Website Design – Group 16

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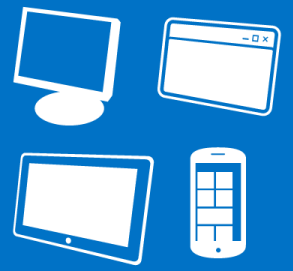
SEBA[Master] Exercise 2

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

Apealing 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

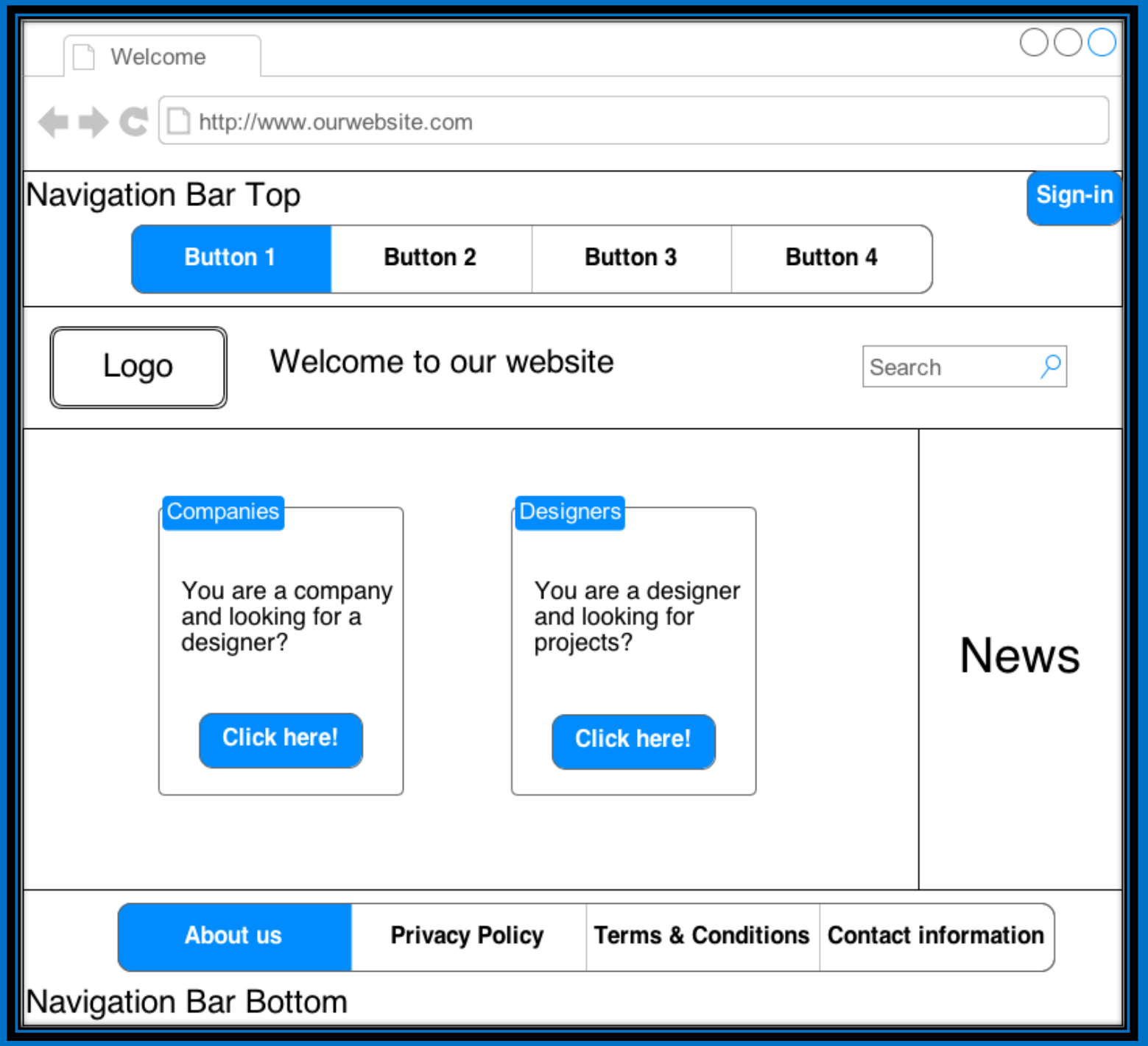
Category pages: Split into area for companies and for designers

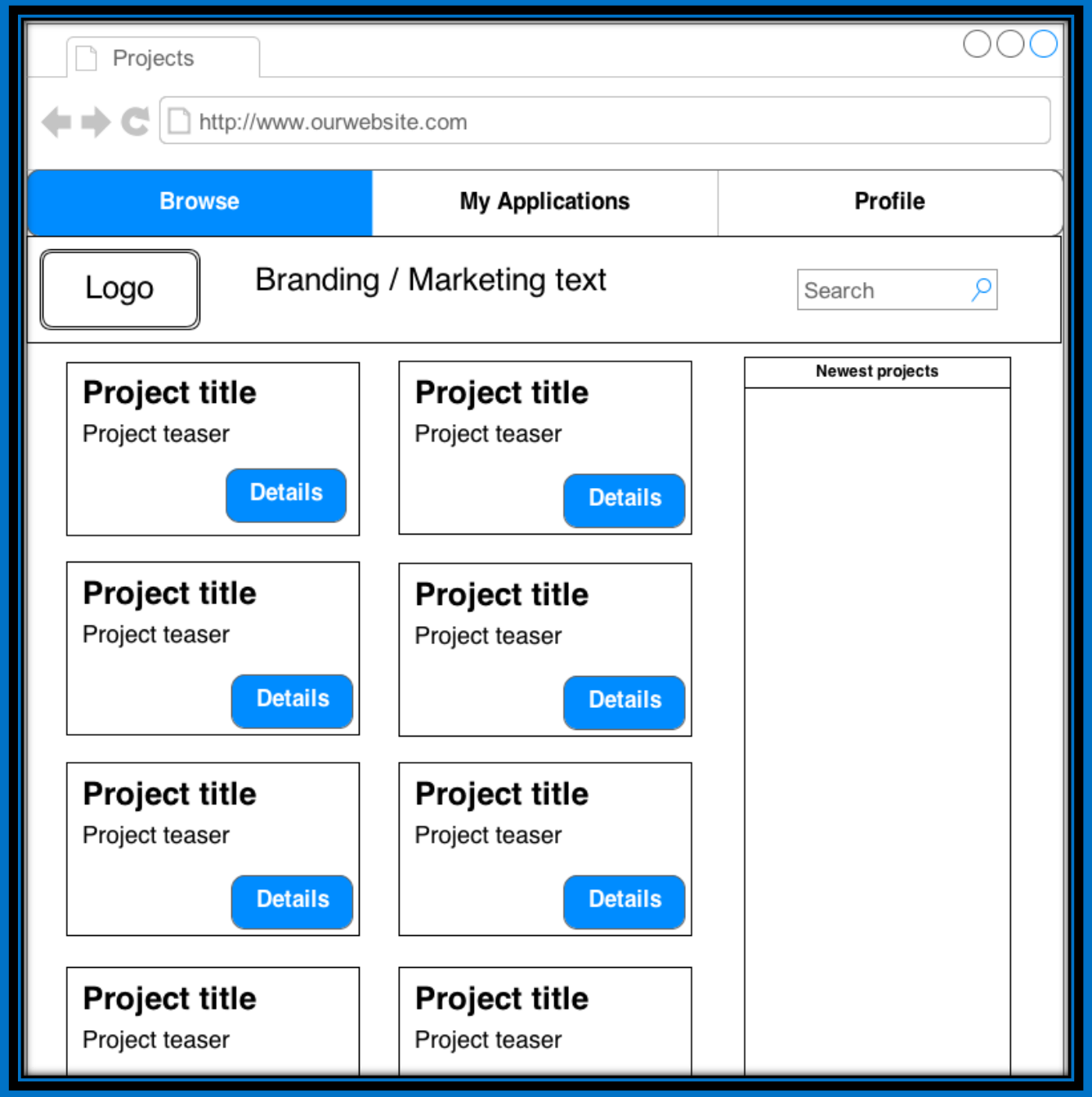
K2

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

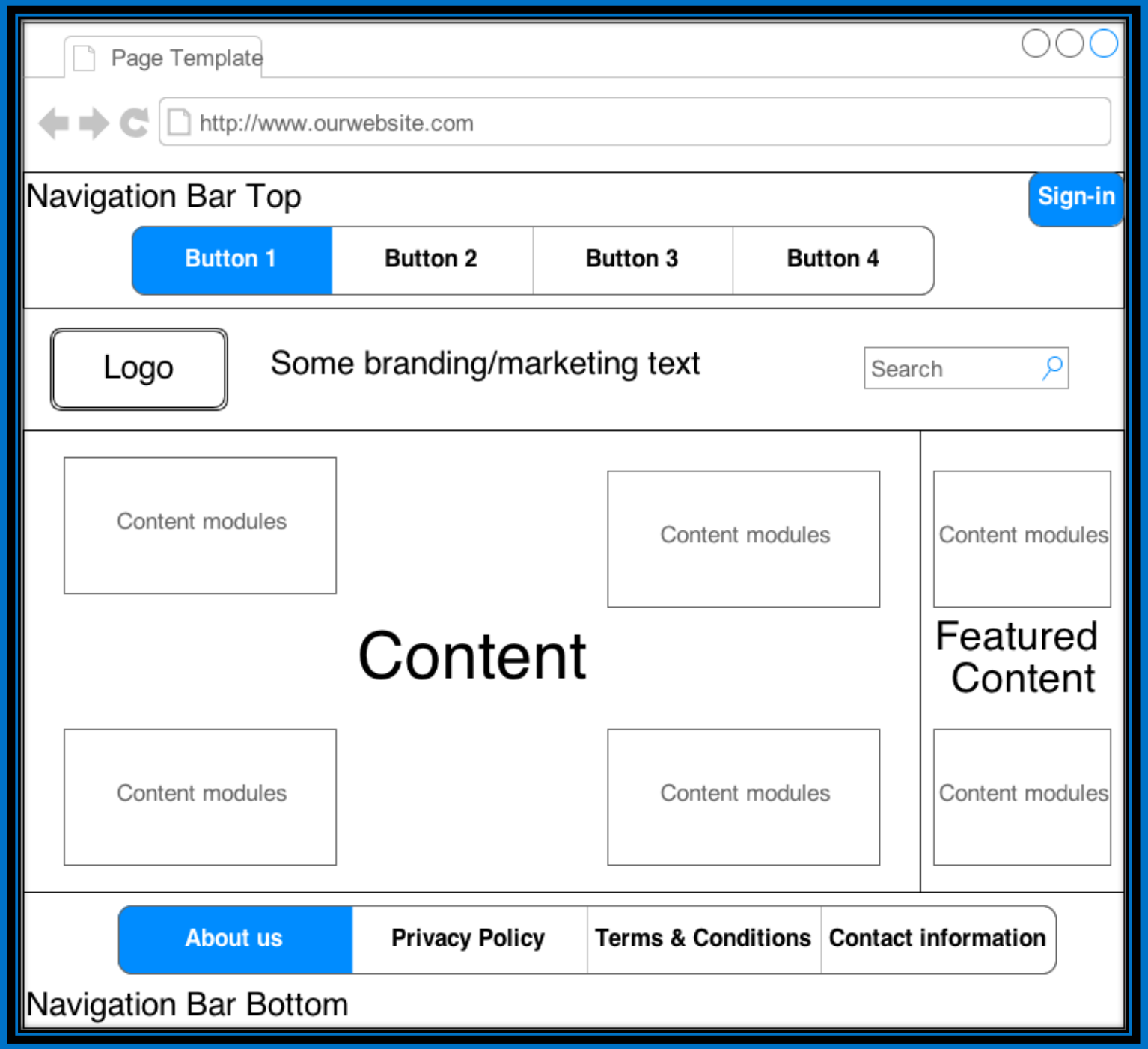
Page templates: Consistent page layout for professional appearance and easy navigation

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

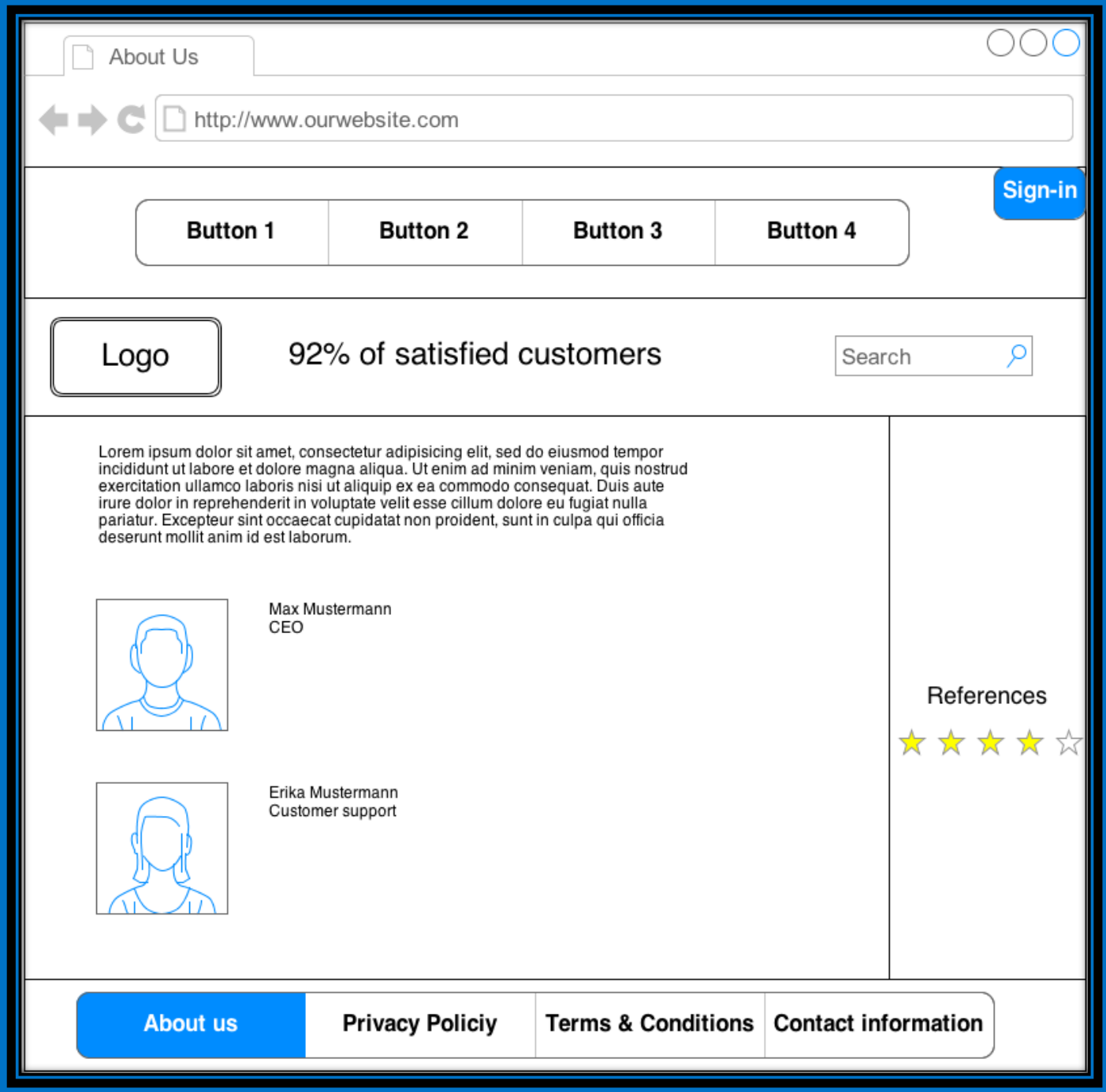
E4 Privacy Policy:Assuring data privacy for our customers to strenghten credibility

E5 About Us: Creating trust with contact information, CVs, pictures etc.

Branding

About us

Privacy Policy

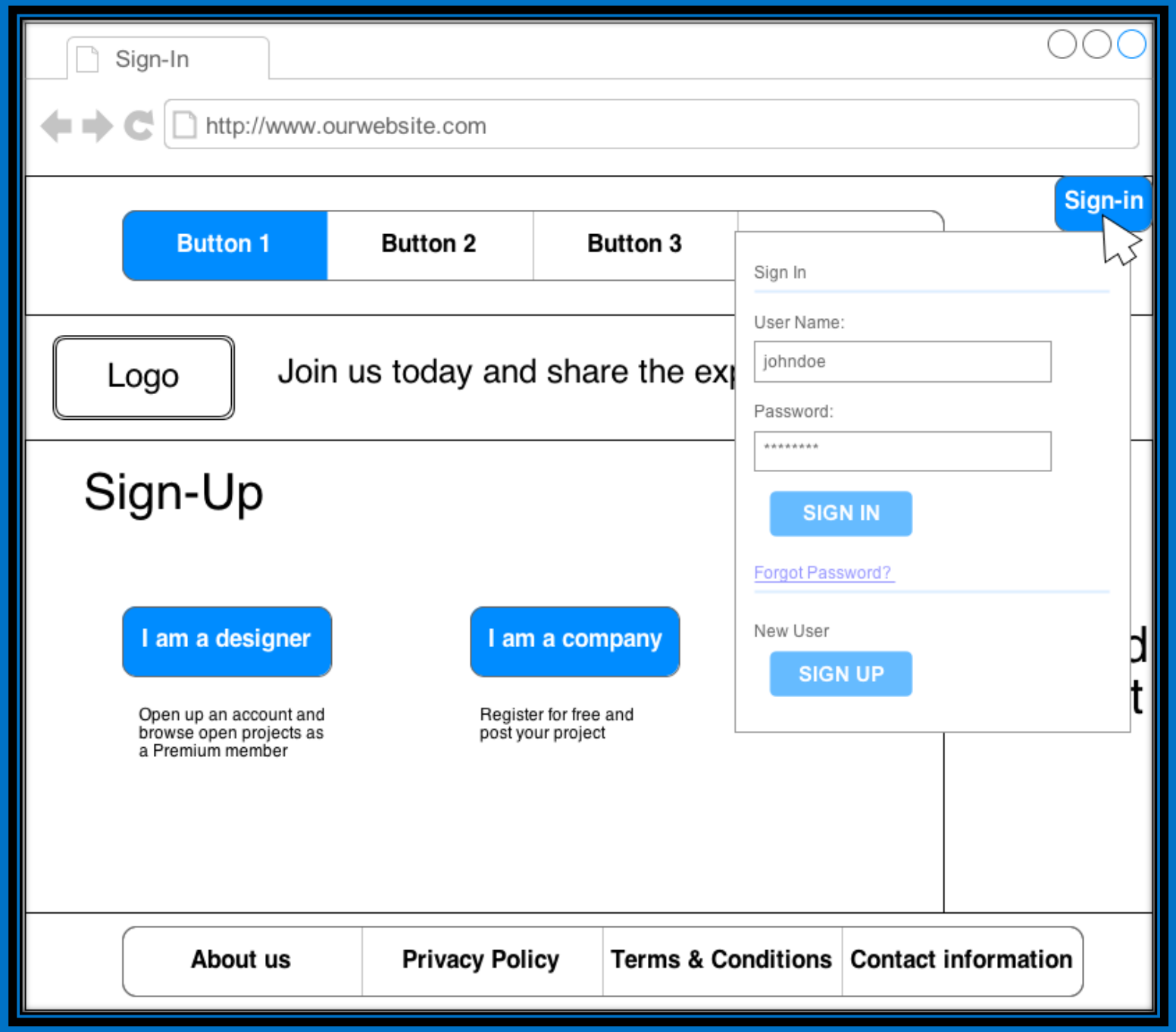


5 Sign-in

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.)

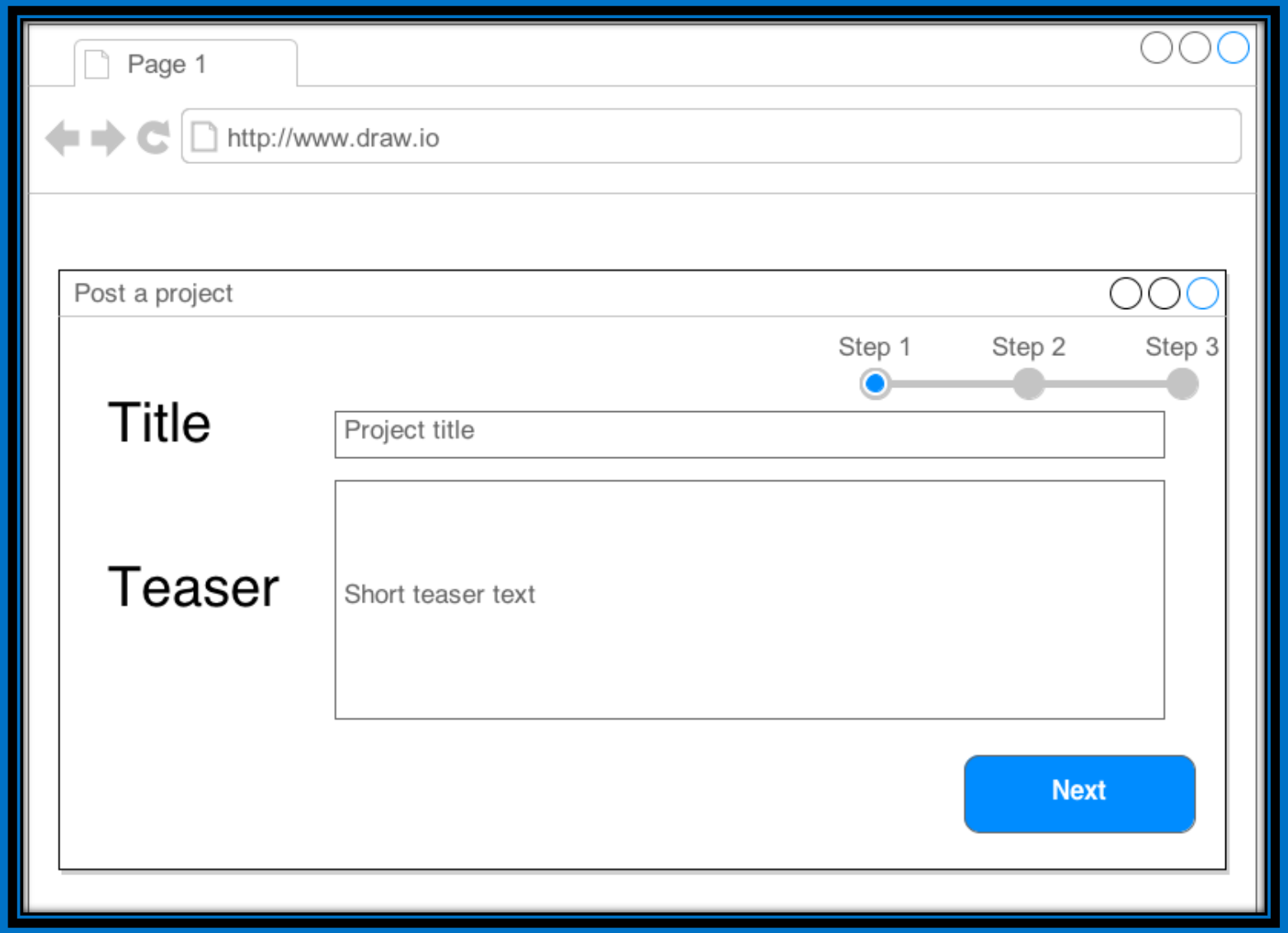
Reviewing

Companies
- reviewing
- filtering
applications

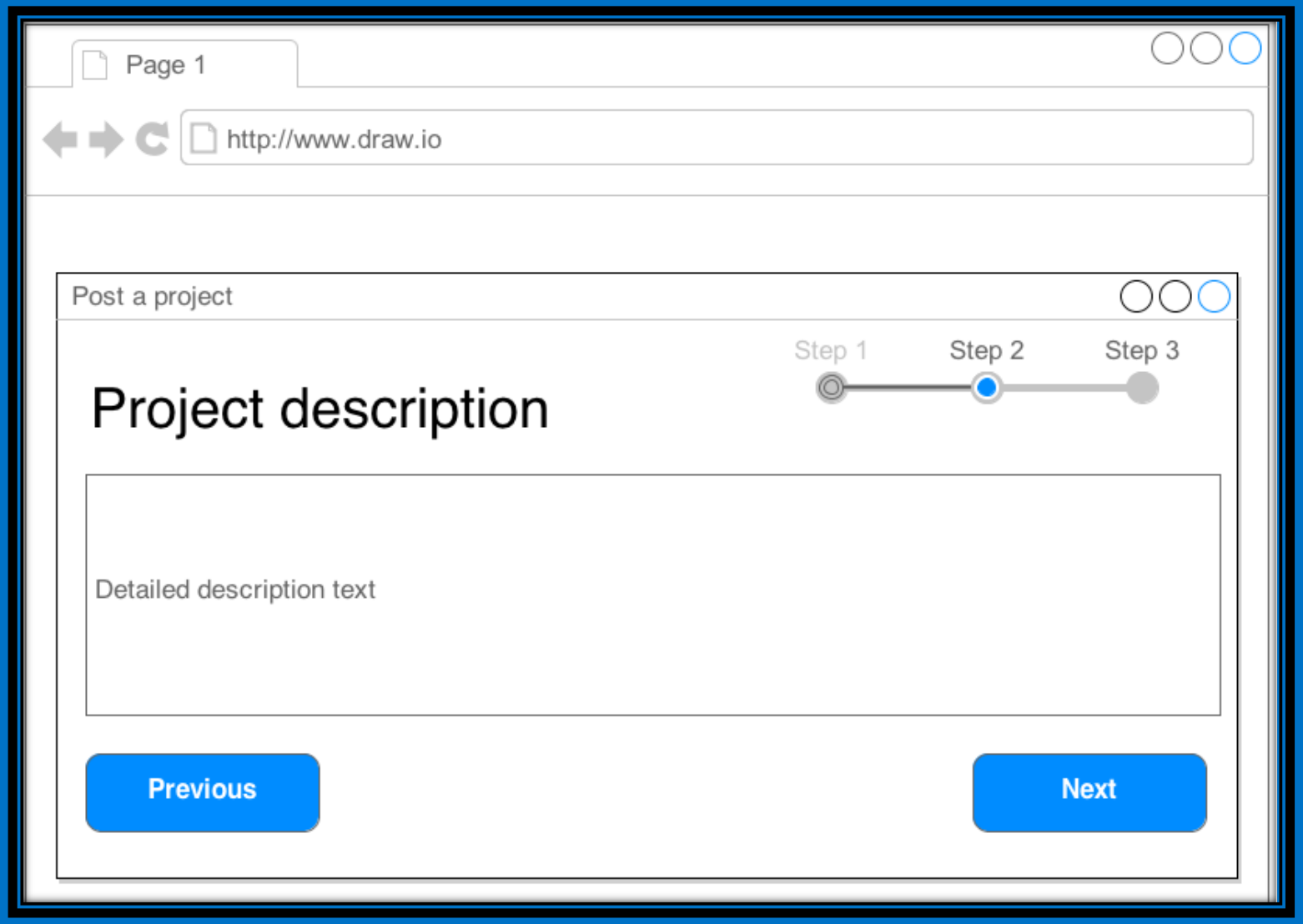
Rating

Companies rating designers after project completion

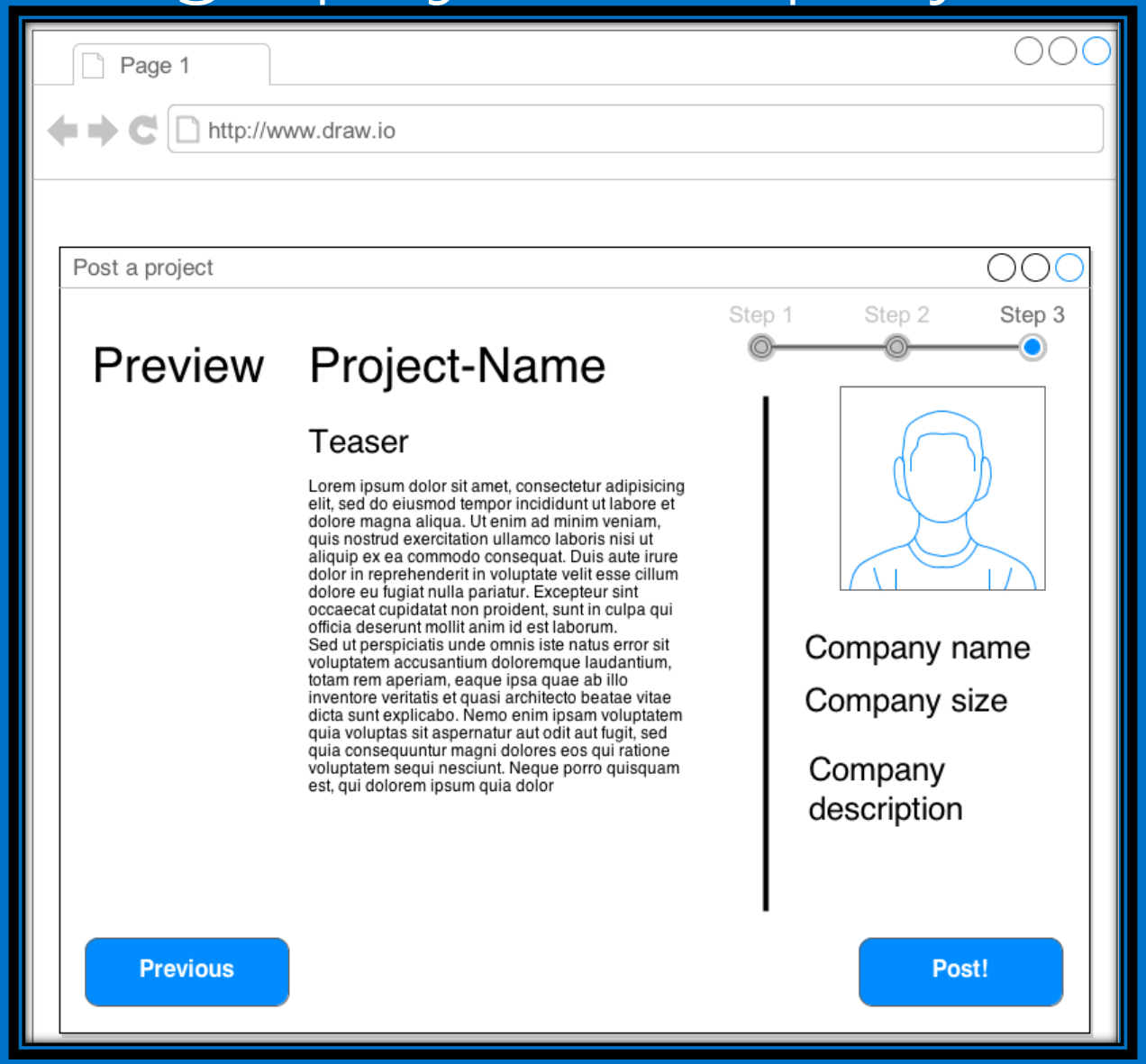
Posting a project (company) [1]

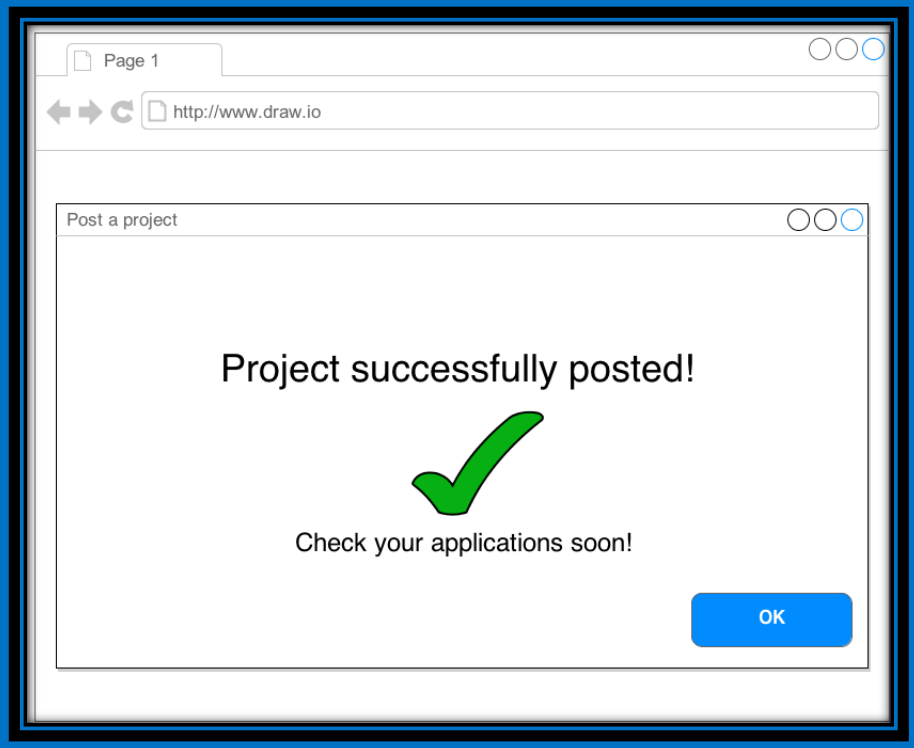


Posting a project (company) [2]

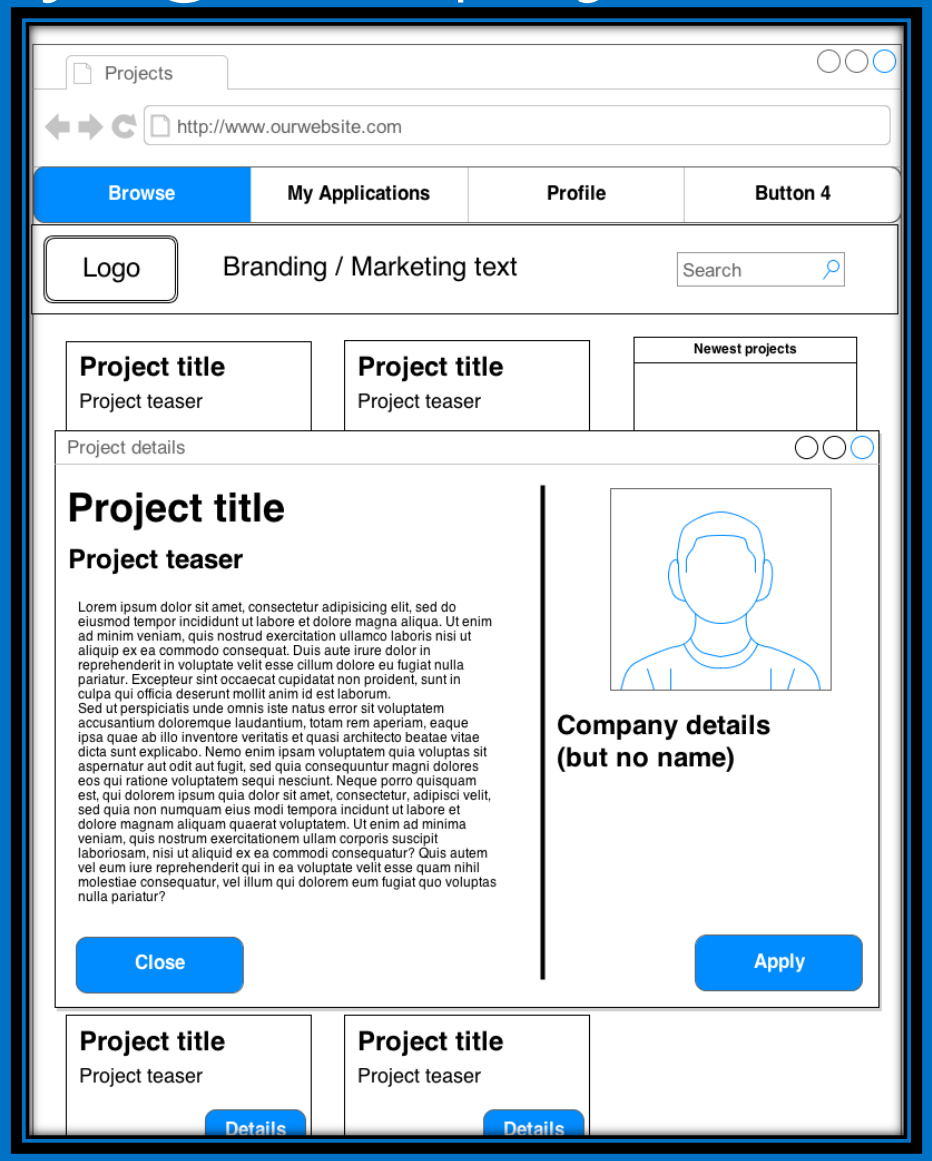


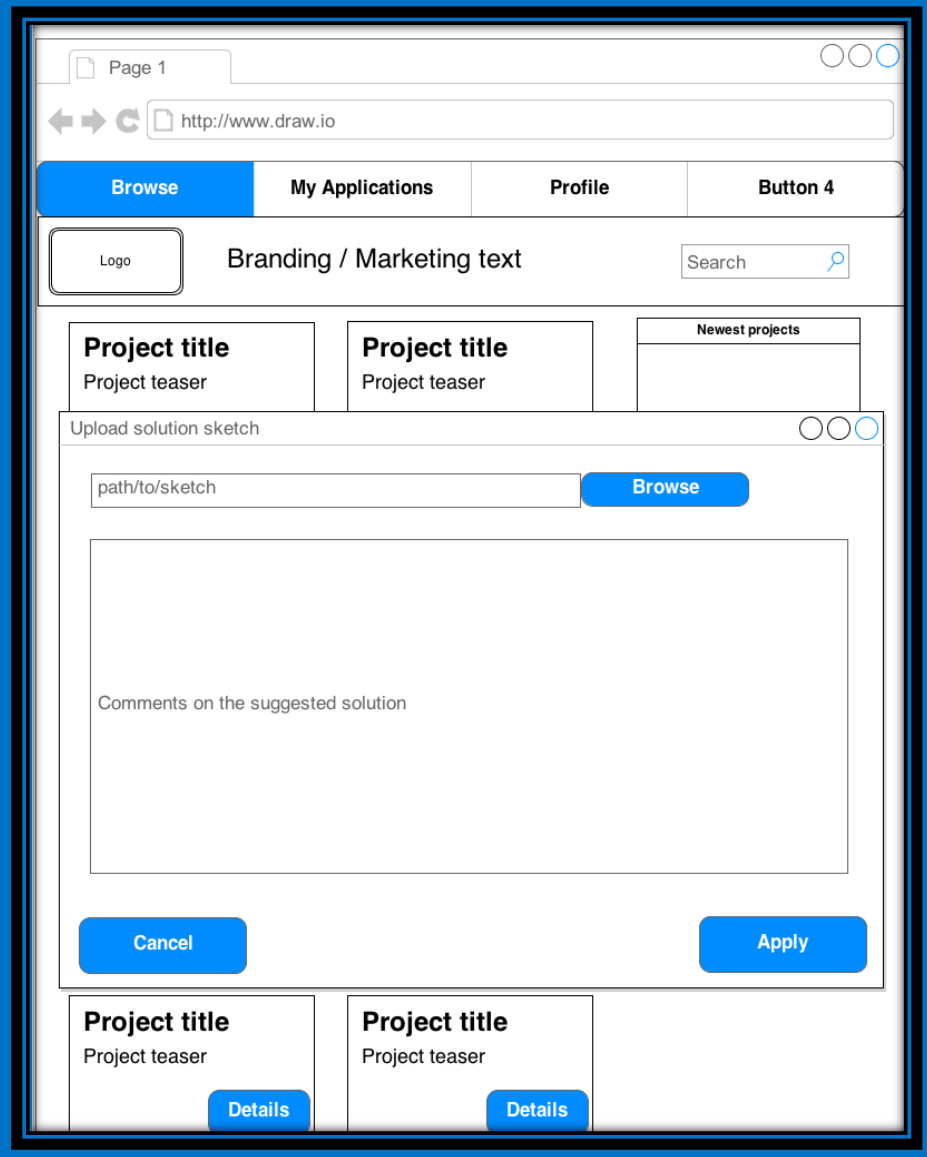
Posting a project (company) [3]



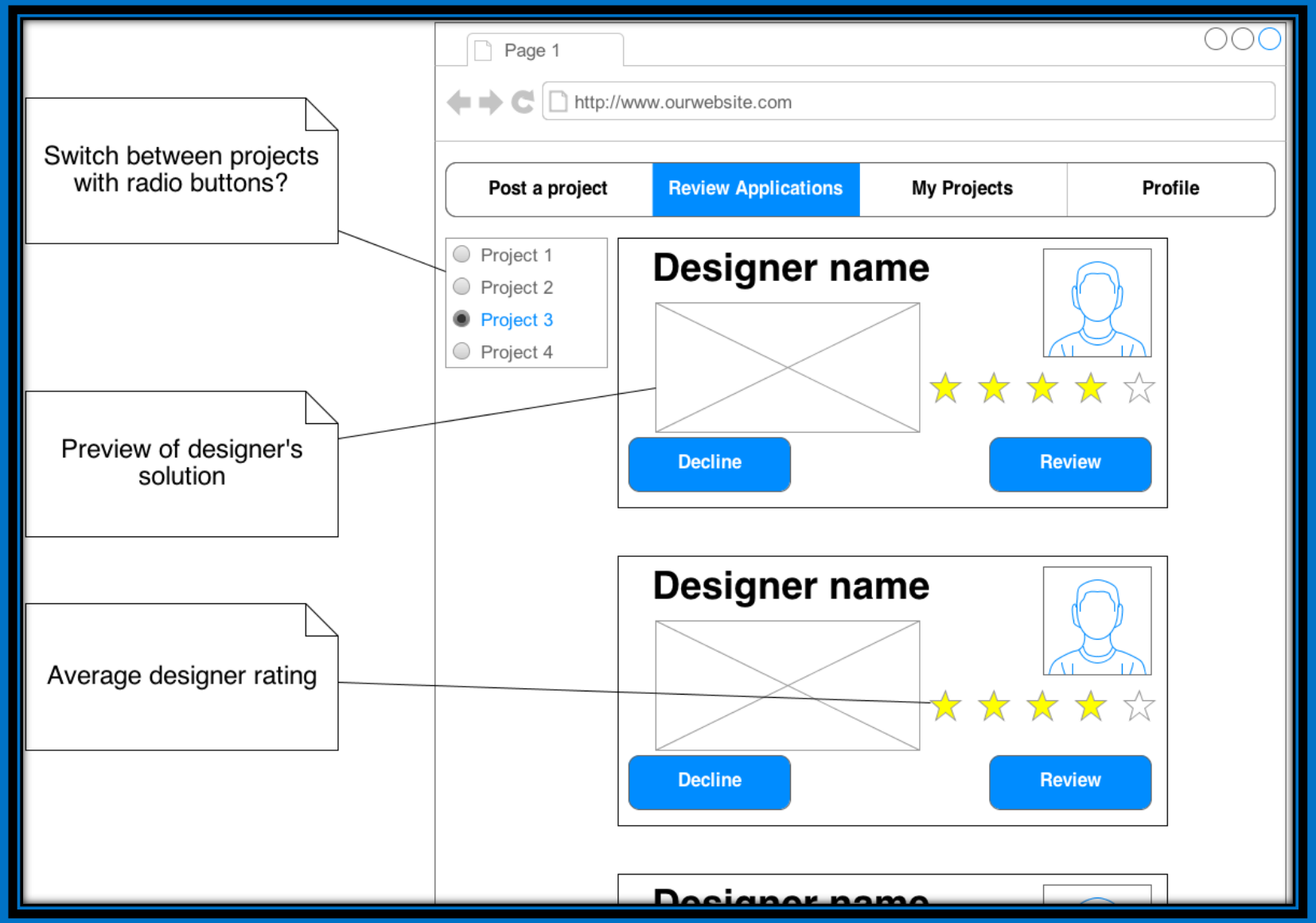


Applying for a project (designer)

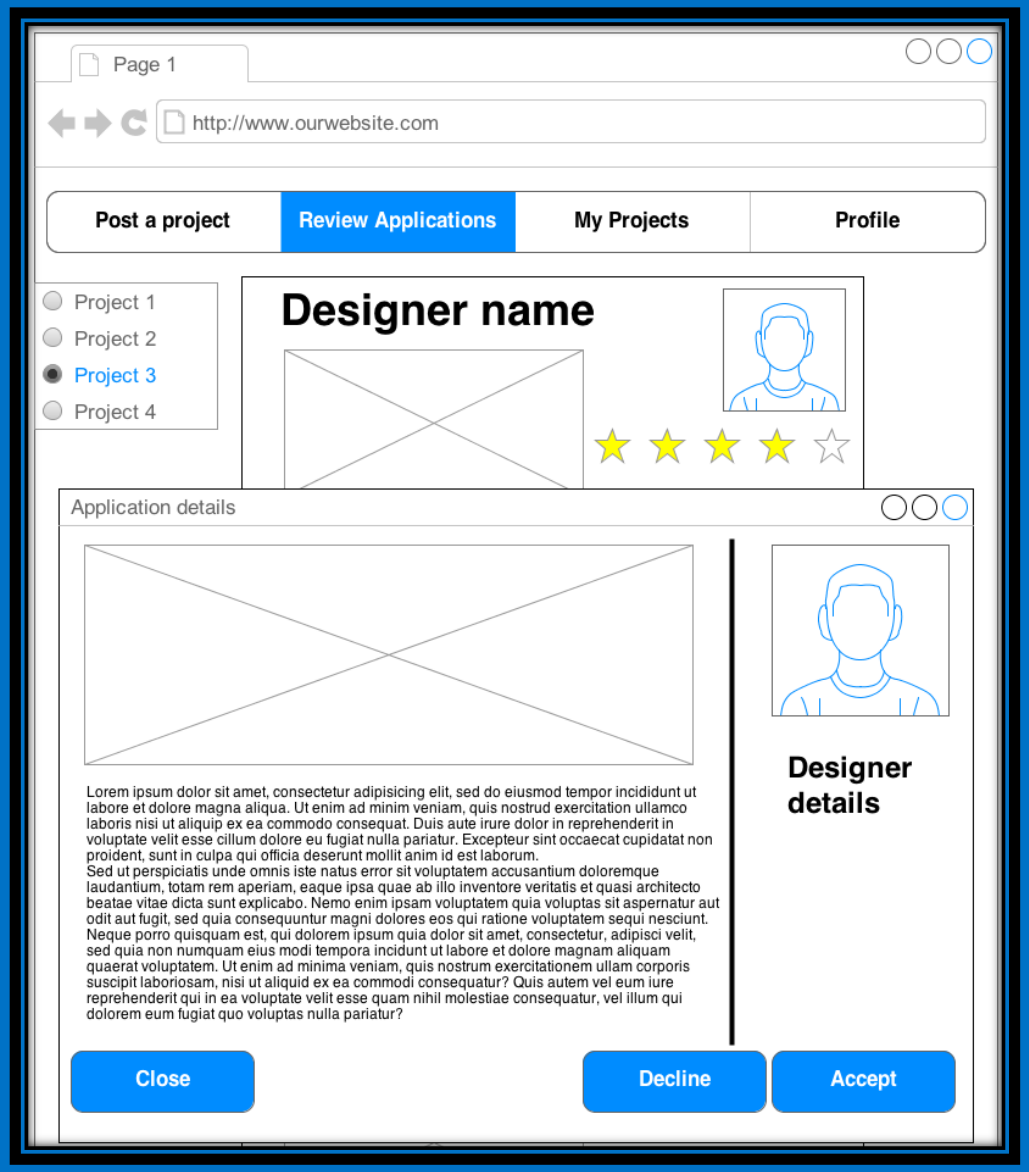




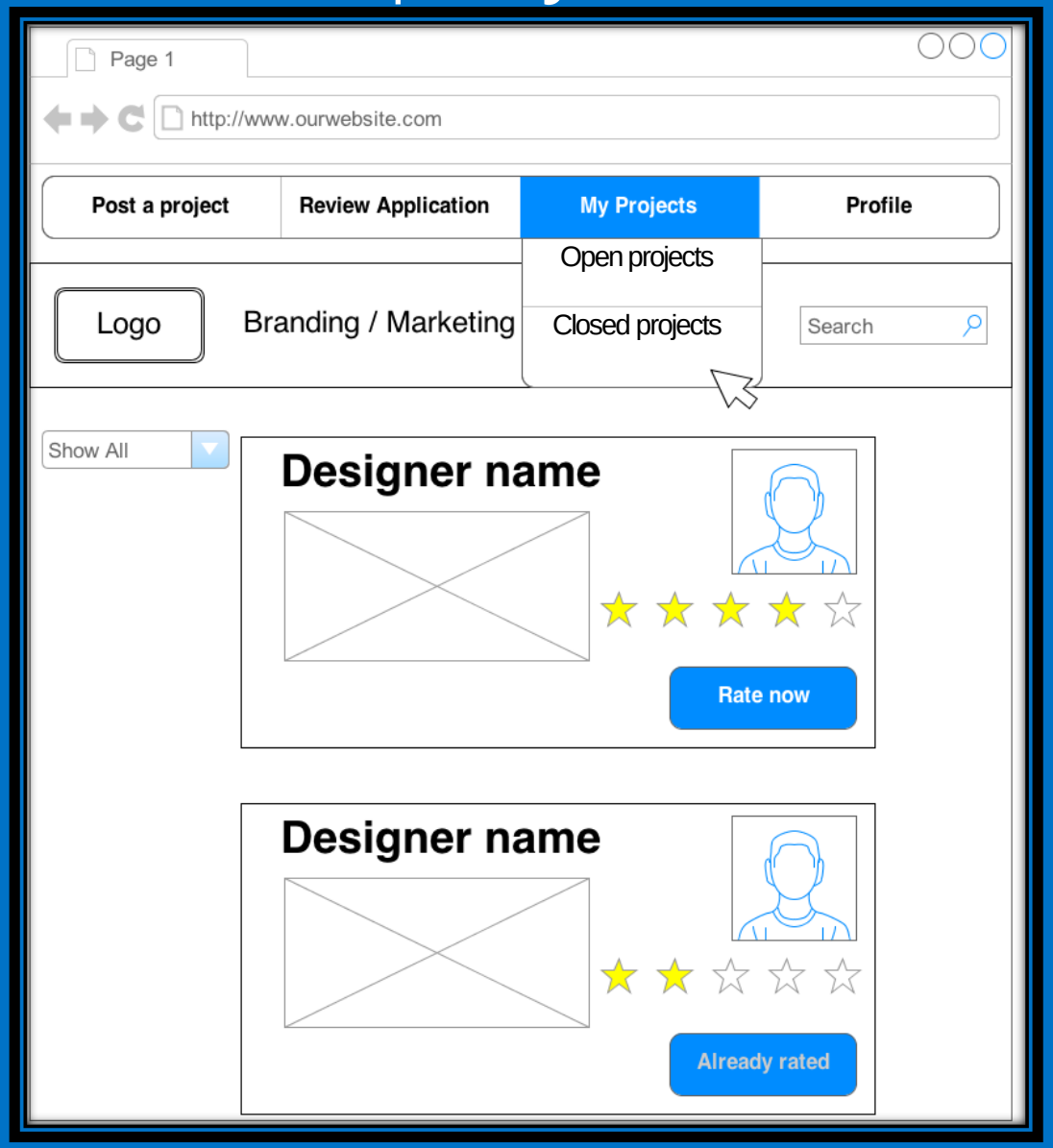
Reviewing applications (company) [1]



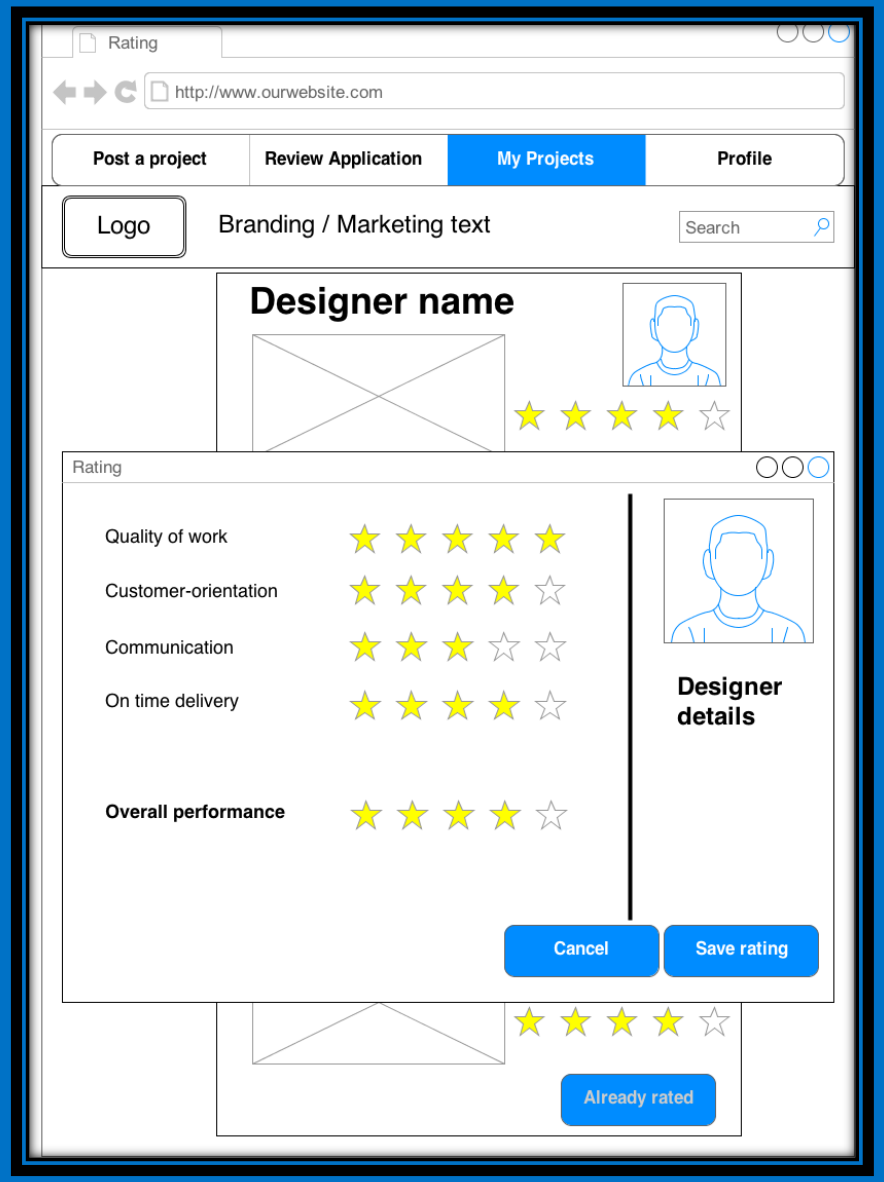
Reviewing applications (company) [2]



Rating of designers (company) [1]



Rating of designers (company) [2]



Questions?