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Agenda

1. Managing Content
2. Navigation
3. Building Trust & Credibility
4. Sign-in
5. Mock-ups for use cases
 - a) Specification of diet plan
 - b) Customization of a salad and nutrition advices
 - c) Ordering of salads
 - d) Sharing salad creations on social media

1. Managing Content – D1 Page Template

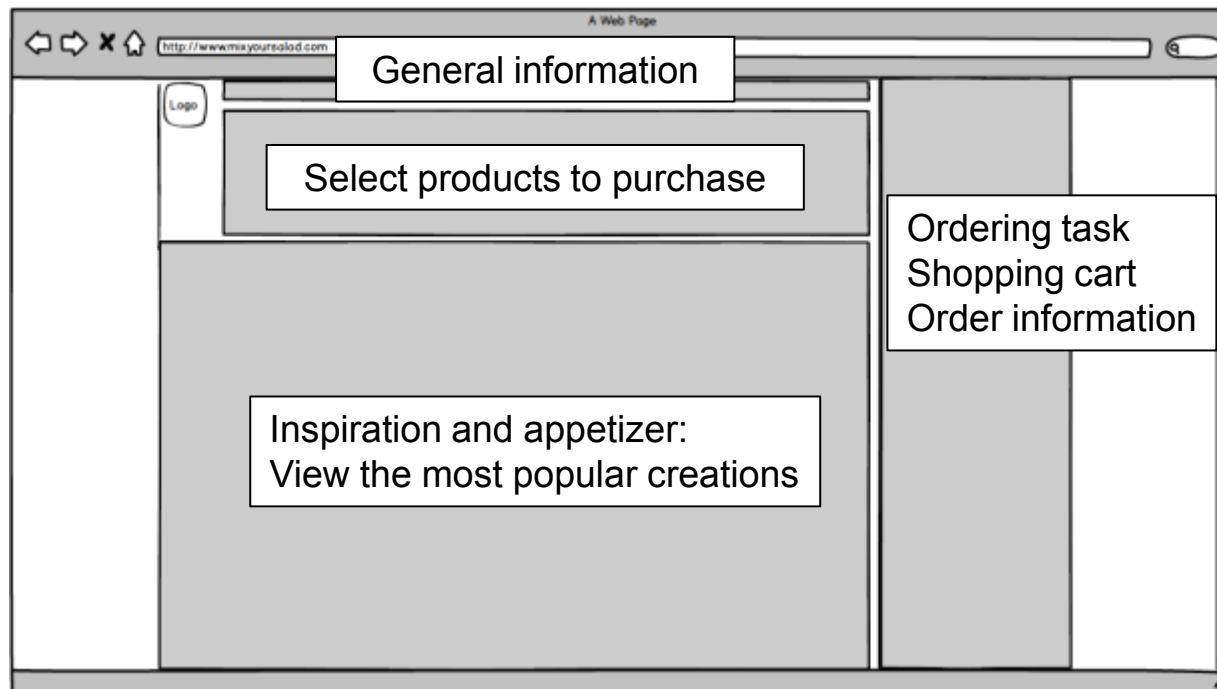
Web Design Pattern

Justification for choice

D1 – Template by using grids

Navigation through 4 different grids

- General information
- Selection of products
- Inspiration and appetizer
- Ordering of products



1. Managing Content – Example: Homepage

A Web Page

http://www.mixyoursalad.com

Home | About us | My Account | Contact us | FAQ | Privacy

Logo

Choose our most Popular

Choose our original salads

Mix your own vegetable salad

Mix your own fruit salad

Select a drink

Most popular salad creations

Ingredients

- Ingredient
- Ingredient
- Ingredient
- Ingredient
- Ingredient
- Ingredient

Salad title

Customize

Add to shopping cart

Ingredients

- Ingredient
- Ingredient
- Ingredient
- Ingredient
- Ingredient
- Ingredient

Salad title

Customize


Add to shopping cart

Login or create account

Shopping Cart

Product	Price
Veg. Salad	5.00€
Custom Salad 1	5.00€
Fruit Salad	3.00€
Drink	1.50€

Nutrition Facts

Nutrition Details 

Payment*

PayPal

Cash

Credit Card

Delivery information

Pickup Delivery

Company Name

Mr. Ms.

1st Name* 2nd Name*

Street* No.

Code* City*

Phone*

Email

Submit Order

9.50€

Home | About us | My Account | Contact us | FAQ | Privacy

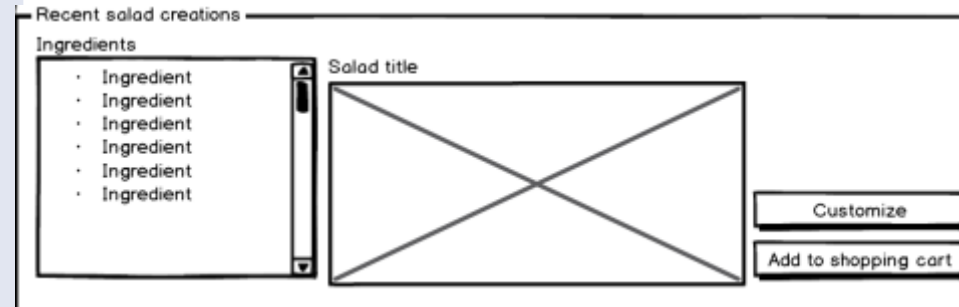
1. Managing Content – D2 Content Modules

Content modules will be used, to publish and manage large volumes of content ensuring time efficiency and reducing error-proness.

Content Modules

Most popular salads

- Headline: Title of salad
- Date: Date of creation
- Creator: Person who created salad
- Photo: Image of salad creation
- Ingredients: List of ingredients
- Price: Automatic calculation



Ingredients

- Name: Name of ingredient
- Portion: Amount of ingredient
- Category01: Fruit, Vegetable or Drink
- Category02: Base, Topping or Protein
- Price: Price per portion
- Calories: calories per portion
- Image: Image of ingredient

Select your ingredient

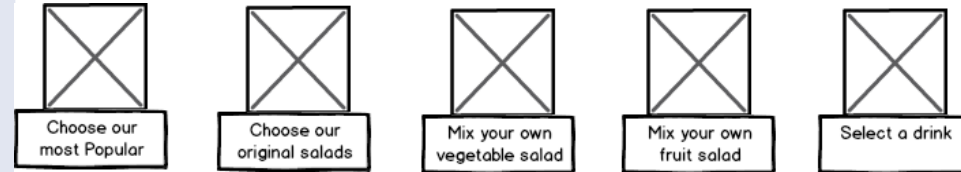


2. Navigation

Web Design Pattern

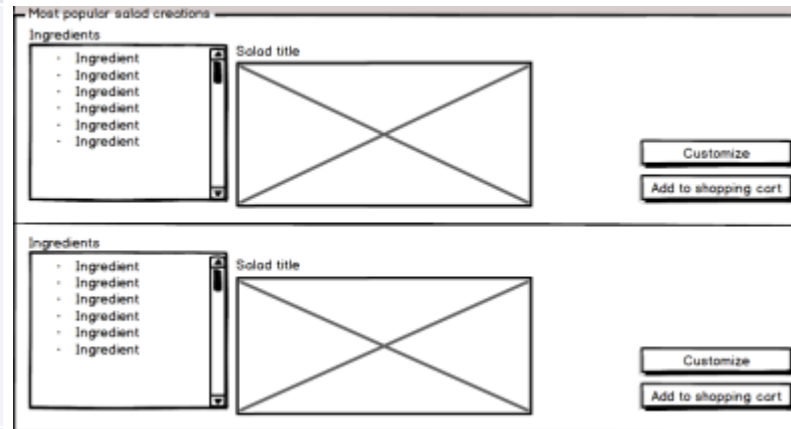
B8 Category Pages

Differentiation among the different product categories: Vegetable salad, fruit salad, drinks.



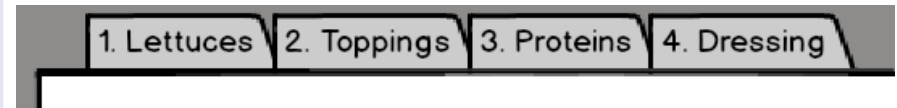
B7.1 Popularity-Based Organization

Emphasis and appetizer of most popular products to support choice between products



B4.5 Task based organization

Reducing complexity by guiding the user through different steps of the purchase process.



3. Building Trust and Credibility

Web Design Pattern	Justification for choice
E1 Site Branding	Usage of a self designed unique logo on all sites in the web application
E3 Fair information practices	Using of only most necessary personal information to fulfill delivery service
E4 Privacy Policy	Embedding of links to our privacy statement everywhere, where personal information will be requested
E5 About us	Presentation of business idea and contact information



3. Building Trust and Credibility

Annotations:

- E1:** Logo
- E2:** Choose our most Popular
- E3:** Nutrition Facts
- E4:** Mix your own fruit salad
- E5:** Choose our original salads

Page Content:

Navigation: Home | About us | My Account | Contact us | FAQ | Privacy

Shopping Cart:

Product	Price
Veg. Salad	5.00€
Custom Salad 1	5.00€
Fruit Salad	3.00€
Drink	1.50€

Checkout Form:

Payment*
 PayPal
 Cash
 Credit Card

Delivery information
 Pickup Delivery

Company Name

Mr. Ms.
 1st Name* 2nd Name*

Street* No.
 Code* City*

Phone*
 Email

Submit Order 9.50€

Site Branding

About us

Privacy Policy

Fair information practices

4. Sign-In

Web Design Pattern	Justification for choice
Sign-in / New Account – H2	<ul style="list-style-type: none"> -Maintenance of diet plan -Managing visibility of personal information
<p>Two different options for sign-in:</p> <ul style="list-style-type: none"> - Sign-in using social media - Direct sign-in using local account 	<ul style="list-style-type: none"> -Easy sing-in/ -up process for new users -Automatic collection of relevant user data by the web application

Sign In Register

Sign in with Facebook

Sign in with Facebook

Sign in with your mixyoursalad account

Email*

Password*

[Forgot password?](#)

[View our privacy policy](#)

5. a) Specification of diet plan

Please provide your information

Insert your personal details

Age Sex Male Female

Weight

Height

Please select the allergens you would like to avoid

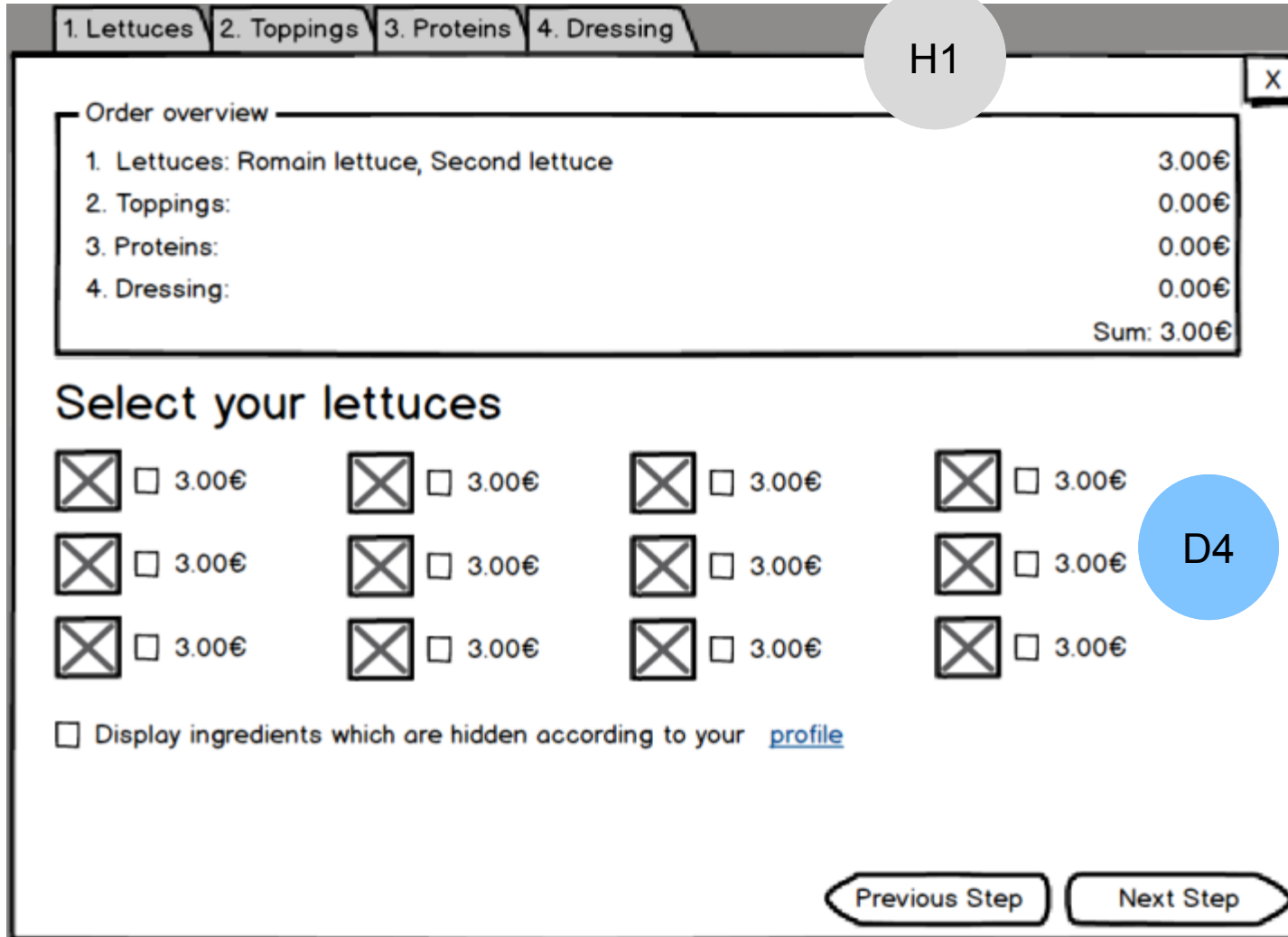
<input checked="" type="checkbox"/> <input type="checkbox"/> Alcohol	<input checked="" type="checkbox"/> <input type="checkbox"/> Ingredient	<input checked="" type="checkbox"/> <input type="checkbox"/> Ingredient
<input checked="" type="checkbox"/> <input type="checkbox"/> Coloring	<input checked="" type="checkbox"/> <input type="checkbox"/> Ingredient	<input checked="" type="checkbox"/> <input type="checkbox"/> Ingredient
<input checked="" type="checkbox"/> <input type="checkbox"/> Corn	<input checked="" type="checkbox"/> <input type="checkbox"/> Ingredient	<input checked="" type="checkbox"/> <input type="checkbox"/> Ingredient
<input checked="" type="checkbox"/> <input type="checkbox"/> Eggs	<input checked="" type="checkbox"/> <input type="checkbox"/> Ingredient	<input checked="" type="checkbox"/> <input type="checkbox"/> Ingredient

[View our privacy policy](#)

H4

Account
Management

5. b) Customization and nutrition advices



1. Lettuces | 2. Toppings | 3. Proteins | 4. Dressing

H1

Order overview

1. Lettuces: Romain lettuce, Second lettuce	3.00€
2. Toppings:	0.00€
3. Proteins:	0.00€
4. Dressing:	0.00€
Sum:	3.00€

Select your lettuces

<input checked="" type="checkbox"/> 3.00€	<input checked="" type="checkbox"/> 3.00€	<input checked="" type="checkbox"/> 3.00€	<input checked="" type="checkbox"/> 3.00€
<input checked="" type="checkbox"/> 3.00€	<input checked="" type="checkbox"/> 3.00€	<input checked="" type="checkbox"/> 3.00€	<input checked="" type="checkbox"/> 3.00€
<input checked="" type="checkbox"/> 3.00€	<input checked="" type="checkbox"/> 3.00€	<input checked="" type="checkbox"/> 3.00€	<input checked="" type="checkbox"/> 3.00€

Display ingredients which are hidden according to your [profile](#)

Previous Step | Next Step

D4

Process Funnel

Personalized Content

5. c) Ordering of salads – One time purchase

Login or create account

Shopping Cart

Product	Price	
Veg. Salad	5.00€	✕
Fruit Salad	3.00€	✕
Drink	1.50€	✕

Purchase for
9.50€

Payment*

PayPal

Cash

Credit Card

Delivery information

Company

Mr.

Ms.

1st Name* 2nd Name*

Street* No.

Code* City*

Phone*

Email

Shopping Cart

- Category of product
- Price per item
- Option to remove from shopping cart

Purchase button

- Display sum of purchase order
- On click: Submit purchase to system

Payment options

- User convenience: multiple ways to pay

Delivery information

- Non registered users: Provision of information by user
- Registered users: Automatically prefilled order information

H3

Guest
Account

5. c) Ordering of salads – Subscription

	Fri. 31.05	Sat. 01.06	Sun. 02.06	Mon. 03.06	Tue. 04.06	Wed. 05.06	Thu. 06.06
10:00							
11:00							
12:00	Salad 1						
13:00							
14:00							
15:00							
16:00							
17:00							
18:00							
19:00							
20:00							

Date: Friday, 31.05.2013, 11:30-12:30

Name: Salad for lunch

Salad: Salad 1
Salad 2

Repeat: Weekly
Mon - Fri
Sat - Sun

Amount: 4 Salads

Time frame: 2 Weeks

Days:
 Mon Tue Wed Thu Fri Sat Sun

End:
 Never
 After 4 Times
 On 01.07.2013

Status: Repeat every 2 weeks on Monday and Wednesday until 01.07.2013

5. d) Sharing salad creations on social media

Dear customer,

thank you for having used our service.

You will soon receive a confirmation e-mail concerning your order details.

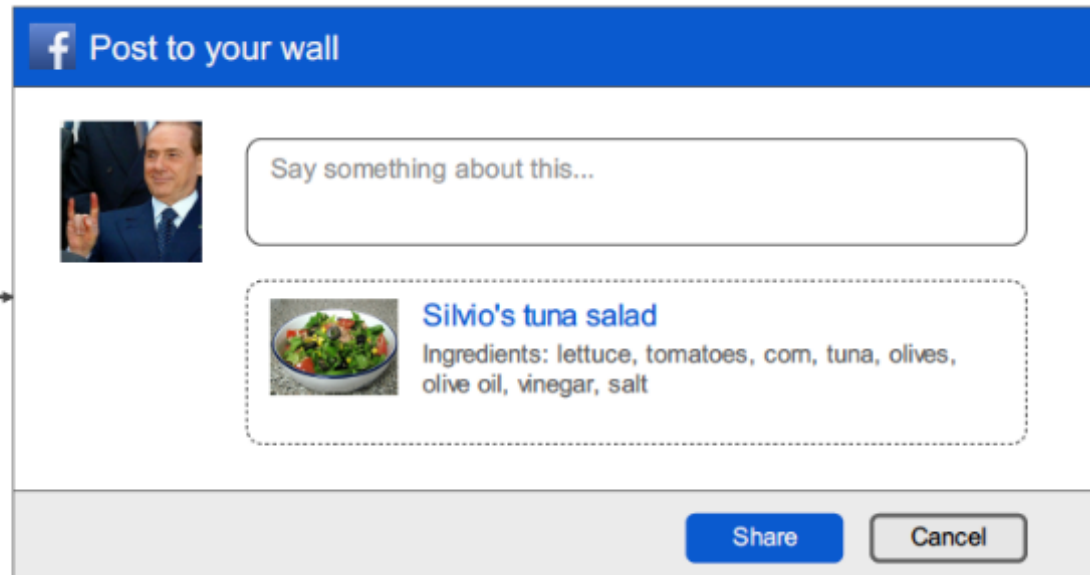
Kind Regards,
MixYourSalad Team

E7

eMail
Notifications

Name your creation:

Share it:



A combination of your salad variations and our service will provide you a new and exciting nutrition experience!





Backup

Patterns in use (1)

ID	Category	Name	Usage/Where
D1	Writing and Managing Content	Page Templates	<ul style="list-style-type: none"> • Grid Layout to align the content of the home page. • Template for customizing a veggie or fruit salad. • Template for displaying the salads in the home page
D2		Content Modules	Show efficiently the information of many ingredients and salads
D4		Personalized Content	The ingredients offered to the customer are based on the predefined allergies of the customer.
B8	Creating a Navigation Framework	Category Pages	Differentiation between custom and predefined salads, also between fruit and veggie salads.
B7		Popularity based organization	We organize the salads in the home page by popularity
B4		Task based organization	We divide the salad creation in small tasks
B5		Multiple ways to navigate	The general menu on top is accessible from top and bottom

Patterns in use (2)

ID	Category	Name	Usage/Where
B5	Creating a Navigation Framework	Alphabetical Organization	Organize ingredients by alphabetical order
E1	Building Trust and Credibility	Site branding	Our own logo and words like “Mix” define our style
E3		Fair Information Practices	Use only most relevant information to buy a salad
E4		Privacy Policies	Link to our privacy policy
E5		About us	Information about the company
E7		eMail Notifications	Emails when the account is created and when an order is submitted will be sent.
H2	Helping Customers Complete Tasks	Sign in – new account	

Patterns in use (3)

ID	Category	Name	Usage/Where	
H1	Helping Customers Complete Tasks	Process Funnel	Process to create a custom salad.	
H3		Guest Account	Guest users may order a salad	
H4		Account Management	Users will be able to modify your profile: Diet Plan, Name, Password, Email	
H6		Floating Windows	They will be used during the process of customizing a salad	
H7		FAQ	All information relevant to Order, Pickup, Payment, etc.	
F7		Basic E-commerce	Order Summary	The right panel shows the order summary and is updated every time the user selects a new product.
F3			Shopping cart	The shopping cart can be seen permanently in the right panel.

Patterns in use (4)

ID	Category	Name	Usage/Where
F1	Basic E-commerce	Quick Flow checkout	The user can buy a salad quickly and easily from the main page.
F8		Order Confirmation	A floating window will confirm the success of the order.
F6		Payment Method	User can select between multiple payment options
I1	Designing Effective Page Layouts	Grid Layout	Layout of the main page