

A walk-in closet with light-colored wood shelving. The top shelf holds various accessories like handbags, a green vase, and decorative boxes. Below, there are shelves for shoes, hanging clothes on wooden hangers, and a central cabinet with drawers. The floor is covered in a patterned rug.

# Friends Boutique

A place to find, share and collect clothing items that you like



# Pattern for Navigation



## Browsable Content (B2)

- What: It's possible to both browse through different categories and search for specific types of styles
- Why: Navigation has to be flexible as visitors of our website have different habits and needs

## Hierarchical organization (B3)

- What: Categories in the header navigation bar contain links to underlying subcategories
- Why: Our huge amount of different styles has to be structured by categories to allow easier navigation

# Pattern for Navigation






FriendsBoutique Logo

[Category A](#) [Category B](#) [Category C](#)

search

Facebook sign in/Link to Account

[Home >](#) [Subcategory A](#) [Subcategory B](#) [Subcategory C](#) [Subcategory D](#)

 **Name of Style** This area contains meta data of board  

Picture of user wearing all clothes

Other view

Other view

More boards are following...

# Pattern for Navigation



## Popularity – Based Organization (B7)

- What: The most popular styles of each category are shown at the top of the site, regarding the number of “hearts” they were awarded by the users
- Why: Customer-rating of styles is relevant to other customers interested in that kind of style

## Location Bread Crumbs (K7)

- What: Bread Crumbs allow users to keep track of their exact position within the website
- Why: Users shouldn't have the feeling to “get lost” in the structure of our website

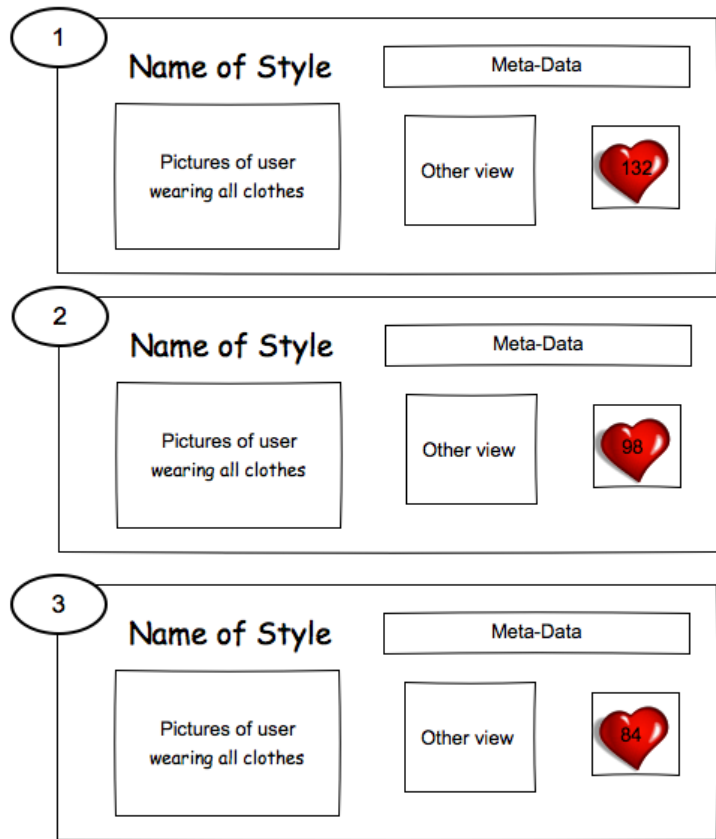
# Pattern for Navigation



FriendsBoutique Logo    [Category A](#)    [Category B](#)    [Category C](#)    search    Facebook sign in/Link to Account

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[Home](#) > [Category A](#) > Subcategory C



# Pattern for Managing Content



## Page Templates (D1)

- What: Our global template structures the website in a way that the navigation bar is always at the top while the actual content is shown right below.
- Why: Site consistency ensures readability and will increase the recognition value for the customer

## Recommendation Community (G4)

- What: Users are encouraged to rate the content of the website by “hearting” styles they like
- Why: It’s important to include the customers’ opinion about styles in order to ensure a certain quality level and generate data that allow us to recommend related content

# Pattern for Managing Content




FriendsBoutique Logo



[Category A](#) [Category B](#) [Category C](#)

search

Facebook sign in/Link to Account

[Home >](#) [Subcategory A](#) [Subcategory B](#) [Subcategory C](#) [Subcategory D](#)

 **Name of Style**

This area contains meta data of board  

Picture of user wearing all clothes

Other view

Other view

More boards are following...

# Pattern for Managing Content



## Personalized Content (D4)

- What: In a later version of our project, we will analyze the styles a member likes and then recommend related styles to him when he browses the website
- Why: By recommending relevant styles to our customers, the willingness to purchase items through our affiliate links will be increased



# Pattern for Building Trust and Credibility



## Site Branding (E1)

- What: Our website incorporates a clear and fashion adapted style that is evident on each single site.
- Why: Our customers shall feel comfortable when browsing our site and instantly recognize it by the design

## E-Mail Subscriptions (E2)

- What: We want to keep in touch with our users and inform them about interesting new styles – but only if they would like to!
- Why: E-Mail-newsletters will draw additional traffic to our webpage

## Pattern for Building Trust and Credibility



### Fair Information Practices and Privacy Policy (E3 & E4)

- What: We will inform our users of the amount of data that will be collected when they use our website (for example when logging in via facebook). We transparently present the means of collecting data and all potential recipients of the this data will be listed. We will solely use the gathered data for our own purposes and do not intent to sell them to other companies.
- Why: By providing strict guidelines for the usage of data, we foster trust in our company and our users' willingness to share their data will increase.

# Pattern for Building Trust and Credibility



FriendsBoutique Logo    [Category A](#)    [Category B](#)    [Category C](#)    search    [MyAccount](#)    [Logout](#)

[Home](#) > [MyAccount](#)



Username  
Firstname  
Lastname  
City  
...

[subscribe to newsletter](#)

Only visible if logged in on every page

[new board](#)

[edit account](#)

<a href="#">Managing Boards</a>	<a href="#">Hearted items</a>
<a href="#">People who hearted my boards</a>	<a href="#">Bookmarked boards</a>

# Pattern for Sign – in



## Two-way Sign - in

- *What:* There are two ways of signing-in with our website: a convenient facebook login and a traditional e-mail registration.
- *Why:* Not all users of our website have a facebook account or do not wish to give that much personal information.



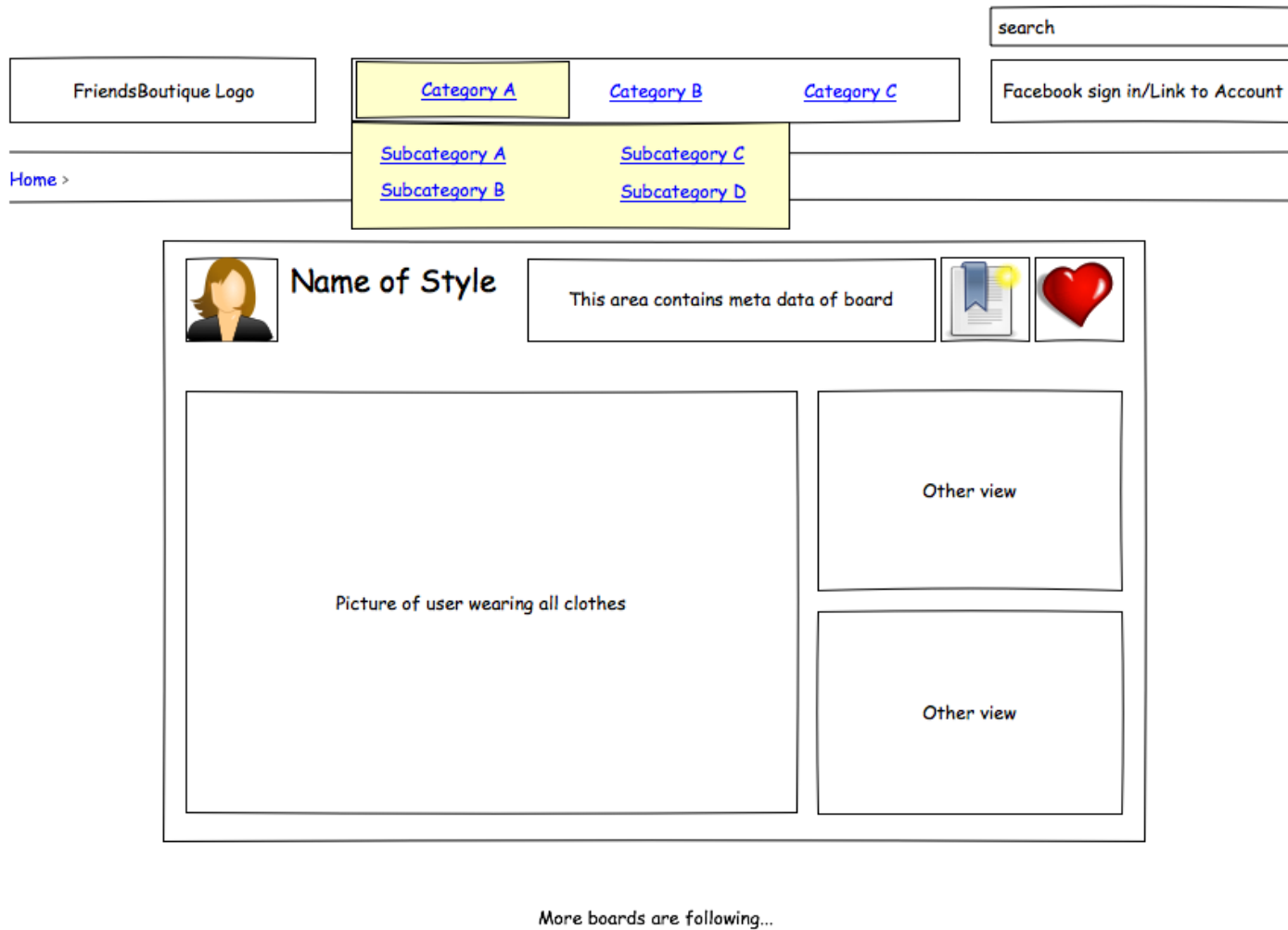
Or just Login via E-Mail



New to FriendsBoutique? [Register now!](#)

Forgot your password? [Remind me of my password!](#)

# Use Case 1: Accessing Home-Page





# Use Case 2: Login to our Website

FriendsBoutique Logo	<a href="#">Category A</a> <a href="#">Category B</a> <a href="#">Category C</a>	search
		Facebook sign in/Link to Account

[Home](#) > Login

## Login now to FriendsBoutique!

<b>f</b>	<b>Login via Facebook</b>
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Or just Login via E-Mail

Username
----------

Password
----------

<b>@</b>	<b>Login via E-Mail</b>
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New to FriendsBoutique? [Register now!](#)

Forgot your password? [Remind me of my password!](#)

# Use Case 3: Add product to our website

random online shop implementing our button

The diagram shows a product page layout for a green hat. It includes a main product image, a secondary image placeholder, a large text area for product details, a price tag of 99 €, and a row of social media buttons with a red heart icon. Callouts explain that the main image area is an excerpt of the shop's product site and that the heart icon is used to add articles to the site.

99 €

here is usually all the information provided by the online shop about this article

Another picture of this article from another perspective

Facebook, Twitter, etc. Buttons

excerpt of an online shop's product site

our heart button to add articles to our site.

The diagram shows a modal form titled 'Add Article (if logged in, otherwise sign in is needed)'. It contains a small product image, the price '99 €', and a text field for 'Article info text'. On the right, there is a 'Choose board' dropdown menu with 'Summer 2013' selected, and a text input field with 'placeholder' text. An 'add' button is located at the bottom left. A callout indicates that this box appears when the heart button is clicked.

this box appears when the heart button is clicked

Add Article (if logged in, otherwise sign in is needed)

Choose board

Summer 2013

OR create new board instantly

placeholder

add

# Use Case 4: Set up your own Style

FriendsBoutique Logo

[Category A](#) [Category B](#) [Category C](#)

[MyAccount](#) [Logout](#)

search

[Home](#) > [MyAccount](#) > [Managing boards](#) > Summer 2013

### Set up board Summer 2013

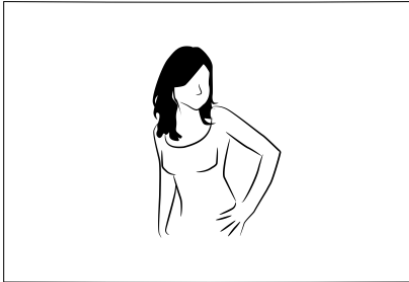
[new board](#)

Category A  
Category B  
Category C  
...

Subcategory A  
Subcategory B  
Subcategory C  
...

[assign category](#)

### Images




upload image

upload image

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### Added Items



Item description text A ...  
Item description text B ...

199 €

[buy](#)



Item description text A ...  
Item description text B ...

99 €

[buy](#)

when an article is added, a box of this article appears in its assigned board

redirects to the article site of an external online shop in a new tab

[Impressum](#) [Sitemap](#) [Contact](#) [About us](#) [Privacy policy](#)



A photograph of a walk-in closet with light-colored wood shelving and cabinetry. The closet is filled with various items: folded clothes on shelves, shoes on wire racks, hanging garments on wooden hangers, and several handbags on a top shelf. A central unit features two cabinet doors and four drawers. A semi-transparent white box with the text "Thanks for your attention!" is centered over the image.

**Thanks for your attention!**