

Deliverable D - Detailed Design

ToolieShed

MAY 17

Western Team

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Diana Speicher, Piero Rocca



1. Concept Analysis

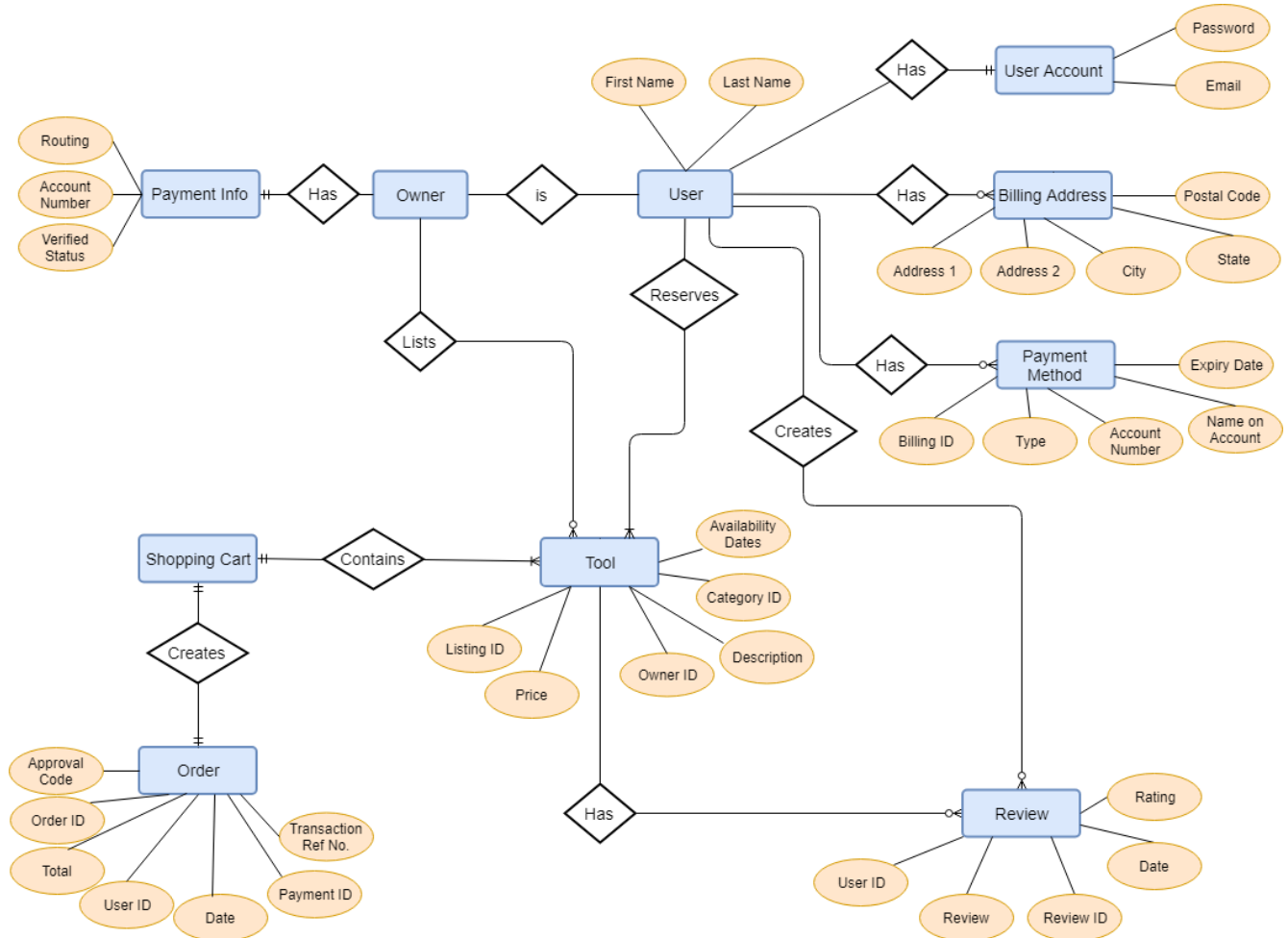
A concept analysis is a technique to help develop a conceptual model of how users interact with concepts (aka entities).

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

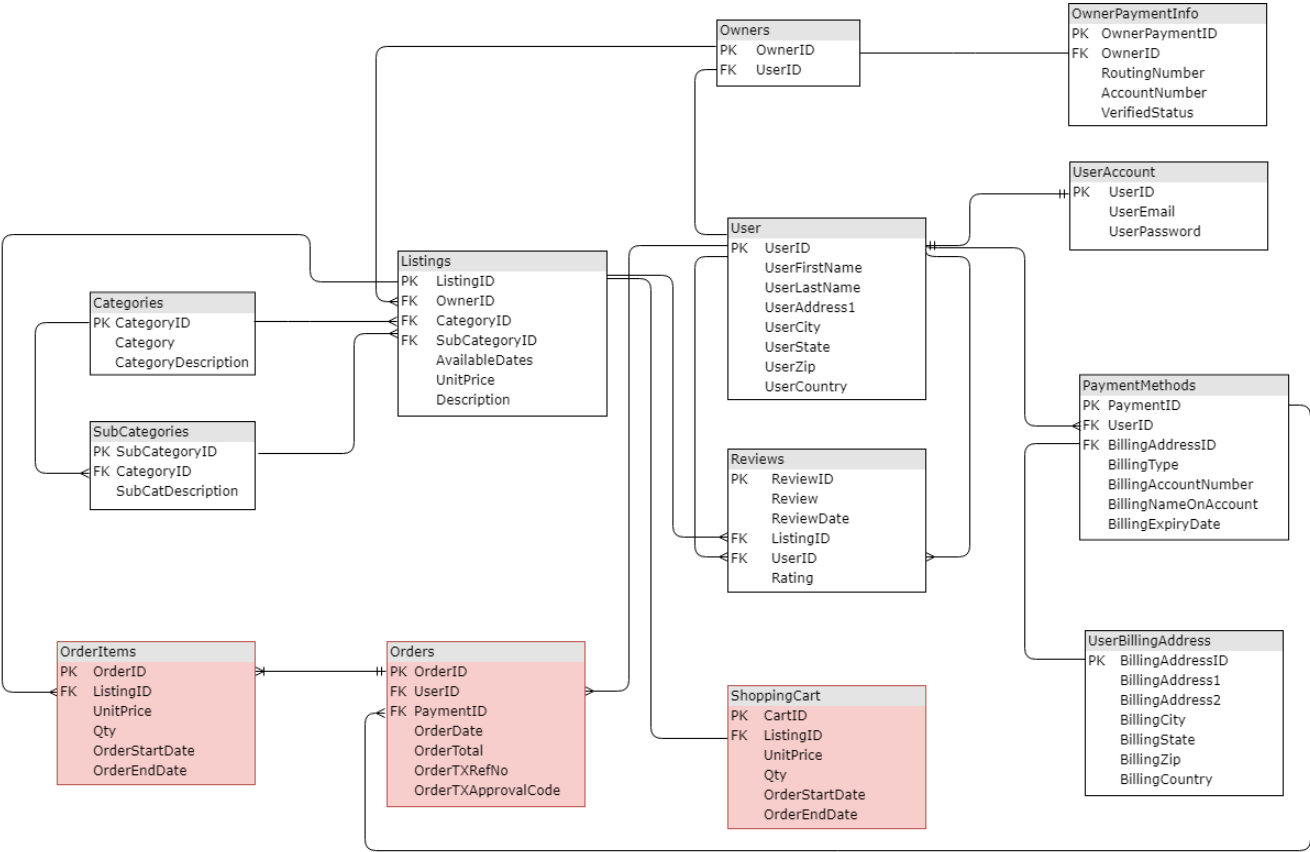
	Transaction Reference Number Approval Code	
Order Items	Order ID Listing ID Unit Price Qty Rental Start Date Rental End Date	
Owner	Owner ID User ID	Owner: Creates, Deletes
User	User ID First Name Last Name Address 1 Address 2 City State / Province Zip / Postal Code Country	User: Creates, Edits, Deletes
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).

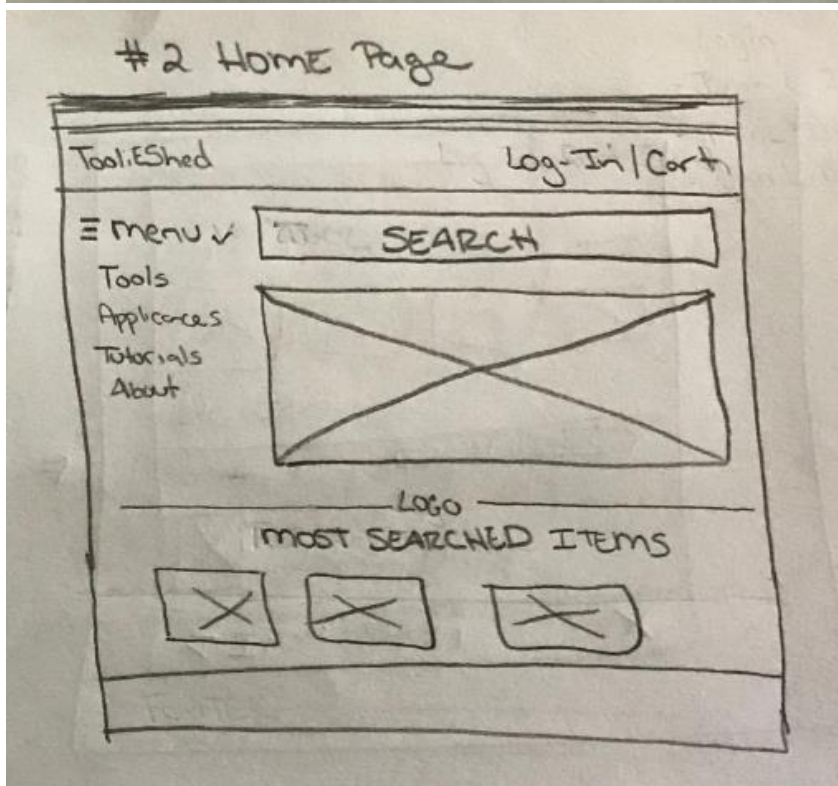
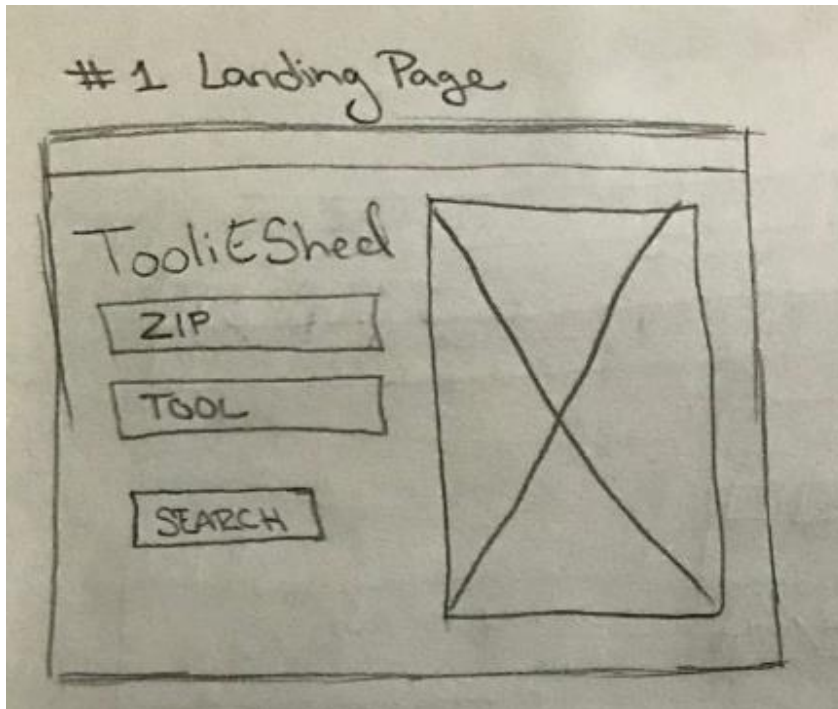


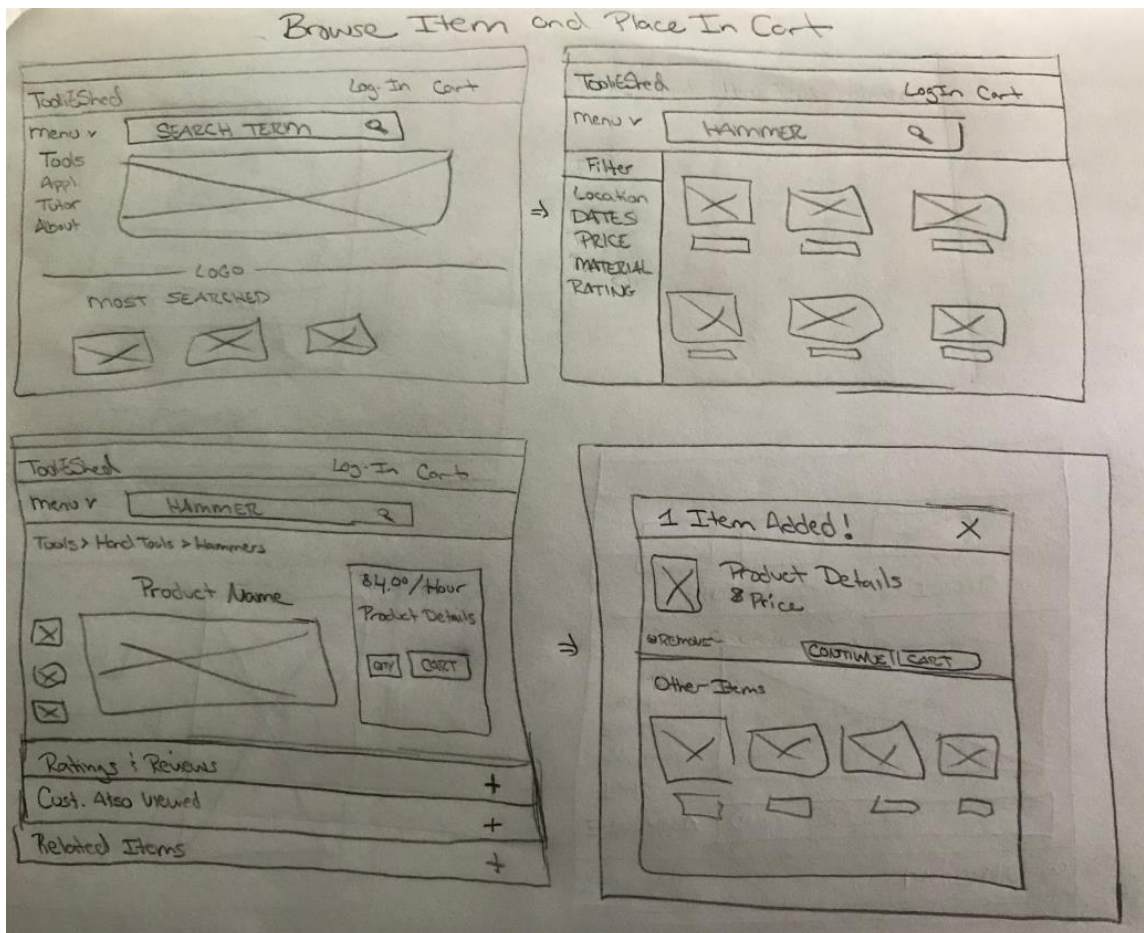
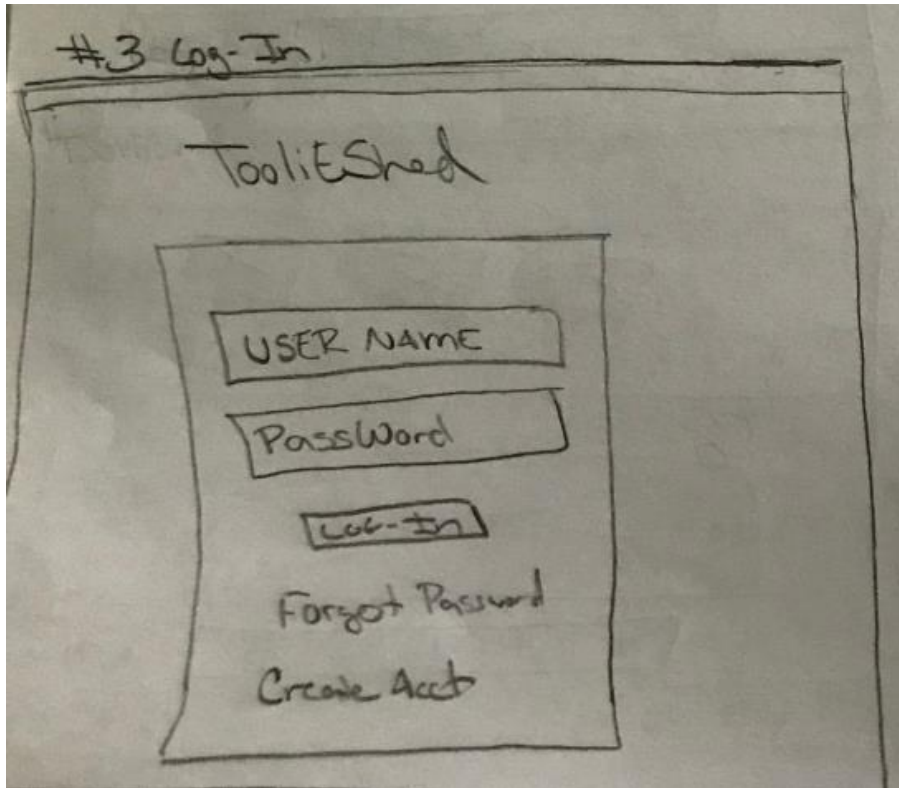
3. Database Table Design



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.





CHECK-OUT

ToolShed Log-In Cart

≡ menu

Shopping Cart
Pick-up Details
Date
Location

Items

<input checked="" type="checkbox"/>	Hammer	Price	QTY	Total

Order Summary
Item Total \$
Est Total \$
CHECK OUT



SIGN-IN to ACCT

[Forgot](#)

[Create Acc 6](#)

ToolShed

Review & Pay

Review & Pay
Item
Location

Payment method

Billing Address

Contact Info

Order Summary
Dates
Location
Item Total \$
Est Total \$
SUBMIT
[← RETURN TO CART](#)



ToolShed

Finished! ⊗

DETAILS

☒ Item Details

DATES

PICK-UP Location

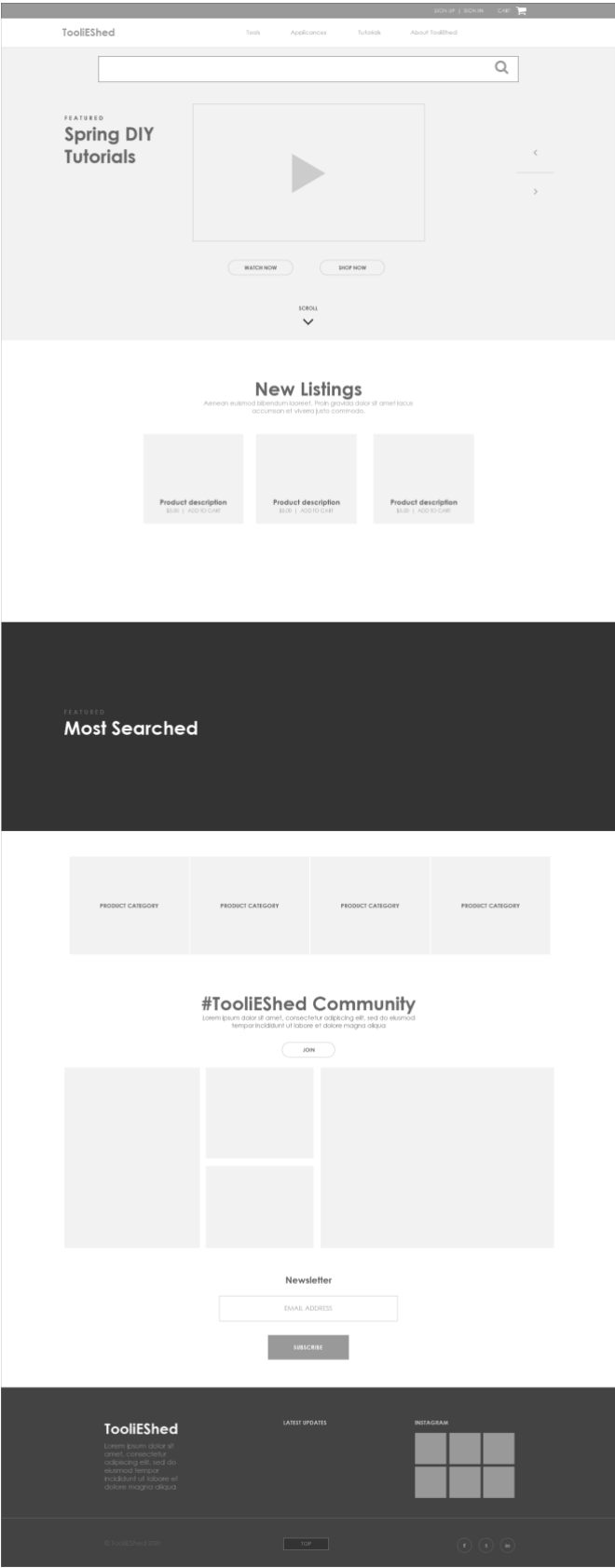
Message Lender

[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.

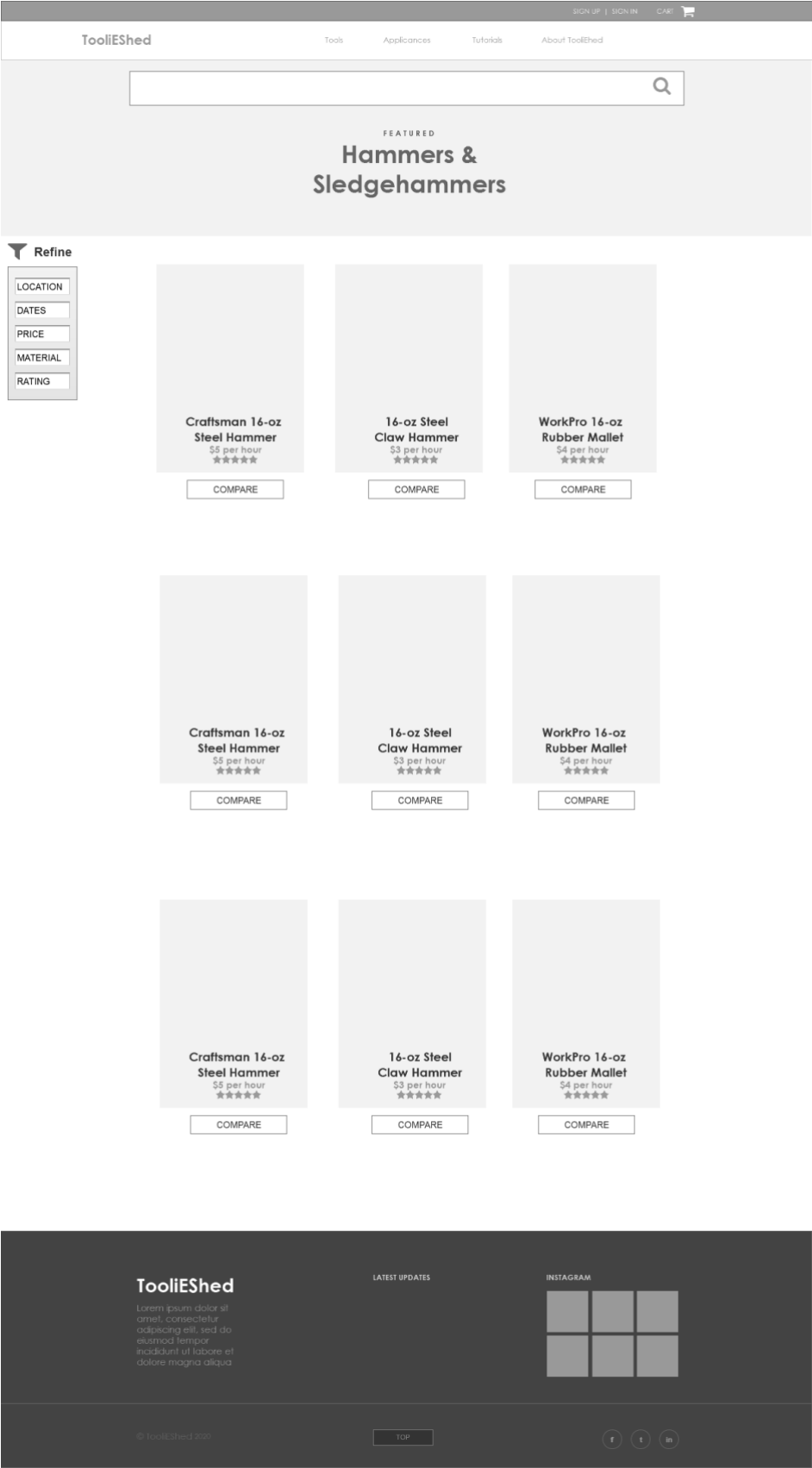
Home Page



Categories Page



Specific Category Page

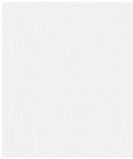


Tool Detail Page

TooliEShed

ToolsAsk questionsTutorialsAbout TooliEShed

SEARCH





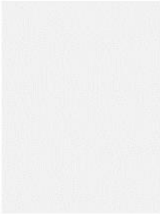
CRAFTSMAN STEEL HAMMER
★★★★★
\$5 PER HOUR

Craftsman 16oz Steel Claw Hammer

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\$5 PER HOUR | | [ADD TO CART](#)



What members say

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Tim Jackson
Lumberjack

Product Overview

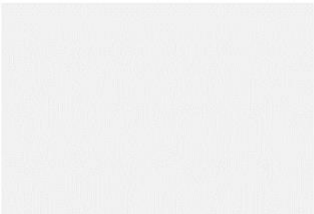
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HIGHLIGHTS

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SPECS

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CUSTOMER REVIEW

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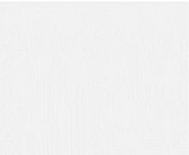
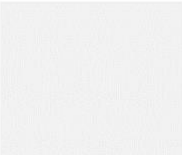
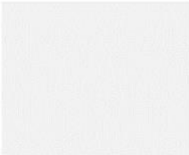
★★★★★

10 reviews

10 reviews

10 reviews

What other users are liked



#TooliEShed Community

Join

TooliEShed

10 reviews

LATEST UPDATES




10 reviews

INSTAGRAM

10 reviews

© 2020 TooliEShed

TOP



Item added to Cart

1 Item Added!

Craftsman 16oz Steel Claw Hammer

CONTINUE SHOPPING | VIEW CART

CRAFTSMAN STEEL HAMMER
★★★★★
\$5 PER HOUR
REMOVE

Don't Forget These Items!

Product description
\$5.00 | ADD TO CART

Product description
\$5.00 | ADD TO CART

Product description
\$5.00 | ADD 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

© TooliEShed 2020

TOP

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Sign-in to account

Sign-In to TooliEShed Account

USER NAME

PASSWORD

[FORGOT PASSWORD](#)

SIGN IN

[Don't Have an Account?](#)

[CREATE ONE](#)

TooliEShed

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LATEST UPDATES

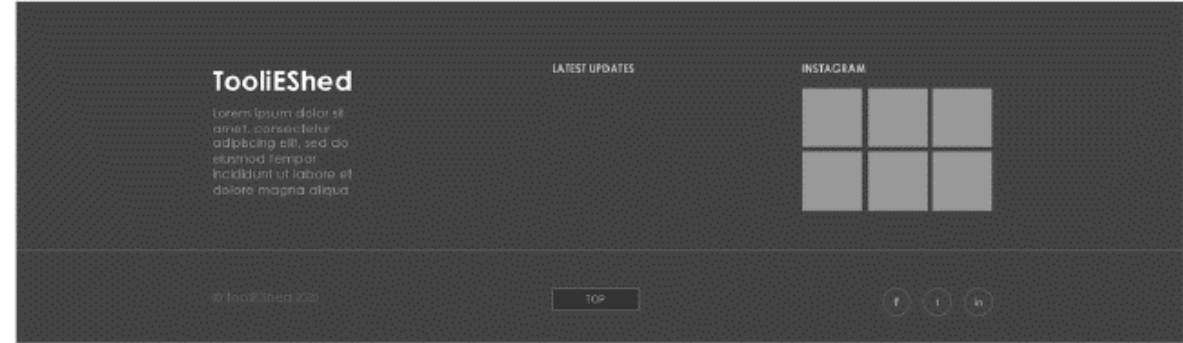
INSTAGRAM



@ TooliEShed 2020

[TOP](#)





Checkout

SIGN UP | SIGN IN | CART

ToolieShed | Tools | Appliances | Tutorials | About ToolieShed

Review Order & Pay

Payment Method

Card Number

Billing Address

Order Summary

RENTAL RATE:

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

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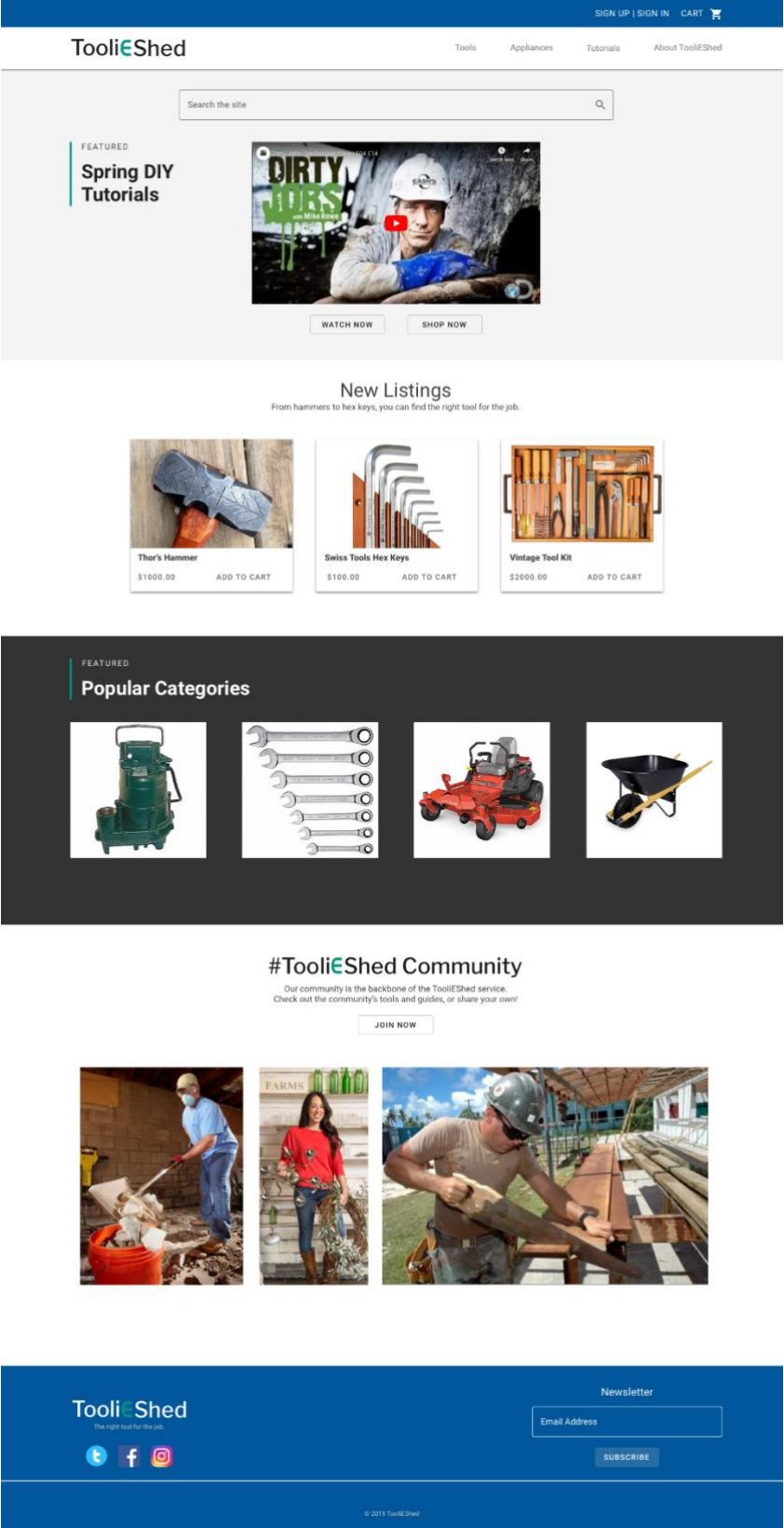
TOP

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in

6. Mockups - Home Page




SIGN UP | SIGN IN | CART

ToolieShed

Tools | Appliances | Tutorials | About ToolieShed

Search more items



Thor's Hammer

\$1000.00


Thor's 1000lb Hammer

Are you an Avengers watcher? Want to feel like Chris Hemsworth and wield Thor's Hammer? Look no further! At only \$1000 dollars a day, you can attempt to lift this aggressively heavy hammer.

If you can get it off the ground, it's best suited for demolition work. Avoid jobs that require precision craftsmanship.


ADD TO CART

Member Reviews




Chris Hemsworth

I can vouch for this tool. Very effective ...




Lisa Smith

Needed a tool to break up my garage floor. I was browsing ToolieShed ...



Tim Jackson

Best tool I've ever used. I needed a strong hammer to demo ...




Liam Hemsworth


I wanted to see what the fuss was about.


Average Customer Rating

6 / 5

Recommended Items










#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

© 2019 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



#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

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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.



The screenshot displays the homepage of the Free Home Show Website. The background is a vibrant image of a green field under a blue sky with white clouds. On the left, a dark blue sidebar contains the 'Home & Garden Shows' logo and a navigation menu with links to HOME, EXHIBITOR PAGE, HOMEOWNERS PAGE, Maps and Directions, About Us, and Contact Us. The main content area features a large yellow banner for the 2019 Home & Garden Shows, listing dates and locations for various events. Below the banner, a section titled 'Welcome to The Free Home Show Website!' provides information about the events and includes a button to click for details on the final show of the 2019 Spring season. At the bottom, a box highlights the 'Lake County Fairgrounds' event on April 27th and 28th, with contact information for further assistance.

Home & Garden Shows

SAVE THE DATES! OUR 2019 HOME & GARDEN SHOWS WILL ALL BE LARGER AND MORE COMPLETE THAN EVER!

2019

Old Brook • Jan. 18th - 20th
Arlington Hts. • Feb. 16th - 17th
Tinley Park • March 2nd - 3rd
Crystal Lake • March 9th - 10th
North Shore • March 23rd - 24th
Naperville • April 6th - 7th
Lake County • April 27th - 28th
NEW! St. Charles - Pleasant Hill • October 5th - 6th
NEW! Lake County • October 19th - 20th

Find ALL Your Home Improvement Needs Under One Roof and Take Advantage of GREAT SAVINGS and ULTIMATE CONVENIENCE!

FREE ADMISSION
FREE PARKING

www.FreeHomeShow.com • 630-953-2500

Welcome to The Free Home Show Website!

As producers of the largest family of Home Improvement events in the Chicago area, we are very pleased to provide you with large, diverse and exciting events without charging you a penny to walk through the door. We firmly believe that you should never have to pay to attend a large, quality home show, so we invite you to join us and the Tens of Thousands of homeowners just like you who choose our Home & Garden Shows every year for their home improvement needs!

Please click on the button below for the details on our final show of the 2019 Spring season! The Lake County Home & Garden show on April 27 & 28 at the Lake County Fairgrounds in Grayslake will once again be the Largest in the entire Chicago area, so Don't Miss It!

Lake County Fairgrounds
1060 E. Peterson Rd. - Grayslake, IL - Between Rte. 45 & Rte. 83
APRIL 27TH & 28TH ♦ SAT & SUN 10AM - 5PM

We're always here to help, so feel free to call us at 630-953-2500 or Email us at info@FreeHomeShow.com and we'll be happy to help!

<http://www.freehomedshow.com>

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/): <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.