

ONLINE DIGITAL CAMERA STORE

**SHUTTERPRO**



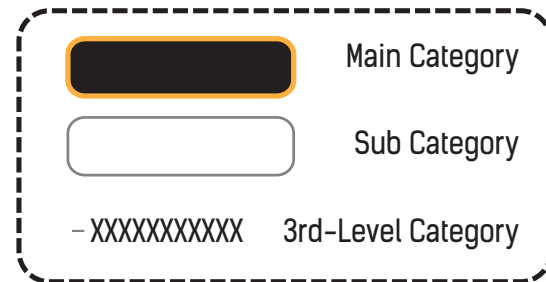
**SD5502 INFORMATION ARCHITECTURE & VISUALIZATION**

MA Xiaomeng Michelle

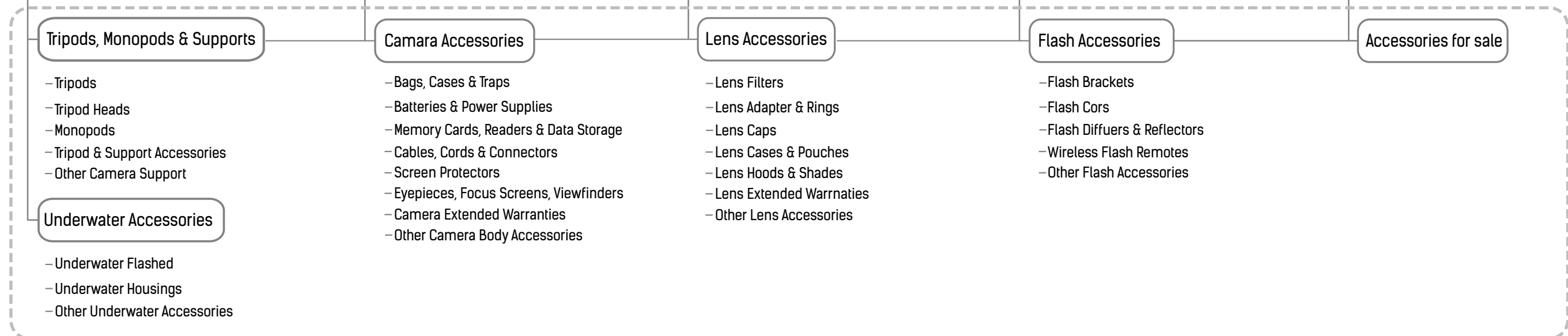
[mic.ma@connect.polyu.hk](mailto:mic.ma@connect.polyu.hk)

Instructor: Professor Keith Tam

# Product Categories



## Accessories



# User Analysis



# Data Categorization

## Search Methods

### Quick Filtering

Product Category  
  > Sub-Category  
    >> Type  
Key Features  
Brand  
Price Range

### Keyword Searching

Product Category  
  > Sub-Category  
    >> Type  
Key Features  
Brand  
Model

### Browse By Category

Product Category  
  > Sub-Category  
    >> Type

### Browse By Brand

Brand  
Product Category

### Pattern Recognition

Product Image Uploading  
Webcam Shooting

## Search Result

### Disply Mechanism

Match  
  > Exact Match  
  > Closest Match  
  > Related Items  
Order  
  > Sorted by Popularity  
  > Sorted by Price  
    >> Low-High  
    >> High-Low  
  > Sorted by Rating

### Product List

Product Name  
Model No.  
Product Image  
Pricing Information  
  > Original Price  
  > Discounted Price  
  > Rebate  
Average Rating  
Stock Status  
  > Availability  
  > Order Acceptance  
Shipping Information  
  > Free Shipping/Delivery Charge  
  > Estimated shipping days

### Thumbnail

Product Name  
Model No.  
Product Image  
Price(Discounted)  
Stock Status  
  > Availability  
Shipping Information  
  > Free Shipping/Delivery Charge

## Full Product Display

### Common Data

Product Name  
Model No.  
Product Category  
Brand/Manufacturer  
Rating&Review  
  > Average Rating  
  > Summary  
    >> Pros  
    >> Cons  
  > Review  
    >> Customer ID  
    >> Time&Date  
    >> Rating  
    >> Review Content  
Product Image  
  > Different Views  
  > Package Content (Accessories included if applicable)  
Pricing Information  
  > Original Price  
  > Discounted Price  
  > Rebate  
Stock Status  
  > Availability  
  > Order Acceptance  
Shipping Information  
  > Free Shipping/Delivery Charge  
  > Estimated shipping days

### For Camera

Product Details  
  > Product Decriptions  
  > Key Features  
  > Package Content  
  > Tech Specifications  
    >> Type  
    >> Image Sensor  
    >> Viewfinder  
    >> Exposure & Shutter Control  
    >> Video Recording  
    >> Display  
    >> Storage  
    >> Power Supply  
    >> Dimensions  
    >> Weight  
    >> Compatible Lenses  
    >> Lens Mount  
    >> Color Filter System  
    >> Picture Style  
    >> Settings  
    >> Auto White Balance  
    >> Focusing Mode  
    >> Metering Range  
    >> Self Timer  
    >> Remote Control  
    >> Flash  
    >> Working Temperature Range  
    >> Working Humidity Range

Accessories  
  > Compatible Lense/Filters  
  > Flashes  
  > Memory Cards  
  > Power Supply/Battery  
  > Cable/Adaptors  
  > Bags/Traps  
  > Tripods/Stand

### For Lens

Product Details  
  > Product Decriptions  
  > Key Features  
  > Package Content  
  > Tech Specifications  
    >> Mount Type  
    >> Lens Type  
    >> Format Compatibility  
    >> F Stop Range  
    >> Angle of View  
    >> Diameter  
    >> Filter Size  
    >> Length  
    >> Length Elements/Groups  
    >> Max Aperture  
    >> Max Focal Length  
    >> Min Aperture  
    >> Min Focal Length  
    >> Min Focusing Distance  
    >> Weight

#### Accessories

  > Cleaning Tools  
  > Filters  
  > Caps

### For Accessories

Product Details  
  > Product Decriptions  
  > Key Features  
  > Tech Specifications  
    >> Compatibility  
    >> Dimensions  
    >> Weight

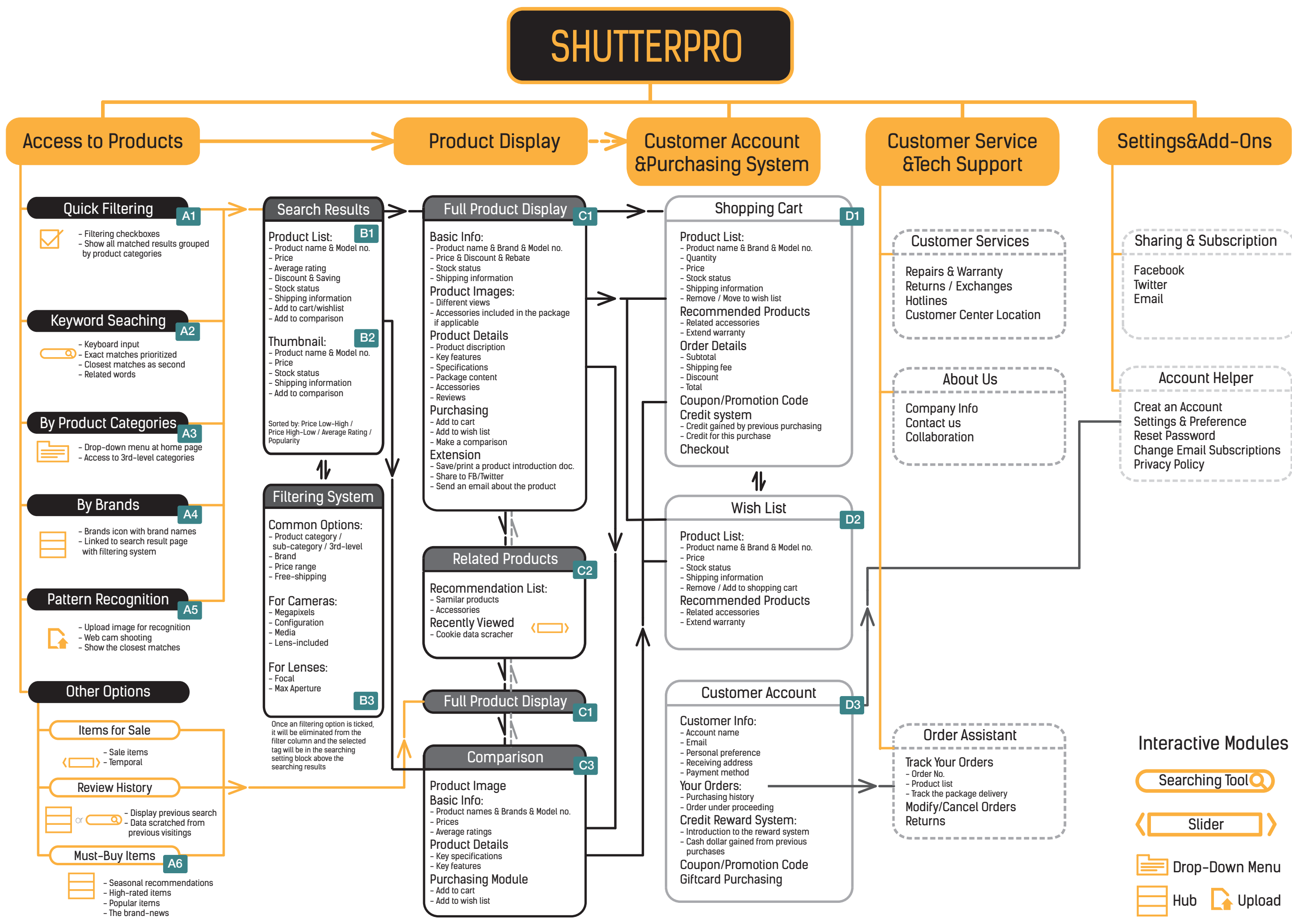
## Purchasing

### Shopping Cart

Product List  
  > Product (N Duplicates)  
    >> Product name  
    >> Model no.  
    >> Brand  
    >> Quantity  
    >> Stock Status  
    >> Shipping Information  
Recommended Products  
  > Related Accessories  
  > Extend Warranty  
Coupon/Promotion Code  
Order Details  
  > Subtotal  
  > Shipping Fee  
  > Sale Tax  
  > Discount  
  > Account Credit Refund  
  > Total  
Credit System  
  > Credit Gained by Previous Purchasing  
  > Credit for this purchase

### Wish List

Product List  
  > Product (N Duplicates)  
    >> Product name  
    >> Model no.  
    >> Brand  
    >> Average Rating  
    >> Quantity  
    >> Stock Status  
    >> Shipping Information  
Recommended Products  
  > Related Accessories  
  > Extend Warranty



Camera

General	<gen>
Product Name	<productname>
Model No.	<modno>
Camera Category	<camecate>
Camera type	<camtype>
Image Sensor	<imgsensor>
Sensor Type	<sensortype>
Sensor Size	<sensorsize>
Effective Megapixels	<effectmegapix>
Viewfinder	<viewfin>
Viewfinder Type	<viewfintype>
Coverage	<cover>
Exposure&Shutter Control	<expnshut>
Max ISO Sensitivity	<maxisosen>
Min ISO Sensitivity	<minisosen>
Max Shutter Speed	<maxshutspd>
Min Shutter Speed	<minshutspd>
Continuous Burst Speed	<conburstspd>
Max shots / burst	<maxshot>
Video Recording	<vrec>
File Format	<vfileform>
Video Resolution	<vres>
HD Recording	<HDvrec>
Display	<disp>
LCD Size	<lcdsize>
LCD Recolution	<lcdres>
Live View	<liveview>
Power Supply	<pwsup>
Battery Model	<btrmod>
Battery grip	<btrgrp>
Dimension	<dimen>
Size	<sized>
Weight	<wght>
Compatible Lenses	<complens>
Lens Mount	<lensmnt>
Color Filter System	<colorfltsystem>
Picture Style	<picstyl>
Settings	<setting>
Auto White Balance	<autowhtbln>
Focusing Mode	<focusmod>
Metering Range	<metrange>
Self Timer	<selftm>
Remote Control	<rmcontr>
Flash	<flash>
Working Environment	<workenv>
Temperature	<workt>
Humidity	<workhmd>
Review	<review>
Average Rating	<avgrating>
Review Summary	<reviewsum>
Review Content	<reviewcont>
_Customer ID	<userid>
_Review Time	<reviewtime>
_Review Date	<reviewdate>
_Rating	<rating>
_Text Content	<textcont>
Product Image	<prdimg>
Price	<price>
Original Price	<oriprice>
Discount Price	<discprice>
Stock Status	<stksta>
Availability	<avail>
Order Acceptant	<ordaccep>
Shipping Information	<shipinfo>

Customer Account

Customer Information	<customerinfo>
Customer ID	<customerid>
Customer Email	<customeremail>
Payment information	<payinfo>
_Payment Method	<paymthd>
_Account ID	<acctid>
_Account Name	<accnnm>
_Address	<add>
Personal Preference	<personalprefer>
Order Information	<orderinfo>
Purchasing History	<purchasehistory>
_Order Number	<orderno>
_Product Information	<productinfo>
_Date	<orderdate>
_Price	<ordertm>
Order Under Proceeding	<actvorder>
_Order Number	<orderno>
_Product Information	<productinfo>
_Date	<orderdate>
_Price	<ordertm>
_Delivery Status	<delista>
Credit Reward System	<creditreward>
Cash Dollar Credit	<cashdollar>
Coupon/Promotion Code	<promo>
Giftcard	<giftcard>

SEMANTIC COMPONENT & TAGS

A3 Search By Product Categories

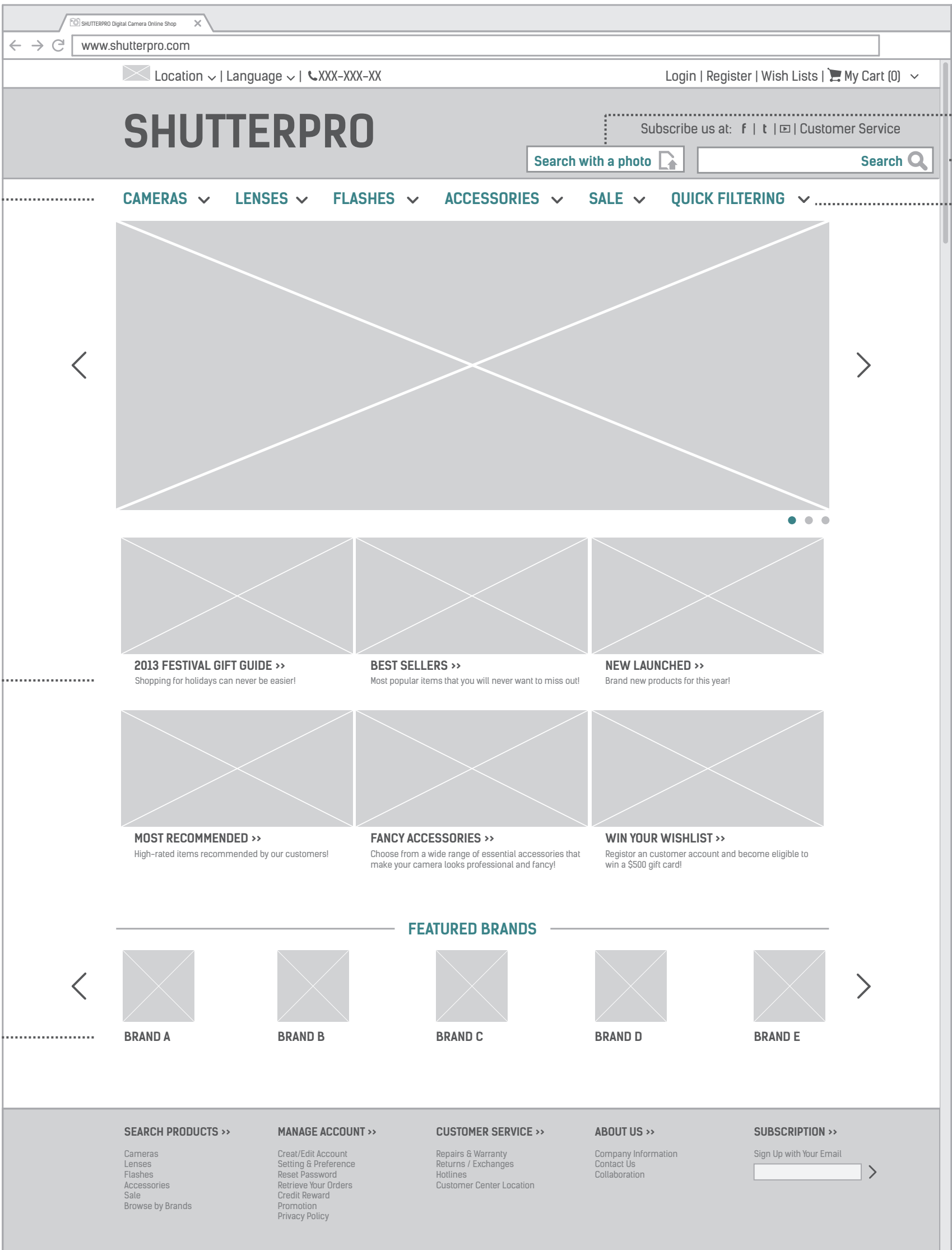
A6 Must-Buy Items

A3 Search By Brand

A5 Pattern Recognition

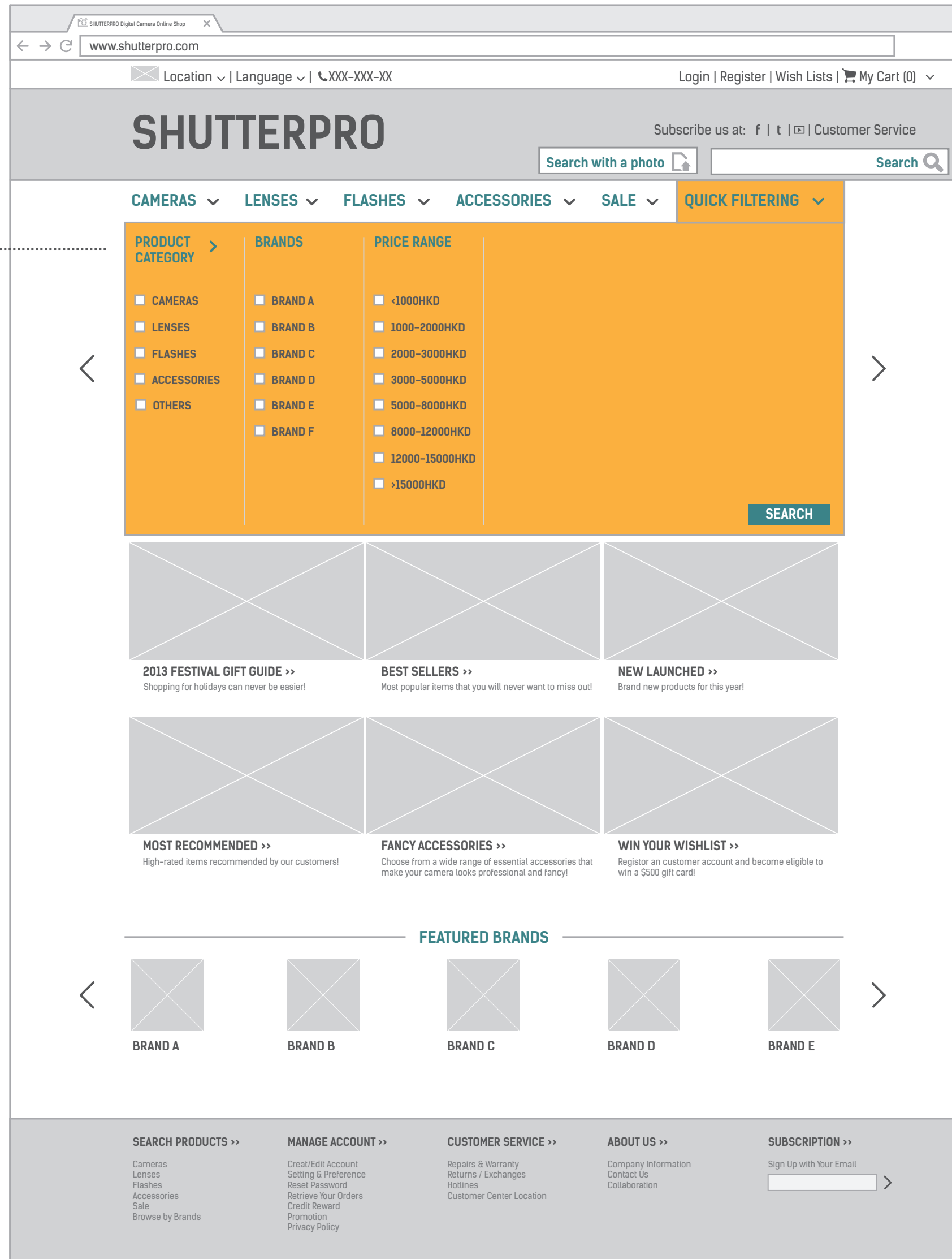
A2 Keyword Searching

A1 Quick Filtering



## A1 Quick Filtering

Users can tick the options and quickly narrow down to the products that match their filtering descriptions





## A1 Quick Filtering

Once a main category is chosen, more detailed options will automatically pop up. User can tick several options at the same time.

SHUTTERPRO Digital Camera Online Shop

www.shutterpro.com

Location | Language | XXX-XXX-XX

Login | Register | Wish Lists | My Cart (0)

SHUTTERPRO

Subscribe us at: | | | Customer Service

Search with a photo

Search

CAMERAS | LENSES | FLASHES | ACCESSORIES | SALE | QUICK FILTERING

PRODUCT CATEGORY

☒ CAMERAS

☐ LENSES

☐ FLASHES

☐ ACCESSORIES

☐ OTHERS

SUB-CATEGORY

☒ DSLR Cameras

☐ Compact ILC

☐ Point&Shoot

☐ Others

TYPE

☒ Interchangeable-lens Full System Camera

☐ Fixed-Lens DSLR

☒ Medium Format

☐ Camera backs

KEY FEATURES

Megapixels

☐ 10 Megapixels

☐ 12 Megapixels

☐ 14 Megapixels

☒ 16 Megapixels

☐ 18 Megapixels

+ Configuration

+ Data Storage

+ Lens-included

BRANDS

☐ CANON

☐ FUJIFILM

☐ LEICA

☒ NIKON

☐ PENTAX

☐ OLYMPUS

OTHERS

PRICE RANGE

☐ <1000HKD

☐ 1000-2000HKD

☐ 2000-3000HKD

☐ 3000-5000HKD

☐ 5000-8000HKD

☒ 8000-12000HKD

☐ 12000-15000HKD

☐ >15000HKD

SEARCH

2013 FESTIVAL GIFT GUIDE >>

Shopping for holidays can never be easier!

BEST SELLERS >>

Most popular items that you will never want to miss out!

NEW LAUNCHED >>

Brand new products for this year!

MOST RECOMMENDED >>

High-rated items recommended by our customers!

FANCY ACCESSORIES >>

Choose from a wide range of essential accessories that make your camera looks professional and fancy!

WIN YOUR WISHLIST >>

Register an customer account and become eligible to win a \$500 gift card!

FEATURED BRANDS

BRAND A

BRAND B

BRAND C

BRAND D

BRAND E

SEARCH PRODUCTS >>

Cameras  
Lenses  
Flashes  
Accessories  
Sale  
Browse by Brands

MANAGE ACCOUNT >>

Creat/Edit Account  
Setting & Preference  
Reset Password  
Retrieve Your Orders  
Credit Reward  
Promotion  
Privacy Policy

CUSTOMER SERVICE >>

Repairs & Warranty  
Returns / Exchanges  
Hotlines  
Customer Center Location

ABOUT US >>

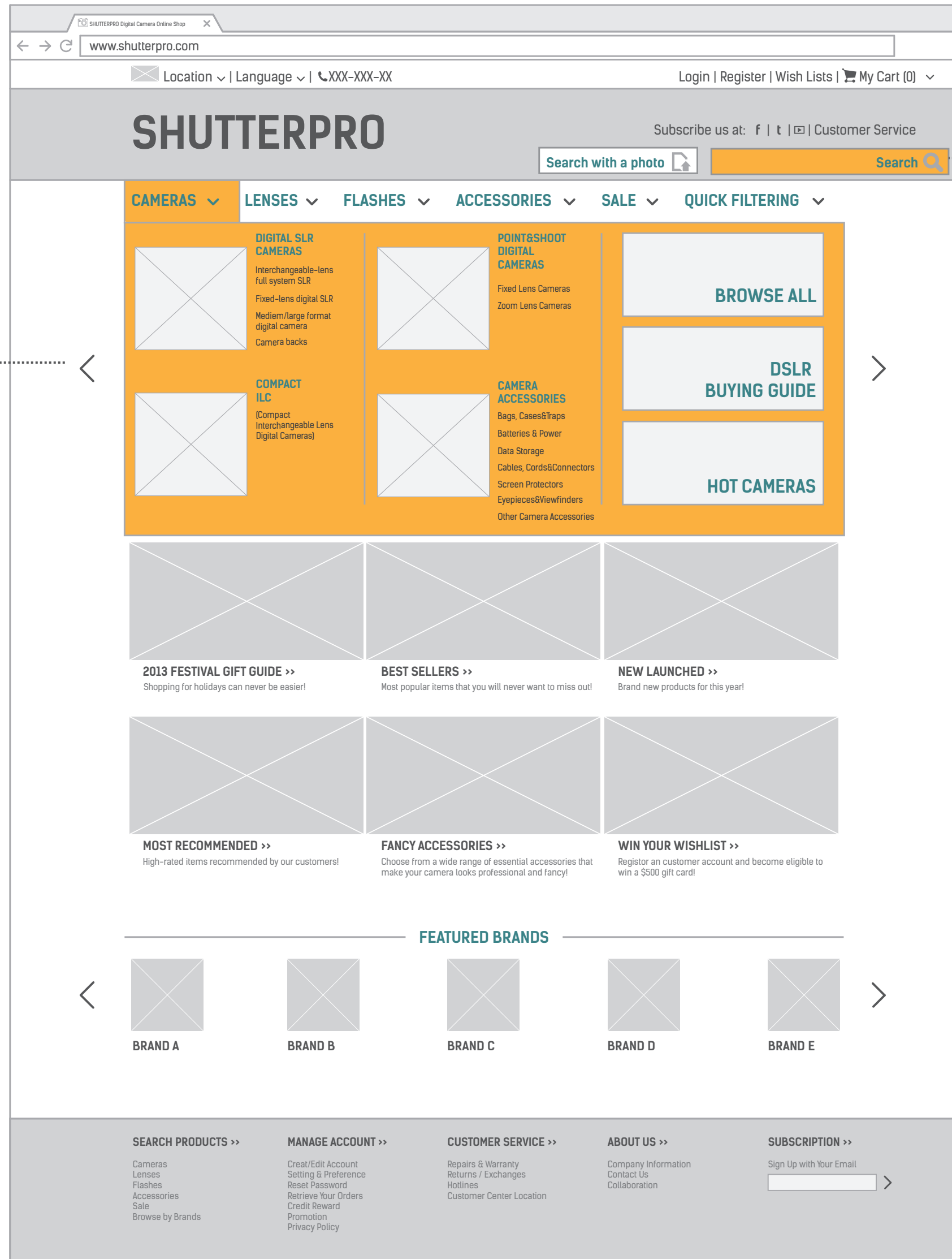
Company Information  
Contact Us  
Collaboration

SUBSCRIPTION >>

Sign Up with Your Email

### A3 Search by Product Category

Product main categories are shown on the menu with a mouse-over drop-down menu. The drop-down menu provides sub-categories and the 3rd-level categories. Actually, the logic of data scratching for this searching method is similar to the quick filtering system. However, this is a more hierachical based approach from the user's perspective.



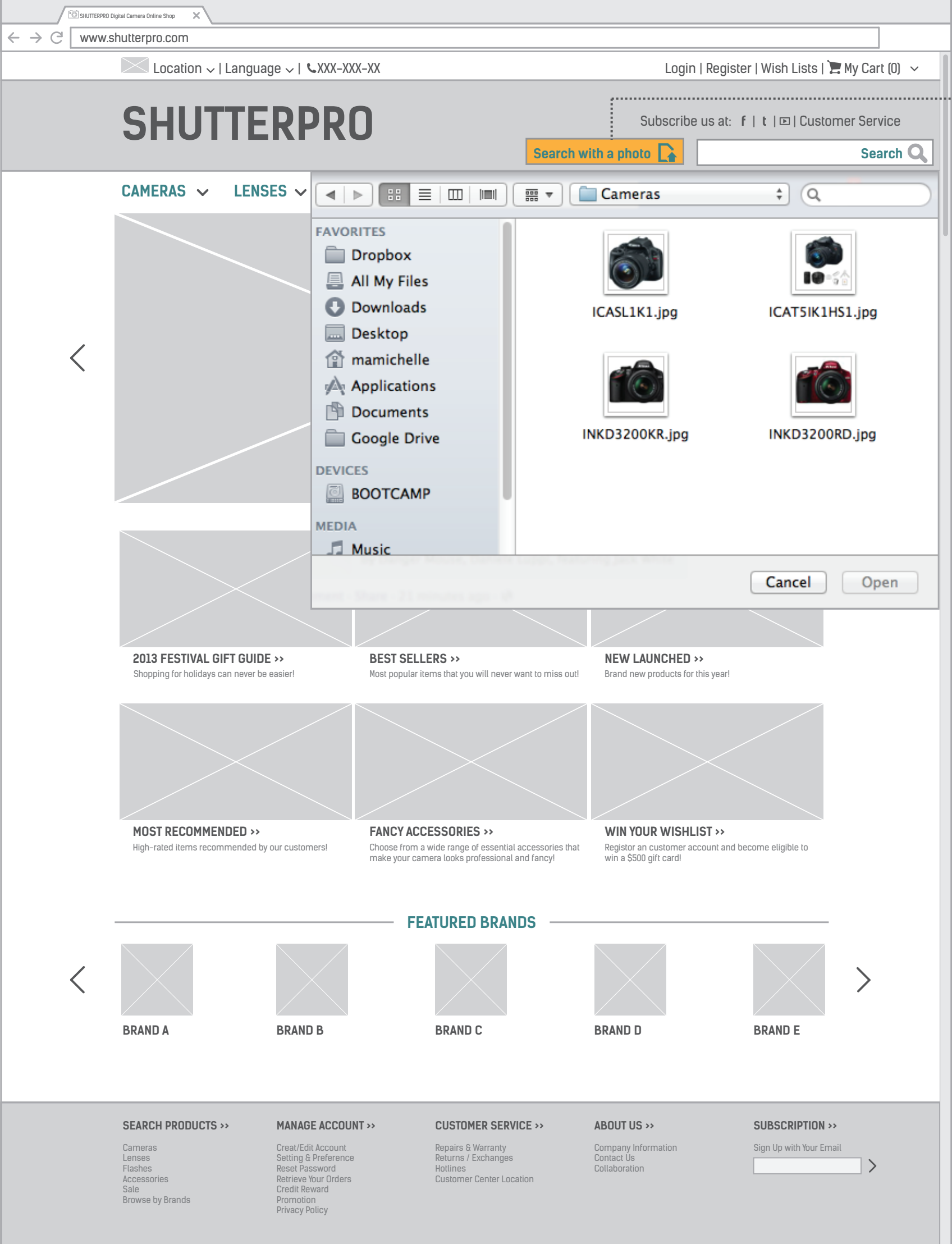
### A2 Keyword Searching

Search keyword and match exact/similar/related tagged items from the database. Suggest hottest keyword, which can be the keyword that searched by the largest amount of users, the new launched items, and the best sellers. During typing in, the searcher provide possible search key -words or automatically fill in the rest according to the words that are already typed in.



A4 Search by Brand

Similar to the method of browse by categories, using brand to call the product information.



A5 Pattern Recognition

Upload photos and search for the possible products that match the pattern. Pattern recognition algorithms generally aim to provide a reasonable answer for all possible inputs and to perform "most likely" matching of the inputs, taking into account their statistical variation.

A6 Must-Buy Items

Includes seasonal shopping guides, best sellers, new launched products, high-rated items that recommended by the registered users, popular accessories, plus promotion activities.

SHUTTERPRO Digital Camera Online Shop

www.shutterpro.com

Location | Language | XXX-XXX-XX

Login | Register | Wish Lists | My Cart (0)

SHUTTERPRO

Subscribe us at: | | | Customer Service

Search with a photo

Search

CAMERAS | LENSES | FLASHES | ACCESSORIES | SALE | QUICK FILTERING

2013 FESTIVAL GIFT GUIDE >>  
Shopping for holidays can never be easier!

BEST SELLERS >>  
Most popular items that you will never want to miss out!

NEW LAUNCHED >>  
Brand new products for this year!

MOST RECOMMENDED >>  
High-rated items recommended by our customers!

FANCY ACCESSORIES >>  
Choose from a wide range of essential accessories that make your camera looks professional and fancy!

WIN YOUR WISHLIST >>  
Register an customer account and become eligible to win a \$500 gift card!

FEATURED BRANDS

BRAND A

BRAND B

BRAND C

BRAND D

BRAND E

SEARCH PRODUCTS >>  
Cameras  
Lenses  
Flashes  
Accessories  
Sale  
Browse by Brands

MANAGE ACCOUNT >>  
Creat/Edit Account  
Setting & Preference  
Reset Password  
Retrieve Your Orders  
Credit Reward  
Promotion  
Privacy Policy

CUSTOMER SERVICE >>  
Repairs & Warranty  
Returns / Exchanges  
Hotlines  
Customer Center Location

ABOUT US >>  
Company Information  
Contact Us  
Collaboration

SUBSCRIPTION >>  
Sign Up with Your Email

## A6 Must-Buy Items

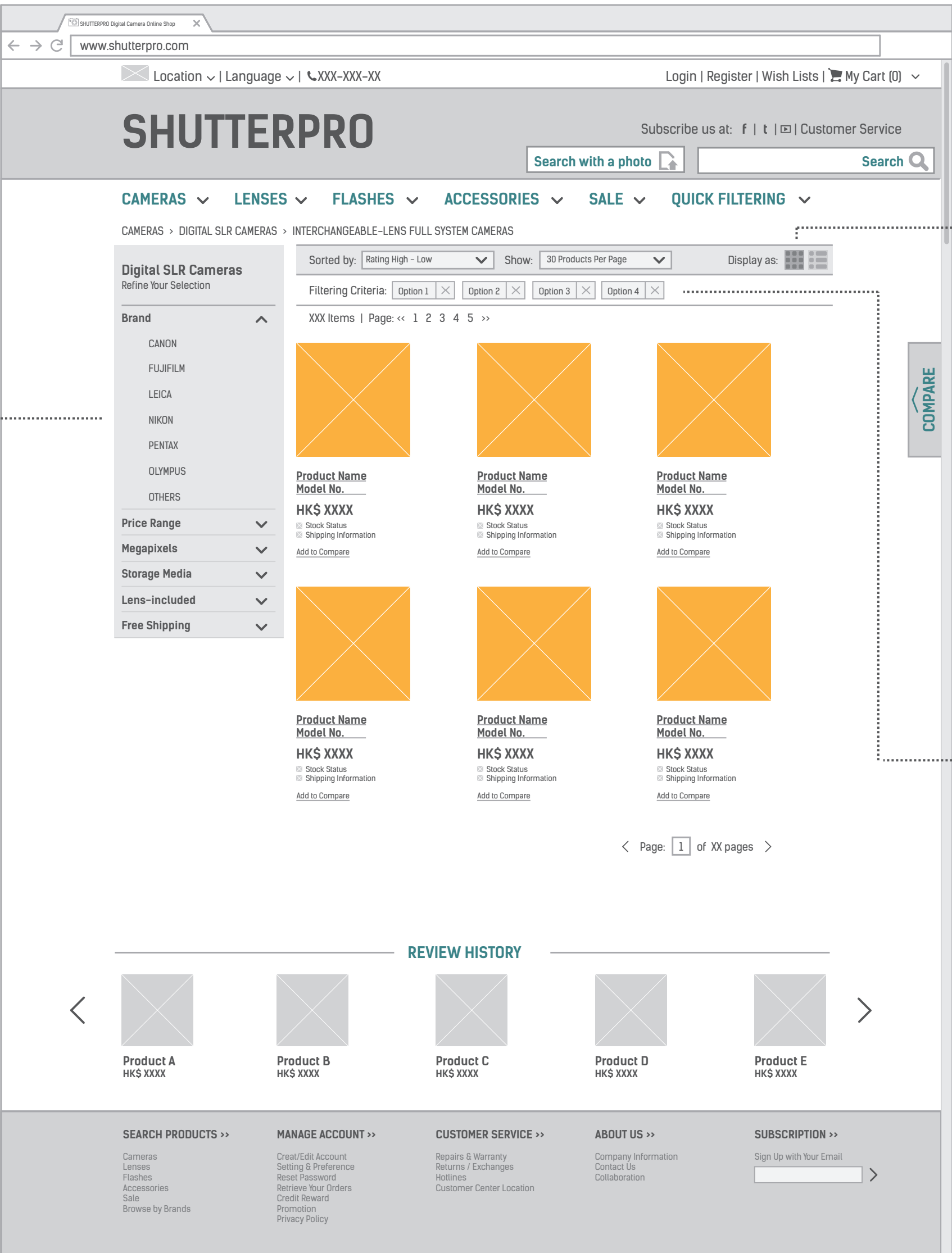
The product display page of each branch of the must-buy items is also product-category-based display.



### B3 Filtering System

During the searching stage, there is constant filtering system at the left hand side. When the product category is well defined with the filter, proper filtering options will be shown in the column. Selected filtering options are displayed on the top of the search results.

Filtering system and the search result display have interaction with each other, hence, adding or removing filtering criteria will lead to instant feedback on the results shown.



As

B2

Search Result  
Thumbnails

This is a simpler format of  
the searching result display.

Product Name  
Model No.  
Product Image  
Price(Discounted)  
Stock Status  
> Availability  
Shipping Information  
> Free Shipping/Delivery Charge

C3

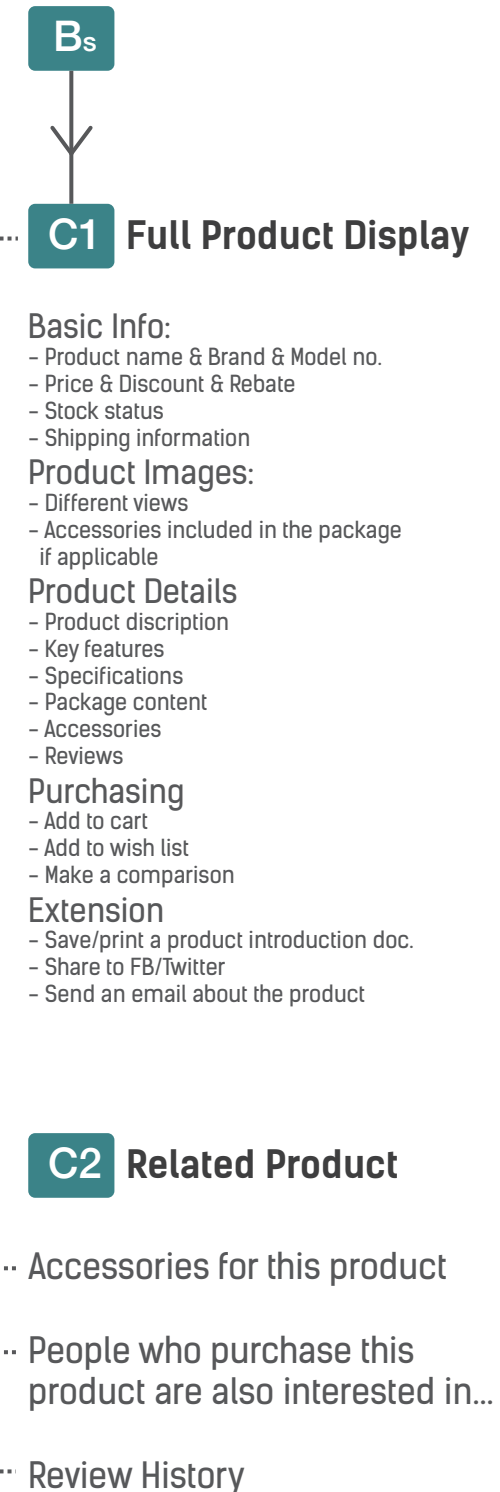
B3

Filtering System

Filtering Criteria

WIREFRAMES\_PRODUCT DISPLAY\_THUMBNAILS









SHUTTERPRO Digital Camera Online Shop

www.shutterpro.com

Location | Language | XXX-XXX-XX

Login | Register | Wish Lists | My Cart (0)

SHUTTERPRO

Subscribe us at: f | t | | Customer Service

Search with a photo

Search

CAMERAS | LENSES | FLASHES | ACCESSORIES | SALE | QUICK FILTERING

CAMERAS > DIGITAL SLR CAMERAS > INTERCHANGEABLE-LENS FULL SYSTEM CAMERAS

BACK TO SHOPPING

CHECKOUT

Qty.	Description	Price	Total
<div><div></div></div>	<div><div>Brand + Product Name + Model No. + Key Features</div><div>Manufacturer information</div><div>Product ID: xxxxxxxx</div><div>Remove   Add to Wish List</div><div><div>Stock Status</div><div>Shipping Information</div></div></div>	HK\$ XXXX	HK\$ XXXX
<div>Suggested Accessories:</div> <div><div>Related Accessory</div><div>HK\$ XXX</div><div>ADD TO CART</div></div> <div><div>Extend Warranty</div><div>HK\$ XXX</div><div>ADD TO CART</div></div>			
<div><div></div></div>	<div><div>Brand + Product Name + Model No. + Key Features</div><div>Manufacturer information</div><div>Product ID: xxxxxxxx</div><div>Remove   Add to Wish List</div><div><div>Stock Status</div><div>Shipping Information</div></div></div>	HK\$ XXXX	HK\$ XXXX
<div><div>Related Accessory</div><div>HK\$ XXX</div><div>ADD TO CART</div></div> <div><div>Extend Warranty</div><div>HK\$ XXX</div><div>ADD TO CART</div></div>			

ENTER PROMOTION CODE

Promotion Code: 

Apply

Order Details

Subtotal	HK\$ XXXX
Shipping	HK\$ XXXX
Sale Tax	HK\$ XXXX
Discount	- HK\$ XXXX
Account Credit Refund	- HK\$ XXXX
Total	HK\$ XXXX

Credit Gained from this purchase HK\$ XXXX

BACK TO SHOPPING

CHECKOUT

COMPARE

D1

Shopping Cart

Include the order information and the credit reward system. Able to remove goods or downgrade then to the wishlist.

Product List

- > Product (N Duplicates)
- >> Product name
- >> Model no.
- >> Brand
- >> Quantity
- >> Stock Status
- >> Shipping Information

Recommended Products

- > Related Accessories
- > Extend Warranty

Coupon/Promotion Code

Order Details

- > Subtotal
- > Shipping Fee
- > Sale Tax
- > Discount
- > Account Credit Refund
- > Total

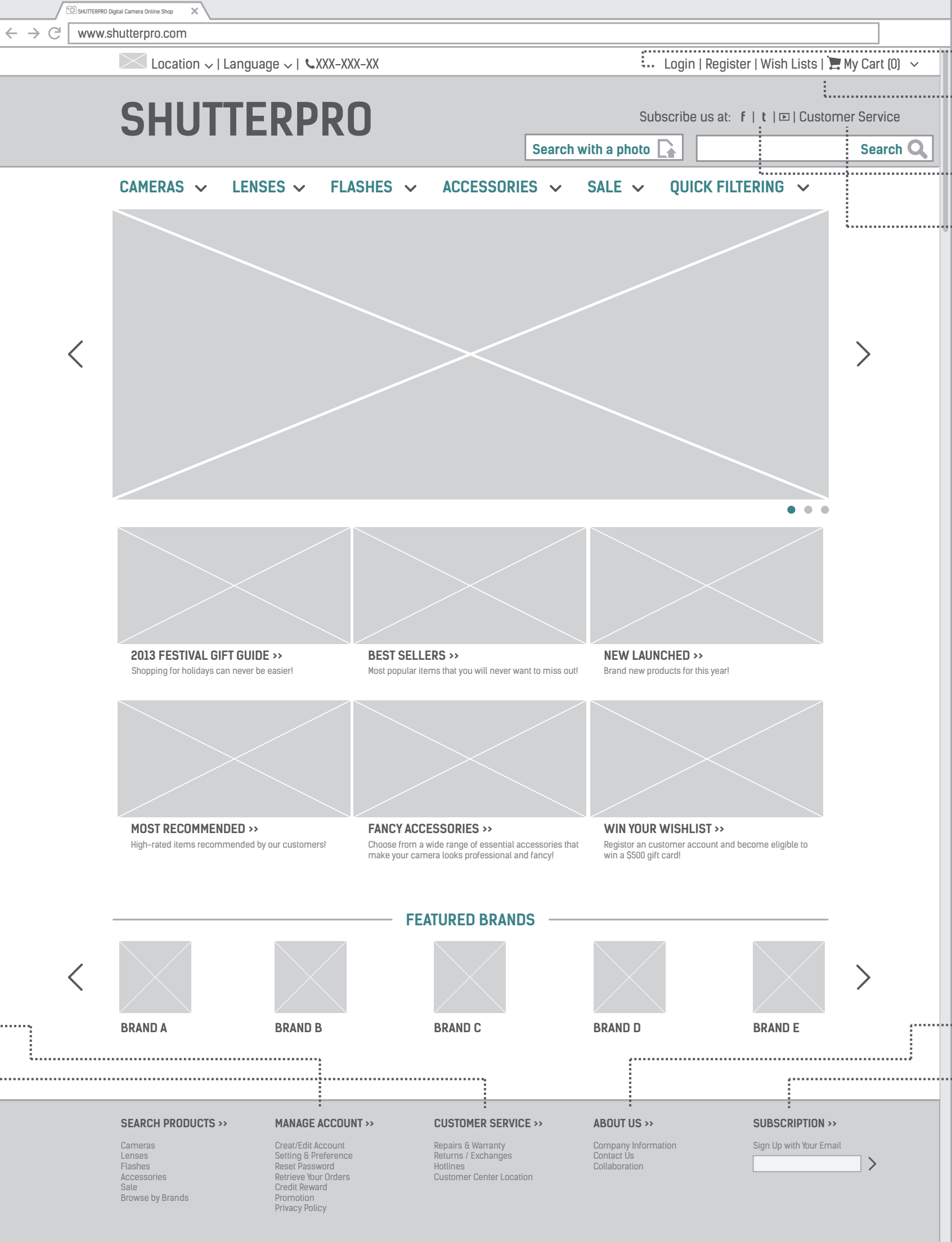
Credit System

- > Credit Gained by Previous Purchasing
- > Credit for this purchase



D2

Wish Lists



Register/Login  
Customer Account

Shopping Cart  
&With Lists

Sharing&Subscription

Customer Service

Account Helper  
&Retrieve Orders

Customer Service

Company Information

Email Subscription

THANK YOU

