Zap. Discuss. Live.

Denys Artmann

Philip Schieber

Tobias B. Hlavka

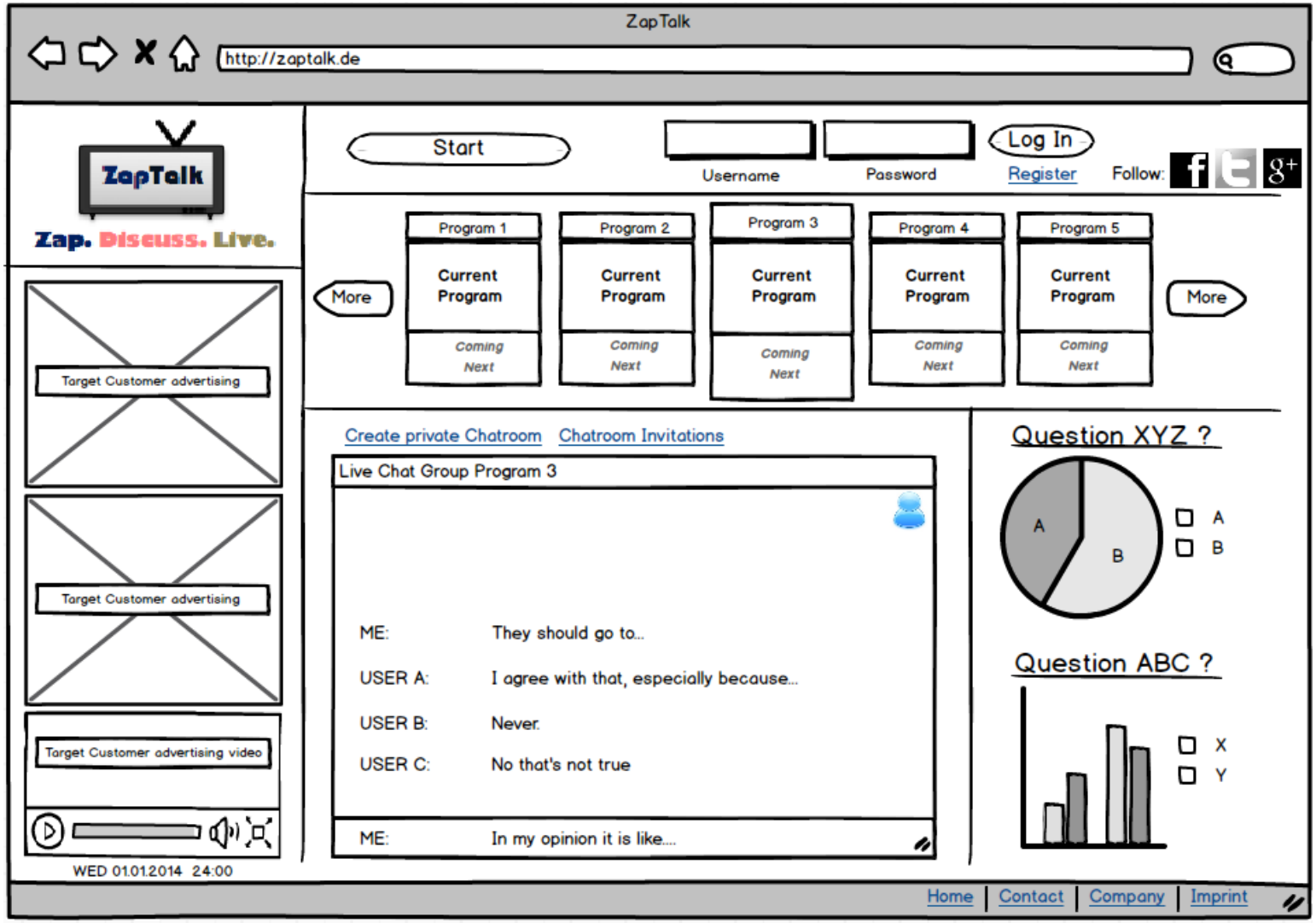
Florian Sturn

Daniel Linke

Agenda

1. ZapTalk Mock-up
2. Web Design Patterns
3. Use Cases

ZapTalk Mock-up



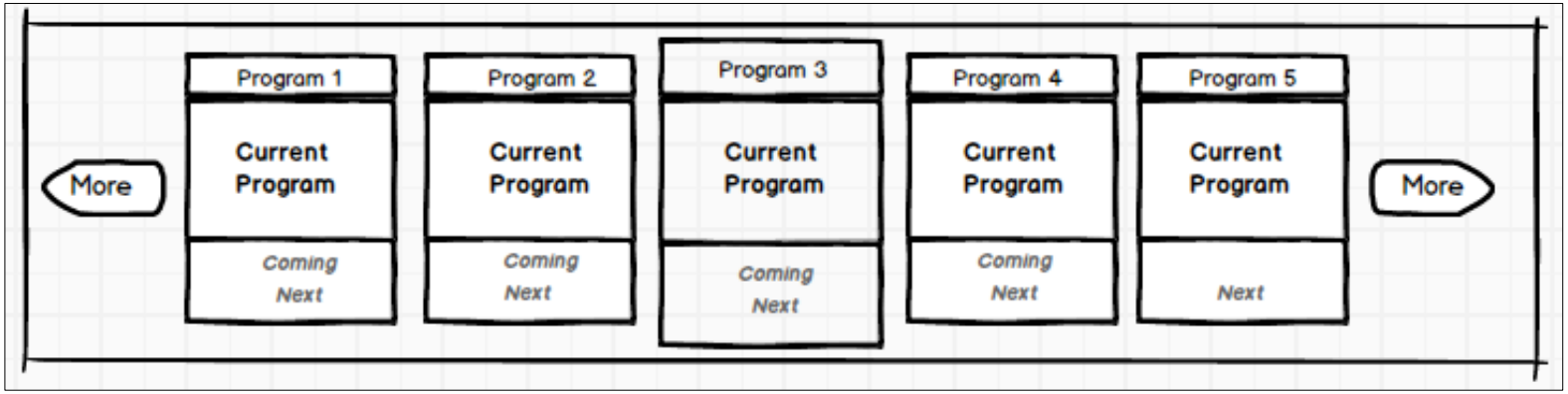
Agenda

1. ZapTalk Mock-up
2. **Web Design Patterns**
   - 2.1 **Navigation**
   - 2.2 Managing Content
   - 2.3 Building Trust and Credibility
   - 2.4 Sign-In
3. Use Cases

Navigation

Patterns create an **easy and clear way to navigate** through content of ZapTalk

MOCKUP



Pattern B4:

Task-Based Organization

- Users can **complete different tasks** fast and easily
- Content is **organized** in a **user friendly way**

Pattern B6:

Chronological Organization

- Horizontal time line: **currently running TV shows**
- Vertical time line: **upcoming TV show**
- Limitation to five horizontal items ensures easy and fast navigation

Pattern B7:

Popularity-Based Organization

- Registered users can **modify** the **horizontal time line** according to their TV preferences
- Content is organized in a user friendly way

Agenda

1 ZapTalk Mock-up

2 Web Design Patterns

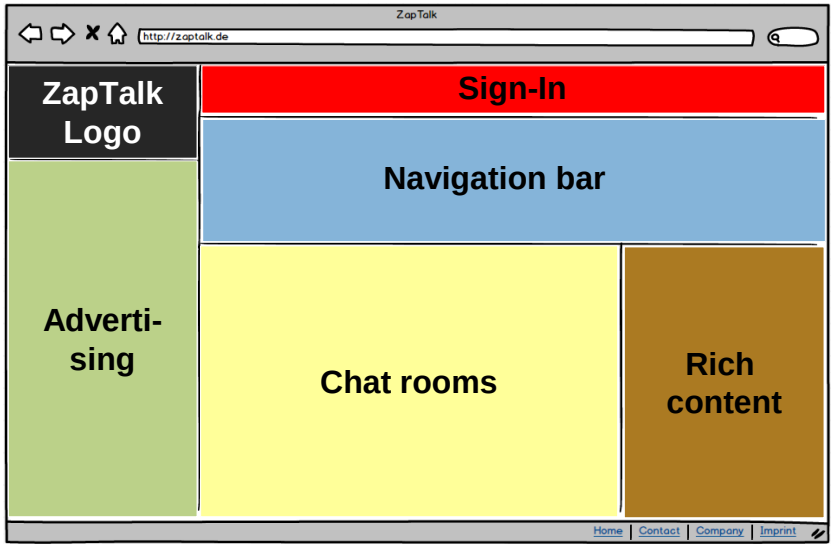
- 2.1 Navigation
- 2.2 Managing Content
- 2.3 Building Trust and Credibility
- 2.4 Sign-In

3 Use Cases

Managing Content

Patterns build a **consistent structure** of ZapTalk and provide users with **customizable content**

MOCKUP



Pattern D1:

Page Templates

- **Grids:** Define **basic structure** of ZapTalk by using several **Modules** (Content, Site Branding, etc.)
- Template guarantees **consistent web pages**

Pattern D4:

Personalized Content

- Registered users are allowed to **customize** the **navigation bar** and **create private chat rooms** (intentional Personalization)
- ZapTalk displays user-specific advertisements (automatic personalization)

Agenda

1. ZapTalk Mock-up
2. **Web Design Patterns**
   - 2.1 Navigation
   - 2.2 Managing Content
   - **2.3 Building Trust and Credibility**
   - 2.4 Sign-In
3. Use Cases

Building Trust and Credibility

Patterns help to **build trust and credibility** in ZapTalk

E1	**Site Branding**	The user is always aware that he is on ZapTalk due to the unique **corporate design**. The logo and a **clear highlighting** of the the current page section let him enjoy the site.	
E3	**Fair information practices**	We save all user data **encrypted** and only data that is really needed or provided voluntarily.	
E4	**Privacy Policy**	When registering, users are presented our **privacy guideline**. (The most important aspects are summed up before the showing the "real" privacy policy.)	
E5	**About us**	We provide the founder's **pictures**, an **insight** into our office and a short story about each founder and **contact details** according to the laws. People get to know who we are.	
E6	**Secure Connection**	Registration, Login and profile editing are conducted **securely** through **HTTPS**.	
E8	**Privacy Preferences**	Registered users can chose their display name and **customize** their **privacy settings**, i.e. if they want to be invited to private chat rooms or if their attributes/tag clouds/profiles can be shown by other users.	

Agenda

1 ZapTalk Mock-up

2 Web Design Patterns

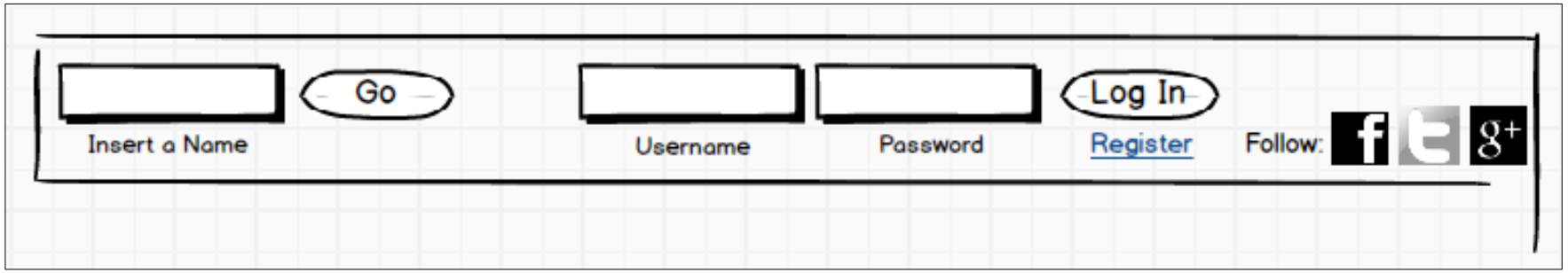
- 2.1 Navigation
- 2.2 Managing Content
- 2.3 Building Trust and Credibility
- 2.4 Sign-In

3 Use Cases

Sign-In

Patterns help customers **to carry out and complete task** on the ZapTalk website

MOCKUP

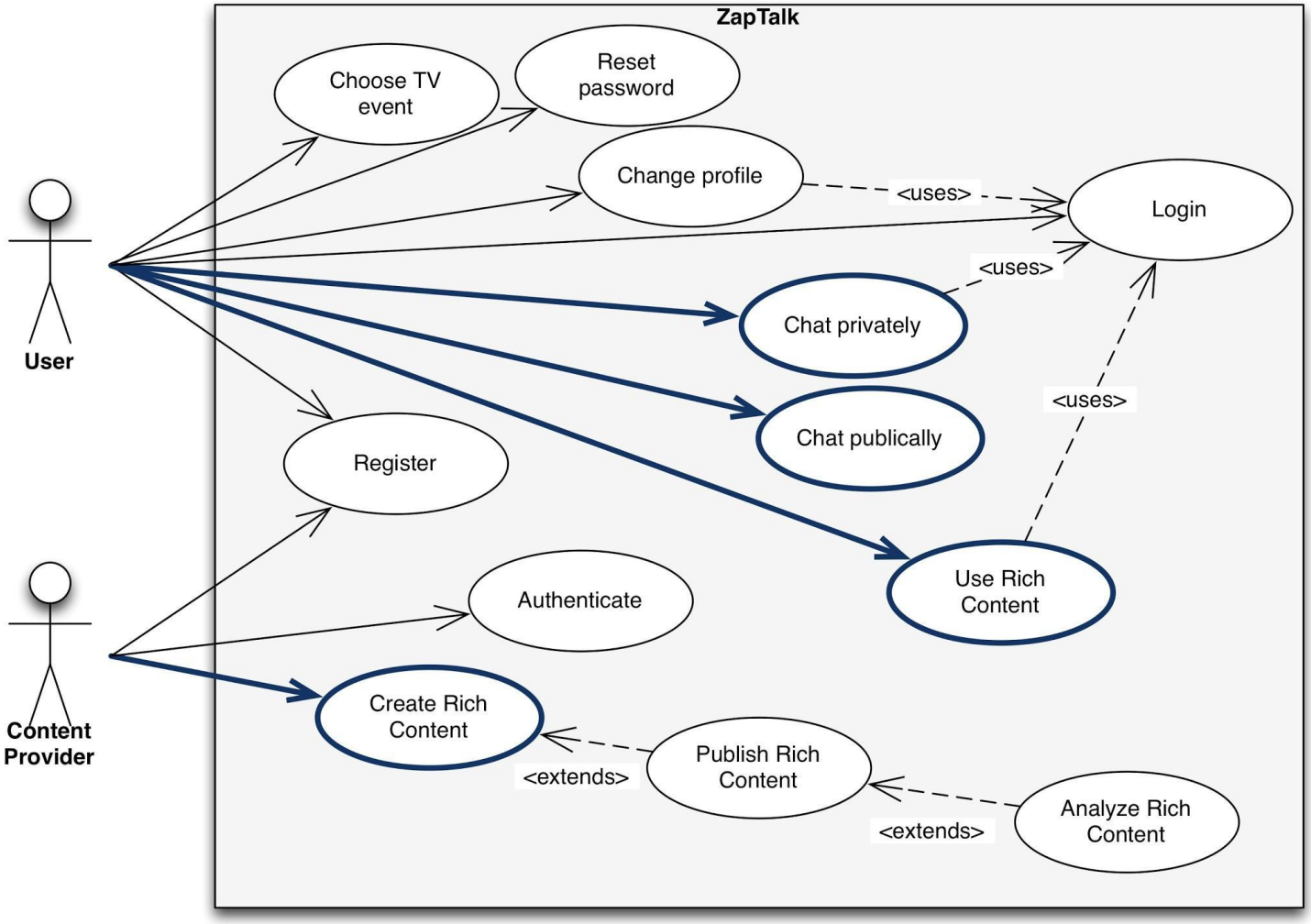


Pattern H2:	Pattern H3:	Pattern H4:	Pattern H5:
Sign-In/New Account	**Guest Account**	**Account Management**	**Persistent Customer Session**
• Users can **sign in** and identify themselves to get **personalized content** • Users **can** create a new account before going further on the ZapTalk website	• Users can use ZapTalk **instantly** without creating a new account first • This will **keep** users **on the site** and animate to **participate**	• Users can manage their **personal data & privacy settings** • Requires an **account** of the ZapTalk website	• Users have to be **identified** and **tracked** in order to provide **personal content** • This can be achieved by **cookies** in the web browser

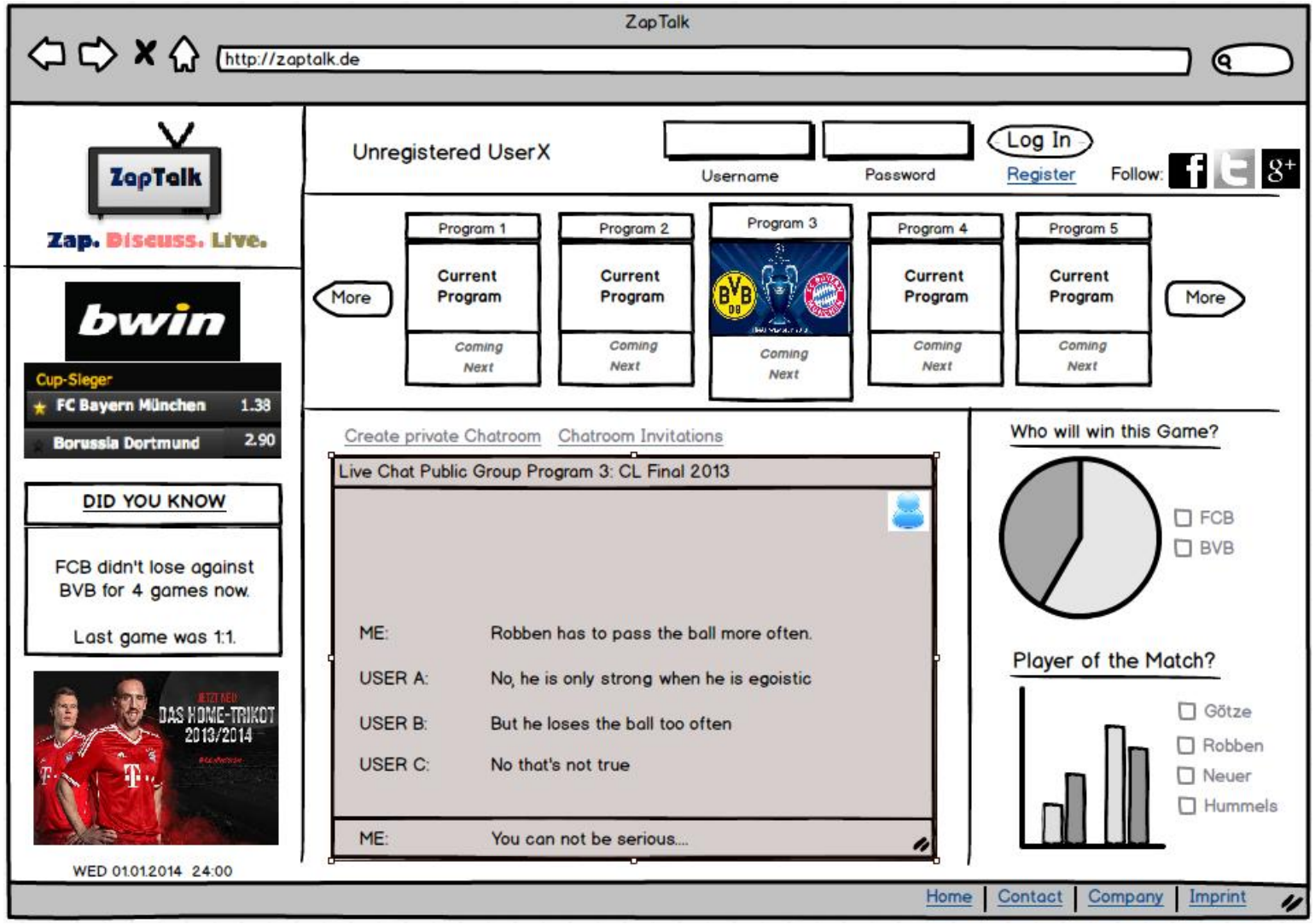
Agenda

1	ZapTalk Mock-up
2	Web Design Patterns
3	Use Cases

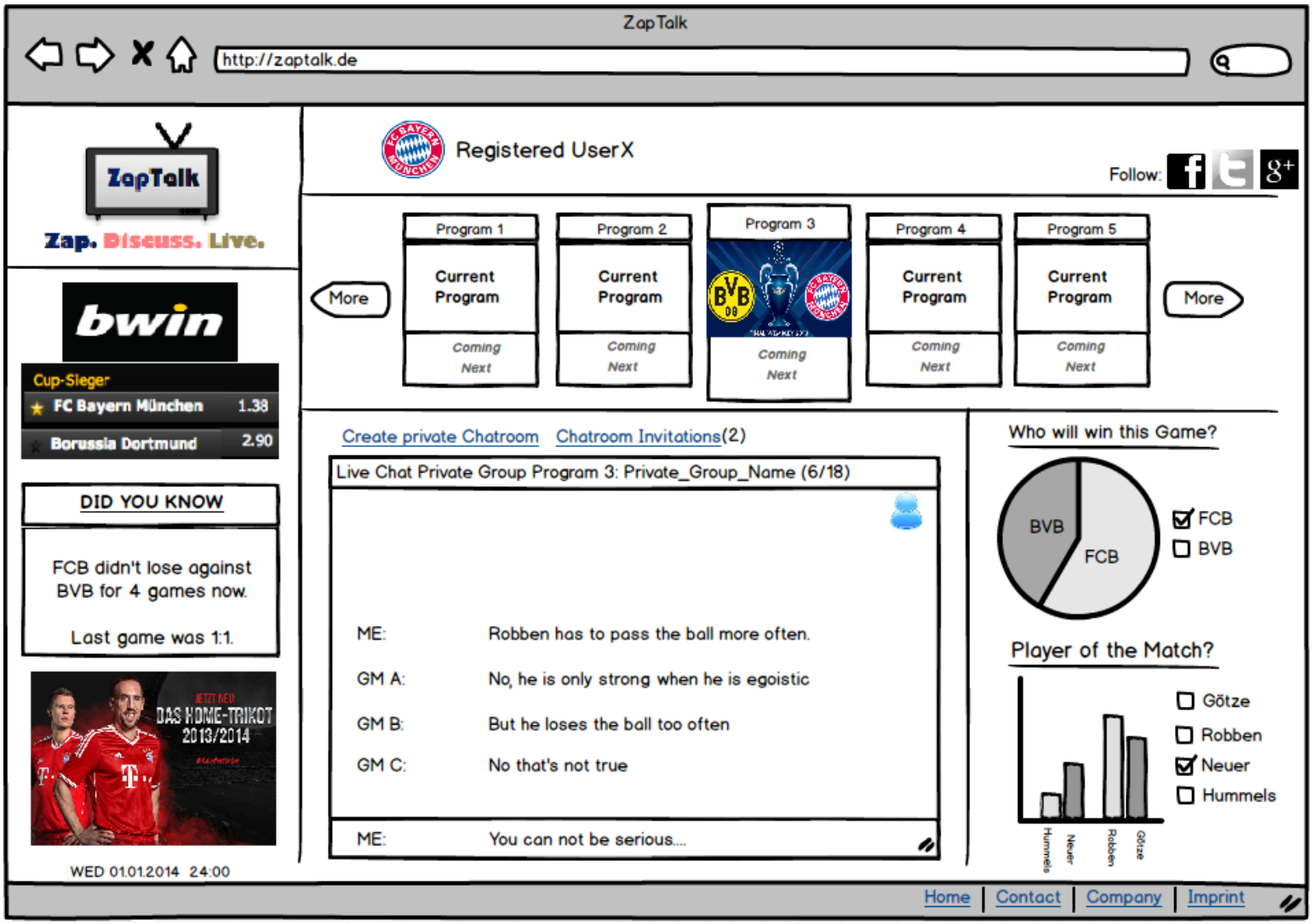
Use Cases Overview



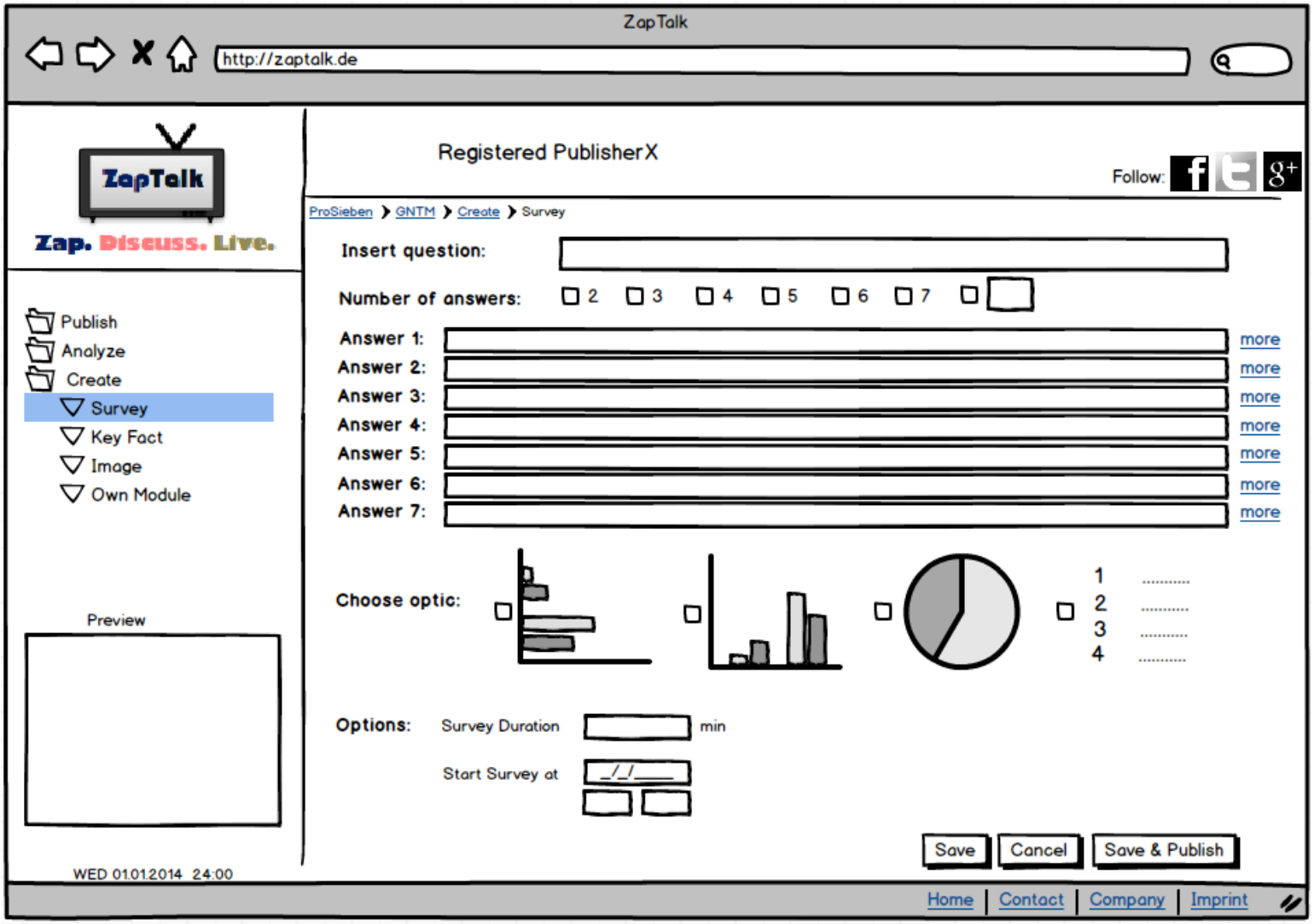
Use case 1: Public Chat – Unregistered User



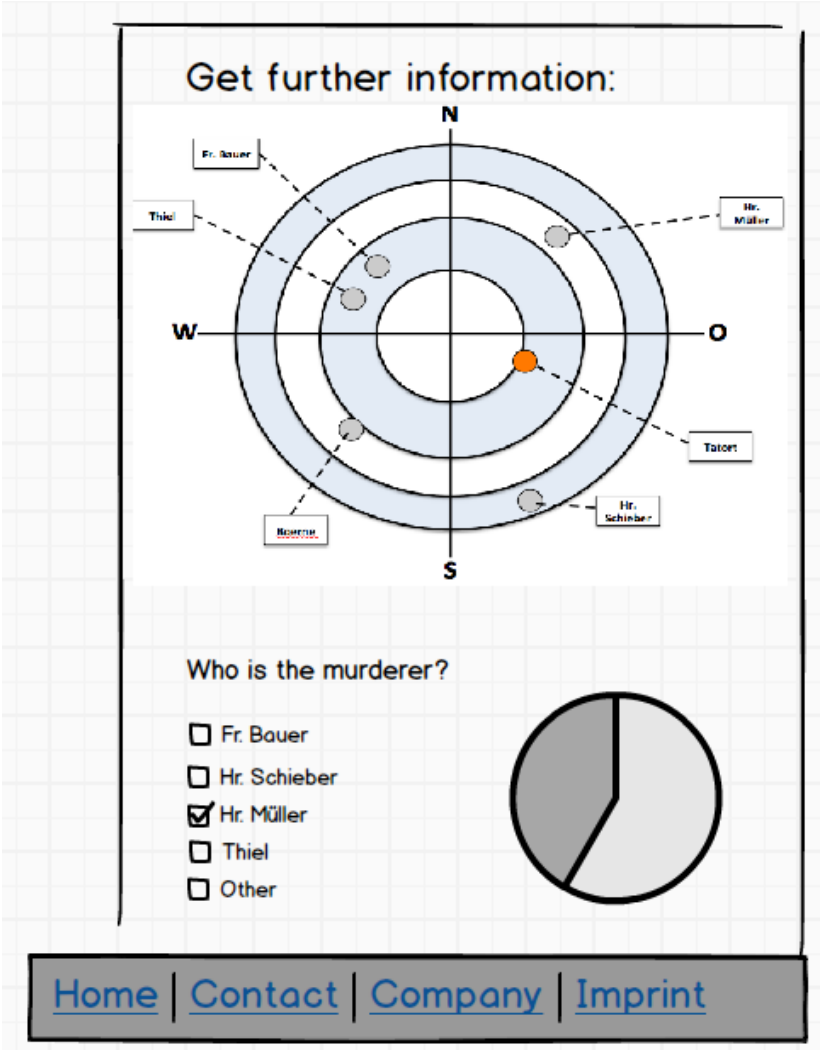
Use case 2: Private Chat – Registered User



Use case 3: Create Rich Content



Use case 4: Rich Content Interaction



Zap. Discuss. Live.