
TEAM 27

SCREENSHOTS

STOCKBRIDGE

StockBridge is a cutting-edge platform designed to assist small and medium-sized stores in tackling the issues associated with surplus inventory of slow-moving products or unexpected surges in product demand by uniting stores with similar product categories on a single platform.

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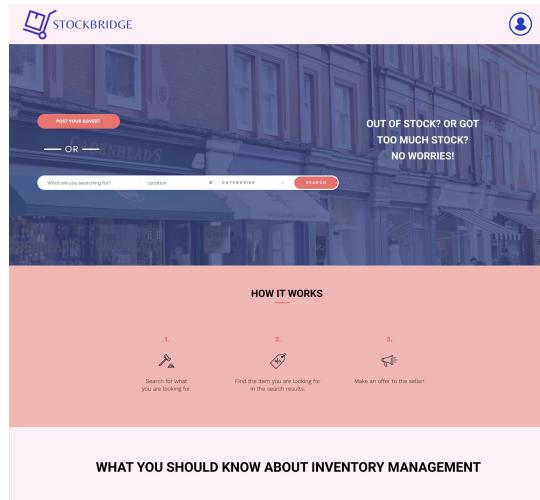
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1 Customer Journey

1.1 Scenario 1: Seller (Ben) registers to StockBridge (displays Home Page)

1.1.1 Mockups



(a) Landing Page

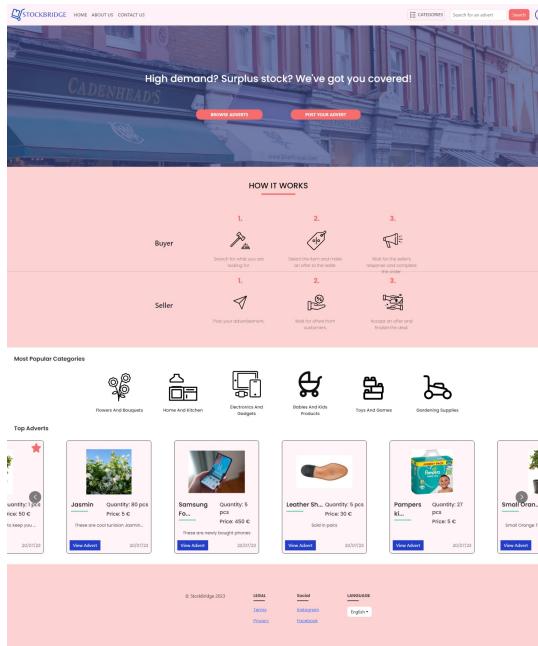
A screenshot of the 'Sign up' form for StockBridge. It has fields for 'EMAIL ADDRESS' (with placeholder 'name@example.com'), 'PASSWORD', 'CONFIRM YOUR PASSWORD', and 'PASSWORD'. Below these is a checkbox for agreeing to the 'Terms and Conditions' and 'Privacy Policy'. A red 'SIGN UP' button is at the bottom. The background shows four small images of storefronts: 'EGG SHOP', 'SWEETS', 'STILL HERE', and 'BREAD & CO.'

(a) Signup Sheet - User Details

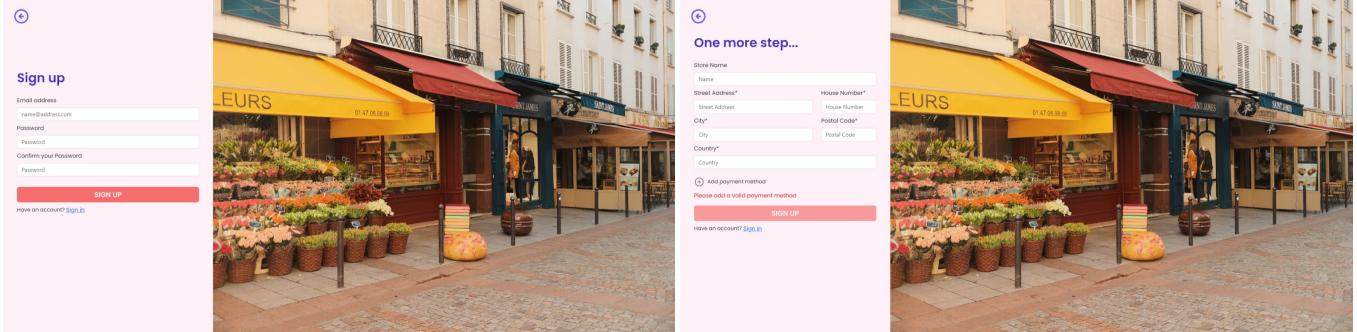
A screenshot of the 'One more step ...' part of the sign-up process. It asks for 'STORE NAME' (placeholder 'Name'), 'CATEGORY' (placeholder 'Category'), and 'STREET ADDRESS' (placeholder 'Musterstraße 5'). It also shows 'CITY' (placeholder 'Musterstadt'), 'STATE/PROVINCE' (placeholder 'Musterland'), and 'POSTAL CODE' (placeholder 'MusterPLZ'). Below this is a section for 'COUNTRY' (placeholder 'Musterland') and 'Add a payment method'. A note states 'By signing up you agree to Directory's Terms and Conditions and Privacy Policy.' A red 'SIGN UP' button is at the bottom. The background shows the same four storefront images as the previous mockup.

(b) Signup Sheet - Store Details

1.1.2 Screenshots



(a) Landing Page



(a) Signup Sheet - User Details

(b) Signup Sheet - Store Details

1.1.3 Changes Justification

We decided to change the landing page to have space for new features. We moved the advert browser to a new page. Instead, we now have the search functionality in the navigation bar (among other places) and we display the most popular adverts and categories on the home page. No changes in Sign in and Sign up.

1.2 Scenario 2: Seller (Ben) modifies his profile

1.2.1 Mockups

The image contains two side-by-side screenshots of the Stockbridge platform's user interface.

Screenshot 1 (Left): Shows the 'Account Information' section. It includes fields for 'CATEGORY*', 'PASSWORD*', 'E-MAIL*', and 'PHONE NUMBER*'. Below these are sections for 'Shipment Information' (Street Name and House Number, City, Postal Code, Country), 'Payment Information' (Card Holder, IBAN, CCV, Expiration Date), and a checkbox for 'Use this as default payment'. A 'Save' button is at the bottom right.

Screenshot 2 (Right): Shows the 'Store Details' section. It includes fields for 'Phone Number' and 'Shipment Details' (Street Name, House Number, City, Postal Code, Country). At the bottom are links for 'LEGAL', 'Social' (Instagram, Facebook), and 'LANGUAGE' (English).

1.2.3 Changes Justification

Since we are using Stripe for payment, entering the payment information in the user information section was redundant. Thus, we decided to remove it and have the payment information setting in the payment modal (which will follow in an upcoming screenshot).

1.3 Scenario 3: Seller (Ben) posts a new advertisement

1.3.1 Mockups

The image contains three screenshots illustrating the process of posting a new advertisement:

- (a) Selecting a category:** Shows the 'POST YOUR ADVERT' screen with a dropdown menu for 'Category*' containing 'Flowers'.
- (b) Filling in the product details:** Shows the 'Advert details:' form. Fields include 'Product Name*', 'Category*', 'Color*', 'Purchased on:', 'Quantity*', and 'Description'. A preview image of blue orchids is shown on the right.
- (c) Product Overview:** Shows the final product overview page with details: Category: Flowers, Store: Petals & Blooms, Store Rating: ****, Product Name: Orchids, Color: Blue, Purchased on: 29.04.2023, Quantity: 15 pcs, Price: 10\$, and a 'Prioritize' button.

1.3.2 Screenshots

The image consists of three side-by-side screenshots of the Stockbridge website interface:

- (a) Selecting a category:** Shows a modal dialog titled "Advert Details" where a user is selecting a category from a dropdown menu. The categories listed are "All", "Flowers And Bouquets", "Fragrances", "Cosmetics", and "Food".
- (b) Filling in the product details:** Shows a modal dialog titled "Advert Details" with fields for Product Name ("Small Orange Tree"), Product Category ("Flowers And Bouquets"), Product Color ("red!"), Purchase Date ("2023-07-19"), Price ("50"), and Description ("Small orange tree to bring you company").
- (c) Product Overview:** Shows the final product listing page for "Small Orange Tree" from "Bibi's Flower Shop". The page includes sections for STORE DETAILS (Name: Bibi's Flower Shop, Member since: July 2023, Rating: 5 stars), PRODUCT DETAILS (Category: Flowers And Bouquets, Color: red!, Purchased On: 2023-07-19, Expire On: 2023-07-31, Quantity: 1,000, Price: 50 €), OFFERS (No offers yet), and REVIEWS (No reviews yet). The page footer includes links to "HOME", "ABOUT US", "CONTACT", "CATEGORIES", and "LOGOUT".

(a) Selecting a category

(b) Filling in the product details

(c) Product Overview

1.3.3 Changes Justification

No major changes in this section, we only changed the design to make it more usable for the user.

1.4 Scenario 4: Seller (Ben) prioritizes a posted advert

1.4.1 Mockups

Subscription Plans

You are currently not subscribed to any of the plans

Plan	Features	Cost	Action
Basic	1 Advert ticket 1 Imprint ticket 1 Prioritization ticket	\$10/month	Purchase
Advanced	1 Advert ticket 1 Imprint ticket 1 Prioritization ticket	\$15/month	Purchase
Premium	1 Advert ticket 1 Imprint ticket 1 Prioritization ticket	\$20/month	Purchase

Prioritisation Tickets

Pack	Tickets	Cost	Action
Basic Pack	3 Tickets	FREE	
Advanced Pack	10 Tickets	\$25	Purchase
Premium Pack	50 Tickets	\$40	Purchase

(a) Premium Section

Subscription Plans

You are currently subscribed to the **Advanced** plan *

*your subscription will be automatically renewed monthly

Plan	Features	Cost	Action
Basic	1 Advert ticket 1 Imprint ticket 1 Prioritization ticket	\$10/month	Purchase
Advanced	1 Advert ticket 1 Imprint ticket 1 Prioritization ticket	\$15/month	CANCEL
Premium	1 Advert ticket 1 Imprint ticket 1 Prioritization ticket	\$20/month	Purchase

Prioritisation Tickets

Pack	Tickets	Cost	Action
Basic Pack	3 Tickets	FREE	
Advanced Pack	10 Tickets	\$25	Purchase
Premium Pack	50 Tickets	\$40	Purchase

(b) Ben clicks on Advanced membership plan

STOCKBRIDGE

PRODUCT OVERVIEW
Category: Flower Store: Petals & Blooms Store Rating: ★★★★

PRODUCT DETAILS

PRIORITIZATION TICKETS

Current Deal:	10 tickets
Usage:	0 / 10

Quantity: 15 pcs Price: 10\$

Prioritize

STOCKBRIDGE

PRODUCT OVERVIEW
Category: Flower Store: Petals & Blooms Store Rating: ★★★★★

PRODUCT DETAILS

Orchids REFERENCE: ZHKW09E
Freshly bought orchids waiting for a matching vase!

Color: Blue Purchased on: 29.04.2023
Quantity: 15 pcs Price: 10\$

Prioritized

(c) Ben agrees to use 1 ticket for the prioritization

(d) Prioritized Product Overview

1.4.2 Screenshots

(a) Premium Section

The screenshot shows the 'Premium' section of the Stockbridge app. It includes a sidebar with navigation links: My Adverts, Selling, Buying, Store Details, Premium (which is selected), and Help And FAQ. The main content area has two sections: 'Subscription Plans' and 'Prioritization Tickets'. In 'Subscription Plans', three options are listed: 'Basic Subscription' (10€/month), 'Advanced Subscription' (15€/month), and 'Premium Subscription' (20€/month). Each plan has a detailed description of its features and a 'Purchase' button. In 'Prioritization Tickets', three ticket packs are shown: 'Basic Pack' (5€), 'Advanced Pack' (9€), and 'Premium Pack' (15€), each with a 'Purchase' button. At the bottom, there are filters for 'USUAL' (Twitter, LinkedIn, Instagram, Facebook) and 'LANGUAGE' (English).

(b) Ben clicks on Advanced membership plan

(b) Ben clicks on Advanced membership plan

This screenshot shows the payment process for the Advanced Subscription. A modal window titled 'Payment' is open, asking for card information: Card number (4242 4242 4242 4242), Expiration (12/24), CVC (123), and Country (Germany). The background shows the 'Premium' section of the app.

(c) Ben returns to product overview and clicks on prioritize again.

(c) Ben returns to product overview and clicks on prioritize again.

This screenshot shows the product overview for a 'Small Orange Tree' from 'Brie's Flower Shop'. It includes store details (Name: Brie's Flower Shop, Member since: July 2023, Rating: 4.5), product details (Category: Flowers And Bouquets, Color: #F77702, Purchased On: 2023-07-19, Expiry On: 2023-07-31), and offers (Quantity: 1 pcs, Price: 50 €). A modal window titled 'Prioritize' asks if Ben wants to use 1 ticket to boost the offer, with a 'Yes' button highlighted.

(d) Ben agrees to use 1 ticket for the prioritization

(d) Ben agrees to use 1 ticket for the prioritization

This screenshot shows the prioritized product overview for the 'Small Orange Tree'. The product image is labeled 'PRIORITY' and 'Prioritized'. The product details and offers section remains the same as in screenshot (c).

(e) Prioritized Product Overview

1.5 Scenario 5: Buyer (Claire) looks up an advert and makes an offer to the Seller (Ben)

1.5.1 Mockups

ACTIVE ADVERTS

Filter

- Flowers
- Metal
- Clothing
- Electronics
- Automotive
- Home Ware

Selling Buying

FLOWERS

- Stargazer Lilies** Quantity: 10\$
Price: 10\$
In need of fresh lilies for a bouquet!
01.05.2023
- Easter Lilies** Quantity: 10\$
Price: 10\$
In need of fresh lilies for a bouquet!
28.05.2023
- Orchids** Quantity: 10\$
Price: 10\$
In need of fresh orchids for a bouquet!
05.05.2023

METAL

(a) Home page

STOCKBRIDGE

PRODUCT OVERVIEW

Category: Flower Store: Petals & Blooms Store Rating: ★★★★

PRODUCT DETAILS

Orchids REFERENCE: ZHKW09E

Freshly bought orchids waiting for a matching vase!

Color: Blue
Purchased on: 29.04.2023
Quantity: 10 pcs **Price:** 10\$

Buy

(b) Product Overview

STOCKBRIDGE

PRODUCT OVERVIEW

Category: Flower Store: Petals & Blooms Store Rating: ★★★★

PRODUCT DETAILS

Orchids REFERENCE: ZHKW09E

Freshly bought orchids waiting for a matching vase!

Color: Blue
Purchased on: 29.04.2023
Quantity: 10 pcs **Price:** 10\$

Buy

Petals & Blooms
★★★★

Category: Retailer
Member since: 30.03.2022
Product: Flowers

Address:
Beispielstraße 21,
München,
12345

Customer Reviews

Wildflower Florist	02.05.2023	★★★★★	Great service, shipment arrived on time...
Floral Impressions	07.05.2023	★★★★★	Great service, flowers were a bit faded but ...
Fragrant Flowers	07.05.2023	★★★★★	Great service, flowers were a bit faded but fair ...

(c) Store Details View

REVIWS

Wildflower Florist 02.05.2023
Great service, shipment arrived on time, totally recommend this store! ★★★★

(d) Store Reviews Section

STOCKBRIDGE

PRODUCT OVERVIEW

Category: Flower Store: Petals & Blooms Store Rating: ★★★★

OFFER OVERVIEW

OFFER NUMBER: OF-1243 03.05.2023

Status: New

Orchids
Color: Blue
Purchased on: 29.04.2023

Seller: Petals & Blooms
★★★★

Quantity: pcs
Price: \$

Confirm

Buy

(e) Offer Setting Form

STOCKBRIDGE

PRODUCT OVERVIEW

Category: Flower Store: Petals & Blooms Store Rating: ★★★★

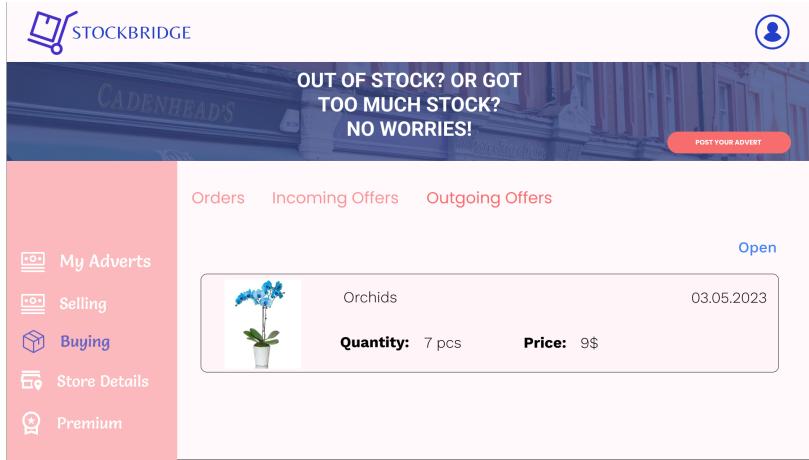
OFFER OVERVIEW

OFFER NUMBER: OF-1243 03.05.2023

Offer to Petals & Blooms has been sent!
You can view your offer status in [your account](#).

Buy

(f) Offer Confirmation



(a) Outgoing Offers Tab - Buyer's Perspective

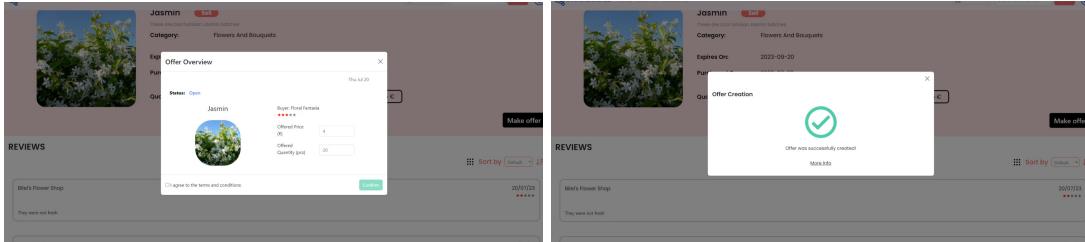
1.5.2 Screenshots

(a) Home page

(b) Product Overview

(c) Store Details View

(d) Store Reviews Section



(a) Offer Setting Form

(b) Offer Confirmation

(c) Outgoing Offers Tab - Buyer's Perspective

(d) Canceling an outgoing Offer

1.5.3 Changes Justification

As mentioned, we changed the home page to allow for more flexibility. We added popular adverts and categories in the Home page (which was visualized in a previous scenario) and moved the advert browsing to a new page. There, users have multiple features which include: pagination, filtering and sorting, Map which displays the location of the store which posted the advert. We found the new changes more intuitive for the user. Other mock-ups are mostly unchanged except for the possibility to cancel an offer.

1.6 Scenario 6: Seller (Ben) accepts the buying offer from the Buyer (Claire)

1.6.1 Mockups

(a) My Adverts view

STOCKBRIDGE

OUT OF STOCK? OR GOT TOO MUCH STOCK? NO WORRIES!

Selling Ads Buying ads

My Adverts

Orchids

Quantity: 10 pcs Price: 10\$

01.05.2023

Prioritized

(b) Product Details View

PRODUCT DETAILS

Orchids REFERENCE: ZHKW09E

Freshly bought orchids waiting for a matching vase!

Color: Blue

Purchased on: 29.04.2023

Quantity: 10 pcs Price: 10\$

Prioritized

OFFERS

The Flower Patch Open

Quantity: 7 pcs Price: 9\$

03.05.2023

(c) Approving an offer

STOCKBRIDGE

OFFER OVERVIEW

Offer Number: OF-1243

Status: Open

Orchids

Color: Blue

Purchased on: 29.04.2023

Buyer: The Flower Patch

Quantity: 7 pcs

Price: 9\$

Prioritized

(d) Confirmation of approved offers

STOCKBRIDGE

OFFER OVERVIEW

Offer Number: OF-1243

Accepted

Offer from The Flower Patch accepted!

You have 3 remaining orchids

Prioritized

1.6.2 Screenshots

The screenshots illustrate the Stockbridge platform's user interface across six panels:

- (a) My Adverts view:** Shows a list of ads categorized by store (e.g., Bla's Flower Shop, Chez Chaima). Each card displays product details like name, store, date, quantity, and price.
- (b) Product Details View:** A detailed view of a product (Jasmin) from Bla's Flower Shop, showing its description, category (Flowers And Bouquets), and purchase history.
- (c) Approving an offer:** A modal window titled "Offer Acceptance" confirming the acceptance of an offer for Jasmin from Bla's Flower Shop.
- (d) Confirmation of approved offers:** A confirmation message stating "Offer was successfully accepted!" with a green checkmark icon.
- (e) Accepted Offer Bar in the Product Overview:** A screenshot of the product overview page showing an "Accepted" status bar for a specific offer.
- (f) Created Order for the accepted Offer:** A screenshot of the "Orders" section showing a new order for Jasmin from Bla's Flower Shop with a total price of 80 €.

1.7 Scenario 7: Buyer (Claire) confirms the order by paying for the Orchids

1.7.1 Mockups

The mockup shows a mobile application interface for a marketplace. At the top, there's a banner with the text "OUT OF STOCK? OR GOT TOO MUCH STOCK? NO WORRIES!" and a "POST YOUR ADVERT" button. Below the banner, there are tabs for "Orders", "Incoming Offers", and "Outgoing Offers". A red dot indicates an unread notification. On the right, there's a small profile icon. The main content area shows an accepted offer for "Orchids" with a blue flower icon. The details are: "Quantity: 7 pcs" and "Price: 9\$". The date "03.05.2023" is also visible. At the bottom, there's a "Proceed To Checkout >" button.

(a) Claire selects the accepted offer

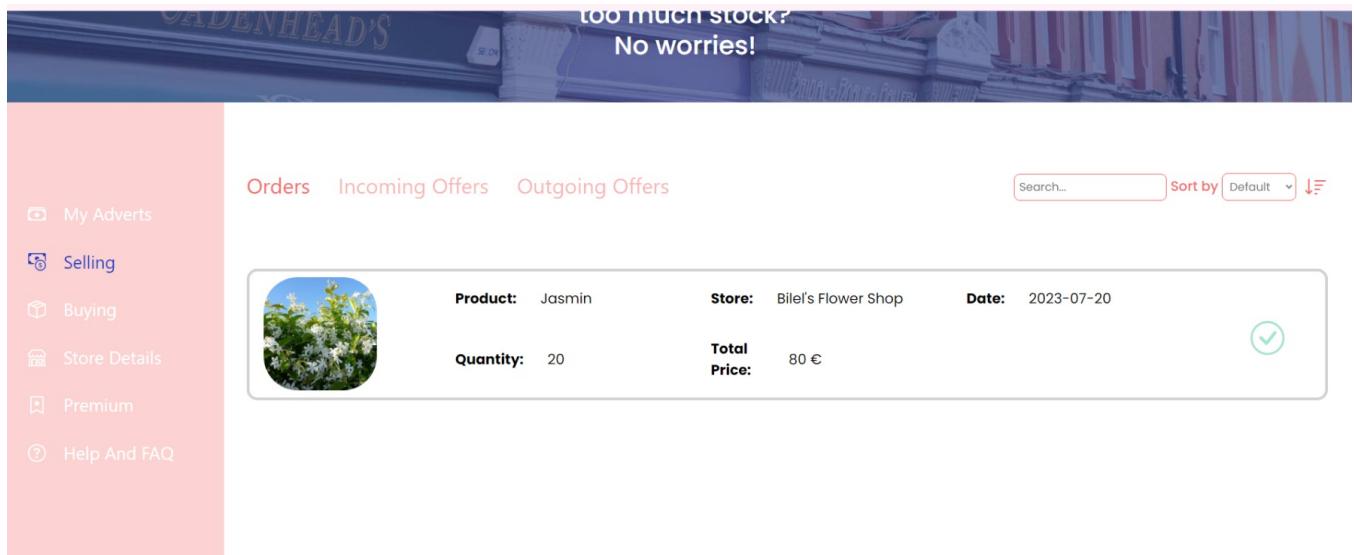
The mockup shows an "ORDER OVERVIEW" screen. At the top, it says "ORDER CONFIRMATION" and "ORDER NUMBER: OR-1243". The date "03.05.2023" is shown. In the center, there's a large green circle with a white checkmark. Below it, text reads: "Order from Petals & Blooms has been confirmed. You can view your order status in [your account](#)".

(b) Order Confirmation

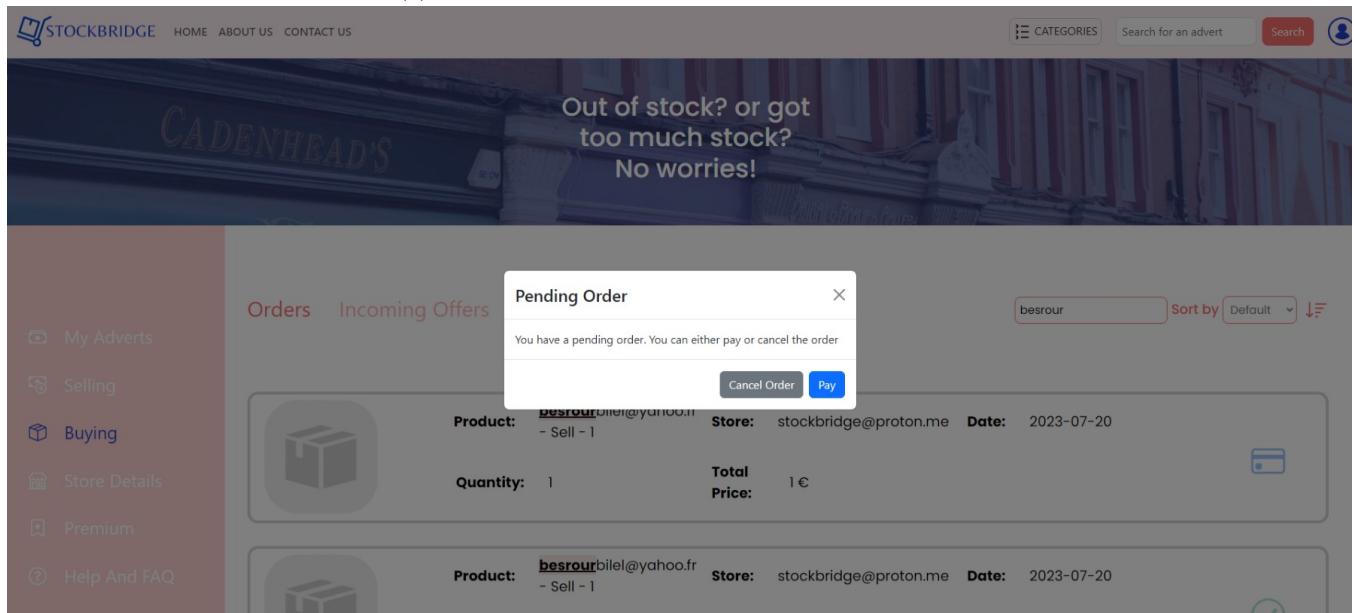
The mockup shows a "CHECKOUT SHEET" for an order. At the top, there's a "STOCKBRIDGE" logo and a user profile icon. The main section is titled "ORDER OVERVIEW". It shows an item "ORCHIDS" with a blue flower icon. Details include: Color: Blue, Purchased: 29.04.2023, Price/unit: \$ 7.00, and Quantity: 6 pieces. To the right, there's an "ORDER SUMMARY" table with rows for Subtotal (\$63\$), Sale (\$0\$), and Total (\$63\$). A "PLACE ORDER" button is at the bottom right. Below the order overview, there are sections for "PAYMENT INFO", "SHIPPING METHOD", "SHIPPING ADDRESS", and "CUSTOMER INFO". Each section contains input fields for card number, expiration date, security code, shipping method (Covered by buyer/seller, DHL, UPS, Hermes), and customer information (full name, street address, city, state/province, zip/postal code, country, email).

(a) Checkout Sheet

1.7.2 Screenshots



(a) Order confirmed directly after offer confirmation



(b) If order payment fails, user can try to pay again or cancel the order

1.7.3 Changes Justification

We decided to remove the Checkout Sheet to make the flow easier and more intuitive for the users. Now, when the offer is confirmed, the order is automatically created which triggers the payment process. If the payment goes through, then the process is finished. If the payment fails, the user can then try to pay again. Clicking on pay will trigger the same payment modal used across the app.