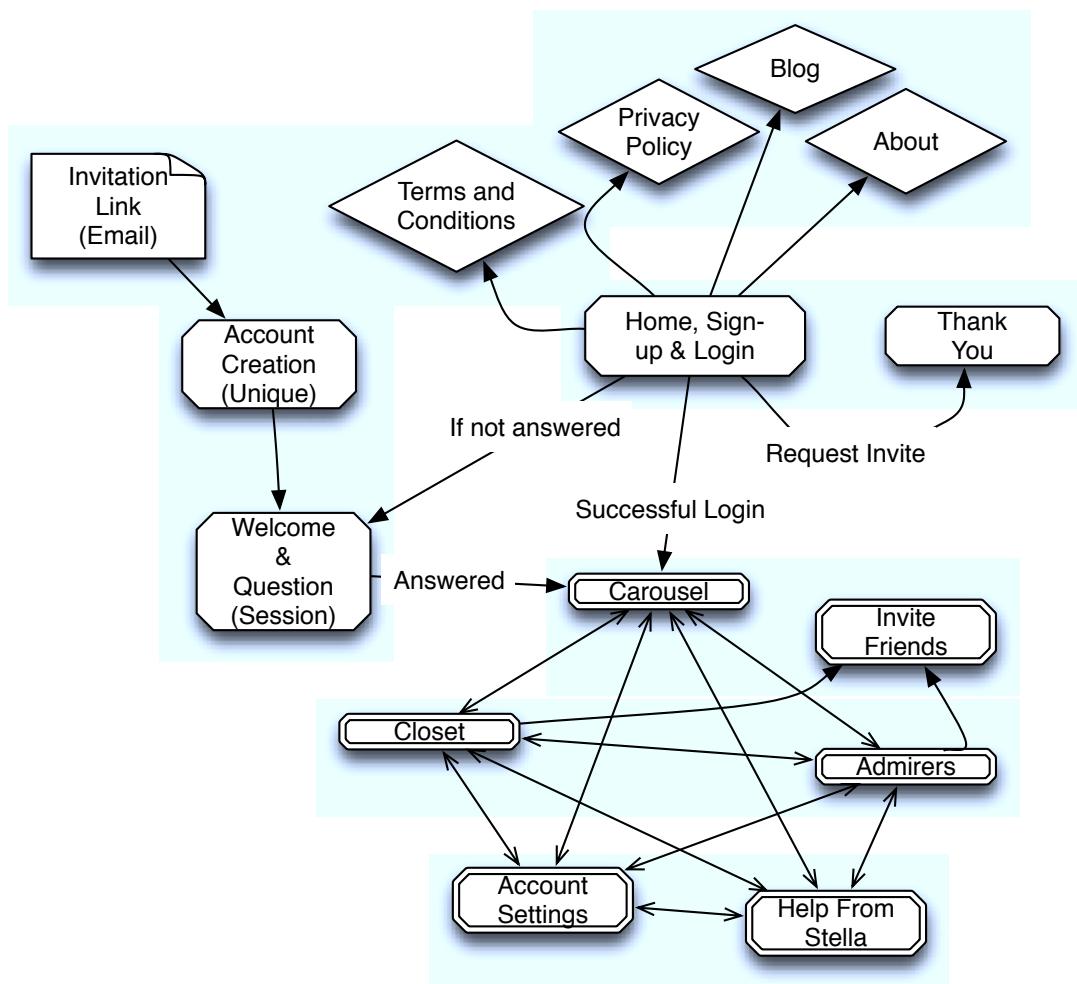


Figure 4.2: Private Beta Flowchart

5 Page-by-Page Specification

This will outline each page in detail. Throughout this chapter, please take into consideration that the positioning of elements will not be made explicit unless absolutely necessary. The page figures provide a clear overview of where things are on the page.

5.1 Home Page

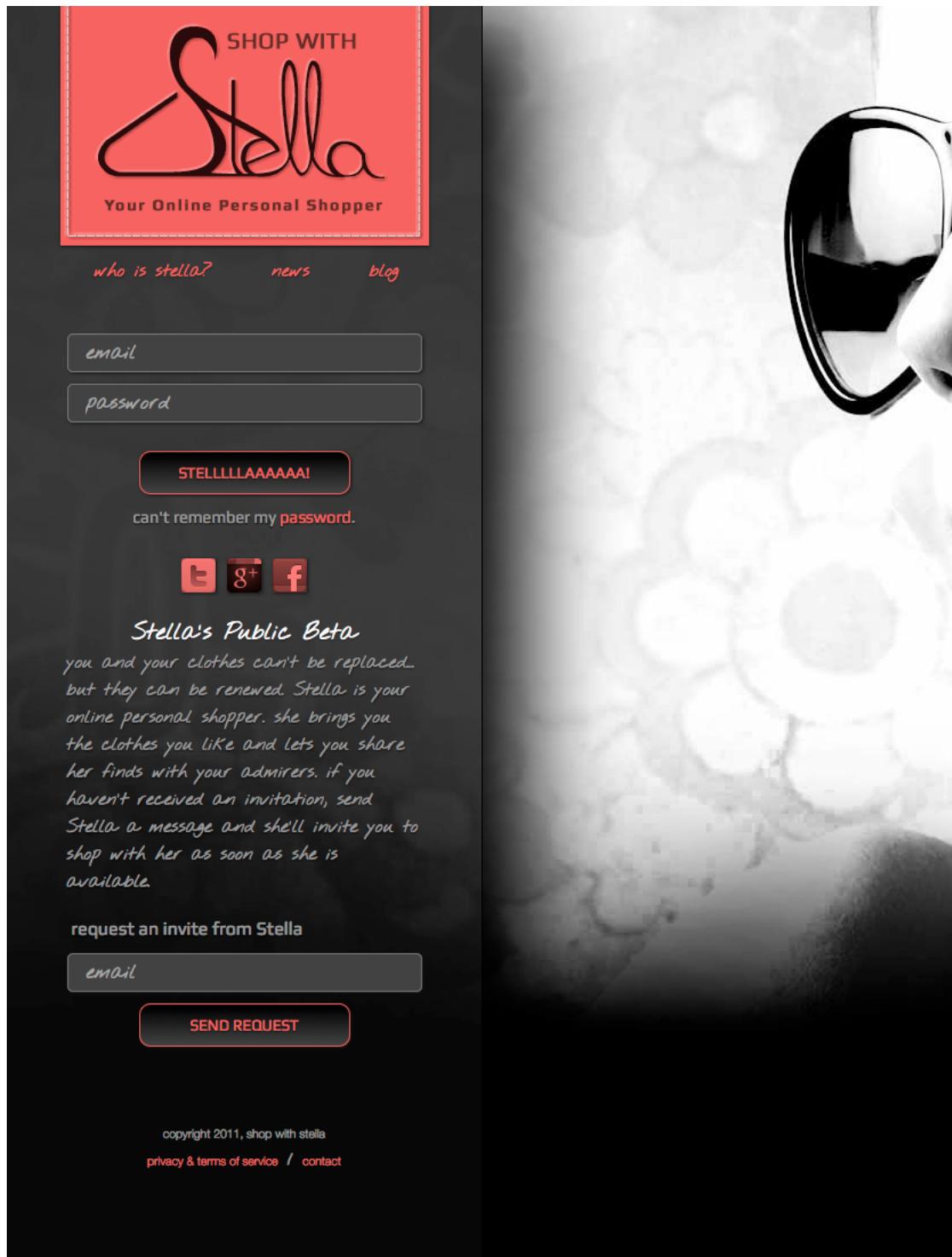


Figure 5.1: Home Page

The purpose of the Home page is:

1. To introduce the web service to new users via informative text.
2. To allow existing users to sign in with their credentials.
3. To allow new users to sign up for an invitation.

The page displays a few navigation links which are a subset of the full navbar feature available to logged in users:

- Social networking links (Facebook, Twitter, Youtube)
- Link to *About* page; “Who is Stella?”
- Link to *Blog* page
- Link to *News* page

The *About*, *Blog*, and *News* pages will display static text to be determined by management, and is beyond the scope of this spec. They will not have to change very often.

Users can log in using the login fields and submit button on the page. A “Forgot your password” links directs the user to the *Password Retrieval* page in the case that they have forgotten their password. If a user incorrectly enters their login information, they are directed to the *Login Page* where the errors will be displayed and they can try again.

The home page provides an incoming user with three possible paths:

1. If a user is a member of the site, and they have already answered the welcome question on the *Welcome Page*, they are directed to the *Recommendation Page*.
2. If a user is a member of the site, and they have not answered the welcome question, then they are directed to the *Welcome Page* to do so.
3. If the user is not a member of the site, then they can request to be one by providing their email address in the “Request an Invite” section of the page. A single email field and submit button is used to keep things simple. After submitting their email address, the user is directed to the *Invite Confirmation Page*. If the email is invalid, the page remains with an error message appearing beside the email field.

The server will perform the usual validation checks on user inputted information as detailed in *Login Page*.

5.2 Password Retrieval

Explanatory text and an email field which users can fill out to retrieve their login information. Usual server validation checks apply, especially the existence of user in database.

Technical Note The information required from a user to perform a password retrieval will correlate with what is required by *django-registration*.

5.3 Login Page

This page is only used when a user has previously incorrectly inputted their user credentials on the *Home Page*, and allows users to sign in with their username and password.

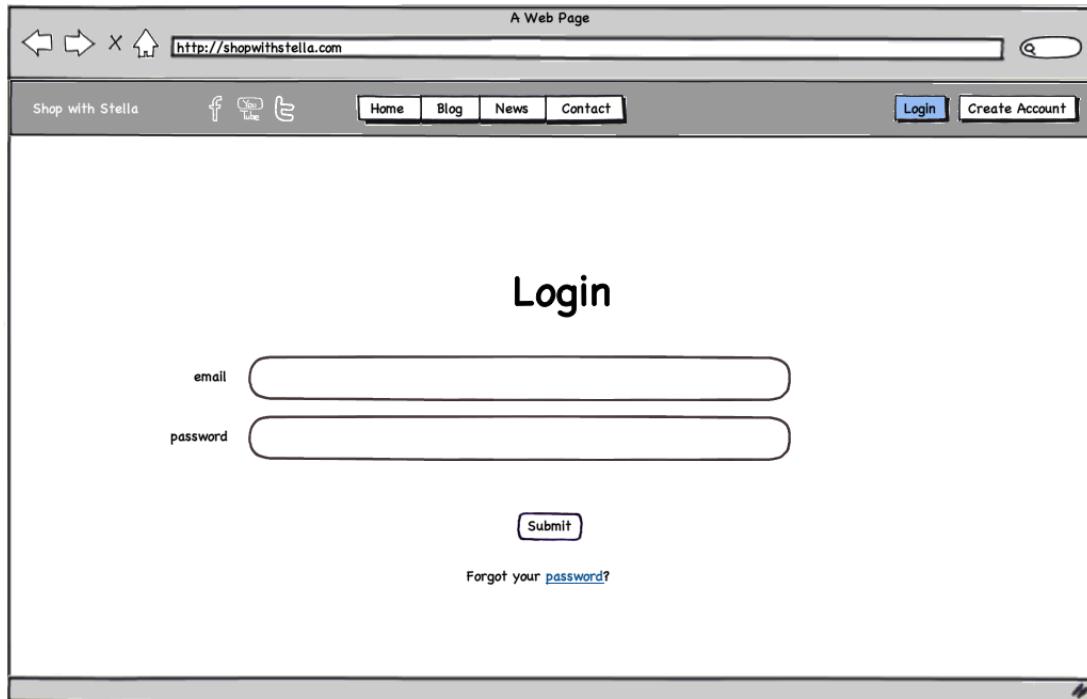


Figure 5.2: Login Page

The server performs validation checks on the sign-in fields after they have been submitted by the user. If something doesn't match up or is incorrect, the server returns the *Login Page* where the user can try to log-in again. This time, a red error message is inserted beside the applicable form box and is populated with the appropriate error message(s).

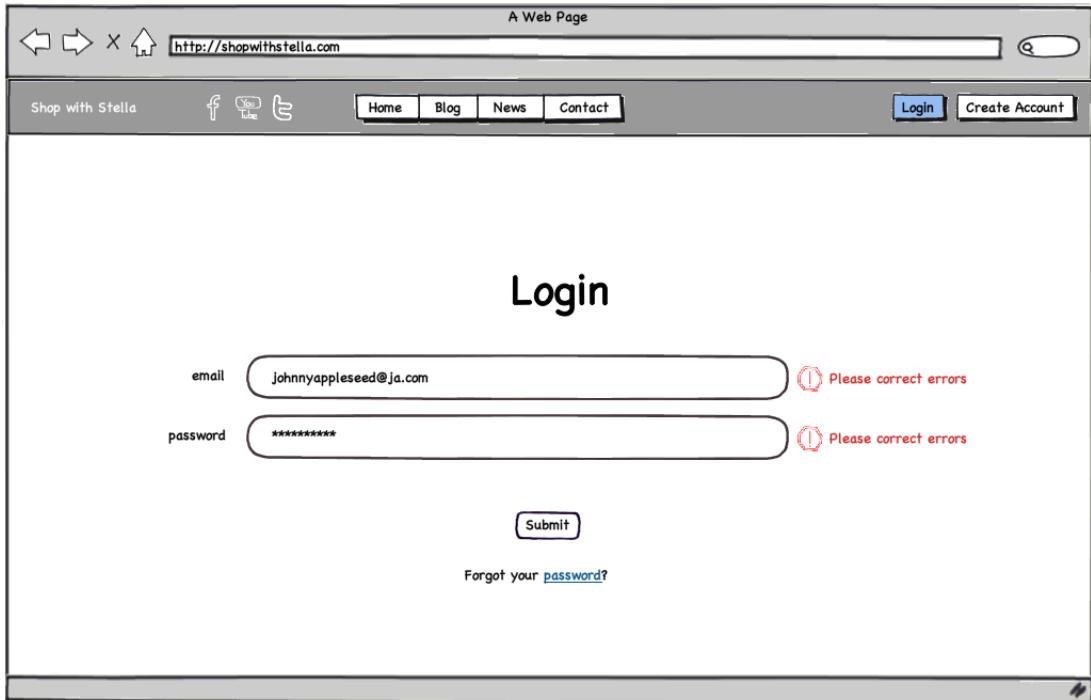


Figure 5.3: Login page with errors

When a user clicks “Login”, the server performs the following checks:

1. If the email address provided cannot be a real email address because it is not formatted correctly.
2. If the email address was provided, but it does not correspond to a registered member.
3. If the email address was provided, and it does correspond to a registered member, but no password was provided.
4. If the email address was provided, and it does correspond to a registered member, and a password was provided but it is incorrect.

For 1 and 2, “invalid email address” appears beside the email field. For 3 or 4, “missing or invalid password” appears beside the password field.

The page also includes a “Forgot your password?” link, allowing the user to reclaim their missing password. If clicked, the user is taken to the *Password Retrieval* page.

5.4 Account Creation Page

This allows new users to create an account on ShopwithStella.com. It should be very simple.



The image shows a screenshot of the Stella's Closet account creation form. At the top left is a red logo with a white outline containing a stylized hanger icon and the text "SHOP WITH Stella". To the right are links for "home", "account", "help from stella", "log out", and social media icons for Twitter, Google+, and Facebook. The main title "Create an Account with Stella" is centered above a descriptive paragraph: "creating an account provides you with a personal closet where you can save Stella's recommendations and check out what she suggests for your admirers. Your closet also gives you access to retailer discounts and provides you with the chance to have your wardrobe featured to millions of admirers as one of Stella's leading stylists." Below the text are several input fields: "first name" (required), "last name" (required), "email" (required), "re-type email" (required), "[*]zip code" (optional), "[*]age range" (optional with a dropdown arrow), "password" (required), and "re-type password" (required). A "CREATE ACCOUNT" button is at the bottom. The background features a black and white photograph of a woman wearing glasses.

first name required

last name required

email required

re-type email required

[*]zip code optional

[*]age range optional ▾

password required

re-type password required

CREATE ACCOUNT

copyright 2011, shop with stella / [privacy & terms of service](#) / [contact](#)

Figure 5.4: Account Creation Form

The page contains a title and accompanying description text.

Information required by users to create a new account are:

- First name
- Last name
- email address
- Confirmation of email address
- Zip Code (Optional)
- Age range (Optional)
- Password
- Confirmation of password

The email box allows for up to 60 characters to be typed. The password box allows for up to 12 characters to be typed and will require a minimum of 6 characters. To disguise them and prevent hacking, as the user types in the box, asterisks (*) will appear instead of the characters they type. An asterix will appear next to all fields that are optional, with text indicating this at the top of the page.

The server performs validation checks on the fields after they have been submitted by the user. If something doesn't match up or is incorrect, a red error message is inserted next to the applicable form boxes and is populated with the appropriate error message(s).

When the user clicks "Submit", the server performs the following checks:

1. Checks that the two email addresses are identical. If not, displays "email addresses do not match" next to the 'confirm email' form box.
2. Checks that the email addresses are correctly formatted. If not, displays "invalid email address" next to the appropriate email form boxes.
3. Checks that the email address is unique amongst the existing user base. If not, displays "user already exists" next to the email form box.
4. Checks that the passwords are identical. If not, displays "passwords do not match" next to the 're-type password' field.

If all the checks are successful, the server sends the user a verification email to their email address, and redirects them to the *Account Confirmation Page* page.

Technical Note The functionality behind email and form verification as well as sending emails to users can be found on the technical spec.

Technical Note During the private beta, this account creation page is a unique hashed URL that only users with a valid invitation may access. More details on this are available in the technical spec.

5.5 Confirmation Page

The confirmation page is used for various site confirmations to the user. It is a standard text page with slight database access for specific user info if necessary.

5.5.1 Invite Confirmation Page

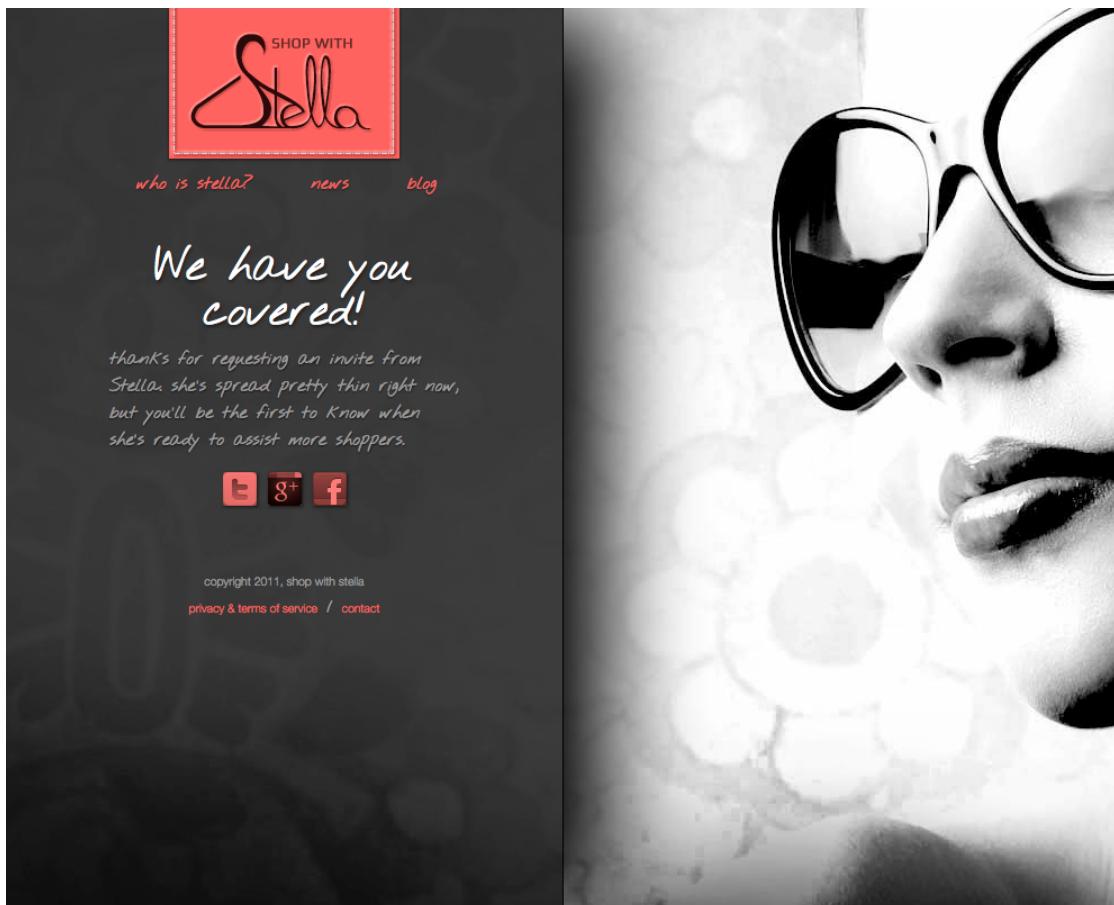


Figure 5.5: Invite Request Confirmation

This page thanks the user for requesting an invite, suggests a link to send to other users, and informs them to wait for their invitation. It is presented to users after they enter their email address on the *Home Page* page for requesting an invite.

5.5.2 Account Confirmation Page

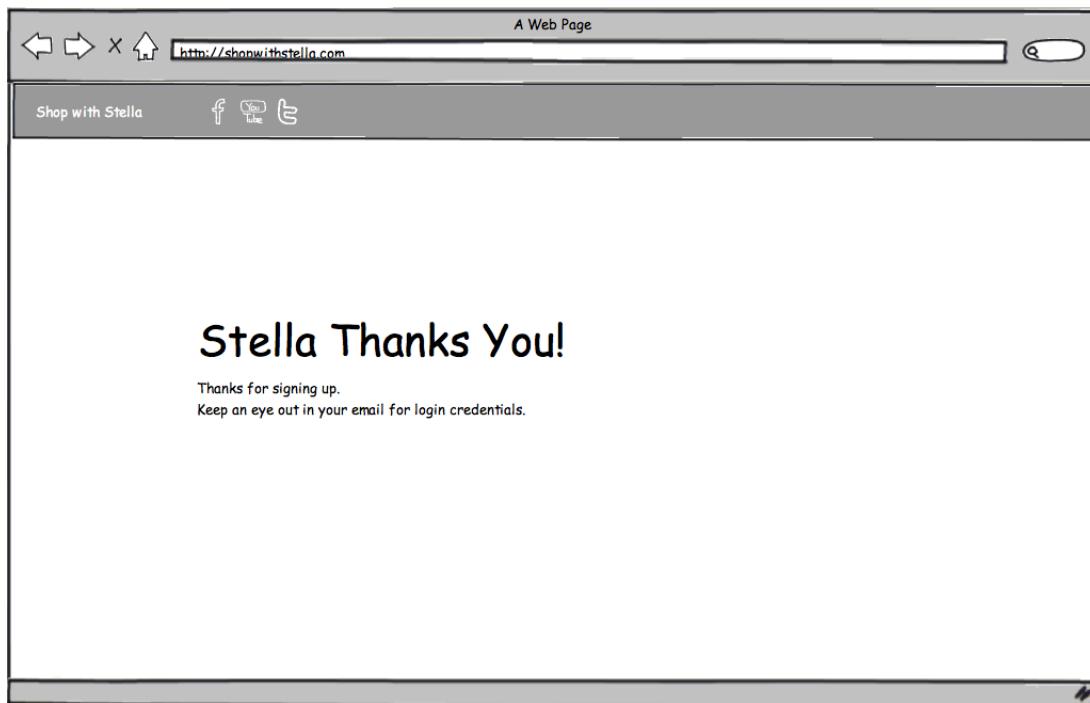


Figure 5.6: Account Creation Confirmation

This page displays a congratulatory message to the user after they have created an account, informing them that they need to check their email before accessing their account.

The page uses the static information page template for basic design of a heading and paragraph.

Open Issue The wording of the page title, page heading, and paragraph text has yet TBD.

Note This page is not used in the private beta as email invitations are self-validating.

5.6 Welcome Page

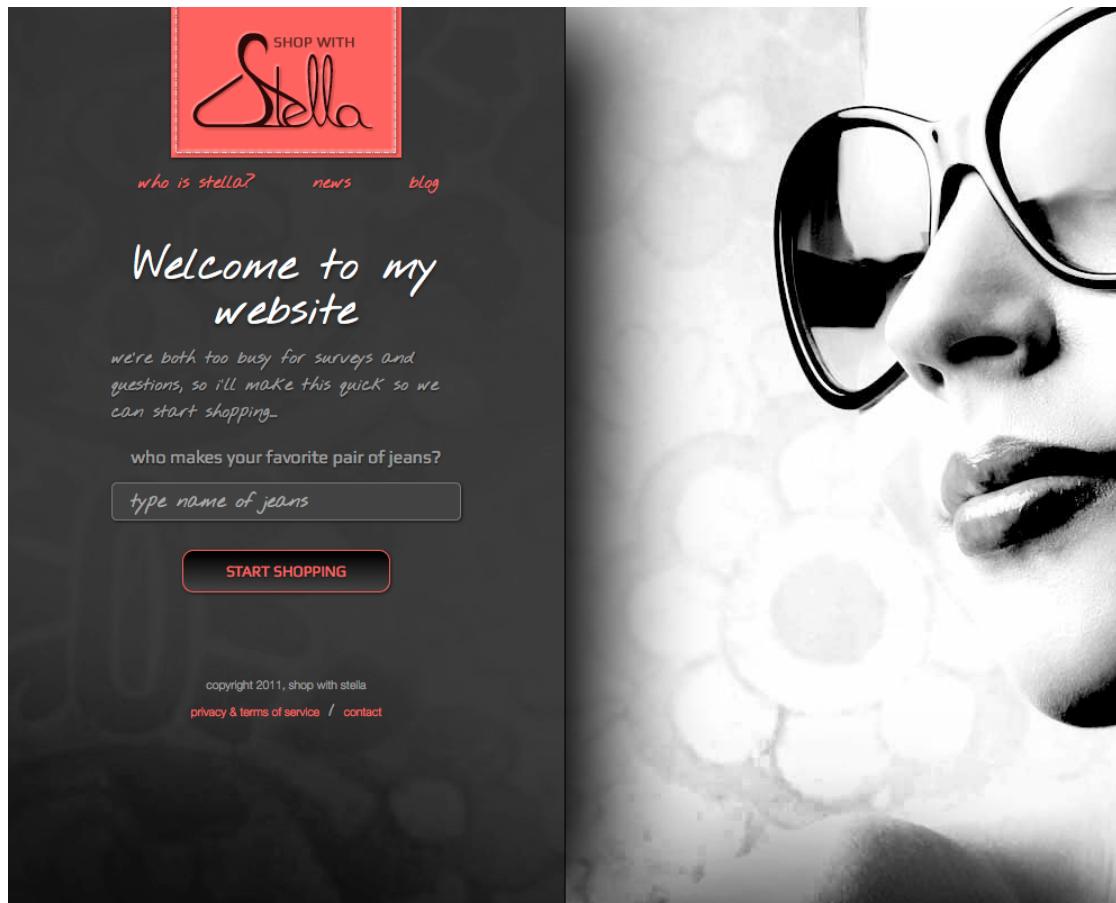


Figure 5.7: Welcome/Question page

This is where everybody starts their experience with Stella. The “Home” link should direct users to this page (*Welcome Page*) if they have not yet answered the question.

A title and explanatory text introduces the service and the question that is to be answered.

At the bottom of the page, a question, currently set to “Who makes your favorite pair of jeans?” is displayed with an answer box. The box will autofill answers as users begin to type, of popular and supported jean designers that will effectively introduce them to the recommendation page. If the user mistypes a designer name, the autofill will not autocorrect, but hopefully this will clue them in to the fact that they are misspelling it. If an incorrect answer is supplied, the page reloads with an error message beside the question box saying “invalid designer name”.

After submitting the answer, users will be directed to the *Recommendation Page*.

Open Issue Wording of error message.

Technical Note The answer to the question will fish a set of items that are to be recommended to the user at the start. Please refer to the technical specification for more information on this.

Technical Note Jean designers that do not exist in the database will correspond to existing ones instead, so that they are paired with the closest matching jeans available to seed a recommendation stream.

5.7 Recommendation Page

This is the main application page seen by (returning) registered users. Returning users that are arriving after a period of absense will be presented with the *Help from Stella Page* before proceeding to the *Recommendation Page*.

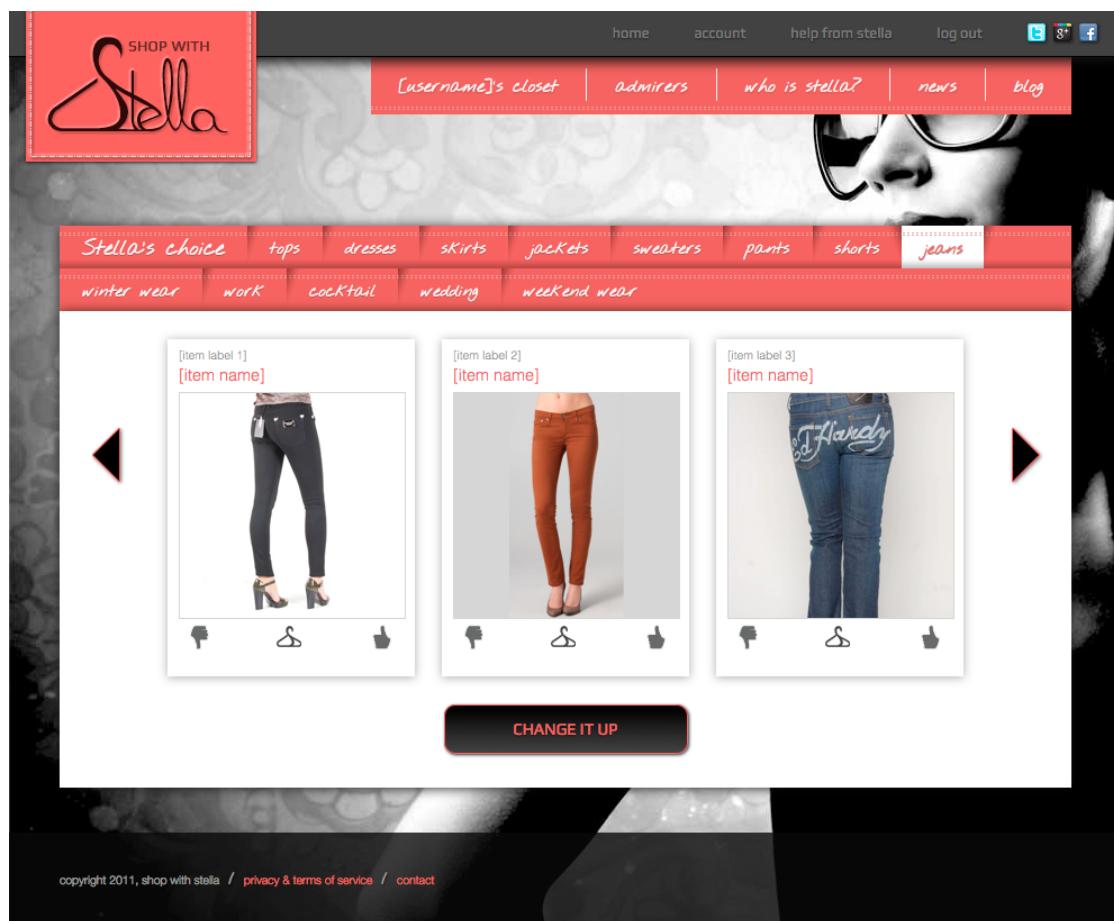


Figure 5.8: Recommendation page main view

5.7.1 Navigation Bar

The navigation panel atop the screen is expanded to the full navbar which includes the user-specific links:

- Closet
- Admirers
- Account (User name)

The top navigation bar adapts to the logged in user, updating the right user account settings region. Beginning from the standard navbar items and links, the following new links are introduced on the right half of the navbar :

- “Help from Stella”, which directs users to the *Help from Stella Page*.
- The user’s name which directs the user to their personal *Account Settings Page*.
- The logout button, which will log the user out and return the *Home Page*.

Open Issue The additional navigation bar in orange beneath the overarching navigation bar in gray is excessive from the point of view of navigation. More screen real-estate would be available by removing it. This should be heavily considered in the future.

Open Issue The navigation bar at the very top (gray) should allow for mouse-overs on specific elements such as account or “Stella”. For example, hovering over account reveals the “manage account” and “logout” sublinks in a sub-menu column.

5.7.2 Recommendation Carousel

The recommendation carousel allows the user to browse through items of clothing within a certain “rack”. Default racks exist that are unchangeable by the user. Custom racks allow the user to create their own variations of racks. The “Stella’s Choice” rack is discussed in more detail below.

5.7.2.1 Default and Custom Carousel Racks

Each category of items is organized into sets, such as Tops, Sweaters, Dresses, Denim, etc... These sets are represented by the tabs in the figure above. Users will initially only be able to browse through the predefined category sets. These sets are not removable by the user. When a user browses through a set, they will only be able to see items of that category.

The predefined sets (categories) are:

- Denim
- Tops

- Sweaters
- Pants
- Dresses
- Shorts
- Skirts
- Jackets
- Coats

Users will be able to browse through items in a left-to-right fashion, on both sides. At the beginning of a session, the left scrolling ability is disabled, as the user has not browsed (scrolled right) through any items yet, and the first item is represented as the leftmost in this setting. Users will not be able to create new sets from the carousel. The carousel will be scrollable from left-to-right by traditional mouse scrolling on a mouse or trackpad, when a user's mouse is positioned over the carousel element, as well as by using the right and left arrow buttons to the right and left of the carousel respectively.

Item images represent the item in this setting. Each image is of the same size, and is equipped with a 'thumbs up,' 'thumbs down,' and 'rack it' button, representing the user's ability to provide feedback and save the item to their closet. When the user clicks on the 'thumbs up' or 'down' button, it changes color to represent a highlighted selection. Feedback of this action is sent to the server, and the user profile is updated to reflect new tastes. This feedback is not used to update the current set that is being browsed, but the next one that is created for the user.

Technical Note The feedback loop and re-recommendation of items is discussed in detail in the technical specification.

5.7.2.2 Stella's Choice Carousel Rack

“Stella’s Choice” represents a set of clothing that is exclusive to power users of the site. To regular users (i.e. new users), it will display text describing the set of clothing offered, and how to gain access to it. Users will be provided with a link to share with friends, directing them to the *Invite Friends Page*. Once a specific number of users have registered from these friends, the original user will be granted access to “Stella’s Choice.” ‘Stella’ will alert the user of this update via email.

The clothing to be displayed under “Stella’s Choice” is the set of most popular items currently on the site. Users will need to invite at least 10 friends to ShopwithStella in order to gain access to this rack. Future racks such as “Sale” and “Super Sale” will be introduced with similar reward mechanisms.

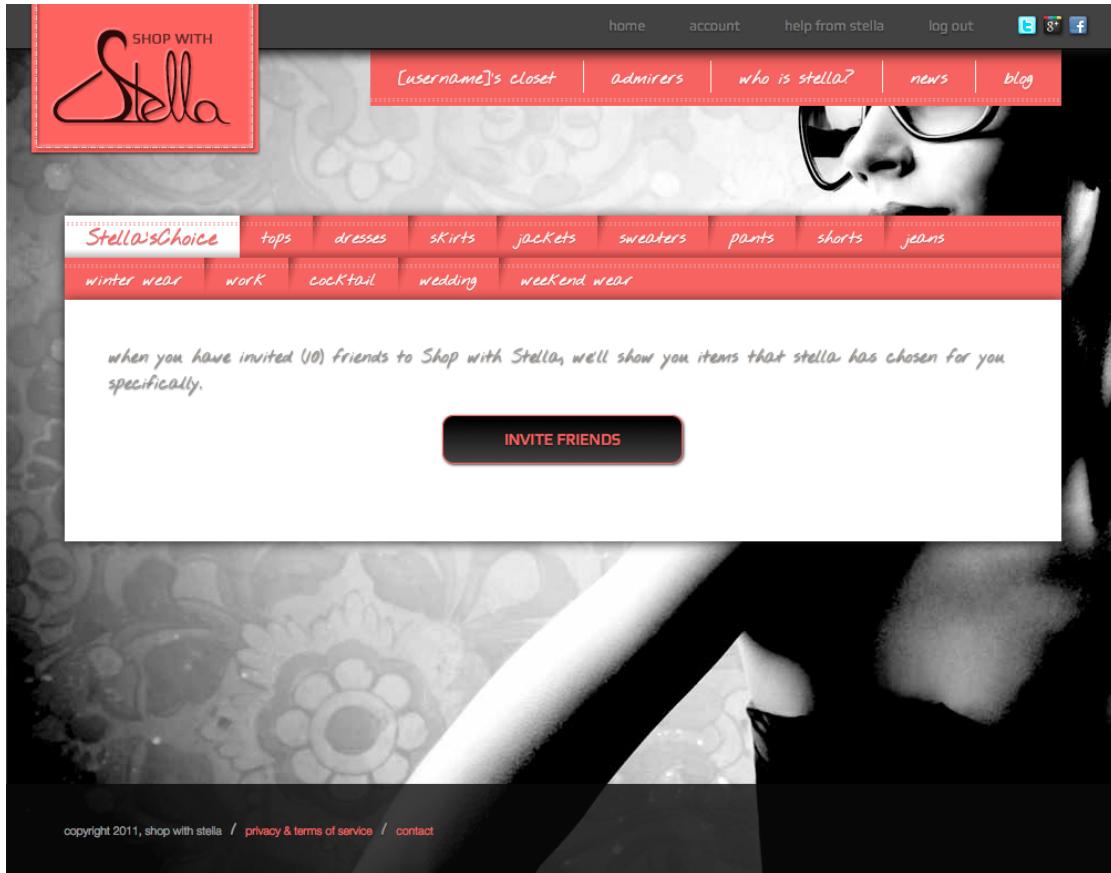


Figure 5.9: Stella's Choice

Technical Note The server will need to keep track of invited friends that later register in order to update the user's invited friend count.

5.7.3 Refining Results

The region directly beneath the 'carousel' is used to refresh the set of items that is currently being displayed. The "Change it Up" button is the simplest implementation of this, in which a new random, user-defined set of items is pulled from the server and populates the set. This removes all older items and replaces them with the newly pulled items from the server.

Future Note Ultimately, this will recreate the rack of clothes based on a currently selected item. Functionality for this is not yet enabled.

Technical Note This action will re-populate the carousel with fresh items that reflect the most recent feedback provided by the user. This will most likely require a screen refresh.

5.8 Item Modal

The item modal allows the user to find out more about the item they clicked on. It can be presented anywhere clothing items are available to click on.

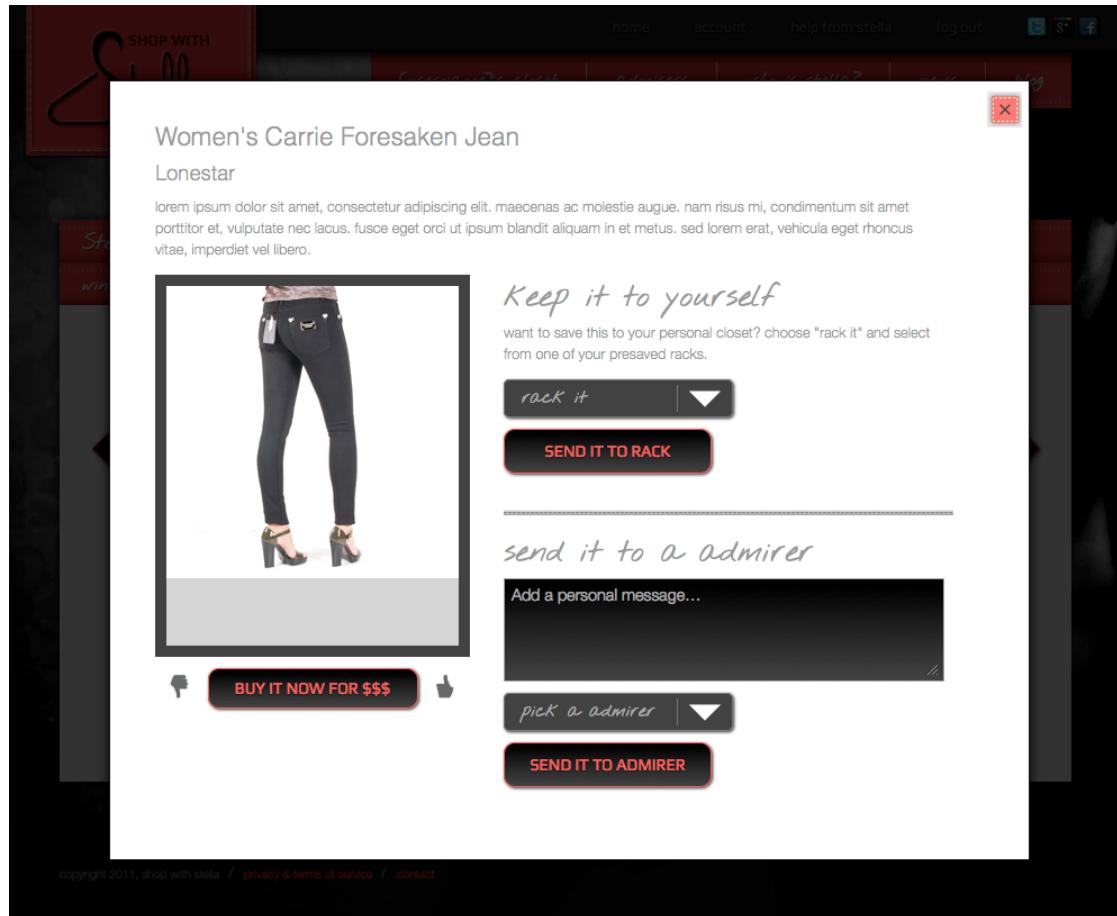


Figure 5.10: Item Modal

When the user clicks on an item, they are presented with the item modal. This provides them with the highest level of detail about the item available on the site.

The modal title and subtitle are item brand and item model respectively. There is also a text description of the item.

Clicking on the top-left 'X' closes the modal, returning the user to the original page. The same happens when they click outside the modal, represented by the dark sections of the screen in the above wireframe.

A drop-down menu allows users to place the item in one of their custom racks. Since items are pre-categorized into the default racks, this feature should only be used by users

with custom racks. By default, a custom rack named “Custom” is selected if the user has not created any yet. Otherwise, the last updated custom rack is pre-populated in the drop-down. Users can add the item to their closet by clicking the “Rack It” button.

Users can rate the item using the “Vote up” “Vote down” buttons. The “Click to buy” button directs users to the item’s original product page on a separate retail site.

This modal can also be used to share an item with an admirer. Users should be able to share an item with someone who they are friends with, or send an email to a friend who is not registered on the site. This is facilitated by form field boxes for recipients and the message to be sent. The message is character limited to 140.

5.9 Invite Friends Page

This modal allows the user to invite their friends so that they may join Shopwith-Stella.com. It appears anywhere a link to invite friends is available and clicked.

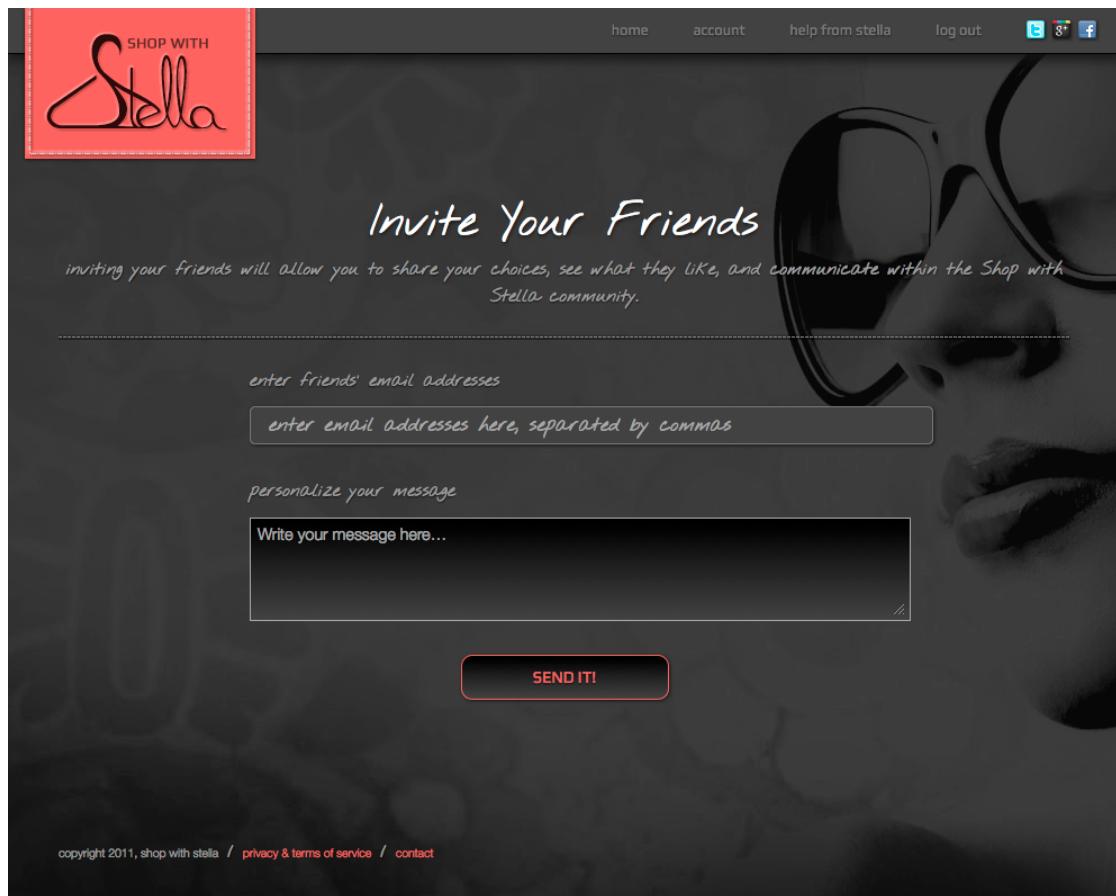


Figure 5.11: Invite Friends Modal

Users can input multiple email addresses separated by commas, and add a message to send along with their invitation. After clicking the “Send” button, a “sent” text appears beside the submit button. As usual, email validation is performed on the friends’ email addresses field.

5.10 Closet Page

The closet page allows users to browse through their racks in a full-screen view without the recommendation carousel in the way. It also provides the ability to add, remove, and edit certain racks. There are different types of racks, and they are grouped together as follows:

5.10.1 Private Racks

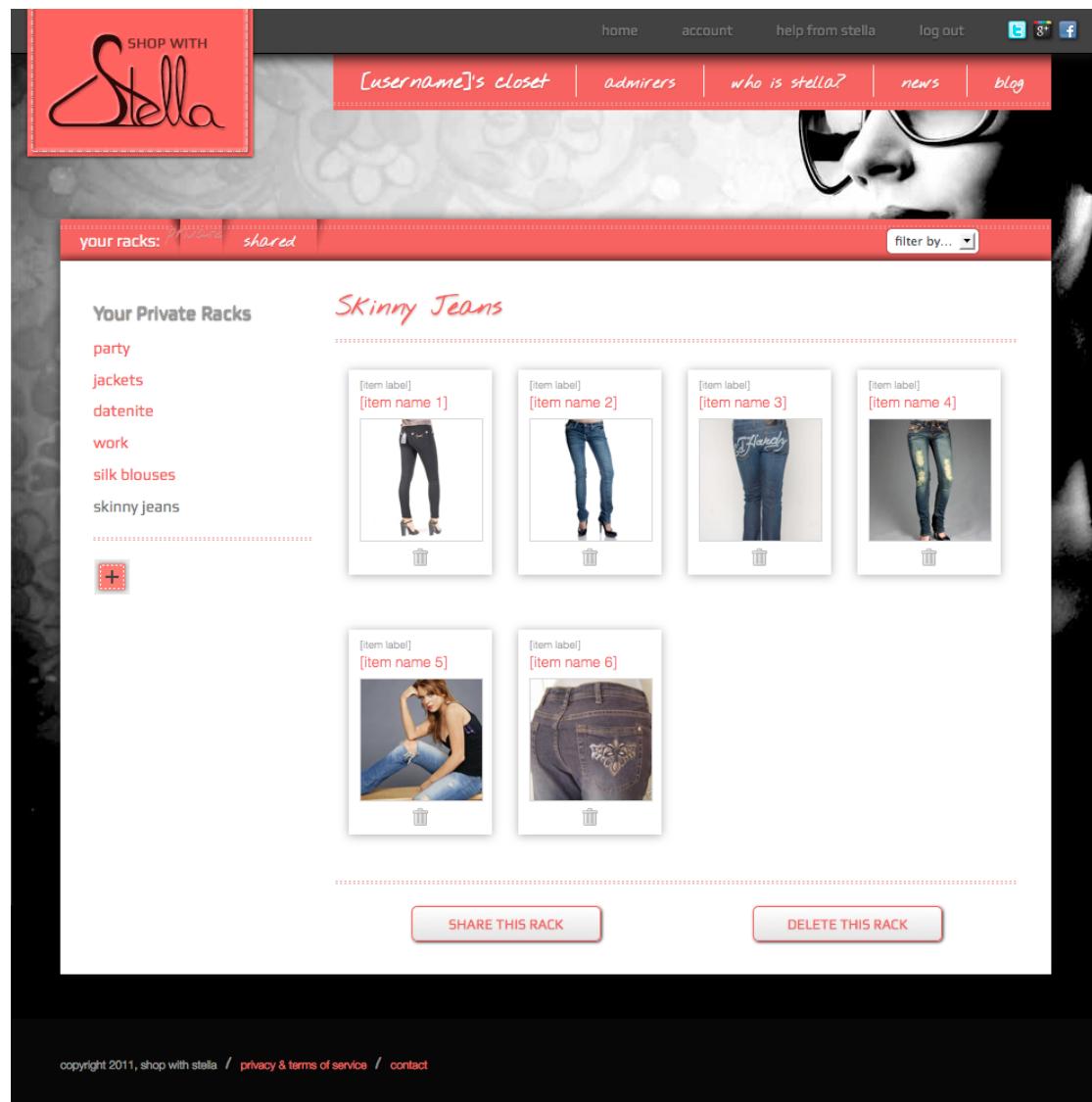


Figure 5.12: Private Closet

Private racks are those that cannot be viewed by anyone other than the user themselves.

The left sidebar organizes a user's racks. It contains both default (unchangeable) racks, as well as custom racks the user can add.

The list of default racks is similar to the list of default sets on the recommendation carousel. Default racks are recognizable from custom racks by the lack of an edit button. They do not appear in the rack sidebar unless they are populated by at least one item

(this does not apply to the “Shared” rack).

The list of default racks is as follows:

- All
- Shared
- Denim
- Tops
- Sweaters
- Pants
- Dresses
- Shorts
- Skirts
- Jackets
- Coats

Custom racks can be edited, and are accompanied by an edit button for this purpose. New custom racks can be added with a ‘plus’ button. Existing racks can be shared with others by clicking on the “Share this Rack” button, which will bring up the *Share Rack with Admirer* modal. They can also be deleted by clicking the “Delete Rack” button, which will prompt the user with an “Are you Sure?” modal.

Items are displayed on the same page as the sidebar, in a separate section that changes its display of items based on the currently selected rack. Items are represented by an image thumbnail and a delete button underneath, that allows user to remove that item from the rack. Clicking on the image thumbnail brings up the *Item Modal* for that particular item.

Future Issue There is an opportunity to allow for “smart racks” that can pre-populate themselves based on a few parameters. For example, all jeans, tops, and skirts that I have upvoted so far.

Open Issue The *Share Rack with Admirer* modal has not been designed or implemented.

5.10.2 Shared Racks

The screenshot shows a user's closet interface on the Shop With Stella website. At the top, there's a red header bar with the 'Shop With Stella' logo and navigation links for 'home', 'account', 'help from stella', 'log out', and social media icons for Twitter, Google+, and Facebook. Below the header, a banner features a woman wearing sunglasses. The main content area is titled 'Cabo Trip'. On the left, there's a sidebar with 'Racks you've shared' (nyc stuff, trish's wedding, summer 2011, cabotrip) and 'Racks shared with you' (cammie's birthday trip, beach beach beach). A '+' button is also present. The central area displays items from the 'Cabo Trip' rack, including six pairs of jeans labeled [item label] [item name 1] through [item name 6]. Each item has a trash icon below it. At the bottom, there are two buttons: 'SEND IT AGAIN' and 'DELETE THIS RACK'.

Figure 5.13: Shared Closet

Shared racks are those that are shared amongst a particular group of admirers. As before, the left portion of this page displays the racks that are available to browse. Also similar to the private racks above, the items shown are those associated with the currently selected rack. The only additional element on this page is now the group of admirers (users) that are part of this shared rack. There are two types of shared racks:

5.10.2.1 Racks You've Shared

Are those racks that the user has shared with other admirers. These are configurable by the user, and deletable by them too. The user decides which items of clothing to place within this rack from the carousel, while other admirers have no control over the items. The display on the right of the racks is thus adjusted to reveal deletion buttons for both admirers and items within this rack.

Open Issue You should be able to add admirers to a rack from this page.

5.10.2.2 Racks Shared with You

Are those racks that were shared with the user by other admirers. As a result, the user has no control over the items in these racks, or the other users that are also a part of this rack. The display on the right of the racks is thus adjusted to reveal *no* deletion buttons for neither admirers nor items.

5.10.3 Public Racks

Public racks are those that can be viewed by any of your admirers, and they do not have to be explicitly shared with them. A user may very well opt to make all of their racks public, especially if they were a celebrity or fashion line that was trying to advertise through this.

Open Issue When a rack exists in multiple sections (such as both private and public), there is no clear method of resolution.

5.11 Admirers Page

This page allows users to manage their current friendships.

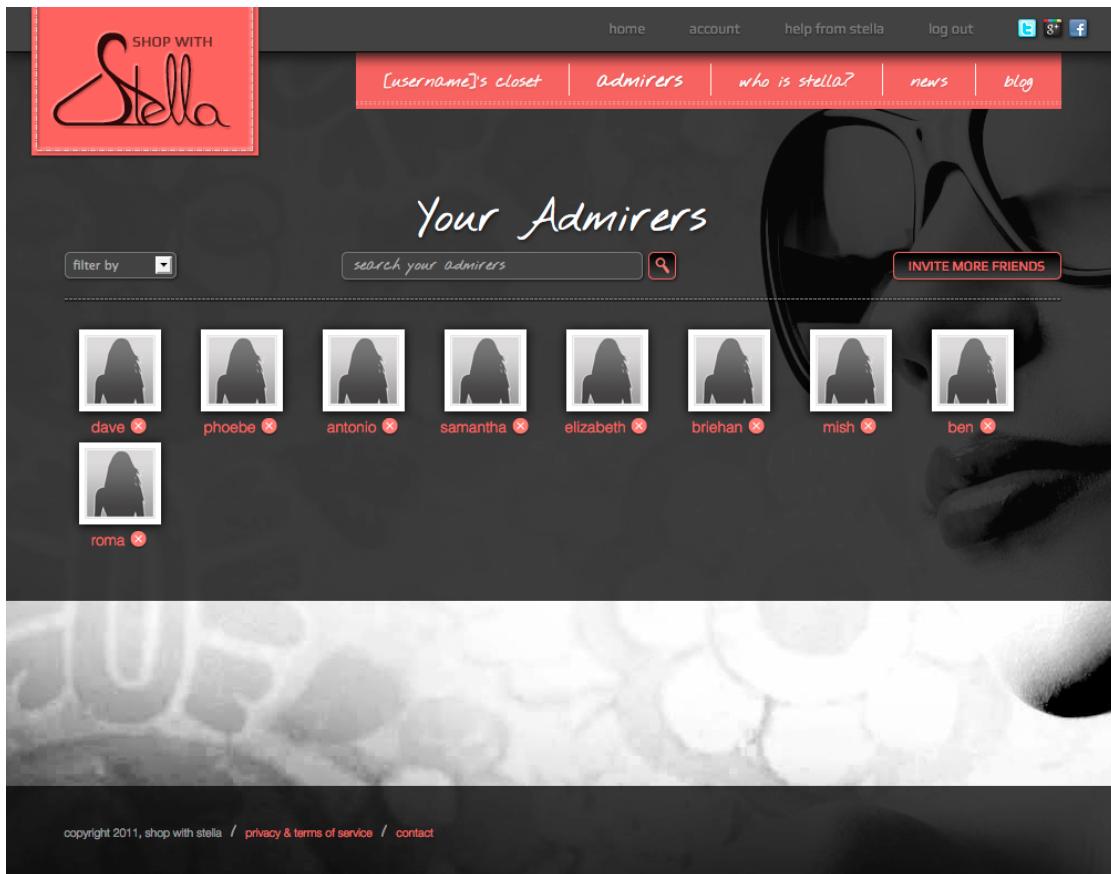


Figure 5.14: Admirers Page

Admirers are listed in alphabetic order and are scrollable. Each current admirer is listed by their avatar and name, and have associated with them a “delete” button. Clicking on the admirer thumbnail takes a user to that admirer’s public *Closet Page*. Clicking on “delete” removes this user as an admirer after displaying a confirmation modal.

Admirers can be filtered by using the drop down menu on the page. Admirers can also be dynamically searched through using the search box. An “Invite new friends” button allows users to invite friends and displays the *Invite Friends Page* when clicked.

5.12 Help from Stella Page

This is the modal that appears when a user first returns to the site after a period of absence. It allows them to quickly and unintrusively provide more information for ”Stella”, the recommendation algorithm, to learn them better. This page also appears whenever the user clicks on the “Help from Stella” link on the navigation bar.

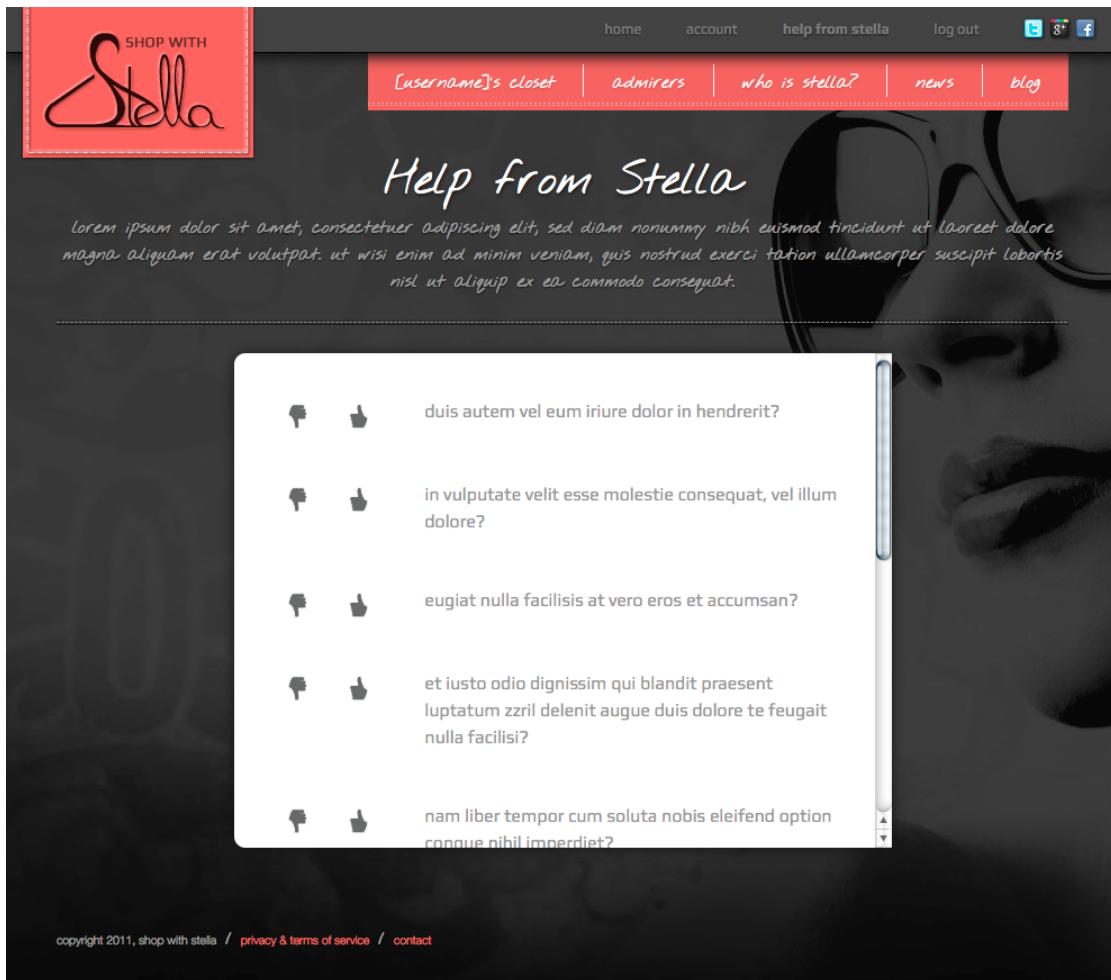


Figure 5.15: Help from Stella

Description text will describe the purpose of this page to users, and familiarize them with the concept. The questions on the page are populated based on those that the user has not yet answered. When a question is answered, that question will be replaced with an “Undo” button. Once another question is answered, the previous question (which is now an “Undo” button) will disappear and the remaining questions will fill in the now empty space dynamically. The most recently answered question will always be replaced with an “Undo” button until another question is answered.

Open Issue The questions and answers have yet TBD.

Technical Note The questions relate to factors that affect the recommendation engine’s suggestion for this particular user. More information is available in the technical specification.

5.13 Account Settings Page

The page allows the user to edit their personal information as well as submit further information about themselves. It also provides a way for 'Stella' to get more information from users about their preferences and tastes by having them answer "Help Stella" questions.

The screenshot shows the 'Manage Your Account' page. At the top left is the 'Shop With Stella' logo. The top right features navigation links: home, account, help from stella, log out, and social media icons for Twitter, Google+, and Facebook. A red banner across the top contains the placeholder text '[username]s closet | admirers | who is stella? | news | blog'. The main title 'Manage Your Account' is centered above a form. The form includes fields for 'first name' (sara), 'last name' (weythman), 'email' (sara.weythman@themechanism.com), 're-type email' (empty), 'zip code' (07757), 'age range' (optional dropdown), 'password' (empty), and 're-type password' (empty). A 'SAVE CHANGES' button is at the bottom of the form. Below it is a section titled 'Help Stella get to Know you.' with the sub-instruction 'answering more questions will help Stella to return better results for you!'. It contains four dropdown questions: 'pellentesque vulputate lectus elementum lorem egestas accumsan?' (option 1 dropdown), 'vivamus lobortis pulvinar mauris, at auctor diam sollicitudin sit amet?' (option 1 dropdown), 'nam ornare tristique urna, sit amet molestie nisi porta id?' (option 1 dropdown), and 'nulla pharetra mi in sapien vulputate ac sagittis felis vehicula?' (option 1 dropdown). A 'SUBMIT ANSWERS' button is at the bottom of this section. The footer contains copyright information: 'copyright 2011, shop with stella / privacy & terms of service / contact'.

Figure 5.16: Account Page

As always, the form fields are validated before any changes are accepted. Clicking on the “Change Pic” button will bring up the *Change Pic* modal which allows users to select an image from a predefined set to represent themselves.

Open Issue The *Change Avatar* modal has not been designed or implemented.

Open Issue Depending on ease-of-implementation, we might hold off on uploading an image and let the user pick from a set instead.

Open Issue The questions displayed here take on a different form than those found on the “Help from Stella” page. They may be permanent and changeable, but we really don’t yet know how this will affect the recommendation engine.

Open Issue The questions and answers have yet TBD.