

Product Differentiation

This document is going to introduce the main differentiation in our product. There are mainly four differentiation features in the product, which are shipment comment, email notification, distance evaluation, and user-friendly GUI.

1. Shipment Comment

The product supports receiving comments from the users. If one user is logged in, and he or she is viewing the detailed page of a shipment which is belonged to this user, the user can click the “comment” link on the top-left page and give a comment to the current viewing shipment.

2.Email Notification

When the shipment is delivered, and the shipment is belonged a registered user in UPS, an email notification will be sent to user’s email address. In addition, if the user submits a comment, the user will also receive a confirmation email from the UPS.

3.Distance Evaluation

For each shipment, the distance between the truck and the destination will be displayed. In the database, the distance will be updated every 1s.

4. User-Friendly GUI

The Web GUI is decorated by using Bootstrap framework. Also, CSS is designed for each web element to improve the appearance of the web. Usability is also considered when designing the layout of the web. For example, a navigation bar is used in the web, and some frequently used links are put in it, like login, logout, and etc. Also, when a user is logged in, the login link will be hidden, and will be displayed again when the user is logged out. Moreover, some user input check will be executed, like email format check. If user’s action is illegal, a warning message will be posted. For example, if the username or the password is invalid, warning message will be displayed.