TlalocShop

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Abstract

TlalocShop is a web page focused on the sale of books. Where it differs from the competition is the approach of the situation, TlalocShop doesn't shows the book cover to the users, the only information provided is the title and the synopsis. It also has a unique way to attract new and old users, that way, the page's traffic can only grow.

Keywords: Generic, bookstore, online, screens, user interaction, elegant.

1 Introduction

We live in a world full of technology and information, this has generated that little by little the books loose interest and are no longer read. Our website seeks to remark the importance of reading in people, using different dynamics to generate back the interest of reading books.

Another problem that we try to solve with our page is to prevent people from critiquing a book before reading it just by what the cover looks like, on our website all books have a generic cover that prevents users from getting carried away by the cover of the book, and we only show the description of the book so the user gets focus in what the book can offer.

2 Approach

The approach of this project is global, because it is a web page that can be access from anywhere around world where there is an internet connection. This project can get better in the future but at the moment we lack time and knowledge to make it better.

With this web page we intend to make people around the world not judge a book by its cover. To reach this, the web page will sell different books with a generic cover that includes the name and author of the book.

This web page will also ask weekly questions so that, if answered right, points will be accumulated, with the purpose of giving discounts to the user if enough points are gained.

3 Functionality

Figure 1. *Tools*

This web page was built using HTML5, CSS3, JavaScript and Bootstrap. This web page can be classified as a high level prototype, this means that the user can interact with it at a certain level because the web page isn't connected to a data base and it doesn't keep track of new users.

On the bright side, TlalocShop is a solid web page. All of its screens are connected between them. And the user can move freely trough out the page. It is worth mentioning that the web page was built with a mobile mindset. TlalocShop can be viewed from a desktop computer or a mobile device, thanks to its responsive design.
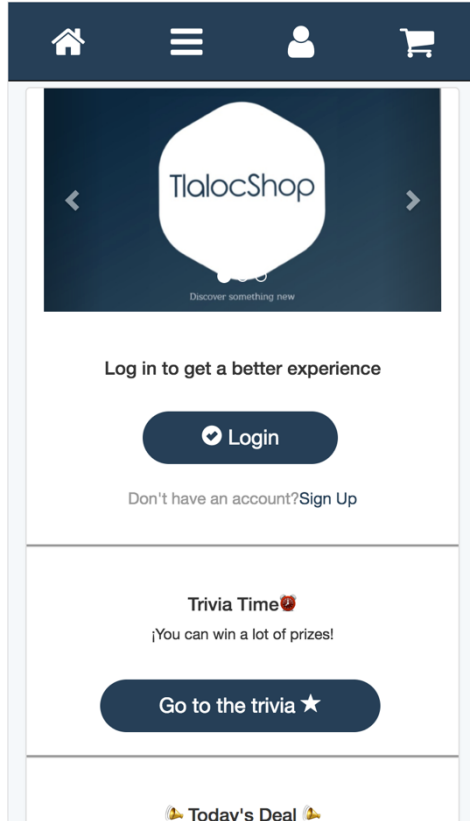
3.1 Home

Figure 2. *Home Screen*

The HOME screen, it has a navigation bar which allows the user navigate from different screens, in the middle of the screen there is the Login and Signup section where the user has the possibility of login to his account or create a new one.

Bellow the menu bar, which is present in every screen, there is a carrousel of images that goes around and sets a welcoming mood for the user.

Next we have the Today's Deal offer, which shows one product that has a discount in it, and the user can click on the image to go to that specific product, and in the bottom of the page is the Most Popular Product section where are show 3 products that are very popular on the page and as the previous section the user can click the image of the product to go to that specific product.

3.2 Login and Signup

The login screen is simple and elegant. There are two text prompts where the user can enter its username and password. Then, the user can click on the button bellow to access his or her account.

The Signup screen continues with the simplicity of the login screen. There is a list of text prompts that includes: name and last name of the user, email, username and password. The button functions to create an account.
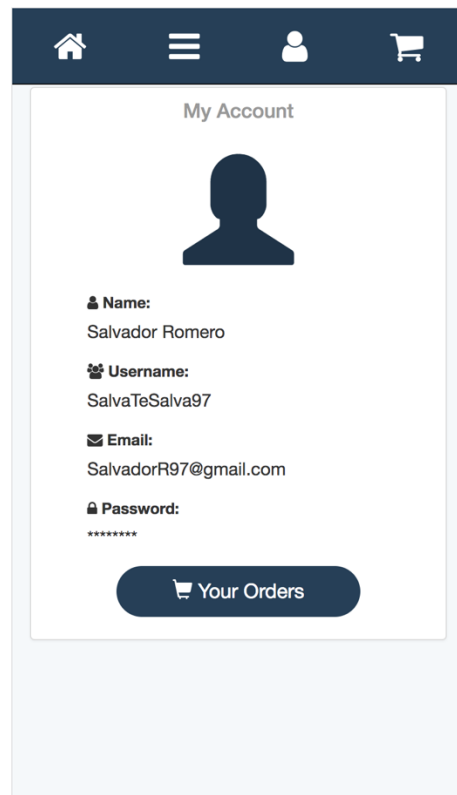
3.3 My Account

Figure 3. *Account Screen*

My account is the page where the information of the user is displayed. Information like the name, last name, username, profile picture The user can access this page through the menu bar.
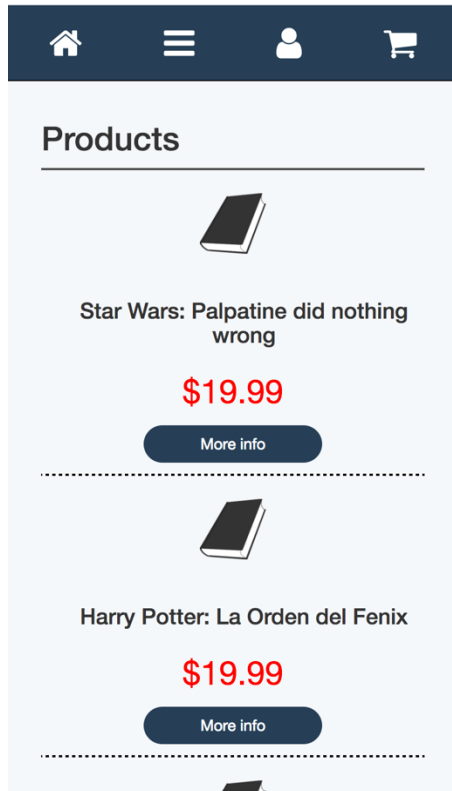
3.4 Products

Figure 4. *Products Screen*

The products screen can be accessed from everywhere on the page, thanks to the menu bar. This screen shows a list of all the products we have to offer. There is even a second tab or screen that follows the previews list.

On every product, there is a generic image of a book that represents that you shouldn´t judge a book by its cover. On the right side, the user can find the title of the book, the price and a button to an other page, so the user can learn more about the book.
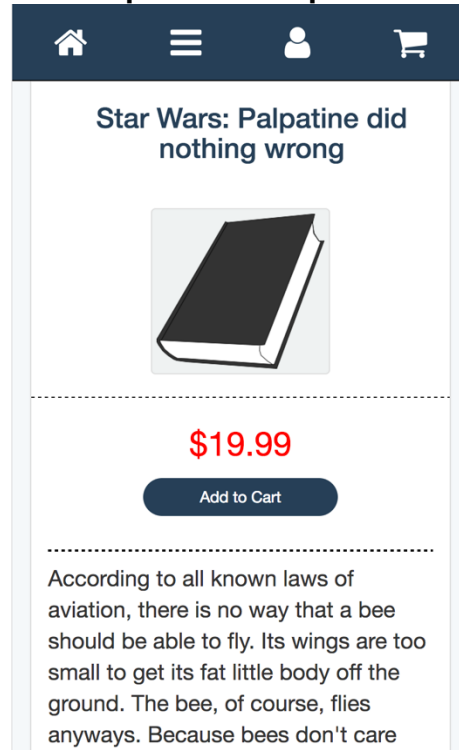
3.5 Description of the product

Figure 5. *Description Screen*

The description page is accessed from the products page. It functions as a way to show the user more information of the product before he or she buys it.

The information shown to the user sits comfortably on the page. It is a simple and clean way to inform the user about the product.

The price and the title of the book is provided to the user, as well as a brief description of the book; much as a synopsis.
Then the user can add the book to the products to buy.

On the bottom of the screen, the user can find a few recommendations of some products the page has to offer. Maybe for an other time.
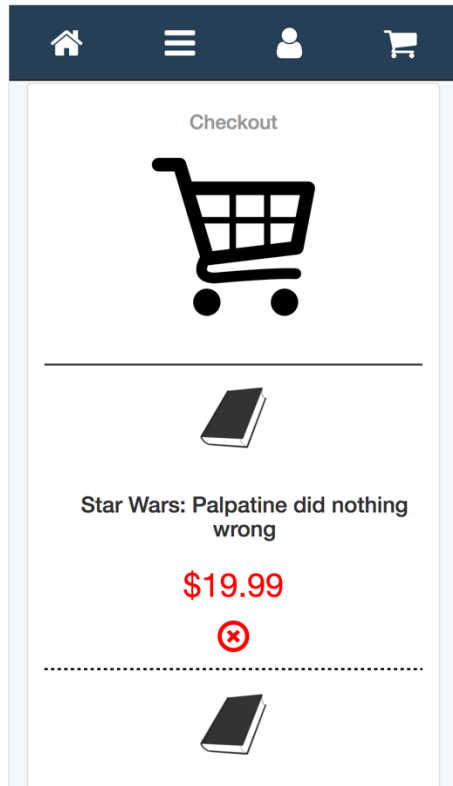
3.6 Check-out

Figure 6. *Check-out Screen*

The check-out page shares the same accessibility as the product page, the main page and the account page. The user can go to the check-out page from anywhere. This is it because the user may want to buy its products and leave as fast as possible.

This page contains a list of the products that the user has selected from the products page. Also, the information of the book and its price is shown.

On the bottom of the screen there is a button that moves the user to a page so he can enter its shipping and billing information, and eventually buy the product.
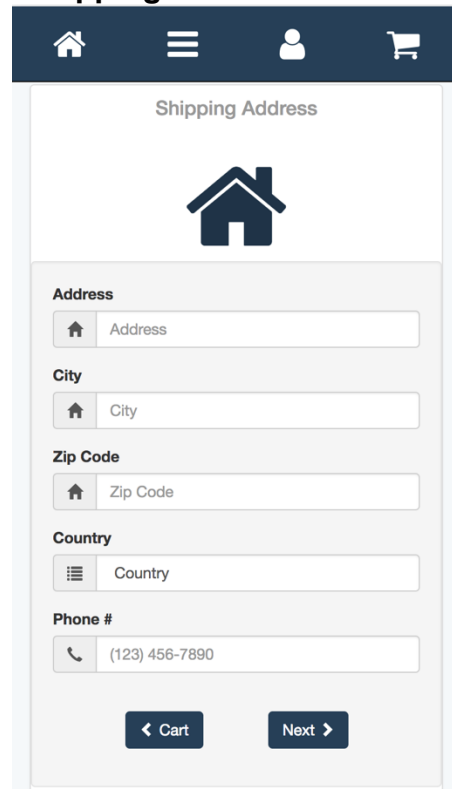
3.7 Shipping Address

Figure 7. *Address Screen*

This pages comes after the check-out, and its function is to collect the information like the address of the user so the product can be shipped. The shipping address page has JavaScript code so it can validate the information provided from the user.

The user will not be able to continue if the text prompts are empty or the text doesn´t match the requirements.
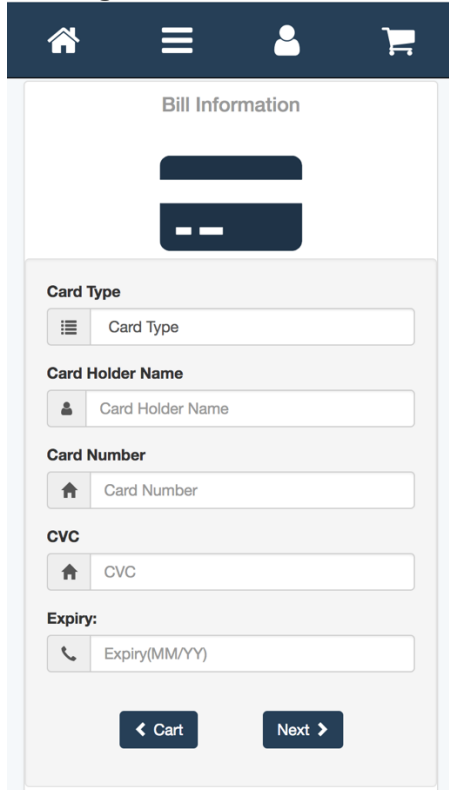
3.8 Billing Information

Figure 8. *Billing Info Screen*

This page is the second face of the information that the page needs to ship the product. Actually, this page is the most important because this is the place where the user enters its private information like the way of payment.

After the user has entered all its billing information, a JavaScript code runs to verify the requirements. After the verification process concludes, the user is free to click the *buy* button, then an alert pops up and informs the user that the payment has been concluded with success, also an email has been sent to user about the purchase.
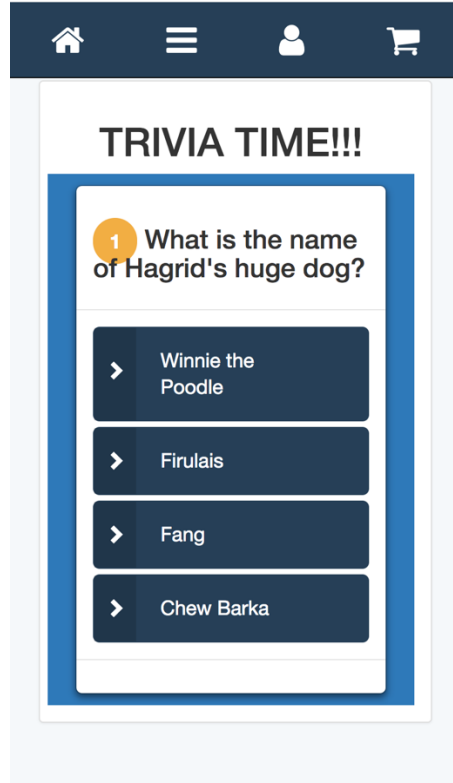
3.9 Trivia

Figure 9. *Trivia Screen*

The Trivia page is an exclusive function to TlalocShop. Its purpose is to entertain the user with a simple question that changes every week, and eventually gain more traffic on the web page. If the user guesses right, then the user will be rewarded with points that can be used on its next purchase.

This can only be accessed from the main menu and the user must be lugged in into its account.

4   Lessons Learned

In the elaboration of this project we learned that creation of a web page is a lot more than just writing the web page. We had to do several written assignments, we also had to comply with many rules and limitations, and change our main ideas. Before even starting to write the code of the web page, we had to create first several prototypes.

We learned that it is important to do this kinds of preparations because even though at the beginning we thought we had a clear idea about what we were going to do, over the course of the semester, we realized some things were not possible and that also we could add some other better ideas. At the end we think we accomplish a great web page with an original idea and beautiful design.

5 Conclusions

In this project we did a web page that doesn't only work to buy books. We want to create web page where people learn to not judge books because of their covers. By implementing the trivia questions, the users will have another incentive to check the web page frequently so that they can gain discounts on their orders, and also it will work to gain some cultural knowledge about books.

Our main goal is to let users discover something new. By not showing the original cover of the books, we think that it will allow the users to be more open to different and better choices because at the end, what makes a great book is the content, not the cover.

6 Reference

[1] W3School. (2017). Bootstrap 3 Tutorial. [Web]. W3School. Available at: https://www.w3schools.com/bootstrap/default.asp [Accessed 7 May 2017].

7 Video
https://www.youtube.com/watch?v=j1OFBOU70ks&feature=youtu.be