



## **SEBA Master – Web Application Engineering 2nd presentation**

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Group 12

A. Bhowmick, A. Frey, G.Mehdi, A. Srinathan, S. Stanciulescu

# Agenda

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- Navigation
- Managing content
- Trust and Credibility
- Sign-in

# Navigation

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Navigation

Content

Trust / Credibility

Sign-In

## □ HIERARCHICAL ORGANIZATION (B3)

Reason:

- Navigate Easily through products by category
- More information on structure document

# Navigation

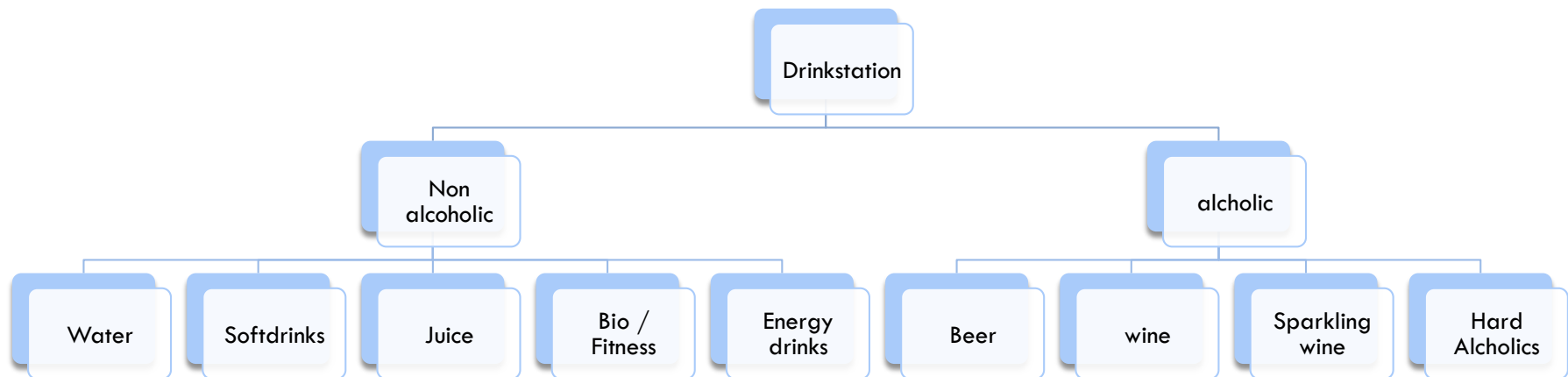
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Navigation

Content

Trust / Credibility

Sign-In



# Managing Content

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Navigation

Content

Trust / Credibility

Sign-In

## □ D1 - Page Templates

Reason:

- This pattern drives all pages to be consistent in their outlook and thus helps the user to navigate and browse the website effectively.



**Non-Alcoholics**

- Water
- Softdrinks
- Juice
- Bio / Fitness
- Energy drinks

**Alcoholics**

- Beer
- Wine
- Sparkling Wine
- Hard alcoholics

**Try our Coke products**

**A CLEAR CASE OF TASTE INFRINGEMENT**




**Augustiner Hell**

20 x 0,5 l

**just 17,99 Euro**

Popular Products



**Bionade Coke - New at Drinkstation**

The new Coke without preservatives is now available on Drinkstation.

just 8,99 Euro (20 x 0,33l)

Recommended Products



**Moët Champaign**  
0,7l - **just 189,99 Euro**



**Veuve Clicquot**  
0,7l - **just 149,99 Euro**

# Trust and Credibility

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Navigation

Content

Trust / Credibility

Sign-In

- E1 – Site Branding (Company Logo, Uniform Colors and Fonts)
- E3, E4 – Privacy Policies
- E5 – About Us
- E6 – Secure Connections – Payment options through trusted party “PayPal”

# Sign - In

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Navigation

Content

Trust / Credibility

Sign-In

- F1 – Quick Flow Checkout
- F2 – Clean Product Details
- F3 – Shopping Cart
- F4 – Quick Address Selection
- F6 – Payment Methods
- F7 – Order Summary
- F8 – Order Confirmation and Thank-you



# Sign - In

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Navigation

Content

Trust / Credibility

Sign-In

- H1 – Process Funnel
- H2 – Sign In / New Account
- H4 – Account Management
- H4 – Account Management
- H10 – Clear Forms



My Drink Cart



### Absolut Vodka

Details

In Stock.

Cost

Quantity


Add to Cart

Reviews



Your Comments

Rate this Product

Recent Views

 Details

### Similar Items





- 
- 



# MY SHOPPING CART



Categorical List c

	Price	Quantity	Delivery Type
<input type="radio"/> Item # 1  <div data-bbox="475 376 817 515" style="border: 1px solid gray; padding: 5px;">Item Details</div>	<input type="text" value="x"/>	<input type="text" value="x"/>	<input type="radio"/> Regular <input type="radio"/> SOS <input type="radio"/> Scheduled 
<input type="radio"/> Item # 2  <div data-bbox="475 665 817 803" style="border: 1px solid gray; padding: 5px;">Item Details</div>	<input type="text" value="x"/>	<input type="text" value="x"/>	<input type="radio"/> Regular <input type="radio"/> SOS <input type="radio"/> Scheduled 
<b>Total Price:</b>		<b>xxx.xx</b>	



### My e-mail address

 I am a new customer I already have an account

First Name

Last Name

Street

City

Postal code

Country

Phone number

### Password

[Forgot password](#)



If you want to join our network, please fill in this form and we will contact you as soon as possible.

First name	<input type="text"/>
Last name	<input type="text"/>
Company	<input type="text"/>
Company address	<input type="text"/>
City	<input type="text"/>
Country	<input type="text"/>
E-mail address	<input type="text"/>
<input type="button" value="Send Information"/>	

Thanks for your attention