



Zap. Discuss. Live.



**Denys
Artmann**



**Philip
Schieber**



**Tobias B.
Hlavka**



**Florian
Sturn**



**Daniel
Linke**

Agenda

1

ZapTalk Mock-up

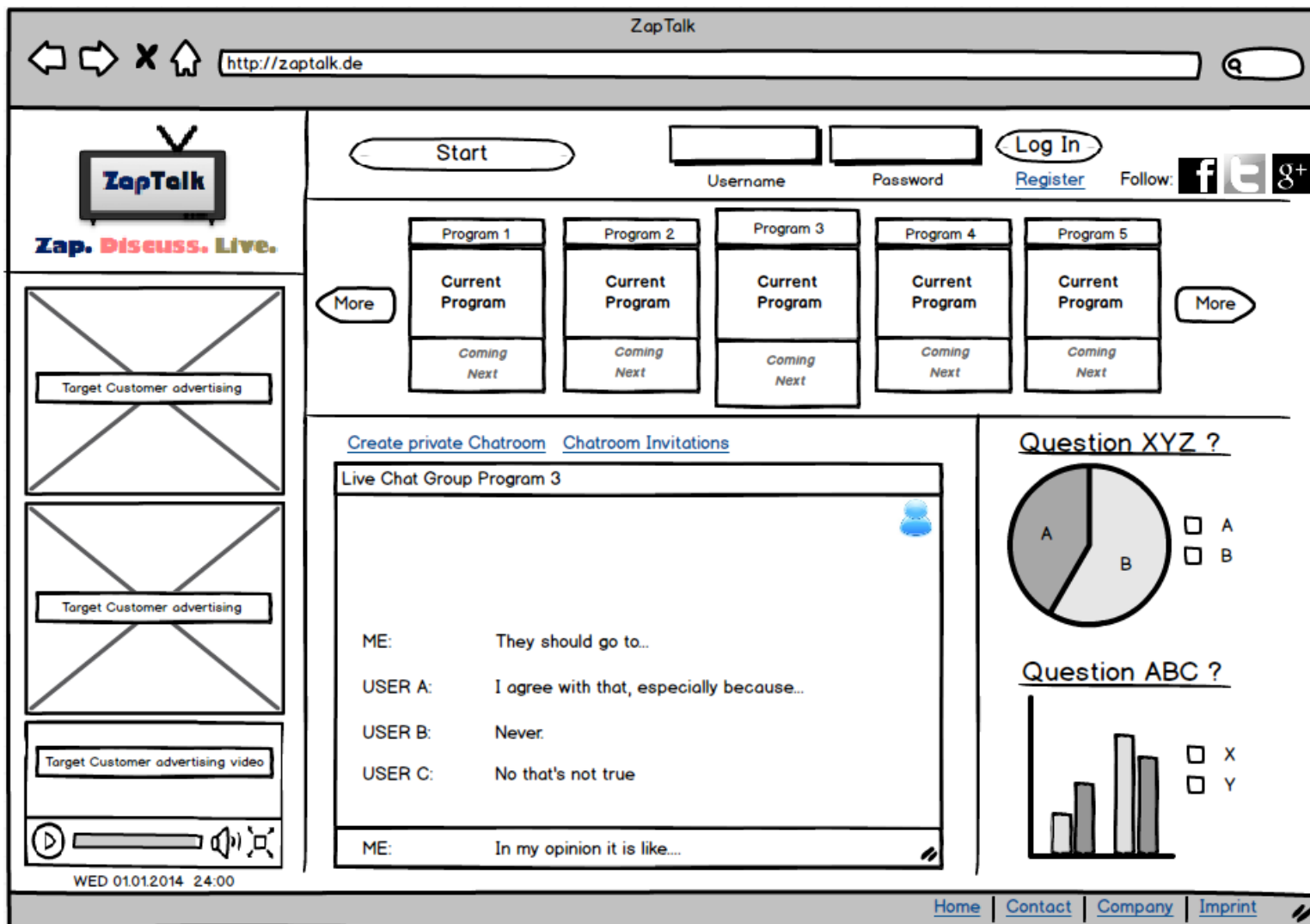
2

Web Design Patterns

3

Use Cases

ZapTalk Mock-up



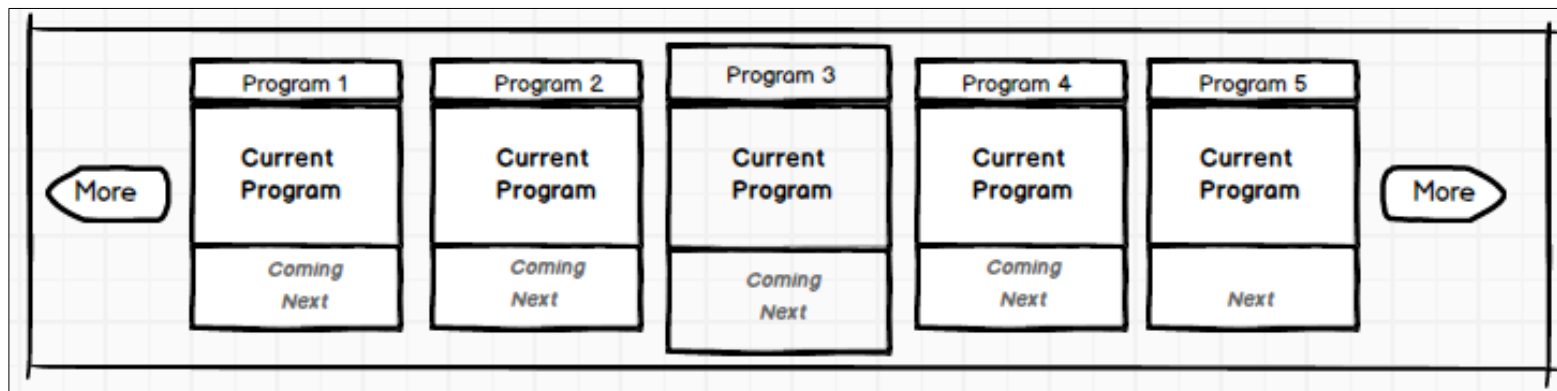
Agenda

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

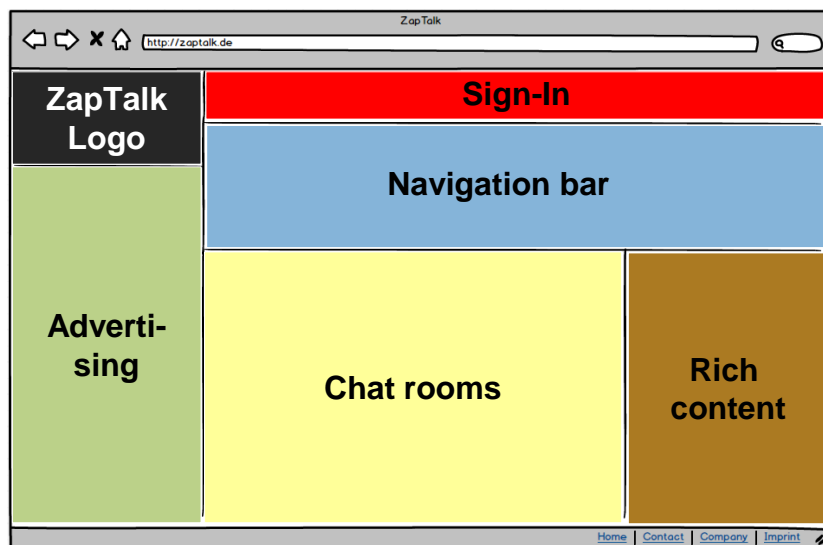
Agenda

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Managing Content

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

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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

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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.	

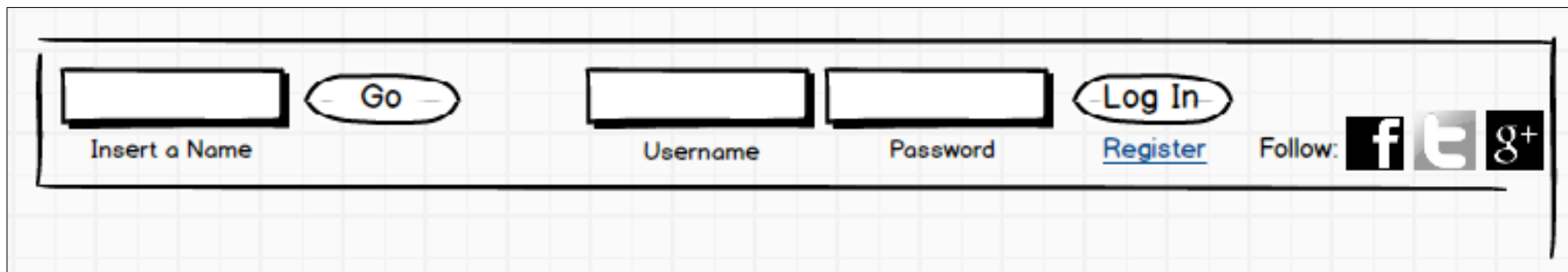
Agenda

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Sign-In

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

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Pattern H2:	Pattern H3:	Pattern H4:	Pattern H5:
Sign-In/New Account	Guest Account	Account Management	Persistent Customer Session
<ul style="list-style-type: none"> Users can sign in and identify themselves to get personalized content Users can create a new account before going further on the ZapTalk website 	<ul style="list-style-type: none"> Users can use ZapTalk instantly without creating a new account first This will keep users on the site and animate to participate 	<ul style="list-style-type: none"> Users can manage their personal data & privacy settings Requires an account of the ZapTalk website 	<ul style="list-style-type: none"> 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

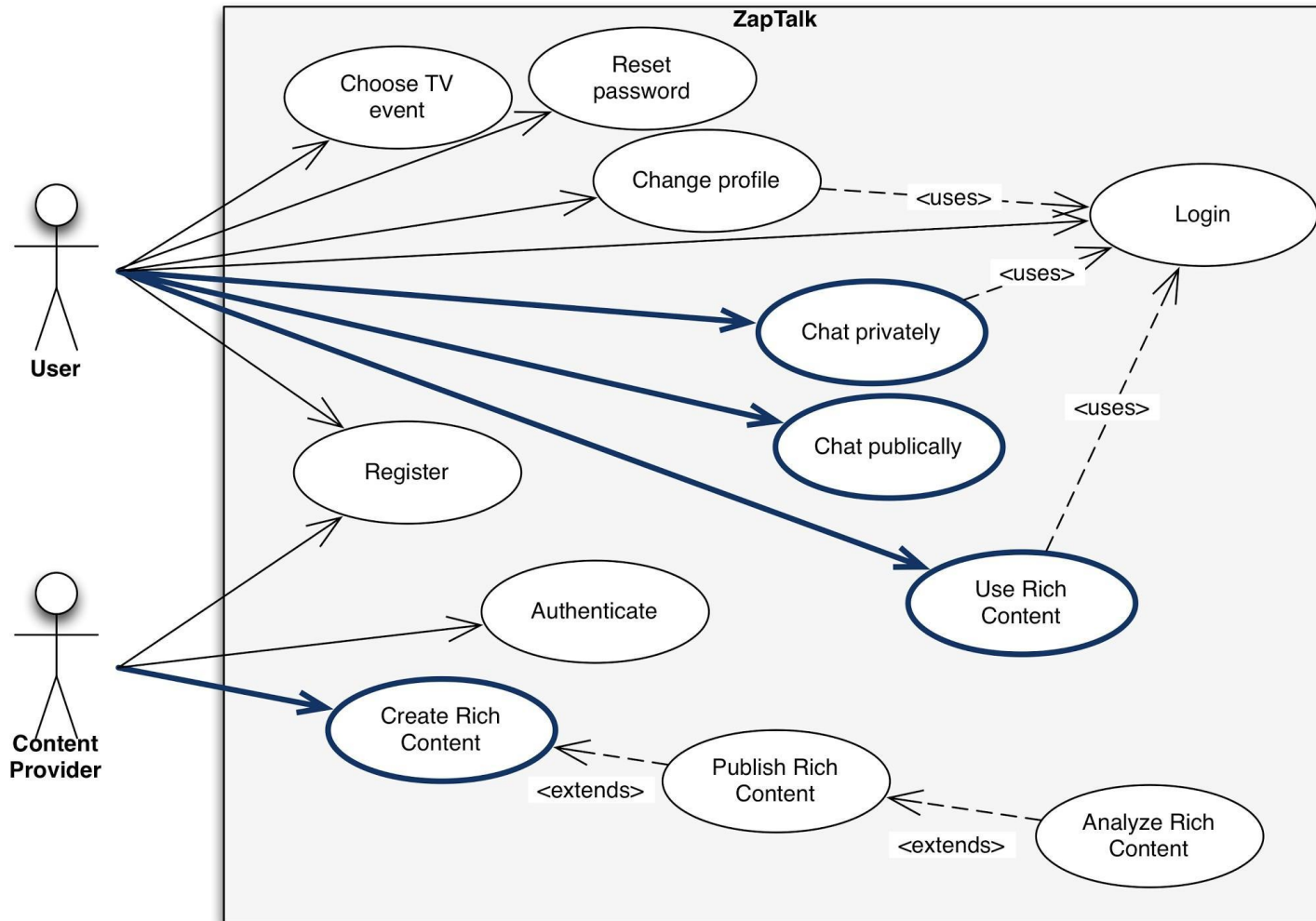
2

Web Design Patterns

3

Use Cases

Use Cases Overview



Use case 1: Public Chat – Unregistered User

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ZapTalk

Unregistered UserX

Log In
 Username Password [Register](#)

Follow:

Cup-Sieger

★ FC Bayern München	1.38
Borussia Dortmund	2.90

DID YOU KNOW

FCB didn't lose against BVB for 4 games now.

Last game was 1:1.

WED 01.01.2014 24:00

Program 1	Program 2	Program 3	Program 4	Program 5
Current Program	Current Program		Current Program	Current Program
Coming Next	Coming Next	Coming Next	Coming Next	Coming Next

[Create private Chatroom](#) | [Chatroom Invitations](#)

Live Chat Public Group Program 3: CL Final 2013

ME: Robben has to pass the ball more often.

USER A: No, he is only strong when he is egoistic

USER B: But he loses the ball too often

USER C: No that's not true

ME: You can not be serious....

Who will win this Game?

FCB BVB

Player of the Match?

Götze
 Robben
 Neuer
 Hummels

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Use case 2: Private Chat – Registered User

ZapTalk
http://zaptalk.de

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Cup-Sieger

★ FC Bayern München	1.38
Borussia Dortmund	2.90

DID YOU KNOW

FCB didn't lose against BVB for 4 games now.

Last game was 1:1.

WED 01.01.2014 24:00

Registered UserX

Follow:

Program 1	Program 2	Program 3	Program 4	Program 5
Current Program	Current Program	 	Current Program	Current Program
Coming Next	Coming Next	Coming Next	Coming Next	Coming Next

More
More

[Create private Chatroom](#) [Chatroom Invitations\(2\)](#)

Live Chat Private Group Program 3: Private_Group_Name (6/18)

ME: Robben has to pass the ball more often.

GM A: No, he is only strong when he is egoistic

GM B: But he loses the ball too often

GM C: No that's not true

ME: You can not be serious....

Who will win this Game?

FCB
 BVB

Player of the Match?

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Web Application Engineering
Exercise 2 - SoSe 2013

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Use case 3: Create Rich Content

The screenshot shows the ZapTalk web application interface. At the top, the browser address bar displays 'http://zaptalk.de'. The page title is 'Registered PublisherX'. On the left, there is a navigation menu with options: Publish, Analyze, Create (selected), Survey (sub-selected), Key Fact, Image, and Own Module. Below the menu is a 'Preview' area. The main content area is titled 'Registered PublisherX' and includes social media links for Facebook, Twitter, and Google+. The breadcrumb trail is 'ProSieben > GNTM > Create > Survey'. The form includes an 'Insert question:' field, a 'Number of answers:' section with checkboxes for 2 through 7, and seven 'Answer' fields, each with a 'more' link. Below this is a 'Choose optic:' section with three chart types (horizontal bar, vertical bar, pie) and a list of 1-4 with dotted lines. The 'Options:' section includes 'Survey Duration' (with a 'min' label) and 'Start Survey at' (with a date/time picker). At the bottom right are 'Save', 'Cancel', and 'Save & Publish' buttons. The footer shows 'WED 01.01.2014 24:00' and navigation links for Home, Contact, Company, and Imprint.

Use case 4: Rich Content Interaction

Get further information:

Who is the murderer?

- Fr. Bauer
- Hr. Schieber
- Hr. Müller
- Thiel
- Other

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