

# Website Design – Group 16

Anamika Chowdhury  
Andreas Wagner  
Kehinde Fawumi  
Matthias Stierle  
Nilson Silva

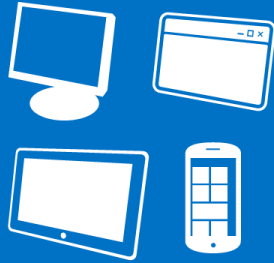
3 June 2013

SEBA[Master] Exercise 2

# AGENDA

- 1 General Approach
- 2 Navigation
- 3 Managing Content
- 4 Building Trust and Credibility
- 5 Sign-in
- 6 Use-Cases

# 1 Understanding Our Customers



Design

Appealing design as we are a platform for UI designers



Professional

Professional appearance creating trust



User-friendly

Easy to use especially for companies to not scare them off

# 2 Easy Navigation

B2

Browsable content: Designers can easily browse through projects

B4

Task-based organization: Predictable behaviour of users

- Companies: Post projects, choose designer, ...
- Designers: Search projects, submit proposals and drafts, ...

B8

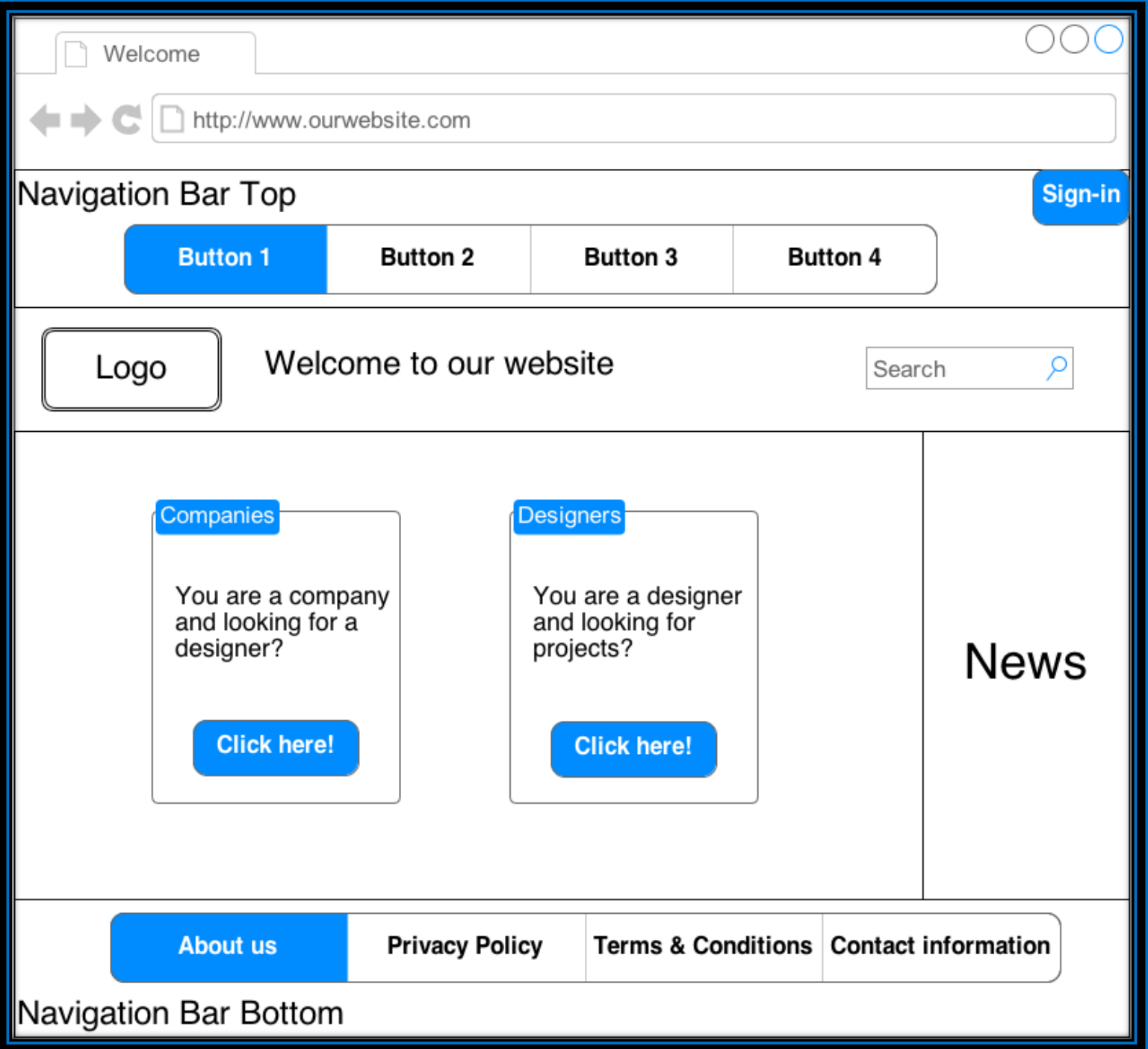
Category pages: Split into area for companies and for designers

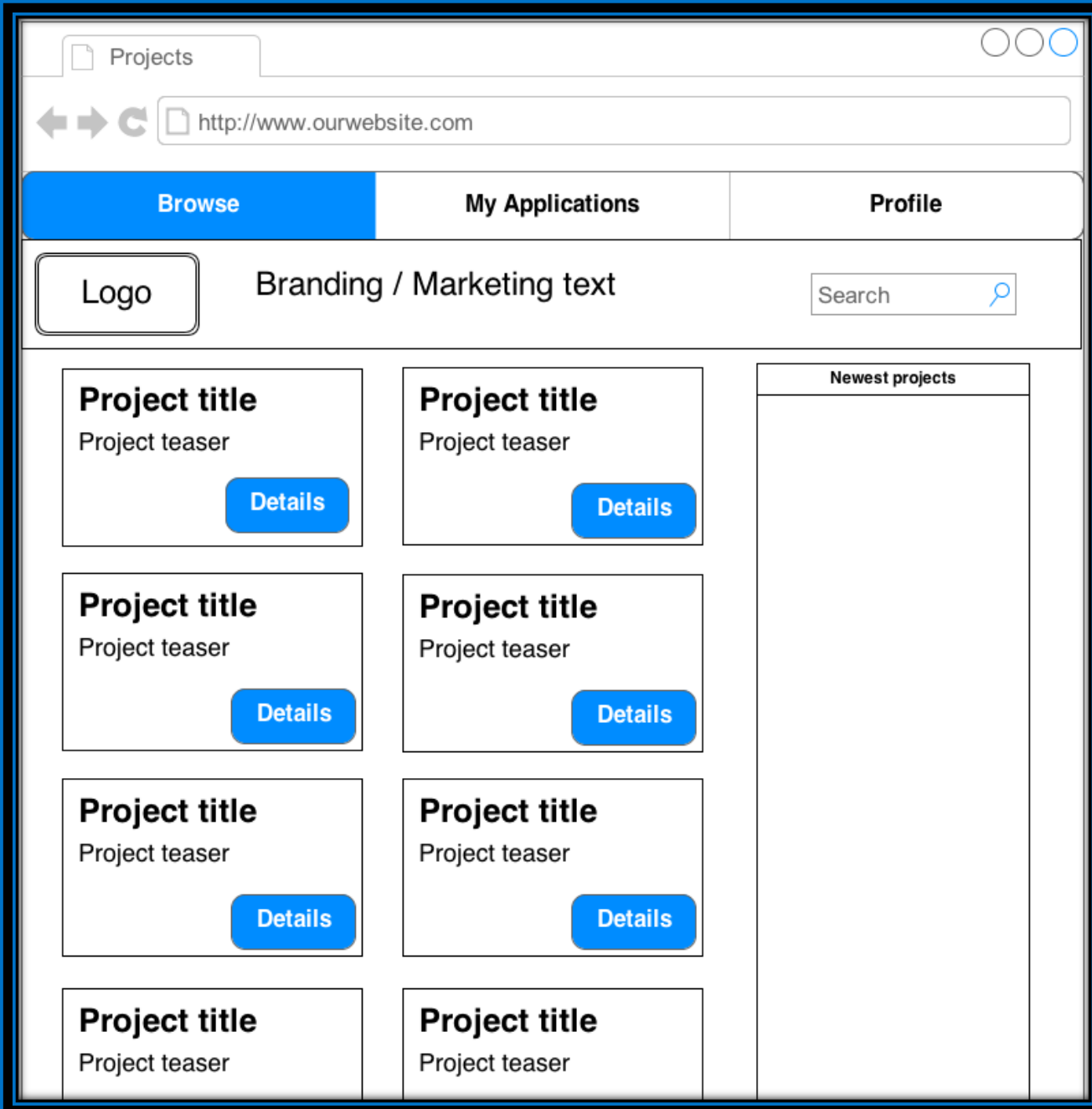
K2

Navigation bar: For logged-in users tailored to tasks to quickly navigate

Navigation Bar

Category pages





← Task-based organization

← Browsable content

# 3 Managing Content

D1

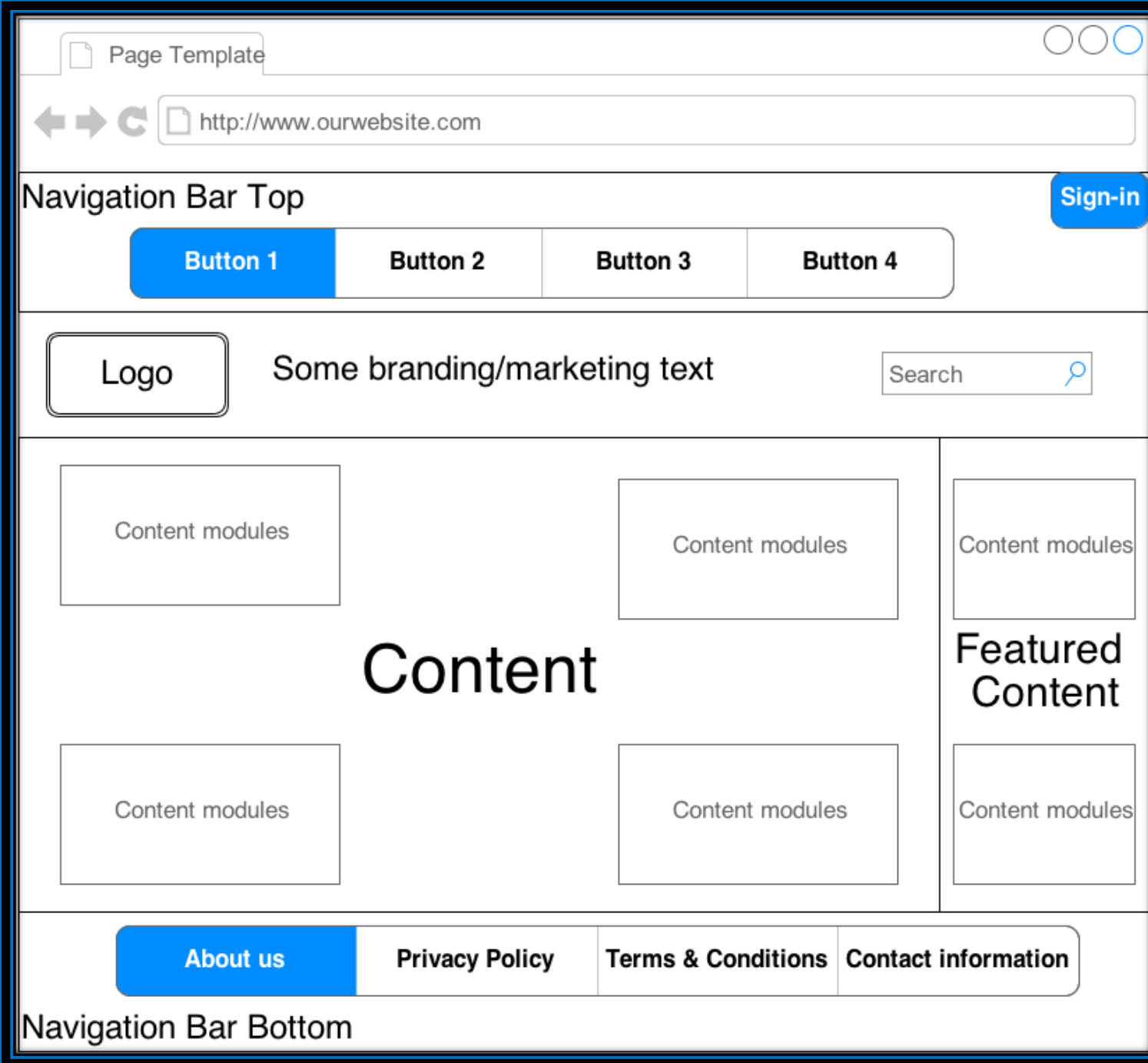
Page templates: Consistent page layout for professional appearance and easy navigation

D2

Content modules: Up-to-date information on website about new projects etc.

D4

Personalized content: Adapted to users interests and skills (e.g. featured content like "New projects")



← Page Template

← Personalized Content

← Content modules



# 4 Building Trust and Credibility through a Strong Brand

E1

Site Branding: Professional appearance

E4

Privacy Policy: Assuring data privacy for our customers to strengthen credibility

E5

About Us: Creating trust with contact information, CVs, pictures etc.

Branding

About us

Privacy Policy

About Us

http://www.ourwebsite.com

Sign-in

Button 1 Button 2 Button 3 Button 4

Logo 92% of satisfied customers Search

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Max Mustermann  
CEO

Erika Mustermann  
Customer support

References  
★★★★☆

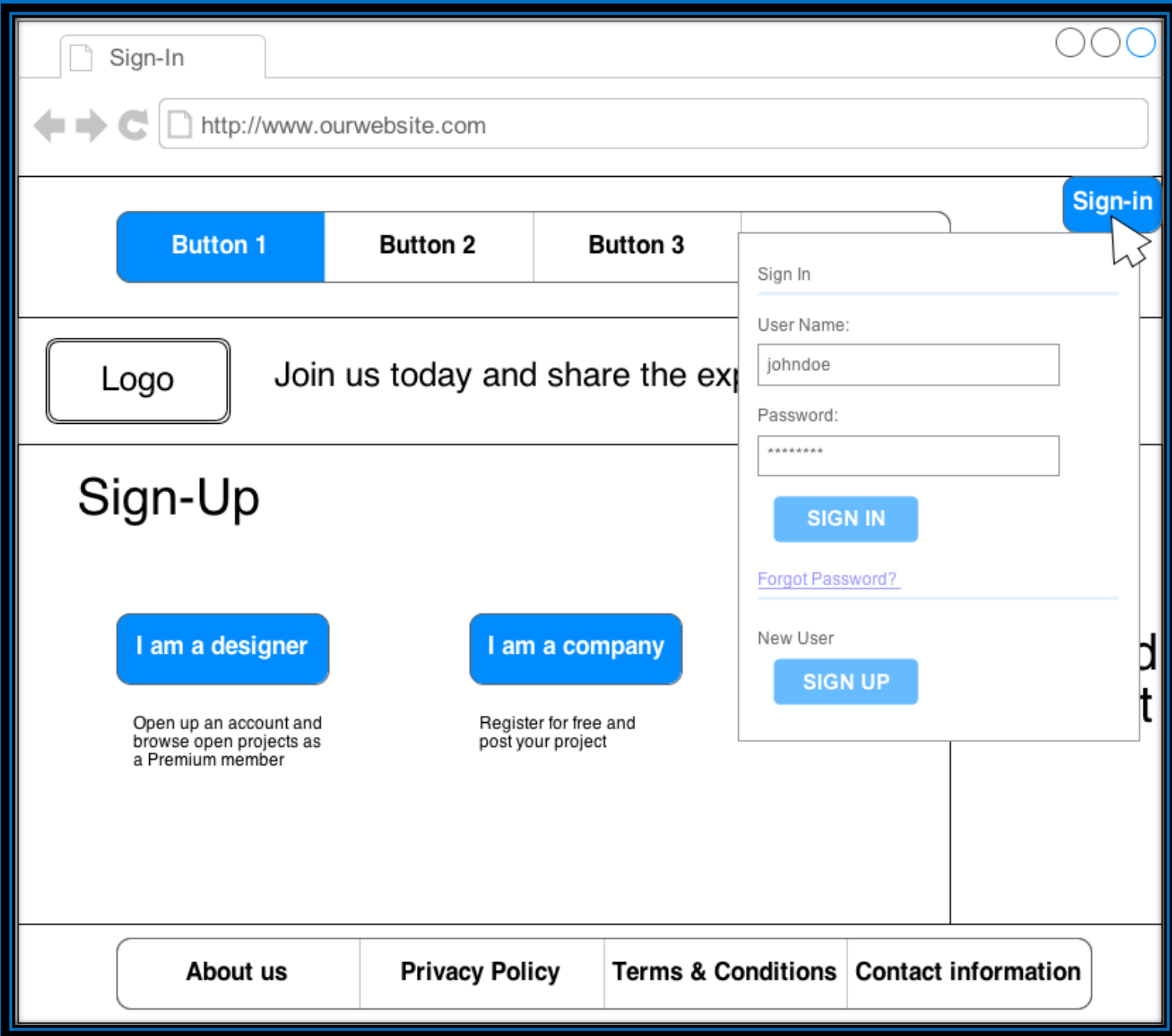
About us Privacy Policiy Terms & Conditions Contact information

# 5 Sign-in

H2

Sign-In: Accounts needed by companies and designers

- Companies: Free registration
- Designers: Premium Account required



← Sign-in

← Sign-up free for companies

← Designers need Premium Acc.

# 6 Mock-ups based on four use-cases



## Posting

Companies posting new projects looking for UI designers



## Applying

Designers applying for open projects (Upload draft etc.)



## Reviewing

Companies  
- reviewing  
- filtering applications



## Rating

Companies rating designers after project completion

# Posting a project (company) [1]

The image shows a web browser window with a single tab titled 'Page 1'. The address bar contains the URL 'http://www.draw.io'. The main content area displays a form titled 'Post a project'. At the top right of the form is a progress indicator with three steps: 'Step 1', 'Step 2', and 'Step 3'. A blue circle is positioned under 'Step 1', indicating the current step. Below the progress indicator, the form has two main sections: 'Title' and 'Teaser'. The 'Title' section contains a text input field with the placeholder text 'Project title'. The 'Teaser' section contains a larger text area with the placeholder text 'Short teaser text'. At the bottom right of the form is a blue button labeled 'Next'.

# Posting a project (company) [2]

Page 1

http://www.draw.io

Post a project

Step 1 Step 2 Step 3

## Project description

Detailed description text

Previous Next

# Posting a project (company) [3]

Page 1

http://www.draw.io

## Post a project

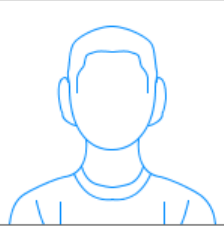
Step 1 Step 2 Step 3

### Preview

### Project-Name

### Teaser

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor



Company name

Company size

Company description


Previous Post!

Page 1

http://www.draw.io

## Post a project

Project successfully posted!

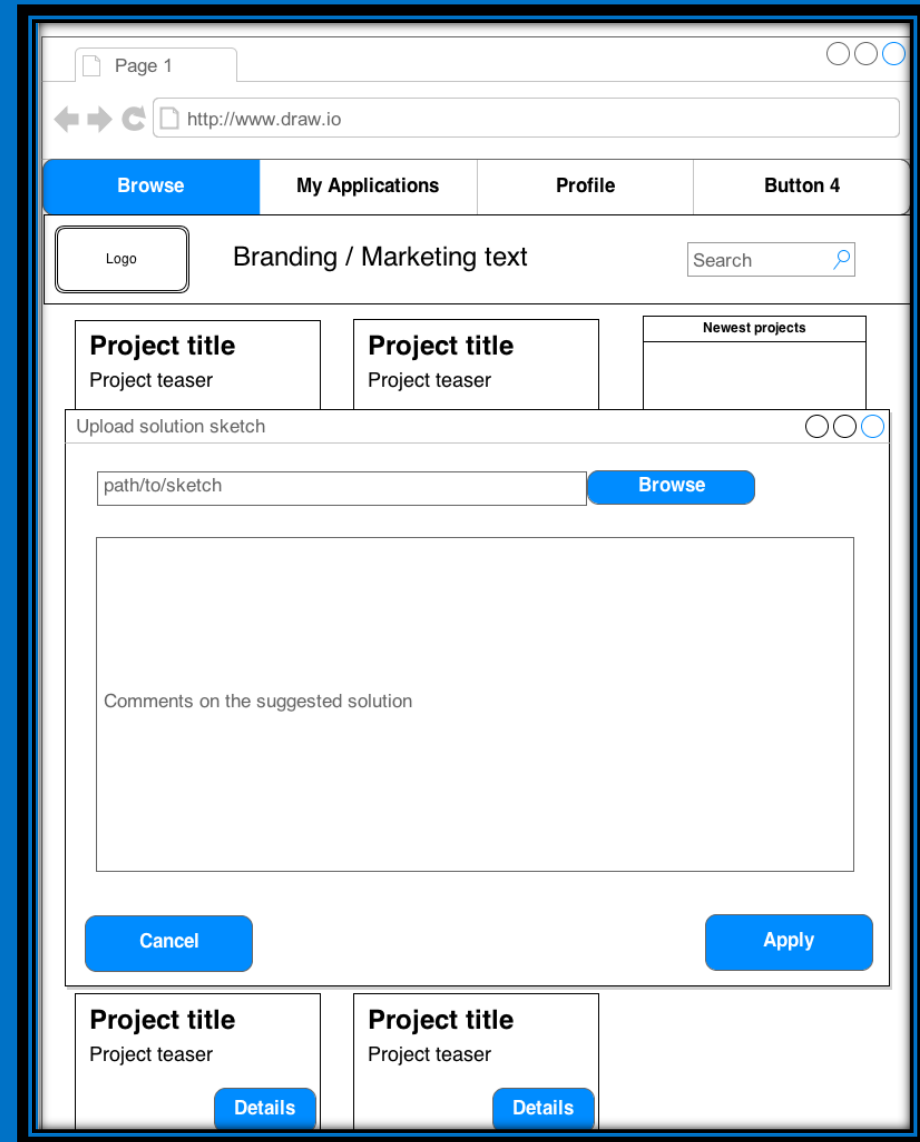
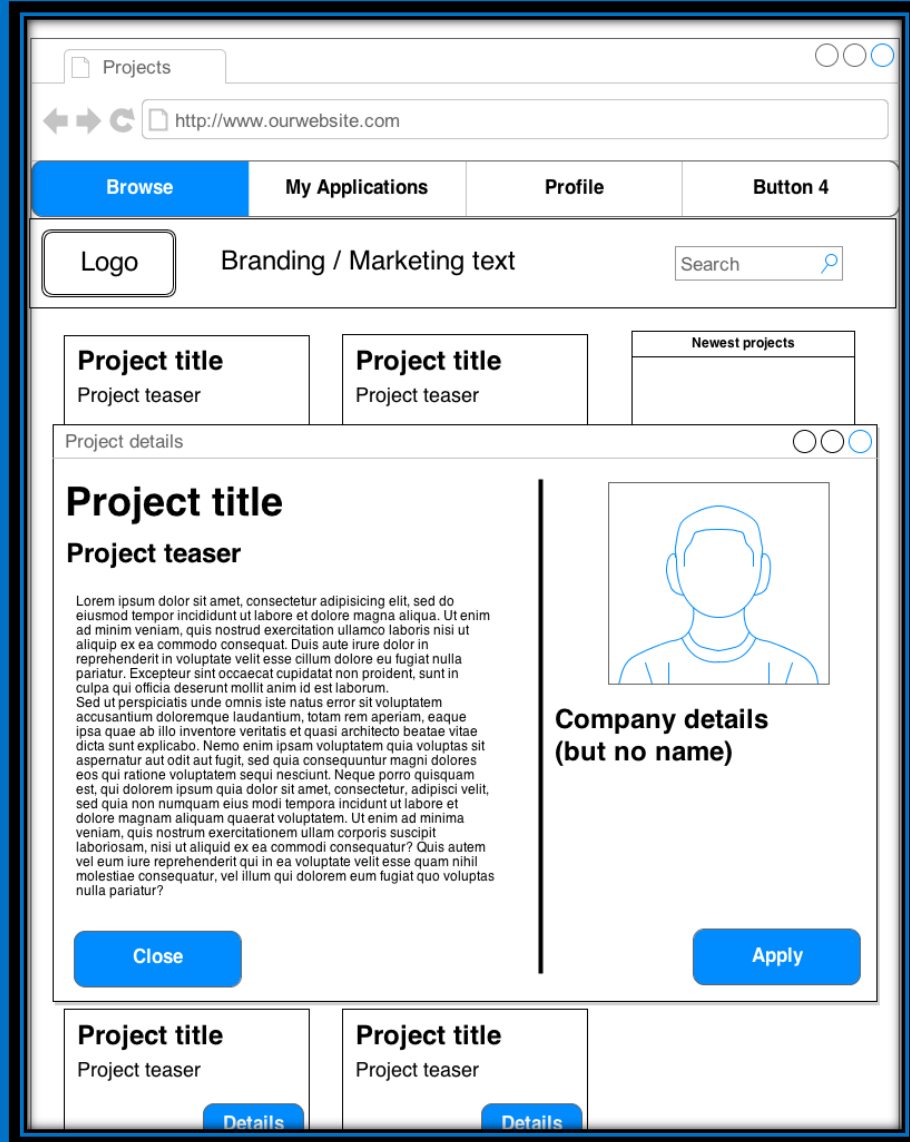


Check your applications soon!

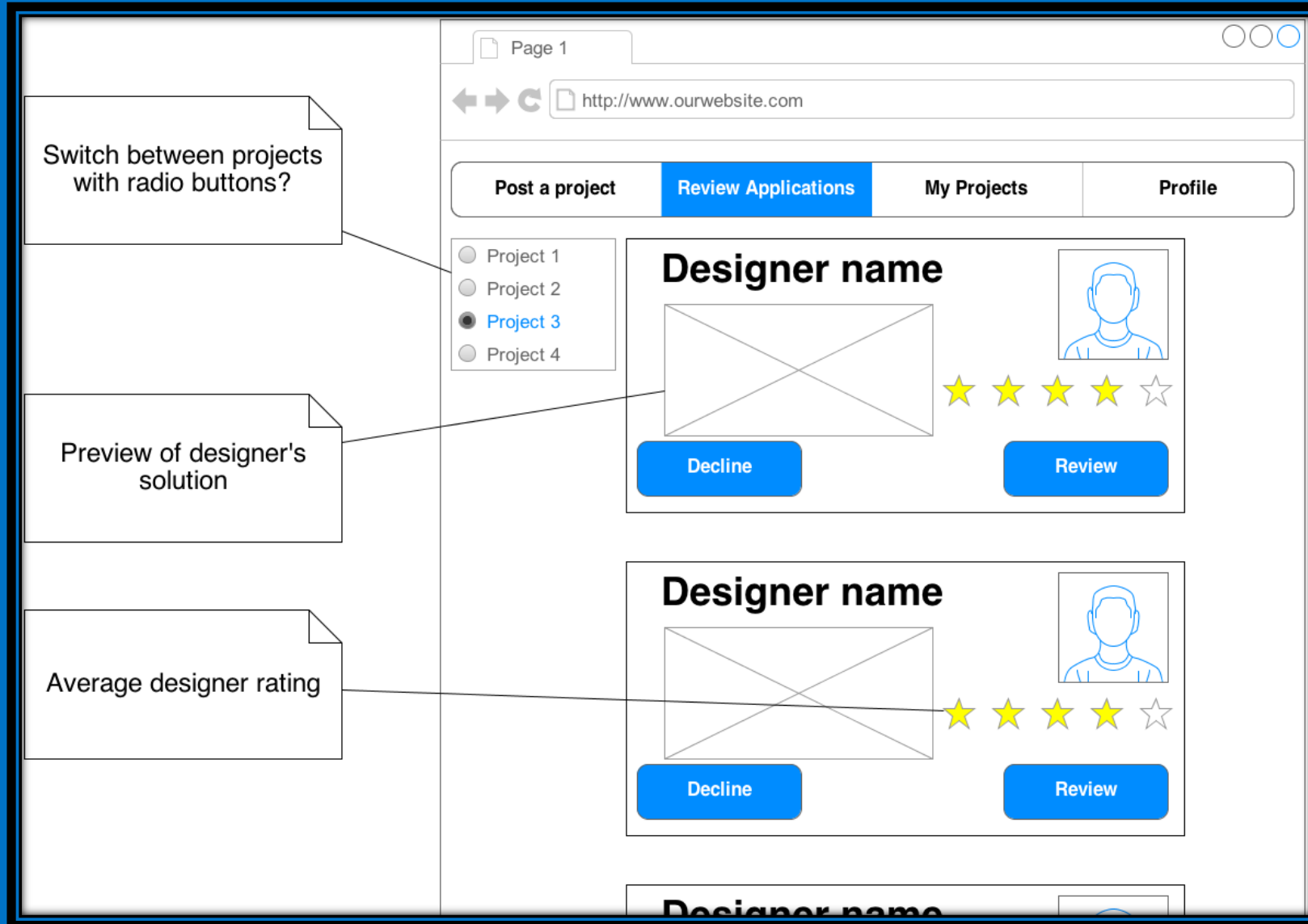
OK



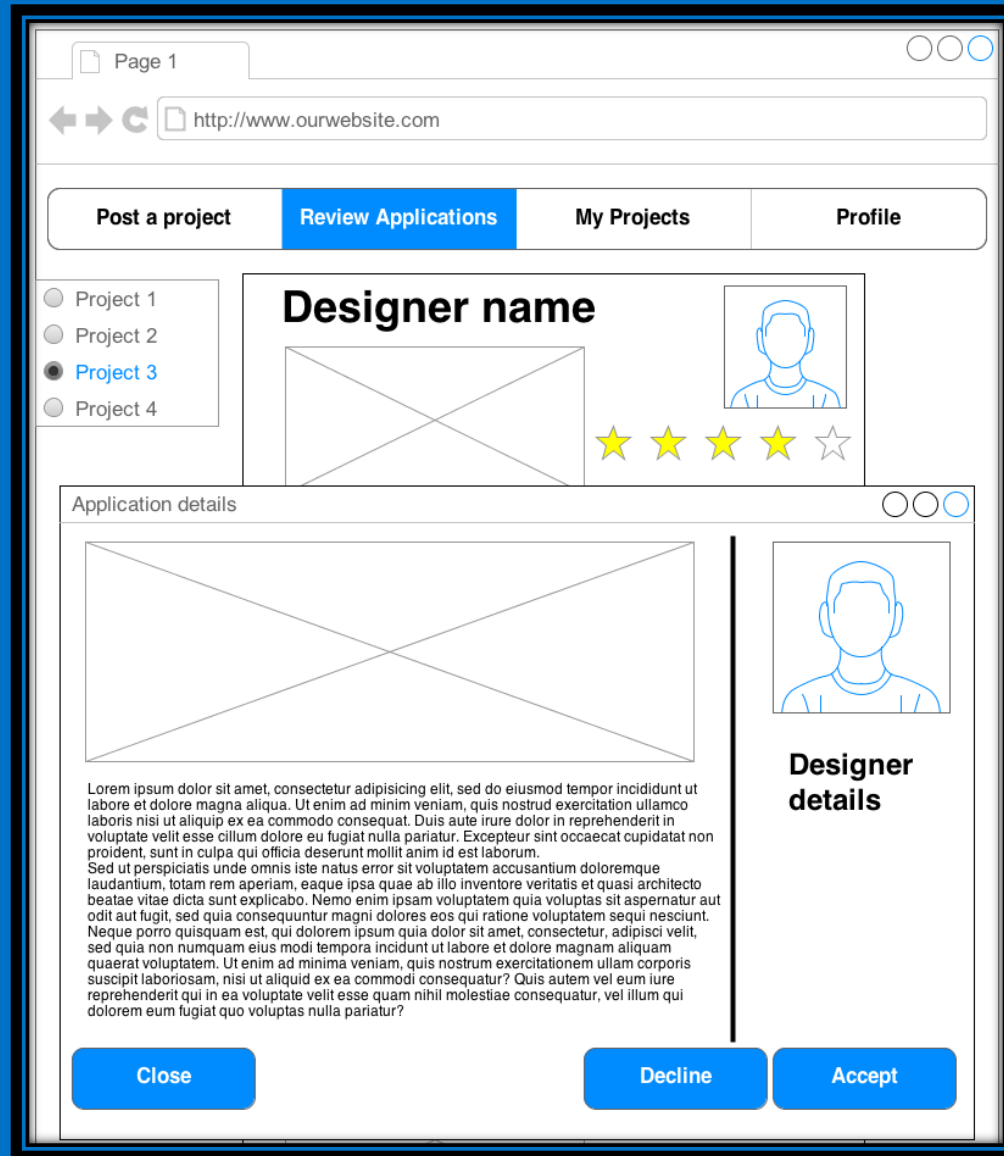
# Applying for a project (designer)



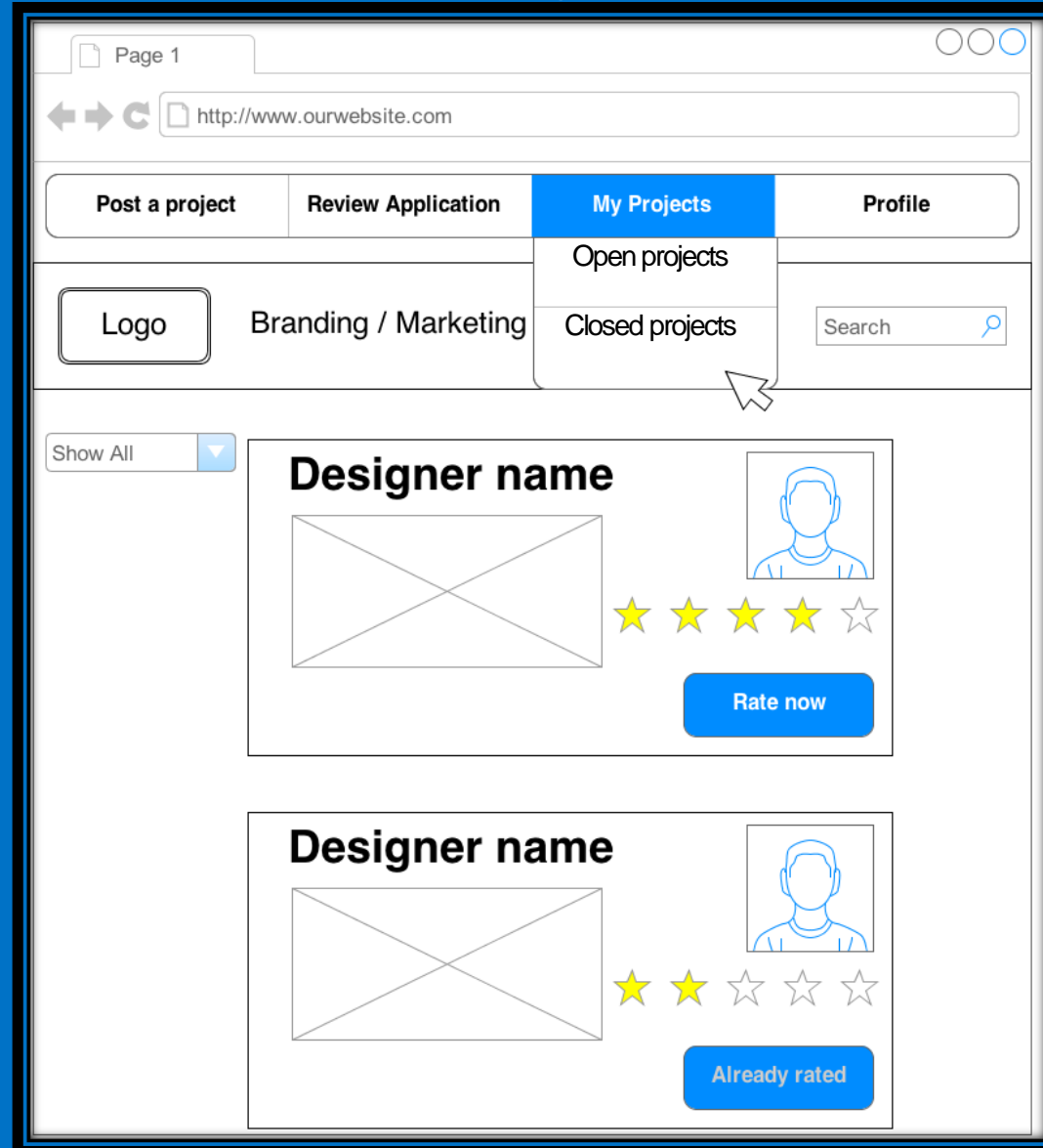
# Reviewing applications (company) [1]



# Reviewing applications (company) [2]



# Rating of designers (company) [1]



# Rating of designers (company) [2]

The image shows a web browser window with the URL `http://www.ourwebsite.com`. The navigation menu includes "Post a project", "Review Application", "My Projects" (active), and "Profile". Below the menu is a search bar with the text "Branding / Marketing text" and a search icon. The main content area displays a "Designer name" with a placeholder box and a profile picture icon. A star rating of 4.5 is shown below the name.

A modal window titled "Rating" is open, showing a detailed rating interface. It includes a list of categories with star ratings and a "Designer details" section with a profile picture icon. The categories and their ratings are:

Category	Rating
Quality of work	5 stars
Customer-orientation	4.5 stars
Communication	3.5 stars
On time delivery	4.5 stars
Overall performance	4.5 stars

At the bottom of the modal, there are "Cancel" and "Save rating" buttons. Below the modal, the designer's name and profile picture are visible again, along with a star rating of 4.5 and an "Already rated" button.

Questions?