Group 2 – Project 8:
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Mockups & Design Patterns

31.05.2013

Agenda

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

Navigation

B Creating a Navigation Framework

	Design Pattern	Relevance
B8	**Category pages** (e.g. logic distribution in categories)	Products can be accessed through categories or by searching for a specific product.
B4	**Task based organization** (e.g. Browse, My Work, Proposals)	Main use cases can be accessed by a single click through the site branding.

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Your 3D Model Marketplace

Browse	My Work	Proposals

Search

Category

Art

Furniture

Fashion

Games

Houshold

Industrial

Miniatures

Others

Popular

Model 1
190 €

★★★☆☆ (6)
Design by:
Designer No. 1

Model 22
85 €

★★★☆☆ (6)
Design by:
Designer No. 1

Model 33
90 €

★★★☆☆ (6)
Design by:
Designer No. 44

Recommendation

Model 65
100 €

★★★★★ (12)
Design by:
Designer No. 45

Model 77
150 €

★★★★★ (12)
Design by:
Designer No. 88

Model 89
210 €

★★★★★ (12)
Design by:
Designer No. 82

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Trust & Credibility

Building Trust & Credibility

	Design Pattern	Relevance
E1	**Site branding** (e.g. Logo, Slogan, etc.)	Visitors can quickly identify where they are on the Web site.
E5	**About us** (e.g. footer)	Presenting real-world information about the people and company behind your Web site.
E7	**Email subscription & notification**	Provide weekly updates & new proposals.

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Your 3D Model Marketplace

Email   Password   Login

Not registered?   Forgot Password?

Browse	My Work	Proposals

Model 77

★ ★ ★ ★ ★ (1)

Price:

150 €

Description

This is the short description
This is the short description
This is the short description
This is the short description

Size

10cm x 40cm x 6cm

Weight

698g

Design by:
Designer No. 88

Customer reviews   (1 of 1)

Amazing! 17.06.2012   by Toni
★ ★ ★ ★ ★

This model is amazing!
Love it!
Use it every day!

Managing content

Writing and Managing Content

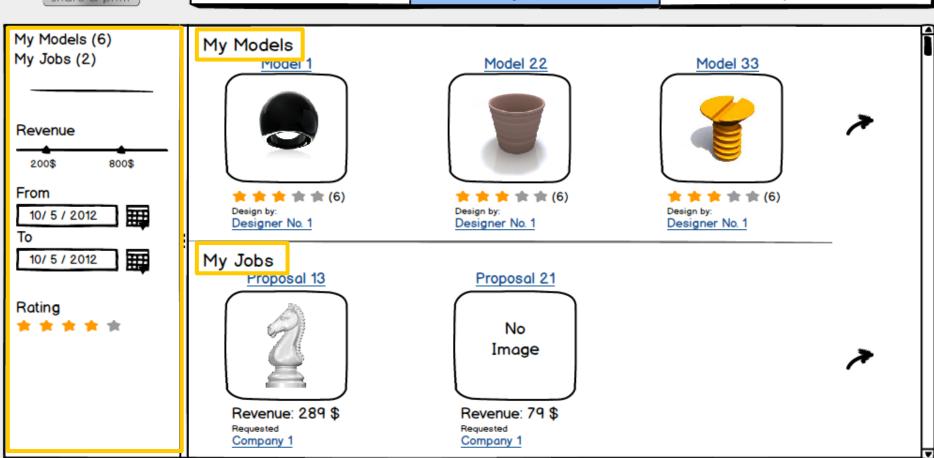|	Design Pattern	Relevance
D1	**Page Templates**	Provide consistent design and quicker reading.
D3	**Headlines and Blurbs**	Better hook customers on web site. Benefit from inverted-pyramid writing style.
D4	**Personalized Content**	Provide more useful information to people. Intentional / automatic personalization techniques.

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Toni's Marketplace | 🛒 1 | Logout

Your 3D Model Marketplace

Browse	**My Work**	Proposals

My Models (6)
My Jobs (2)

_____

Revenue

200$ 800$

From

10/ 5 / 2012

To

10/ 5 / 2012

Rating

⭐⭐⭐⭐⭐

My Models

Model 1
⭐⭐⭐⭐⭐ (6)
Design by:
Designer No. 1

Model 22
⭐⭐⭐⭐⭐ (6)
Design by:
Designer No. 1

Model 33
⭐⭐⭐⭐⭐ (6)
Design by:
Designer No. 1

My Jobs

Proposal 13

Revenue: 289 $
Requested
Company 1

Proposal 21

No Image

Revenue: 79 $
Requested
Company 1

Sign-in

Helping Customers Complete Tasks

	Design Pattern	Relevance
H2	**Sign-in/New Account** (Sign-In, Sign up)	Users can sign in easily or create an account through signing up. A minimum amount of information is collected during sign-up. Signing up with Open-ID or Facebook is possible.
H10	**Clear Forms** (Sign-Up)	An up-front value proposition is given. Forms are prefilled. Captchas are not provided, but bots will be prevented from creating new accounts through alternatives.

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Your 3D Model Marketplace

Email   Password   Login

Not registered?   Forgot Password?

Browse   My Work   Proposals

Sign Up

Sign Up and manage your work, tournaments, personal information and items.

[f] Sign in with Facebook

[d] Sign in with OpenID

Or create a new account:

* Name

* Email

* Password   (?)

* Re-type password

☐ I agree to the Terms of Use and Privacy Policy

Sign up

Discussion