Deliverable D - Detailed Design

ToolieShed

MAY 17

Western Team
James Peart, Gabriel Bazan,
Diana Speicher, Piero Rocca

1.Concept Analysis

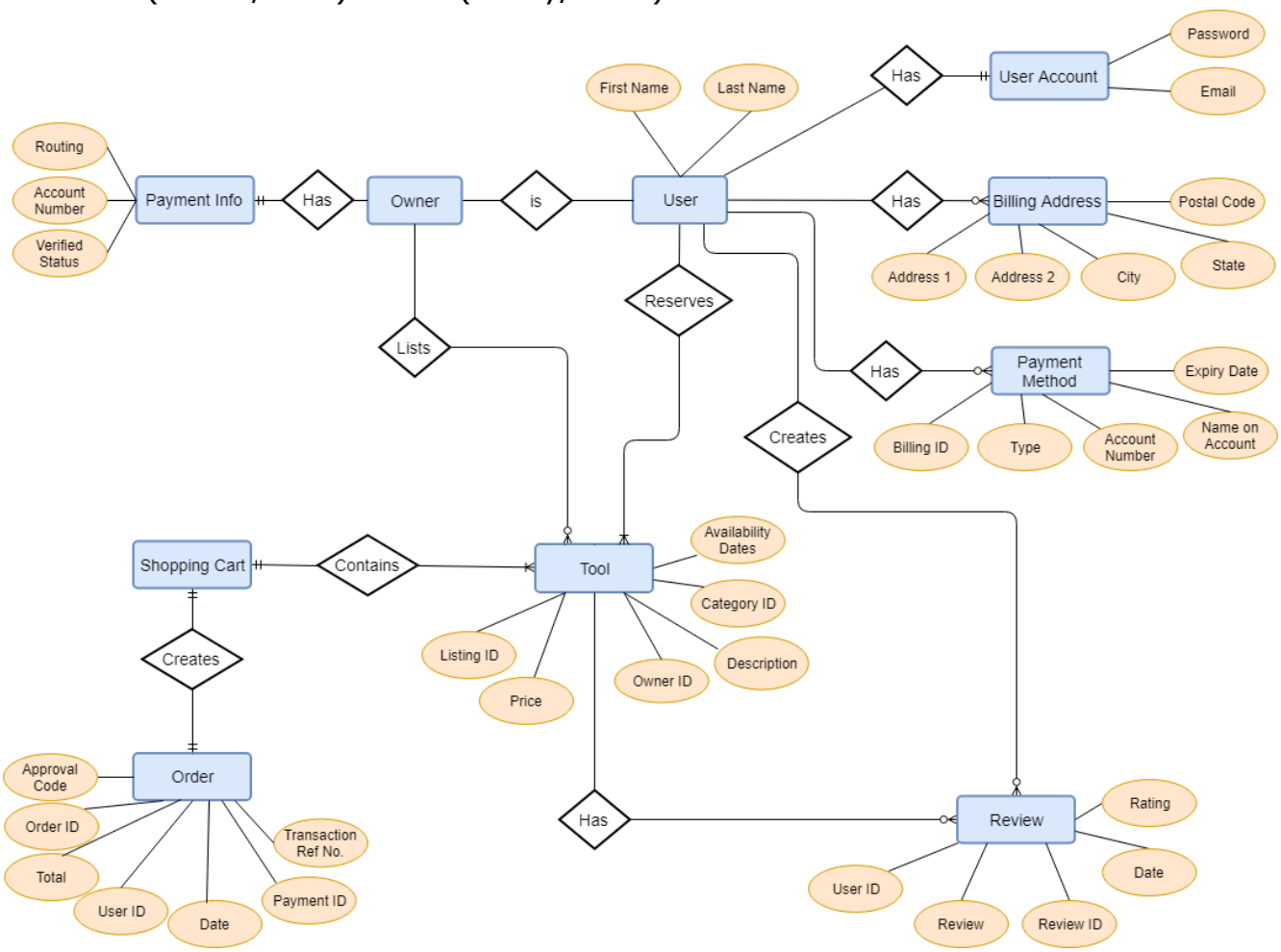
A concept analysis is a technique to help develop a conceptual model of how users interact with concepts (aka entities).

Concept (nouns)	Attributes of concept (adjectives)	Operations user can perform (verbs)
Tool	Listing ID Owner ID Category ID Availability Dates Price Description	User: Views, Reserves Owner: Views, Edits, Posts, Deletes
Tool Category	Category ID Category Description	User: Selects Owner: Selects
Review	Review ID Listing ID User ID Review Rating Review Date	User: Creates, Views Owner: Views
Shopping Cart	Cart ID User ID Listing ID Unit Price Qty Rental Start Date Rental End Date	User: Views, Edits, Checkout
Payment Method	Payment ID User ID Billing Address ID Type Account Number Name on Account Expiry Date	User: Views, Edits, Deletes
Order	Order ID User ID Payment ID Total Date	User: Creates, Views Owner: Is notified

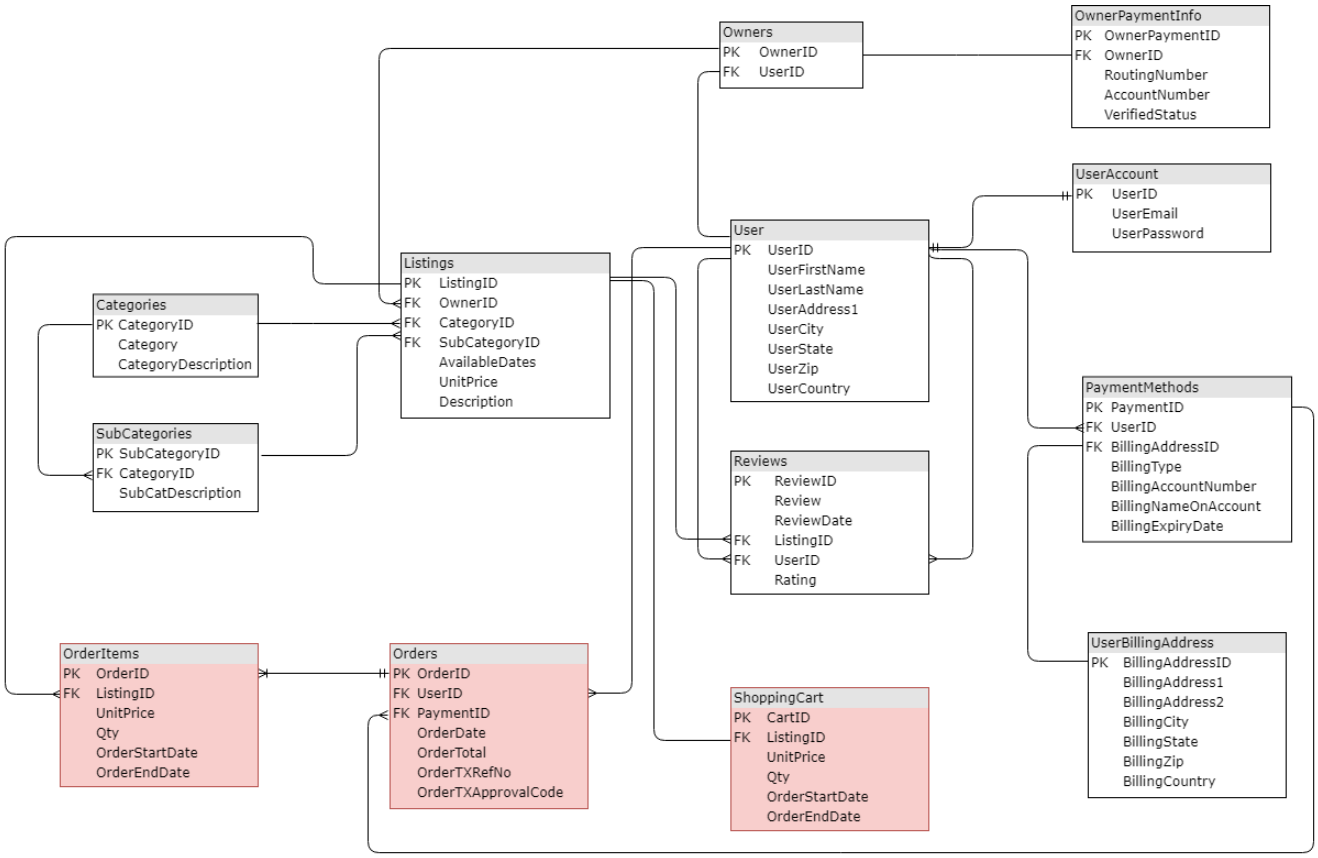
	Transaction Reference Number Approval Code	
Order Items	Order ID Listing ID Unit Price Qty Rental Start Date Rental End Date	
Owner	Owner ID User ID	Owner: Creates, Deletes
User	User ID First Name Last Name Address 1 Address 2 City State / Province Zip / Postal Code Country	User: Creates, Edits, Deletes
User Account	User ID Password Email	User: Creates, Views, Edits, Deletes
User Billing Address	Billing Address ID Address 1 Address 2 City State / Province Zip / Postal Code Country	User: Creates, Views, Edits, Deletes
Owner Payment Info	Owner Payment ID Owner ID Routing Number Account Number Verified Status	Owner: Creates, Views, Edits, Deletes

2.Entity Relationship Diagram (ERD)

The ERD models components linked with each other by relationships that express dependencies and requirements between them. e.g. A user (entity/noun) reserves (action/verb) a tool (entity/noun).

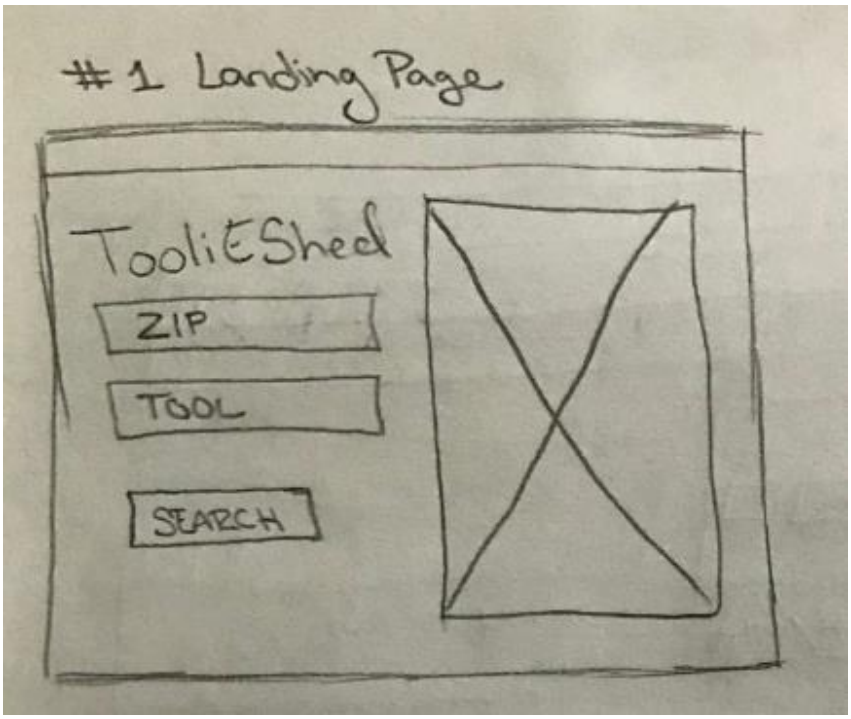


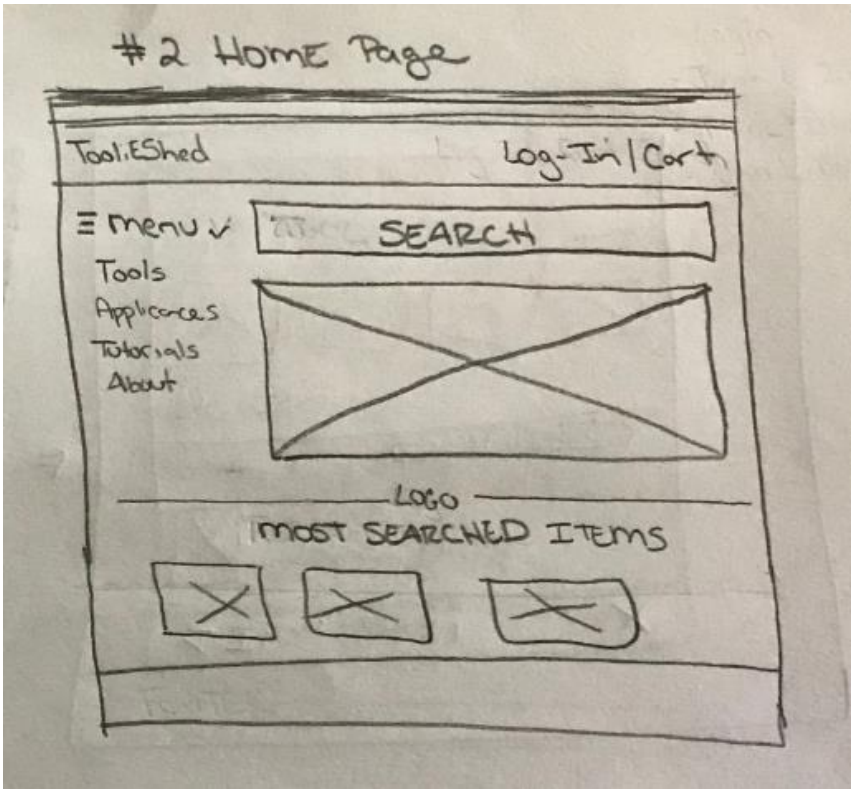
3. Database Table Design

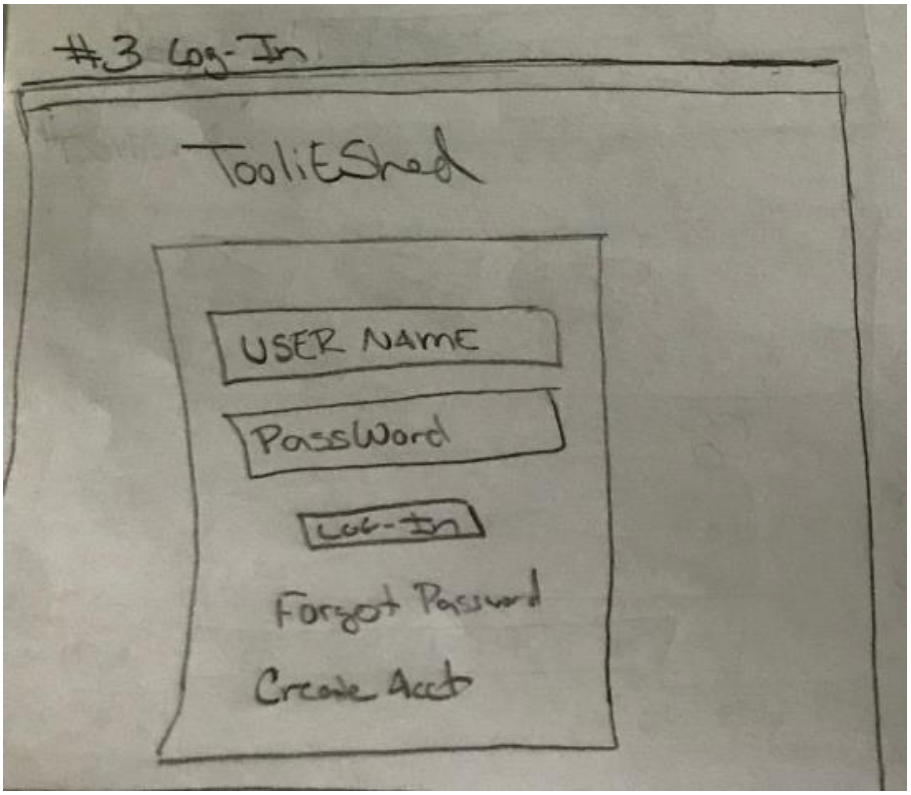


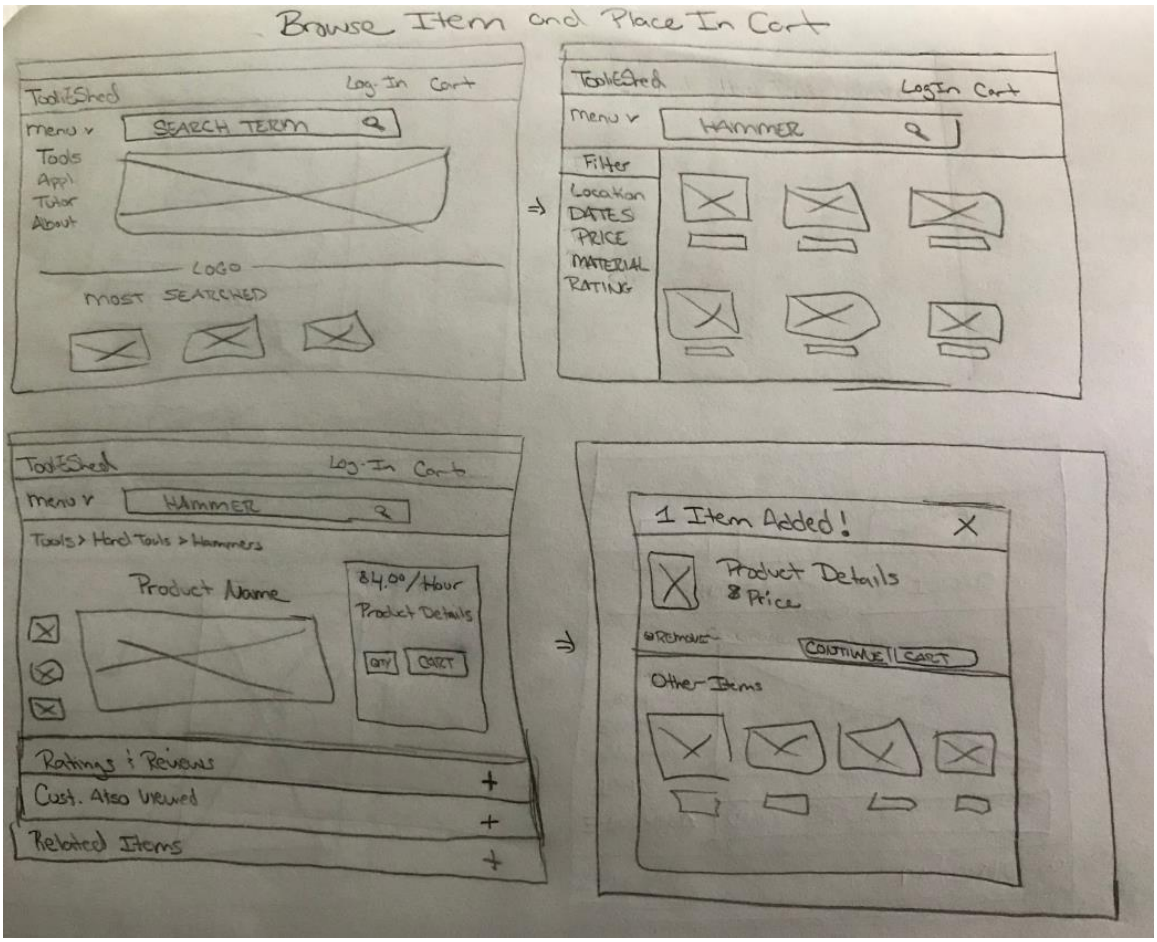
4. Sketch Concepts

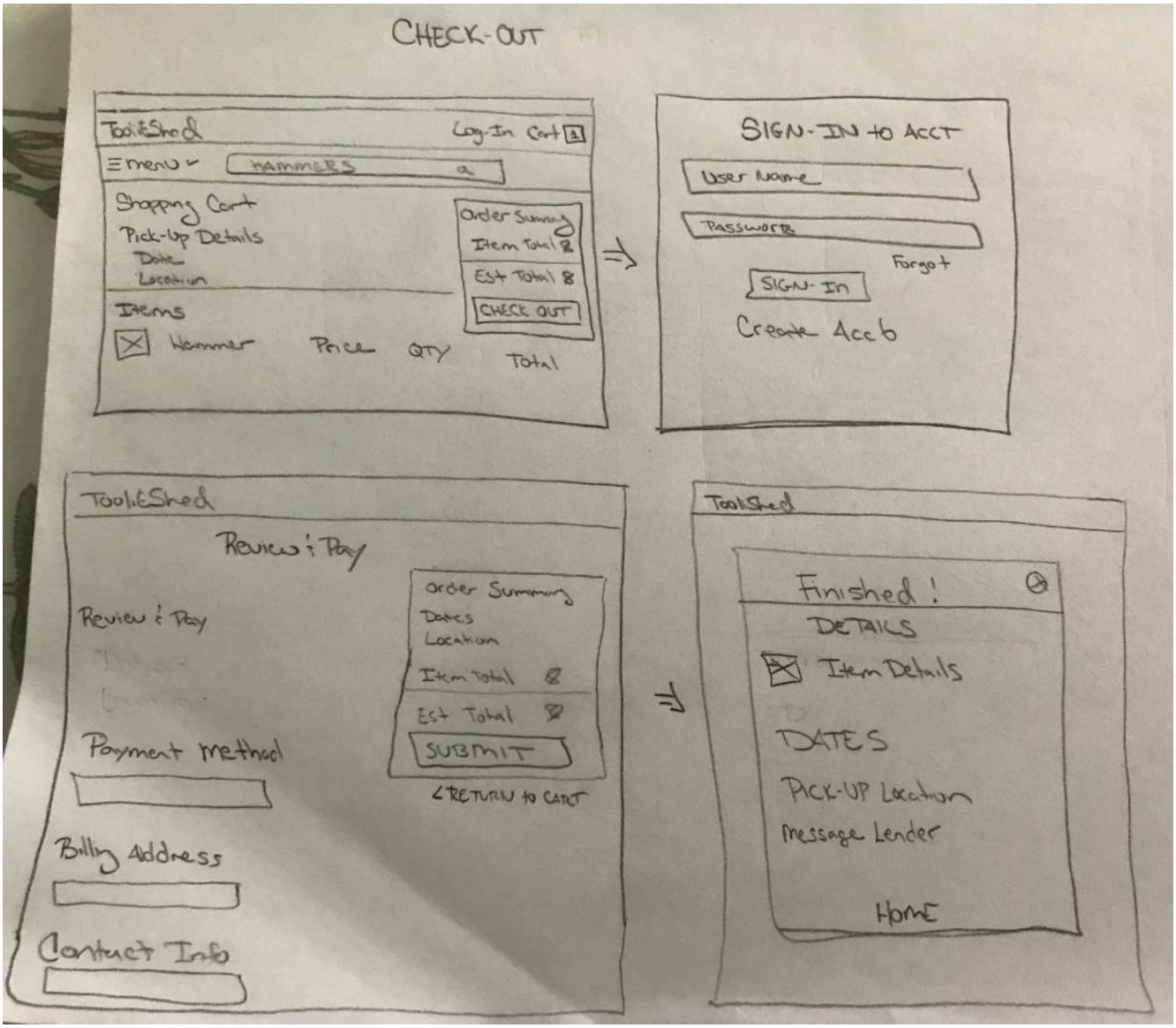
Sketches on paper is a rapid way of coming up with potential concepts for key sections of the web application and user experience.






#3 Log-In
ToolitShed
USER NAME
PassWord
Log-In
Forgot Password
Create Acct

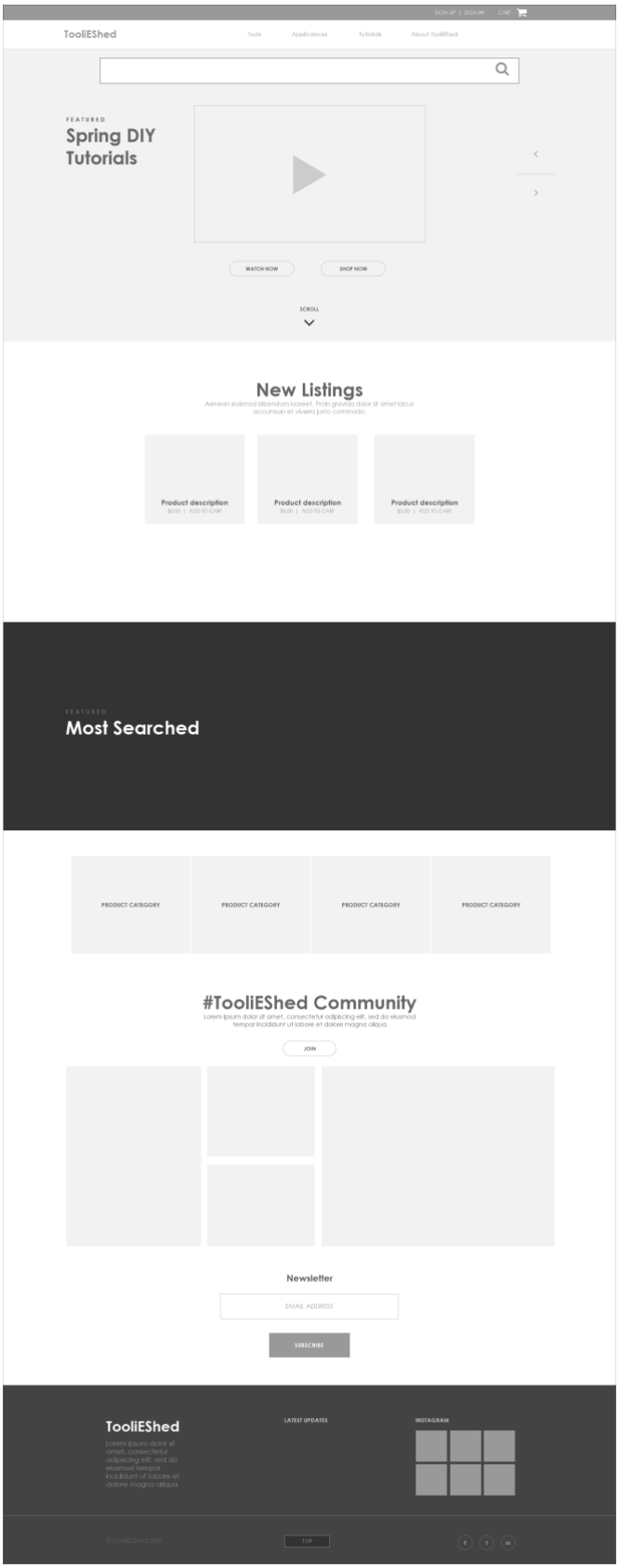

Browse Item and Place In Cart
ToolitShed
Log In Cart
menu
SEARCH TERM
Tools
Appl
Tutor
About
LOGO
MOST SEARCHED
ToolitShed
Log In Cart
menu
HAMMER
Filter
Location
DATES
PRICE
MATERIAL
RATING
ToolitShed
Log-In Cart
menu
HAMMER
Tools > Hand Tools > Hammers
Product Name
$4.00/Hour
Product Details
QTY
CART
Ratings & Reviews
Cust. Also Viewed
Related Items
1 Item Added!
Product Details
& Price
CONTINUE
CART
Other Items


CHECK-OUT
ToolitShed
Log-In Cart 1
menu
HAMMERS
Shopping Cart
Pick-Up Details
Date
Location
Items
Hammer
Price
QTY
Total
Order Summary
Item Total $
Est Total $
CHECK OUT
SIGN-IN to ACCT
User Name
Password
Forgot
SIGN-IN
Create Acct
ToolitShed
Review & Pay
Review & Pay
Payment method
Billing Address
Contact Info
order Summary
Dates
Location
Item Total $
Est Total $
SUBMIT
RETURN to CART
ToolitShed
Finished!
DETAILS
Item Details
DATES
PICK-UP Location
message Lender
Home

5. Wireframes

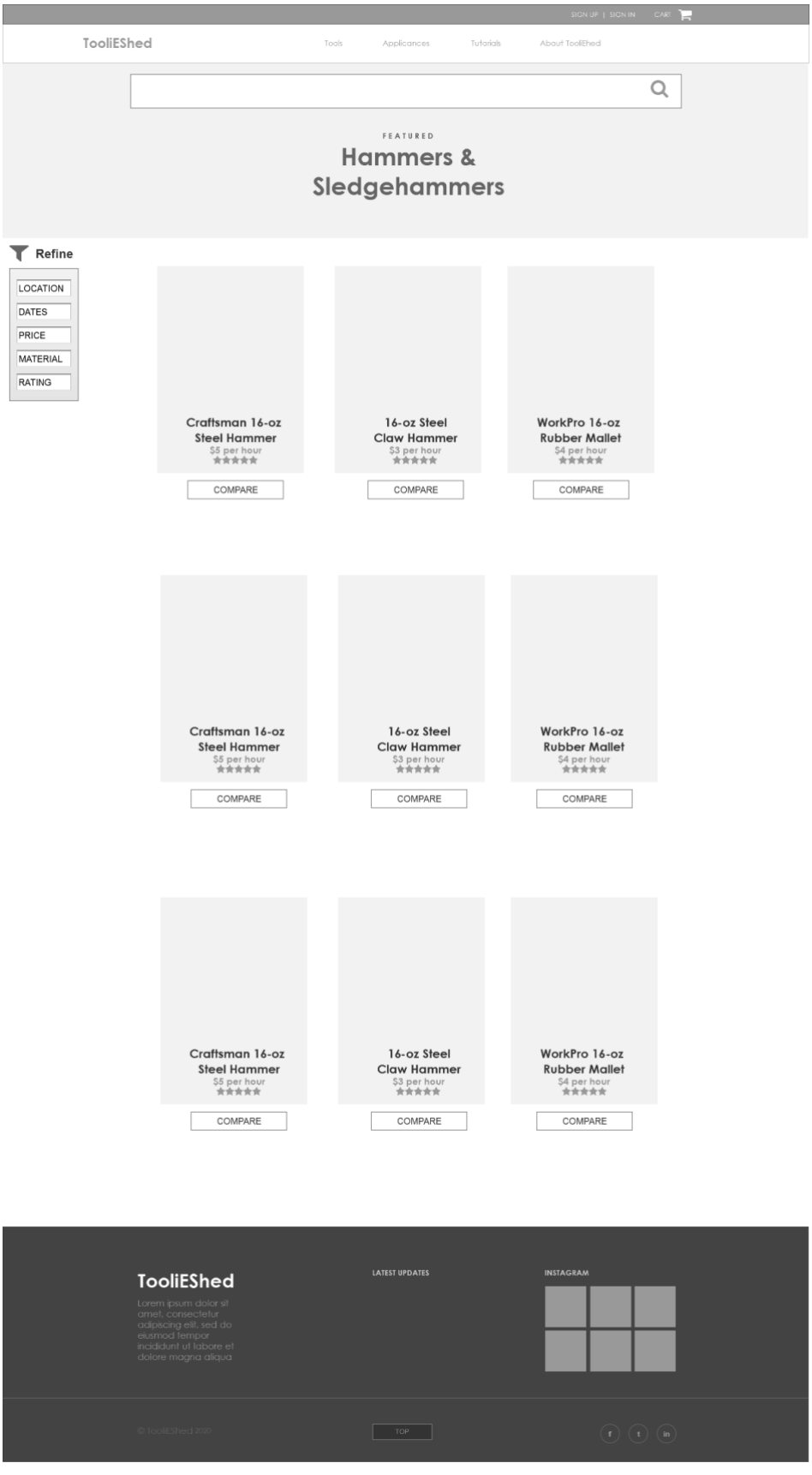
A wireframe is a low-fidelity, simplified outline of a product. It helps identify placement and position of content on a page.

Home Page

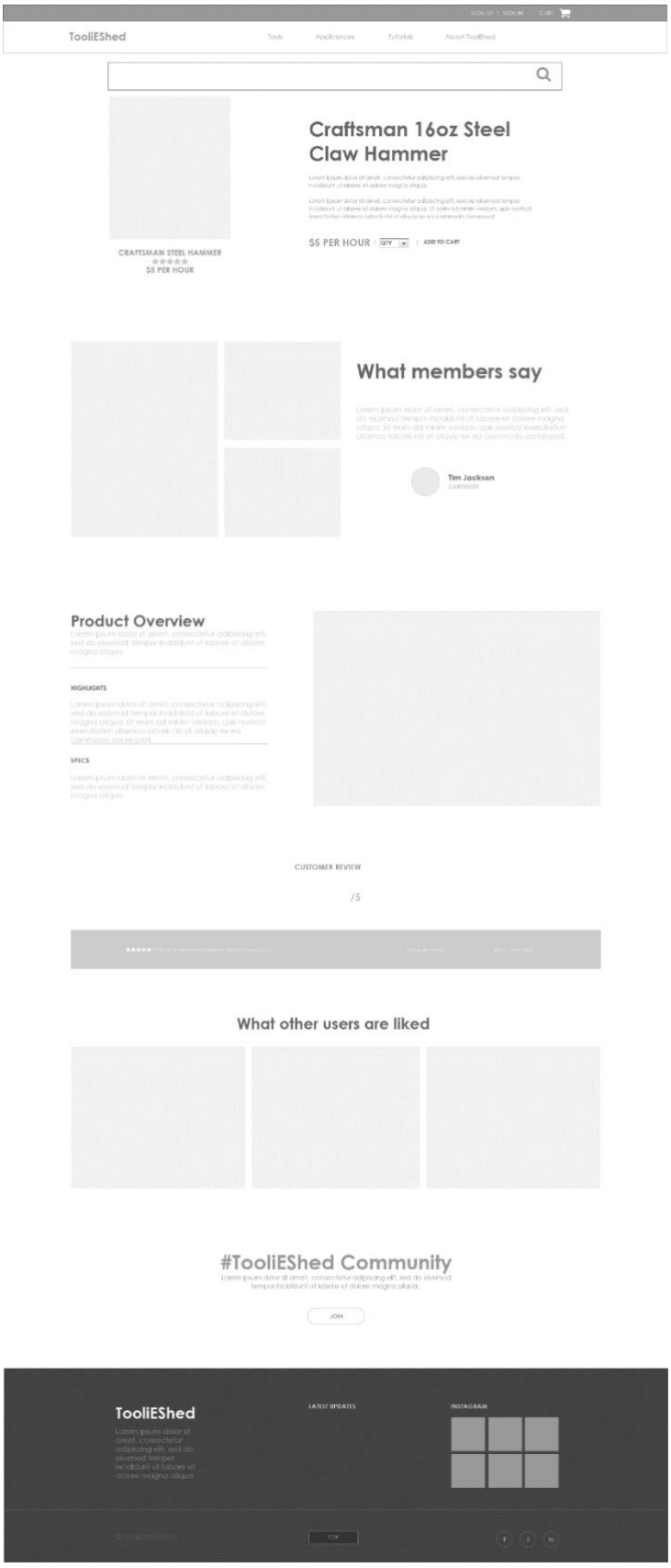

SIGN UP | SIGN IN
CART
TooliEShed
Tools
Applicances
Tutorials
About ToolIEShed
FEATURED
Spring DIY
Tutorials
WATCH NOW
SHOP NOW
SCROLL
New Listings
Product description
Product description
Product description
FEATURED
Most Searched
PRODUCT CATEGORY
PRODUCT CATEGORY
PRODUCT CATEGORY
PRODUCT CATEGORY
#TooliEShed Community
JOIN
Newsletter
EMAIL ADDRESS
SUBSCRIBE
ToolIEShed
LATEST UPDATES
INSTAGRAM
TOP

Categories Page

Specific Category Page

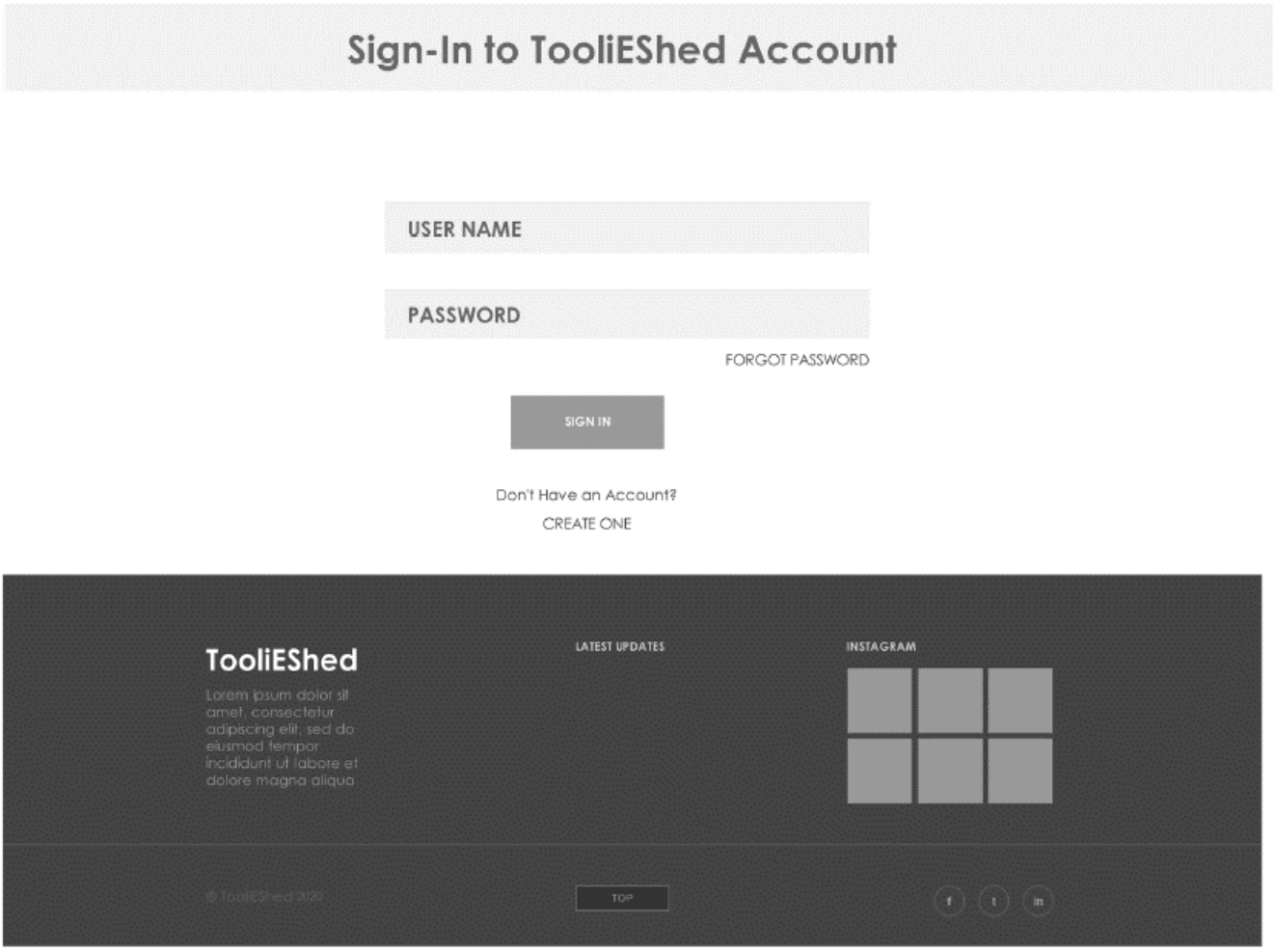


Tool Detail Page

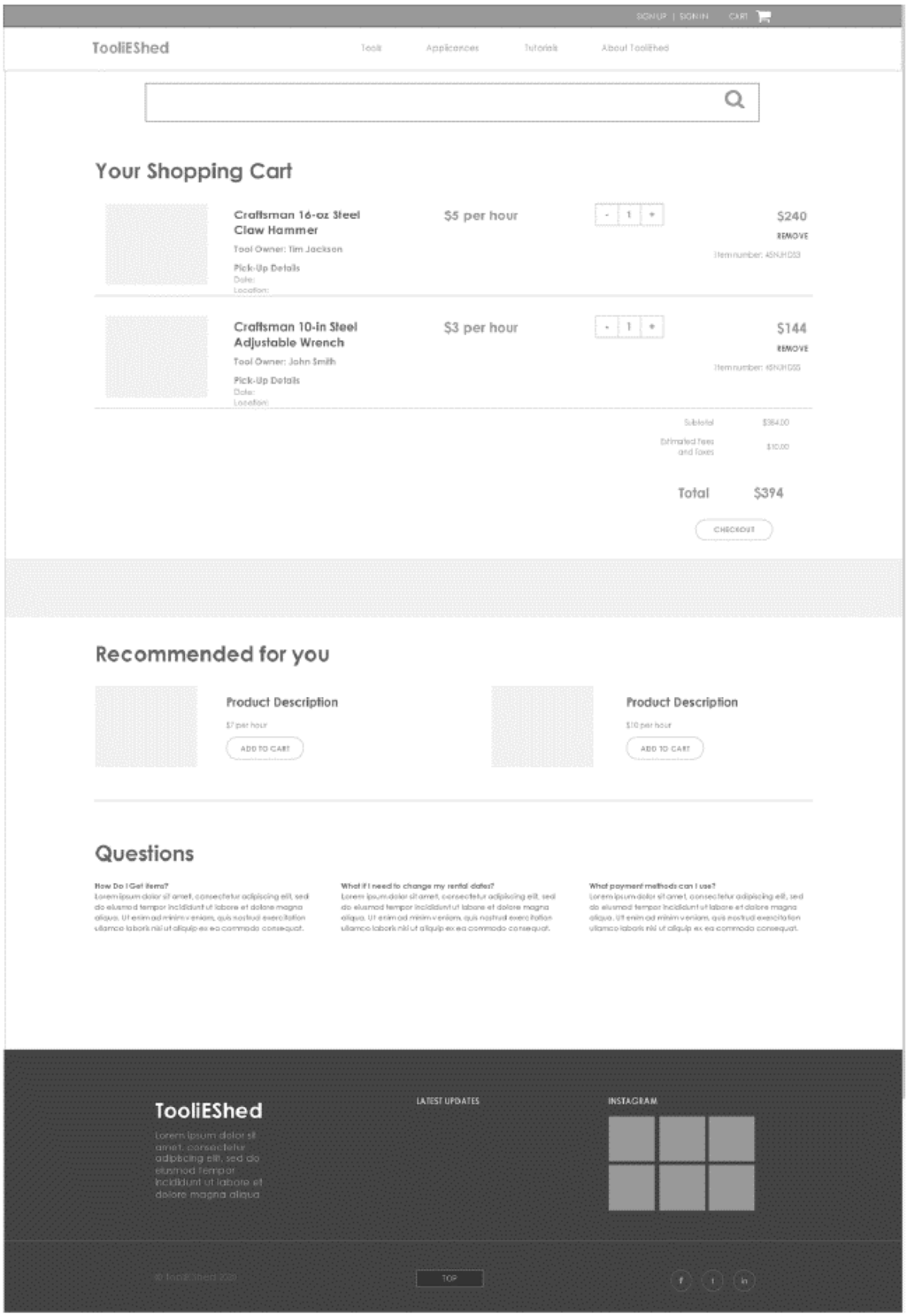


Item added to Cart

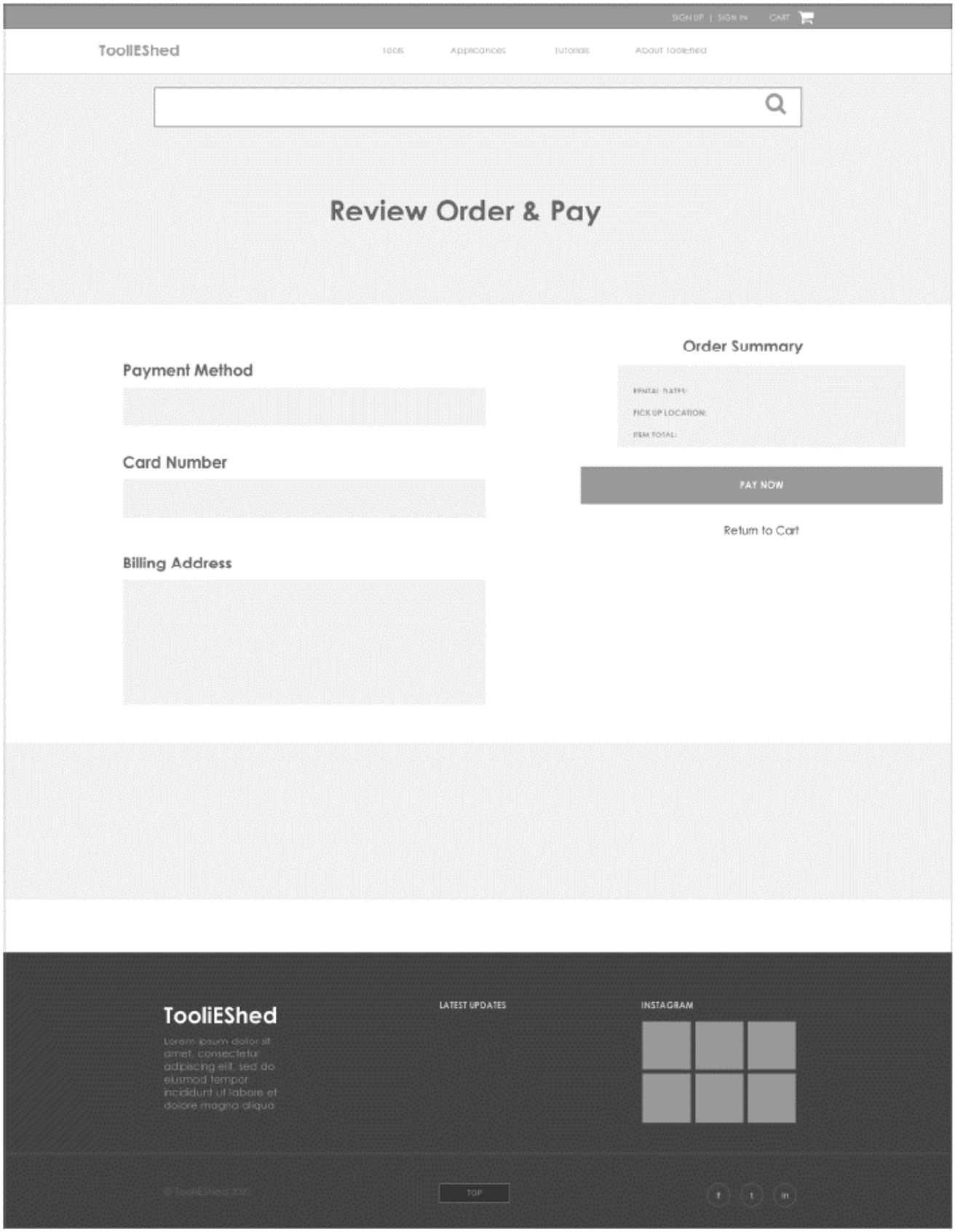
Sign-in to account



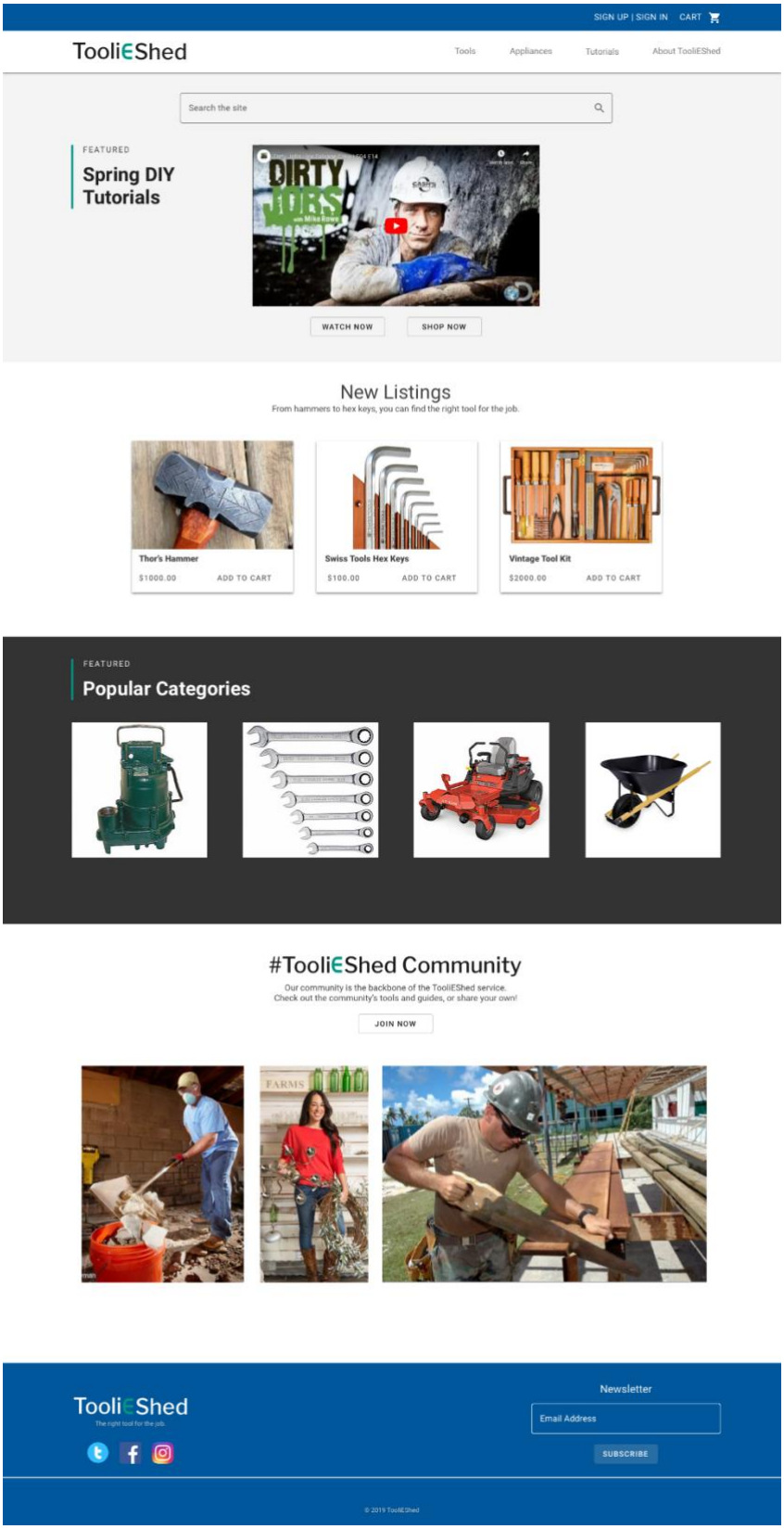
Shopping Cart



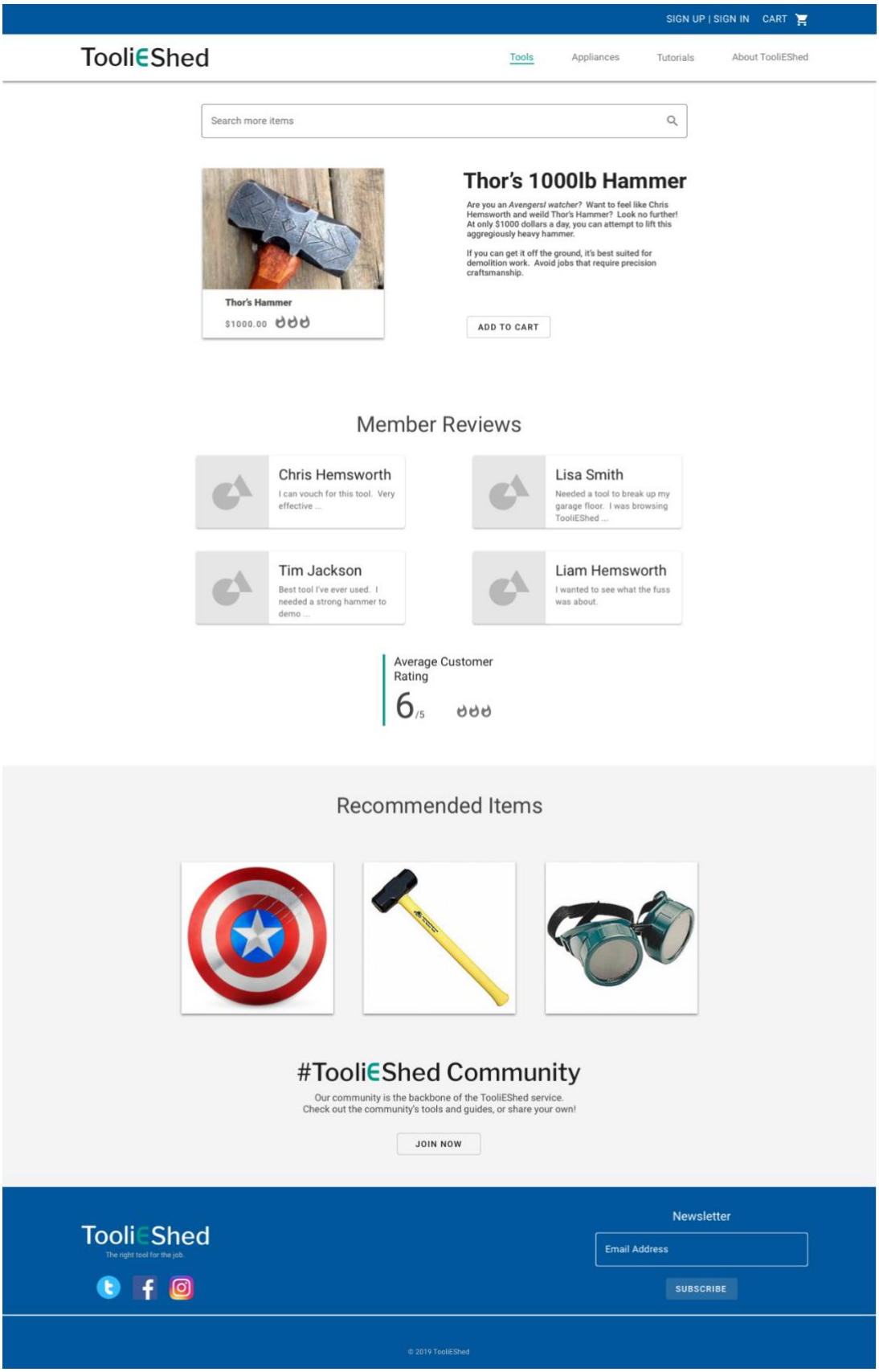
Checkout


SIGN UP | SIGN IN
CART
ToolIEShed
Tools
Appliances
Tutorials
About ToolieShed
Review Order & Pay
Payment Method
Card Number
Billing Address
Order Summary
PICK UP LOCATION:
ITEM TOTAL:
PAY NOW
Return to Cart
ToolIEShed
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua
LATEST UPDATES
INSTAGRAM
TOP

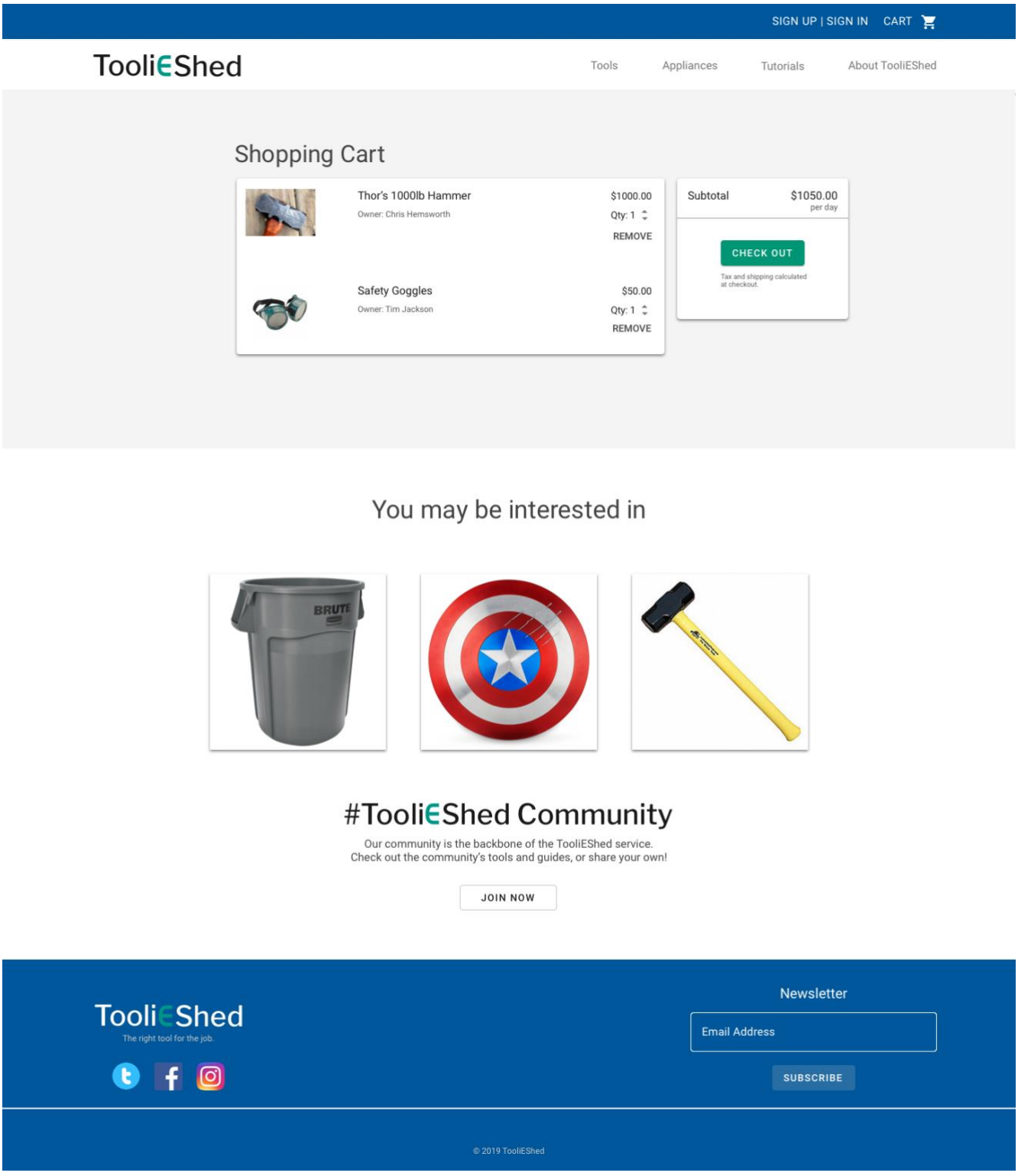
6. Mockups - Home Page



Product Page



Cart


SIGN UP | SIGN IN
CART
ToolieShed
Tools
Appliances
Tutorials
About ToolieShed
Shopping Cart
Thor's 1000lb Hammer
Owner: Chris Hemsworth
$1000.00
Qty: 1
REMOVE
Safety Goggles
Owner: Tim Jackson
$50.00
Qty: 1
REMOVE
Subtotal
$1050.00
per day
CHECK OUT
Tax and shipping calculated at checkout.
You may be interested in
BRUTE
#ToolieShed Community
Our community is the backbone of the ToolieShed service.
Check out the community's tools and guides, or share your own!
JOIN NOW
ToolieShed
The right tool for the job.
Newsletter
Email Address
SUBSCRIBE
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7. Accommodating Advertising

A key goal of the new TooliEShed website is to build brand awareness of the new service and to drive user and owner engagement. Advertising will be a key strategy to achieving this goal.

Social media: Facebook

- TooliEShed will have a Facebook page that will generate buzz about the TooliEShed brand and service. It will direct users to the mobile or desktop versions of the web application.
- TooliEShed will also use extensive Facebook data to purchase and display Facebook ads to users that may be planning a home renovation, that are undertaking a project or who just bought a new home or used car.

Search engine optimization:

TooliEShed will:

1. Maximize the number of visitors to their website by ensuring that the site appears high on the list of results returned by a search engine
2. Purchase relevant ads on search engines to drive high relevance traffic to the TooliEShed web application.

Home and Garden Shows

- TooliEShed will have a booth at the local Home and Garden Shows for Do It Yourself people in select major cities.

8. Prototyping

A higher fidelity prototype was created in Axure due to familiarity of the tool and assessment that it would be as fast as building a paper prototype and it would avoid having to re-do the prototype in the future.

The Axure share can be found here: https://fh2o71.axshare.com/

9. Content Sourcing

Content will be user and owner generated. Owners will create listings complete with detail and pictures of their tools. Users will generate review content.

Tutorials and how-to-guides will be professionally created in-house or out-sourced to professionals or sourced from existing web content e.g. Youtube creators.