

**Marketplace**  
where customer  
can create their  
product wishlist  
and share with  
other users

**E-COMMERCE**  
**MARKETPLACE**

**SOCIAL**  
**NETWORK**



# Our Mission.

**Offer a bespoke way to browse and shop the products available online in one place. Aggregating millions of products with the layer of personalization and discovery.**

Guarda headphones

- Apple
- Audio-Technica
- Fino a 80 A\$
- 80 A\$ - 150 A\$
- Oltre 150 A\$
- Nelle vicinanze



Sennheiser PXC  
550 Wireless...

348,00 A\$  
Amazon AU  
Spediz. gratuita

Vista rapida



Optoma NuForce  
BE Sport4...

122,78 A\$  
Amazon AU  
Spediz. gratuita

Vista rapida



Sony WH-  
CH700N/BME...

199,00 A\$  
Amazon AU  
Spediz. gratuita

Vista rapida



SoundPEATS True  
Wireless Bluetoot...

40,99 A\$  
Amazon AU

Vista rapida



True Wireless  
Headphones, TW...

61,00 A\$  
Amazon AU  
Spediz. gratuita

Vista rapida



TaoTronics Active  
Noise Cancelling...

89,99 A\$  
Amazon AU  
Spediz. gratuita

Vista rapida

# WHY?

**Massive number of information and products are available online.**

**To Fulfill each individual consumer's needs and wants is becoming increasingly difficult.**

—

**High barrier for small industries to reach the consumer**

**From the customer perspective,  
Limited access of information**

# HOW?

## Current Functionality :

Save items found browsing online

Create a Mood-Board like Shopping-Cart

Receive rewards redirecting traffic to the retailer

Create social interaction through other people's selection

# STRETCH GOALS

—  
**Easily create and affiliate link while browsing  
the products on any platform.**

**(e.g. payment through PayPal)**

**Automatically update stock levels (out-of-stock items  
being greyed out).**

**Create more than one board based on factors such as  
product selection, themes, occasions etc.**

**Commission tracked and rewarded by the destination  
retailer.**

**Display the mood-board on the own website / blog.**

# User Profile

## PRODUCER

### CONTENTS PRODUCER USER1

Like to lead the decision of other users by sharing their experience and opinion.

Willingness to show their ability to be on the right track and demonstrate how it is up to date and fashionable

### NEEDS

a) The huge amount of information and products available online are easy to lose and re-locate.

b) It's impossible to own all the options available in real life and interact with offers even if you like them.



**User can save their found items by browsing online and design their own mood board.**

**They can return to the interested items easily and show them off.**



# User Profile

## READER

### CONTENTS READER USER2

They have a tendency to conform to the decision-making expectations that others have of someone in their position.

### NEEDS

- a) Need the recognition from other users to purchase items.
- b) Like to be updated with new trends without putting too much effort and time.



**They can visit the moodboard of other users and save the interested items.**

# User Story

Age: 15  
Sex: Male

I'm Damien, I want to see which skate board most of my friends like so I can tell my mum what to buy me for christmas

I'm Damien, I want to see what my girlfriend is posting so that i know what to buy her for valentines day

I'm Damien, I want to make a cool selection of products so that all the girls can see im trendy

Age: 25  
Sex: Female

I'm Sally, I want to see Amy is posting so that I can get some inspiration from her style.

I'm Sally, I want create the moodboard so that my boyfriend can stop buying me crappy presents

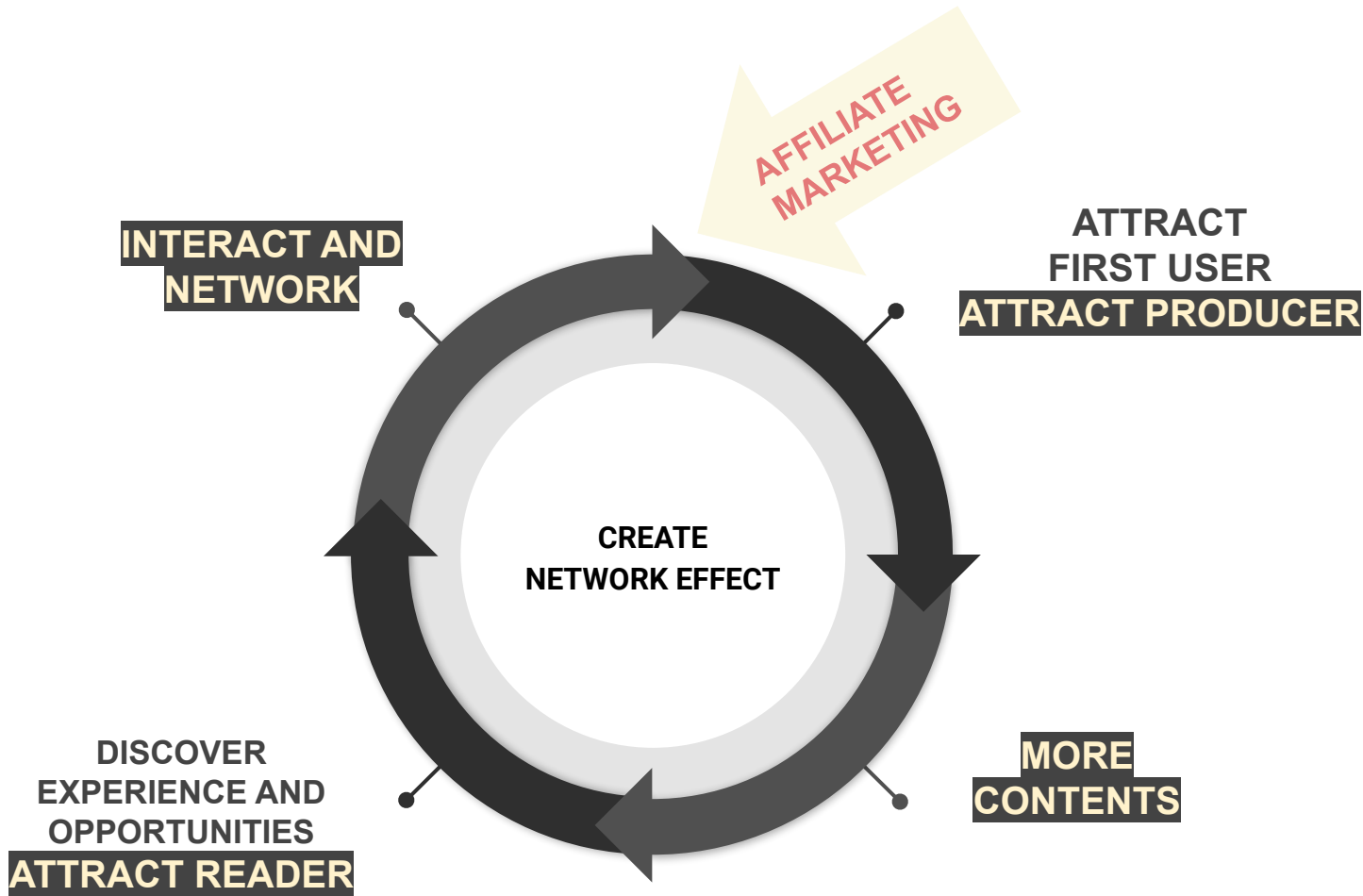
I'm Sally, I want to know what Jame have updated so I can get some idea of what cell-phone buy

Age: 34  
Sex: Female

I'm Amy, I want to create my wedding registry so my friends can know what to buy

I'm Amy, I want to create my moodboard so I can present to my followers new upcoming trend

I'm Amy, I want to post new things so that I can earn money when people buy the products i've uploaded



## CODING

DAY1

DAY 2

DAY 3 - DAY 9

DAY 10

1ST  
STEP

2ND  
STEP

3ST  
STEP

4TH  
STEP

5TH  
STEP

6TH  
STEP

### STRATEGY PLAN

### STRUCTURE

### BUILD MAIN FEATURES

### FINALIZE

### DOCUMENTATION

MISSION/VISION

Database set-up

MVC

AWS Capability

Deploy to Heroku

Q&A

USER STORY

GENERATE APP

Generated all of the  
models and the  
respective  
association.  
Created the VIEW  
and CONTROL

DEVISE  
STRIPE

Style

Settled the main

features

(Sign in/out,  
Create/edit/delete the  
board ,Like /Follow)

Final validation

Testing application

README

Presentation

WIREFRAME

MODEL

ERD

# DATA STRUCTURE

## “PINTEREST / INSTAGRAM like data structure”

Content (data) is user driven and is largely focused on images.

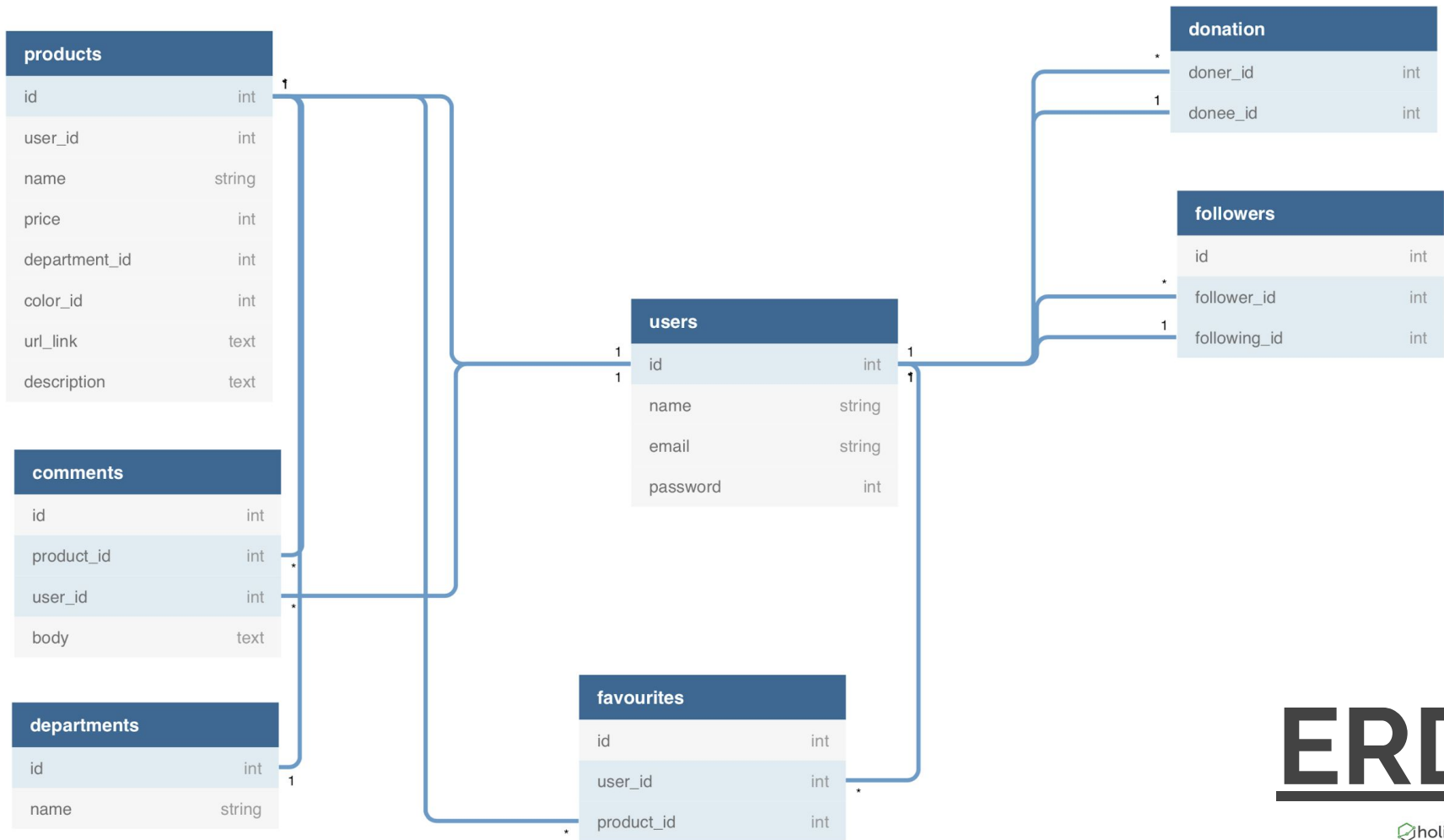
Our users are able to follow and share content with other users as well as comment/favourite contents.

Our main point of difference is to develop the features of being able to retrieve the sales commissions of the posts that users have created.

PINTEREST INSTAGRAM.

+

LYST. AMAZON. LIKEtoKNOW.



# ERD

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**DESIGN**

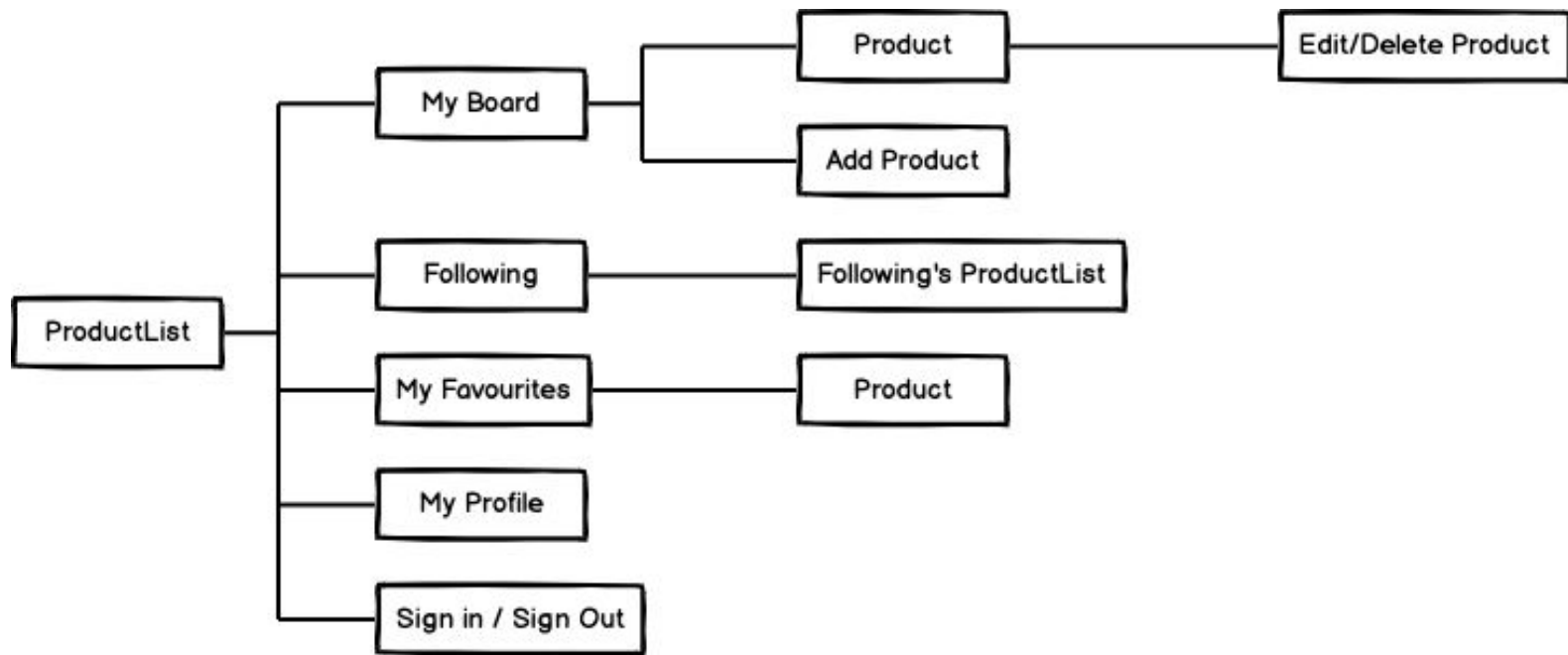
---

Clean

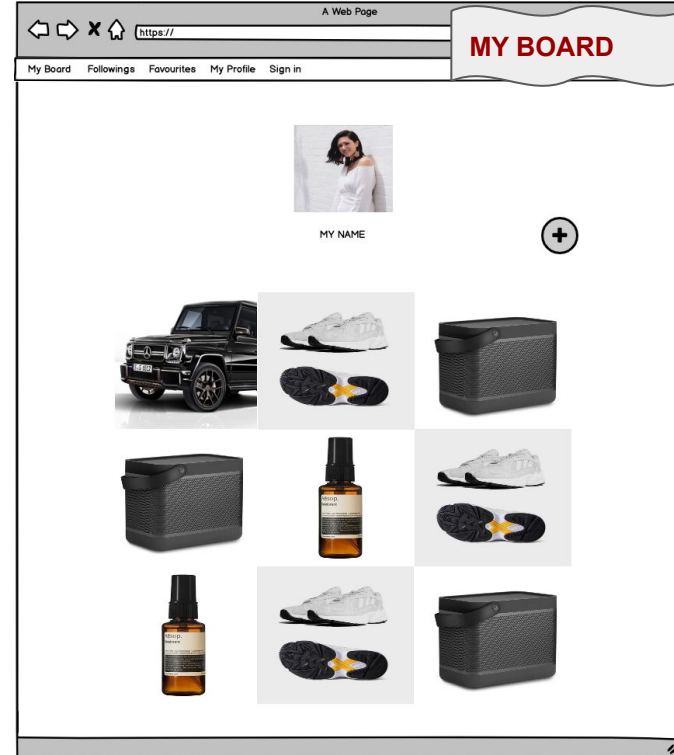
Fun

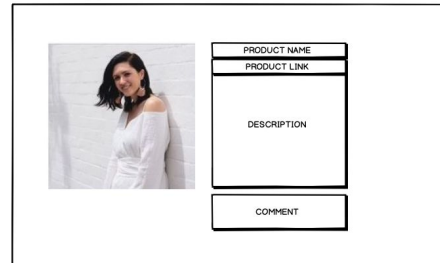
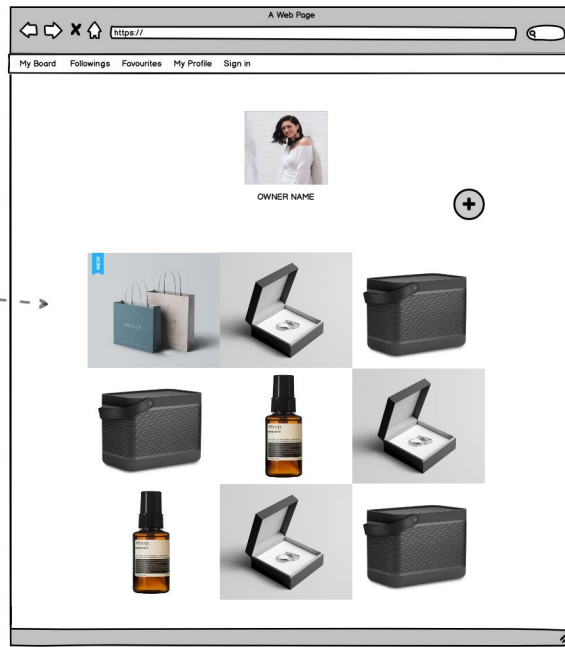
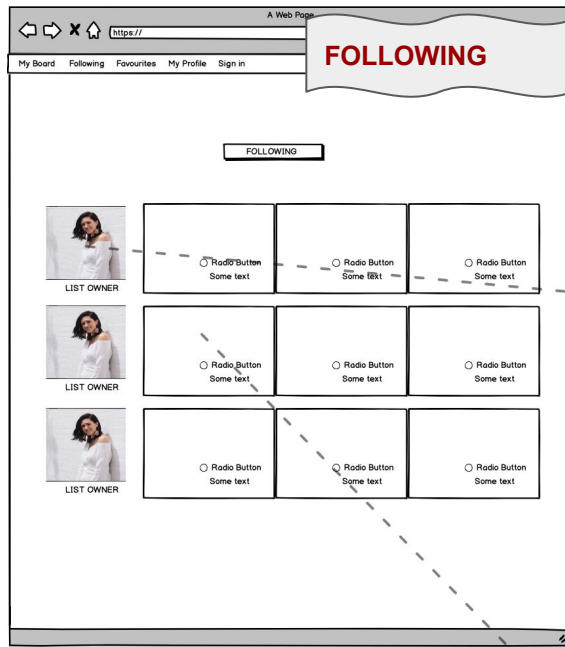
Trendy





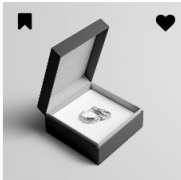
# WIREFRAME







PRODUCT



PRODUCT NAME
PRODUCT LINK
DESCRIPTION
COMMENT

ADD PRODUCT

PRODUCT NAME
PRODUCT LINK
DESCRIPTION

PRICE  
 COLOR  
☒ option 1  
☐ option 2  
☐ option 3  
 DEPARTMENT  
☐ option 4  
☒ option 5

UPLOAD IMAGE

EDIT / DELETE



PRODUCT NAME
PRODUCT LINK
DESCRIPTION

☐ not selected  
☒ selected  
☐ indeterminate  
☐ disabled  
☒ disabled selected  
☐ disabled indeterminate  
 A row without a checkbox

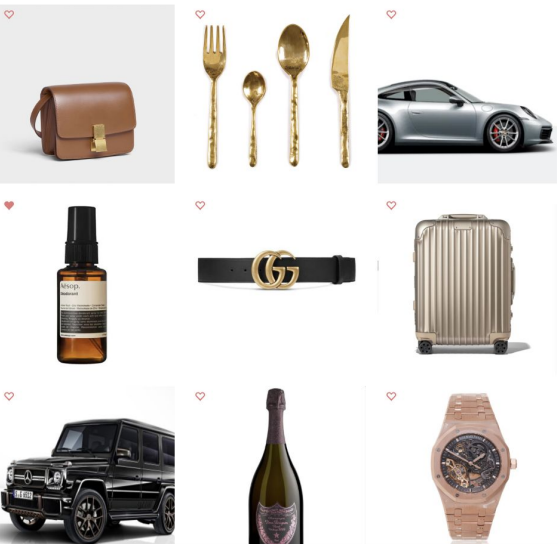
## MAIN PAGE

Search (e.g. "Basket")

Search

Search Your Product

Bottom price 1 Top price 1 Color not Dep Outdoors Search



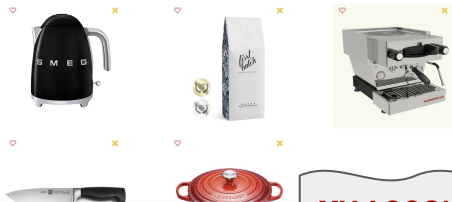
## MY BOARD

My Board.



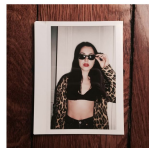
Miss Gary Lang

Followers# 1



## MY ACCOUNT

Elena O'Connell



holley@dietchsanford.name  
#Total Donations: 0.00

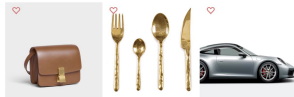
Associations:

#Link-clicks: 0

#Revenue: \$0.00

Edit account information

MY BOARD



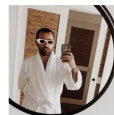
MY FOLLOWINGS



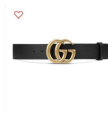
MY FAVOURITES



## FOLLOWING



Odell Conroy

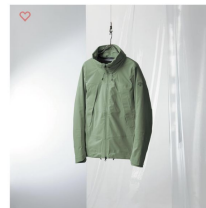


Joey McDermott



## PRODUCT PAGE

winter jacket



Edit this product

Delete this product

Go to MyBoard

Minh Bruen DVM

Price: 3000

Department: Outdoors

Color: green

Go to product

Description: jacket

Comments

Product User Comment  
New Comment

**Billy Leitch & Dodam Lee**