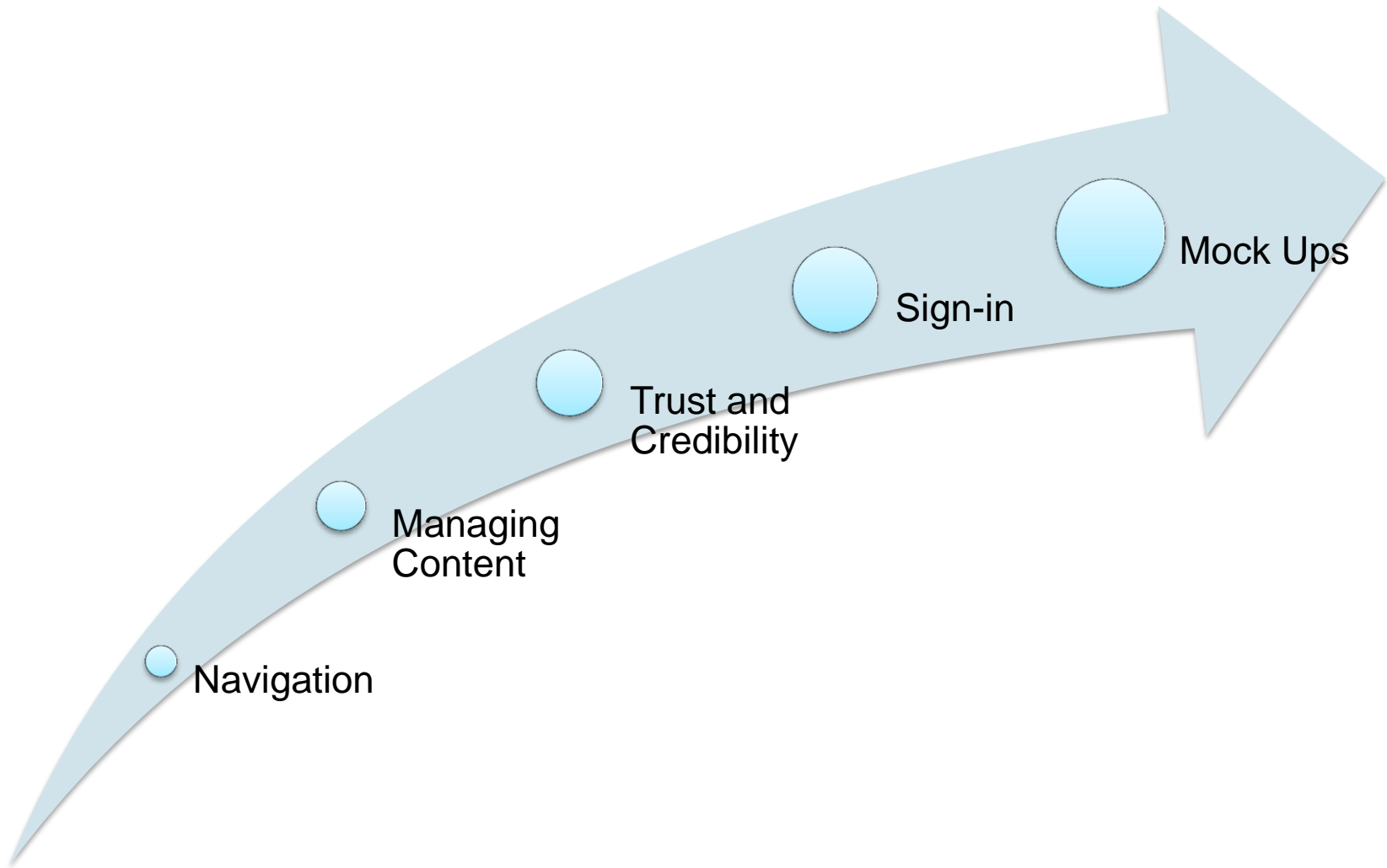


Web Design Presentation



Markus Kautz, Sepideh Mesbah, Shabnam Najafian,
Inga Suckov, Fabrice Tondji



B2

Browsable Content:

Build navigation tools and cues that let customers know where they are, where they can go, and how to get back

B4

Task based organisation:

Related tasks. Everything, from creating/joining a group to booking a catering is organized in a user-centered manner with possible connection from the current step to the next one or the previous one.

H1

Progress bar:

To show the user's current progress and the remaining steps.

D1

Page Templates: in grid format

Global structure (e.g. header) for every pages, individual templates for specific contents (e.g. bodys)

D6

Writing for Search Engines:

Assign unique titles like “Create a group”, “Join an event” to each page.

Employ Metadata Web Indexing technique:

```
<head>  
<meta name= "keywords" content= "create groups, join  
groups, events, catering">  
</head>
```

The above will make the site more accessible to search engines.

E1

Site branding

Build a brand that can be positively associated with the site. Introduce consistency and show what makes us different from the rest.

E2

Email subscription

As part of the main services of our site it is paramount to keep in touch with our users. Parents and caterings have the option to subscribe for email notification about upcoming events, existing groups, and offered products.

E4

Privacy policy

Parents and caterings are assured that the information collected about them and /or their kids will not be disclosed to any third party.

They can access, modify, or delete this information at any moment.

E5

About us

Users who are interested in knowing us and our business and want to get in touch with us can find the necessary information in this section.

H2

Sign-in/New Account:

- Identification required for personalized content (e.g. favorites)
- Account is required to benefit from the same service as registered users
- During registration a link is sent to the provided email address to verify its correctness and to activate the user account. The link expires after 24 hours.
- A **captcha** is used to prevent robots creating accounts
- Forgotten password can be reset by clicking on a link previously sent to the user email address. After clicking on the link a new form will appear and the user can choose another password. The link expires after 24 hours.



Login

[Register](#)

[About us](#)

[For Parents](#)

[For Caterings](#)

Find a playgroup or catering service:

Playgroups

Caterings

Find a playgroup

POSTAL CODE:

AGE:

INTERESTS:

[Advanced Search](#)

Search

Find a catering event:

Postal code

Go



- OR -

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Navigation

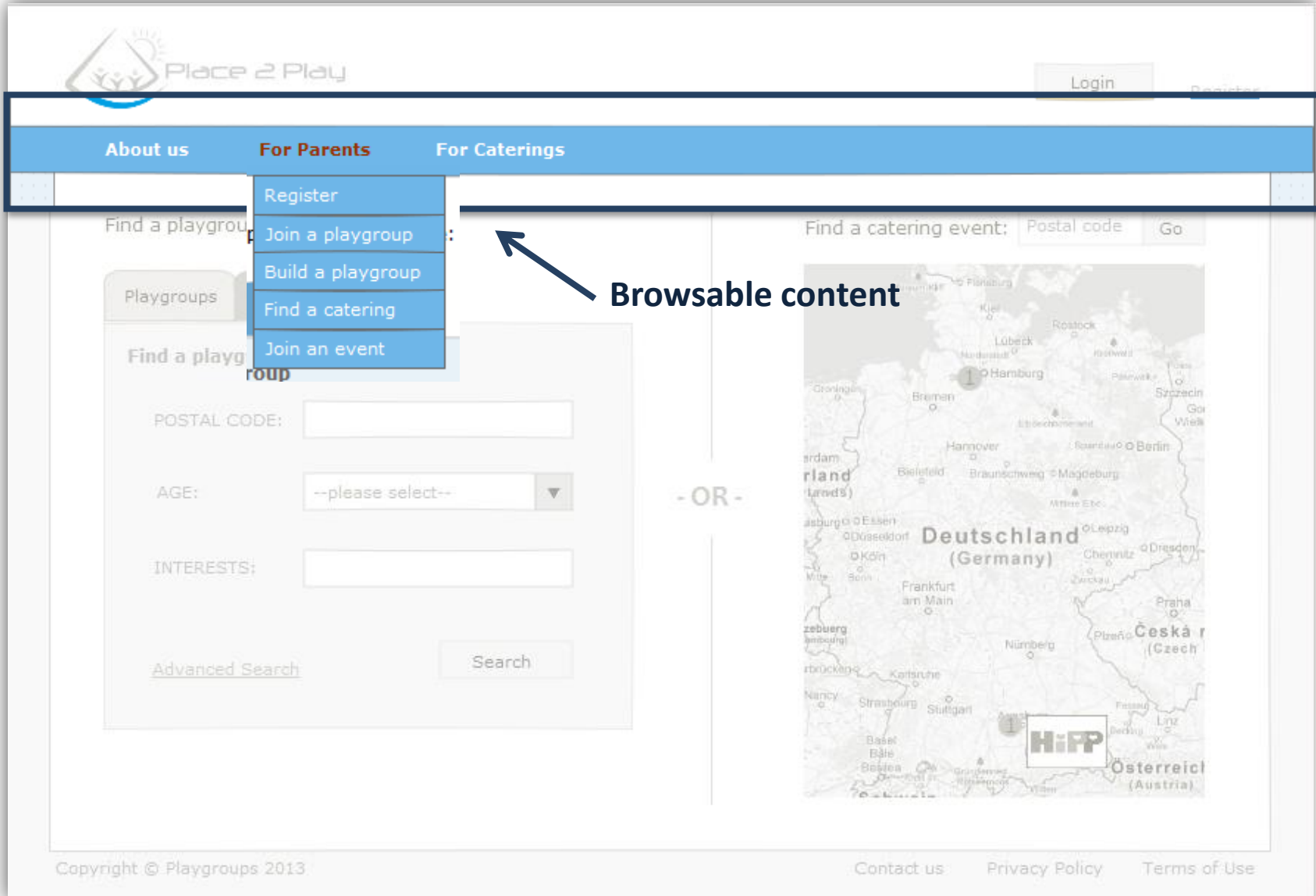
Managing Content

Trust & Credibility

Sign-in

Mock Ups

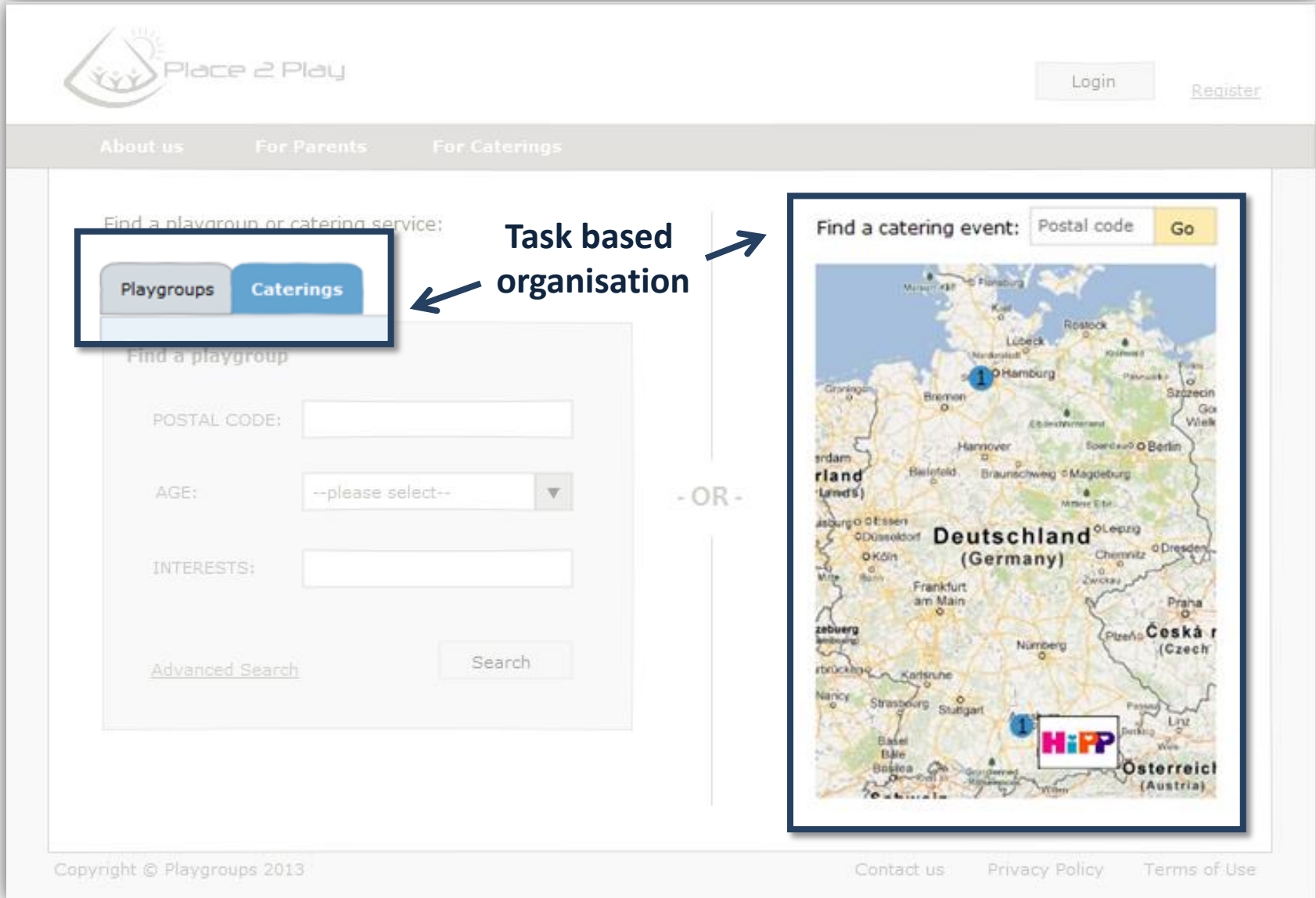
Design Patterns - Navigation



The screenshot shows the Place 2 Play website interface. At the top, there is a navigation bar with the following items: "About us", "For Parents" (highlighted in red), and "For Caterings". A dropdown menu is open under "For Parents", listing the following options: "Register", "Join a playgroup", "Build a playgroup", "Find a catering", and "Join an event". An arrow points from the text "Browsable content" to the "Join a playgroup" option in the dropdown menu. Below the navigation bar, there are two main search sections. The left section is titled "Find a playgroup" and includes a "Playgroups" tab, a "Find a playgroup" search box, and a form with fields for "POSTAL CODE:", "AGE:" (with a dropdown menu showing "--please select--"), and "INTERESTS:". There is also a "Search" button and a link to "Advanced Search". The right section is titled "Find a catering event:" and includes a "Postal code" input field and a "Go" button. Below these sections is a map of Germany and surrounding areas, with a "HiPP" logo overlaid on it. The text "- OR -" is centered between the two search sections. At the bottom of the page, there is a footer with "Copyright © Playgroups 2013" and links for "Contact us", "Privacy Policy", and "Terms of Use".

Browsable content

Design Patterns - Navigation



The screenshot shows the Place 2 Play website interface. At the top left is the logo and name 'Place 2 Play'. To the right are 'Login' and 'Register' buttons. Below the logo are navigation links: 'About us', 'For Parents', and 'For Caterings'. The main content area is divided into two search sections. The left section is titled 'Find a playgroup or catering service:' and contains two tabs: 'Playgroups' and 'Caterings'. The 'Caterings' tab is highlighted with a blue border. Below the tabs is a search form for 'Find a playgroup' with fields for 'POSTAL CODE:', 'AGE:' (a dropdown menu with '--please select--'), and 'INTERESTS:'. There is also a 'Search' button and a link for 'Advanced Search'. The right section is titled 'Find a catering event:' and features a 'Postal code' input field and a 'Go' button. Below this is a map of Germany with a blue circle around Hamburg and a 'HiPP' logo in the bottom right corner. A vertical line with '- OR -' separates the two search sections. A text label 'Task based organisation' with two arrows points to the 'Caterings' tab and the map area. At the bottom of the page, there are links for 'Contact us', 'Privacy Policy', and 'Terms of Use'. Copyright information 'Copyright © Playgroups 2013' is visible at the bottom left.

Design Patterns - Managing Content



Page templates

- OR -

Design Patterns - Trust & Credibility



Site branding

The image shows three overlapping screenshots of the Place 2 Play website, illustrating consistent branding. The top screenshot shows the home page with the logo, navigation menu, and 'Login' and 'Register' buttons. The middle screenshot shows a search results page with the same branding. The bottom screenshot shows a 'Join a group' page with a table of groups and a 'Join!' button. A blue callout box highlights the names of the people who have joined a group.

Group Name	Date	Location
Pauline	26.05.2013	Munchen
Marco	06.06.2013	Augsburg
Juliana	26.06.2013	Garching

Additional Information:
Time: 16:30
Address: Walther str 3, Garching
People joined: 3

Thomas A.
Linda S.
Maria T.

Join!

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Contact us Privacy Policy Terms of Use

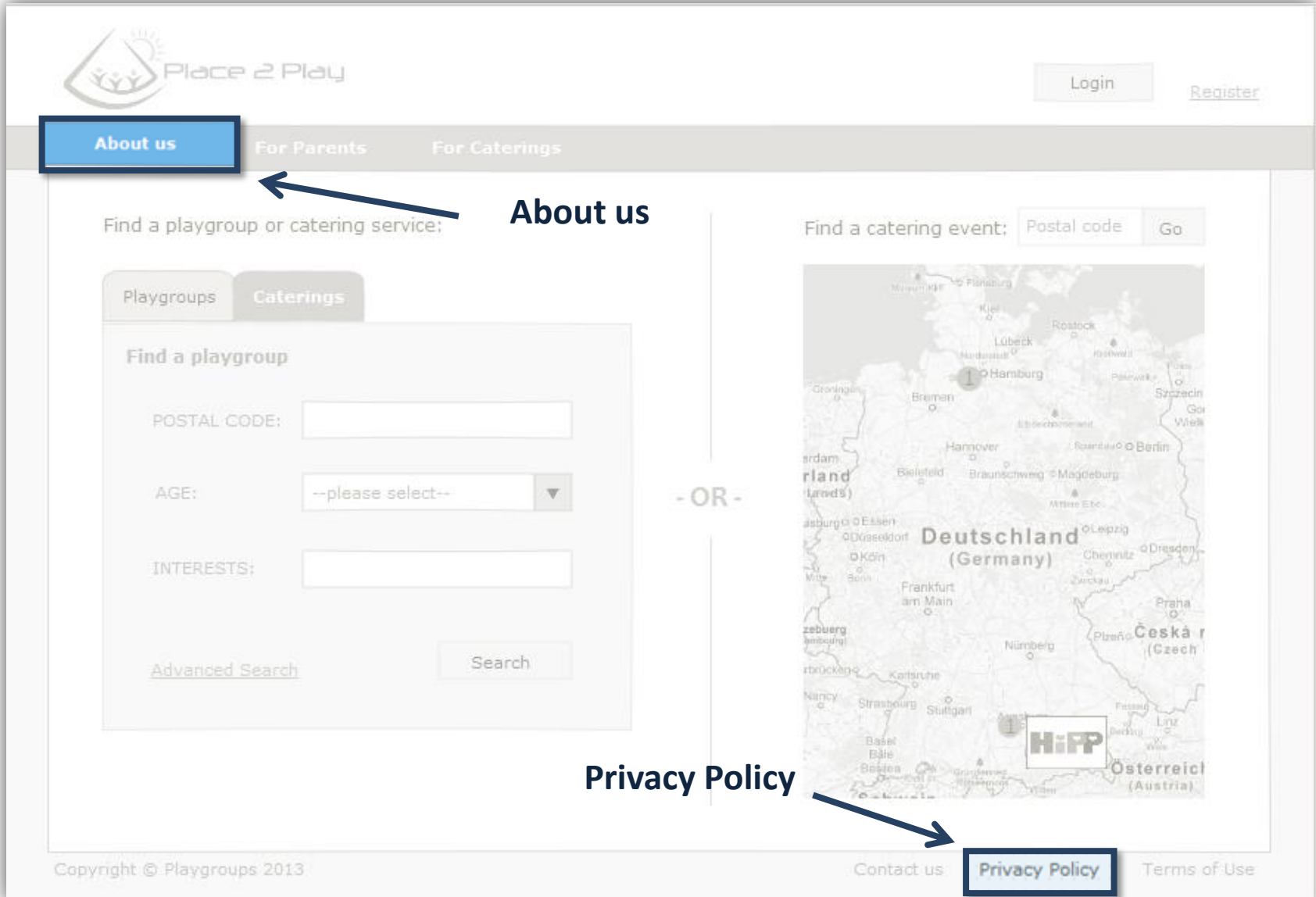
Navigation

Managing Content

Trust & Credibility

Sign-in

Mock Ups





Login

[Register](#)

[About us](#)

For Parents

[For Caterings](#)

[Home](#) | [For Parents](#) | [Registration](#)

Registration

Parents Information

Child Information

Account Information

Information about parents

FIRSTNAME:

LASTNAME:

STREET ADDRESS LINE 1:

STREET ADDRESS LINE 2:

POSTAL CODE:

CITY:

PHONE (optional):

EDUCATION (optional)

Save & Continue



[Hipp Kinder-Bio-Teller](#)

1,79 €



[Seitenbacher Müsli 556](#)

4,49 €



[Kinder Streich](#)

2,69 €

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Registration

Parents Information

Child Information

Account Information

Information about parents

FIRSTNAME:

LASTNAME:

STREET ADDRESS LINE 1:

STREET ADDRESS LINE 2:

POSTAL CODE:

CITY:

PHONE (optional):

EDUCATION (optional)

Save & Continue



Hipp Kinder-Bio-Teller
1,79 €



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Design Patterns - Navigation

Registration

Parents Information

Child Information

Account Information

Information about parents

FIRSTNAME:

STREET ADDRESS LINE 1:

POSTAL CODE:

PHONE (optional):

LASTNAME:

STREET ADDRESS LINE 2:

CITY:

EDUCATION (optional)

Save & Continue

← Progress bar



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4,49 €



Kinder Streich
2,69 €



Login

[Register](#)

[About us](#)

For Parents

[For Caterings](#)

[Home](#) | [For Parents](#) | [Join a playgroup](#)

Select and join a group!

Group Name	Date	Location	
Pauline	26.05.2013	Munchen	▼
Marco	06.06.2013	Augsburg	▼
Juliana	26.06.2013	Garching	▲
Additional Information:			
Time: 16:30			
Address: Walther str 3, Garching			
People joined: 3			
Thomas A. Linda S. Maria T			
			<input type="button" value="Join!"/>
Sam	.2013	Regensburg	▼
Daniel	30.06.2013	Munchen	▼
Pauline	29.06.2013	Munchen	▼



[Hipp Kinder-Bio-Teller](#)
1,79 €



[Seitenbacher Müsli 556](#)
4,49 €



[Kinder Streich](#)
2,69 €

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Mock Ups



Logged in as [hippcomp](#) [Log out](#)

[About us](#) [For Parents](#) **[For Caterings](#)**

[Home](#) | [For Caterings](#) | [Create an event](#)

Create a catering event

COMPANY DESCRIPTION:

EVENT DESCRIPTION:

NUMBER OF PARTICIPANTS:

MAX NUMBER OF PARTICIPANTS:

FEE (optional):

EVENT NAME:

EVENT DATE:

EVENT ADDRESS:

TARGET GROUP

- 2.5-4 years 7-9
 4-6 years 10-12
 other(mentioned in the event description)

Create Event

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Thank you for Attention!

