

Web Application Engineering – Team 33

Exercise 2

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Outline

1

User Profile

2

Storyboard

3

Web Design Patterns

4

Mock-up

User Profile

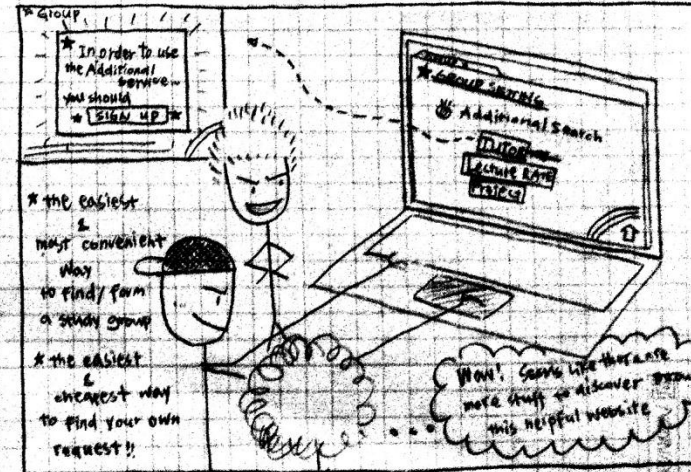
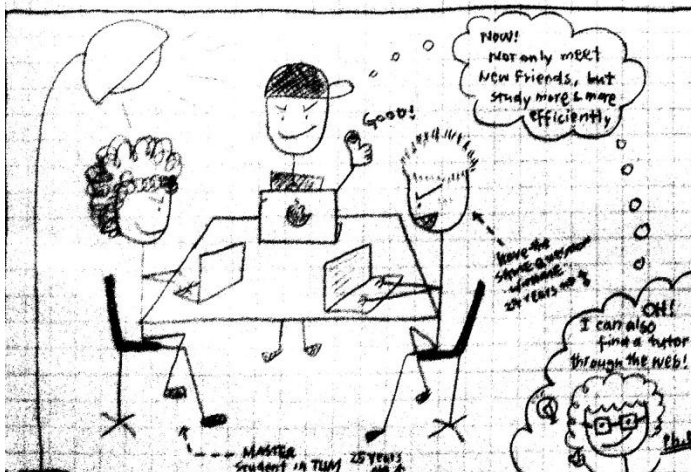
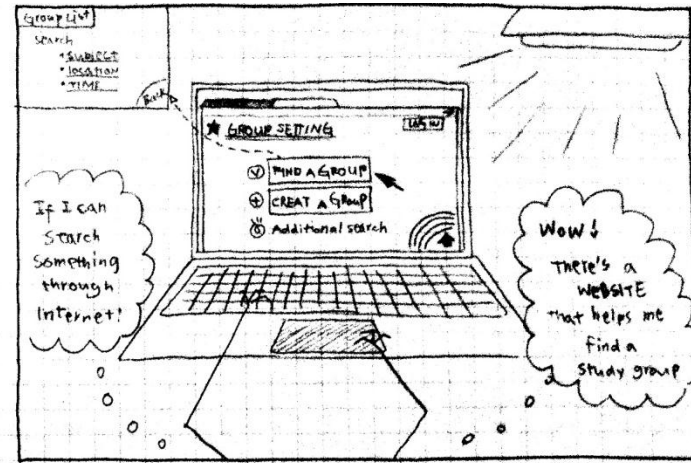


Target Group: Students

Demographics:

- Age: 18-30
- Location: Munich
- Gender: w/m
- Income level: 0-2000€
- Education level: higher education
- Family status: single, in a relationship
- Occupation: student
- Ethnic background: multi cultural

Storyboard



Web Design Patterns

1

Navigation

2

Powerful Homepage

3

Writing and Managing Content

4

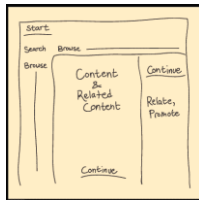
Building Trust and Credibility

5

Helping Customer Complete Tasks

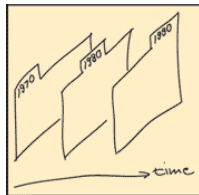
B Navigation

B1 Multiple Ways to Navigate



To ensure that your visitors complete their goals, place search and browse navigation tools at the top and start of the page.

B6 Chronological Organization



Display chronological lists in a vertical, horizontal, or calendar format.

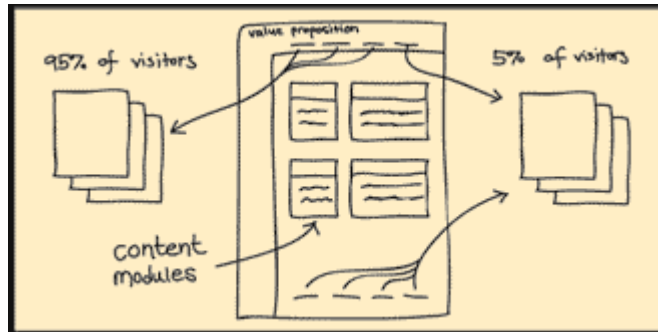
B7 Popularity-based Organization



Build your lists of popular content from customer usage, customer ratings, or acquired outside lists.

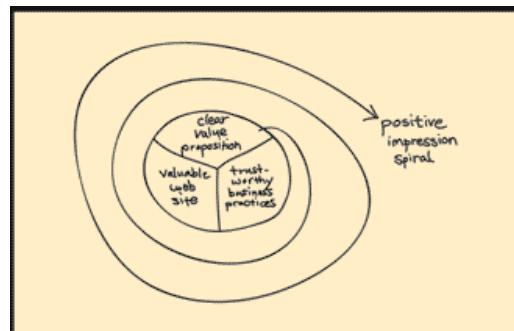
C Powerful Homepage

C1 Homepage Portal



On your homepage portal, establish and reinforce the value of your site with a strong, clearly stated promise that is fulfilled on every page of the site.

C2 Up-front Value Proposition



Your value proposition is a site advertisement that must persuasively articulate your company's uniqueness.

D Writing and Managing Content

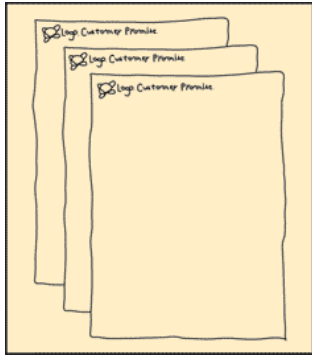
D1 Page Templates



Use a grid layout to help define a global template that includes the basic navigation elements, major content areas, and any areas for related content.

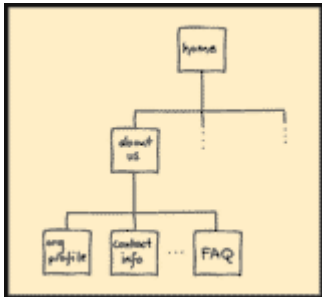
Building Trust and Credibility

Site Branding



Build a strong site brand by differentiating your company from other companies through the promise you make and through the actions your company takes to satisfy customers.

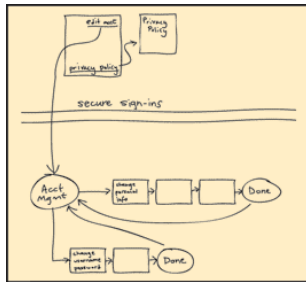
About Us



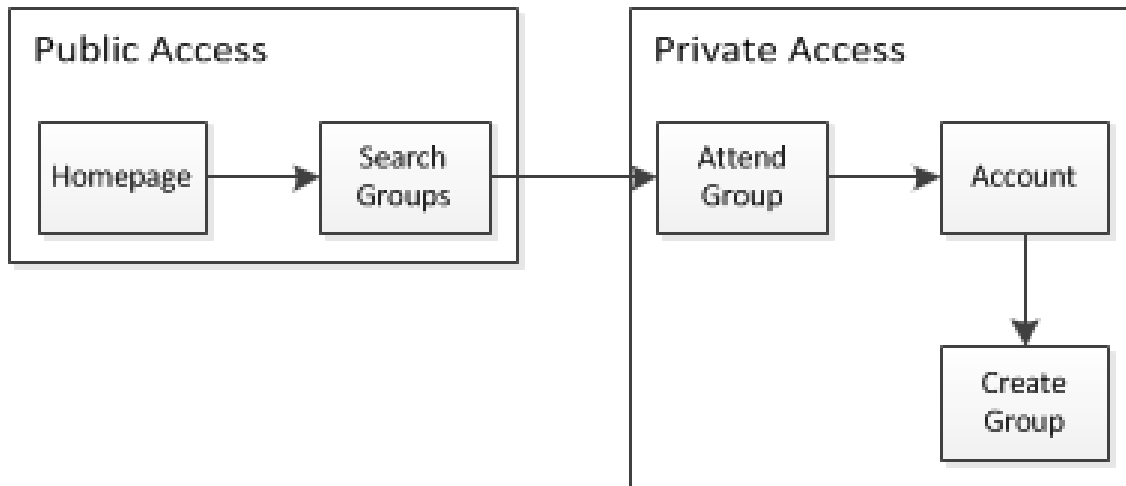
Your value proposition is a site advertisement that must persuasively articulate your company's uniqueness.

E Building Trust and Credibility

E3 Fair Information Practices

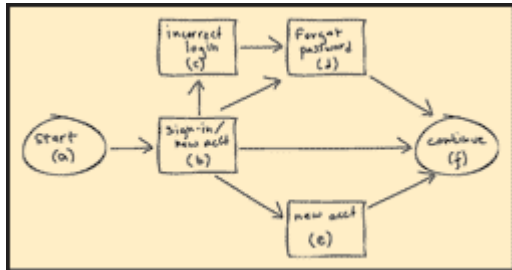


Build a strong site brand by differentiating your company from other companies through the promise you make and through the actions your company takes to satisfy customers.



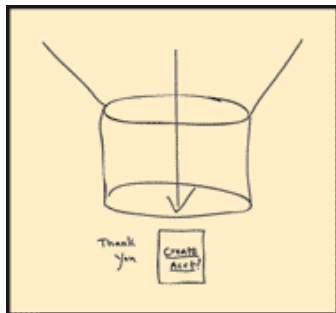
H Helping Customer Complete Tasks

H2 Sign In/New Account



Collect the minimum amount of information you need to create new accounts. Make it clear which fields are required and which are optional. Prevent errors where possible.

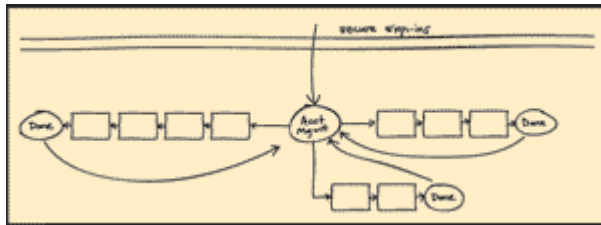
H3 Guest Account



Give new visitors the option of creating an account at the end of a process, rather than forcing them to create one at the beginning.

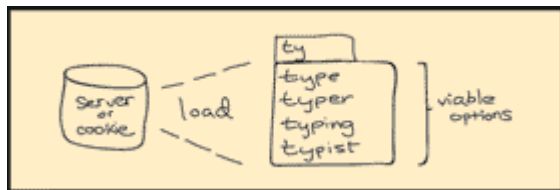
H Helping Customer Complete Tasks

H4 Account Management



Provide a single page that holds all the customer's account information in one place.

H11 Predictive Input



Use predictive text input for medium and large option lists. Configure forms either to preload predictive input with the page or to load it dynamically.

H Helping Customer Complete Tasks

H13 Progress Bar

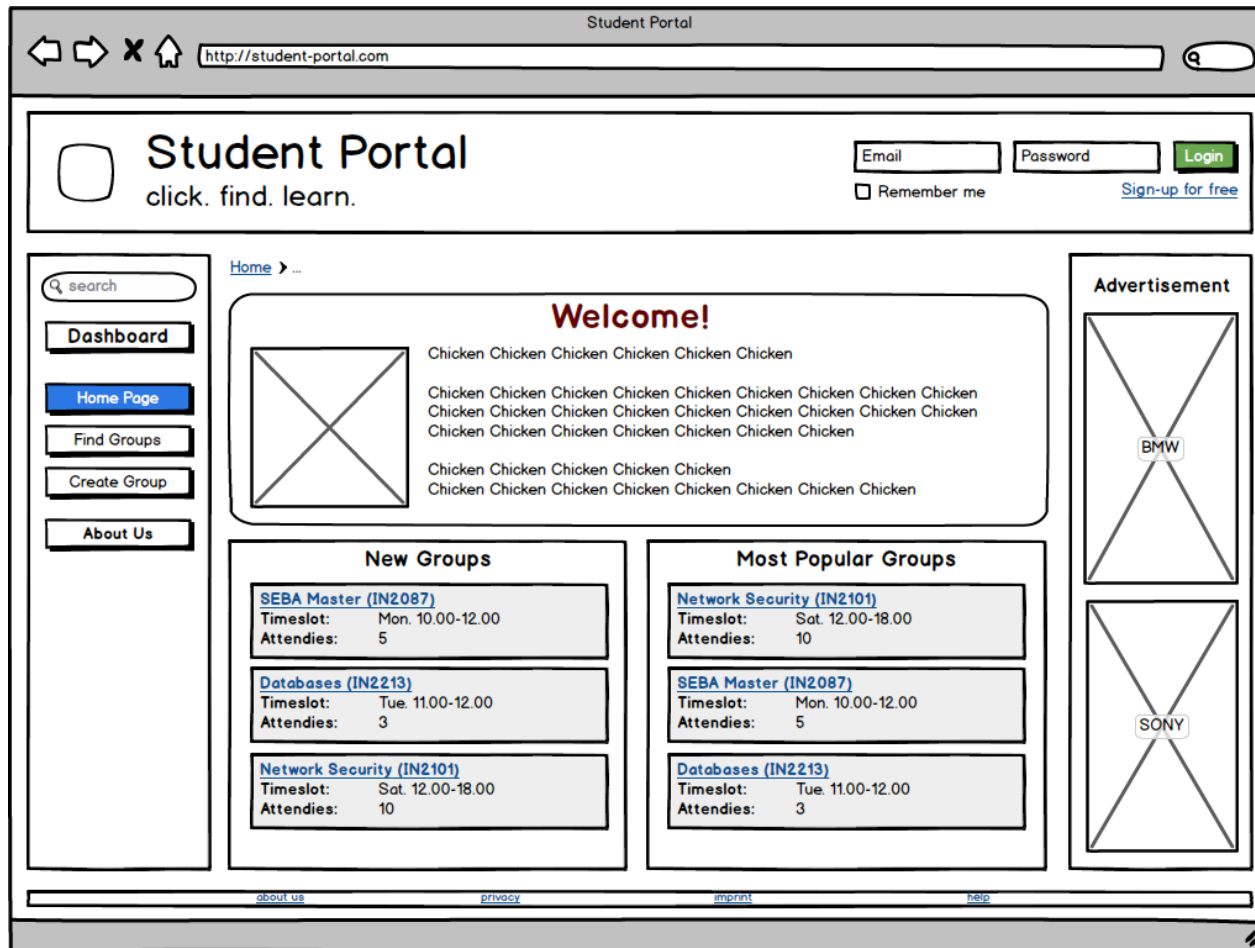


Outline the major steps in a process and visually indicate which steps have been completed, what the current step is, and what steps are yet to come.

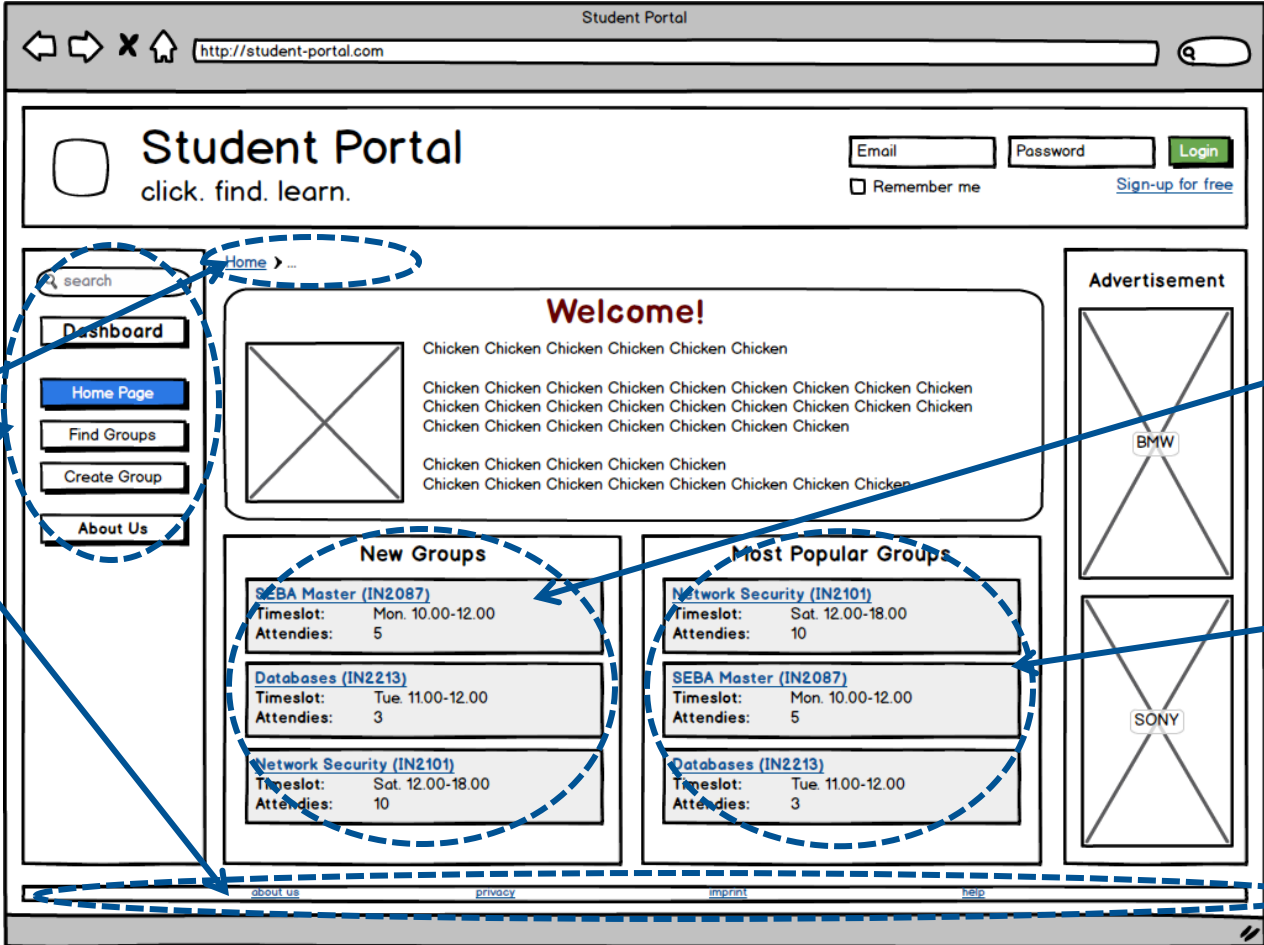
Mock Up

1	Homepage
2	Search Group
3	Choose Group
4	Sign In / Sign Up
5	Attend Group
6	Group Information
7	Dashboard

Homepage



Homepage



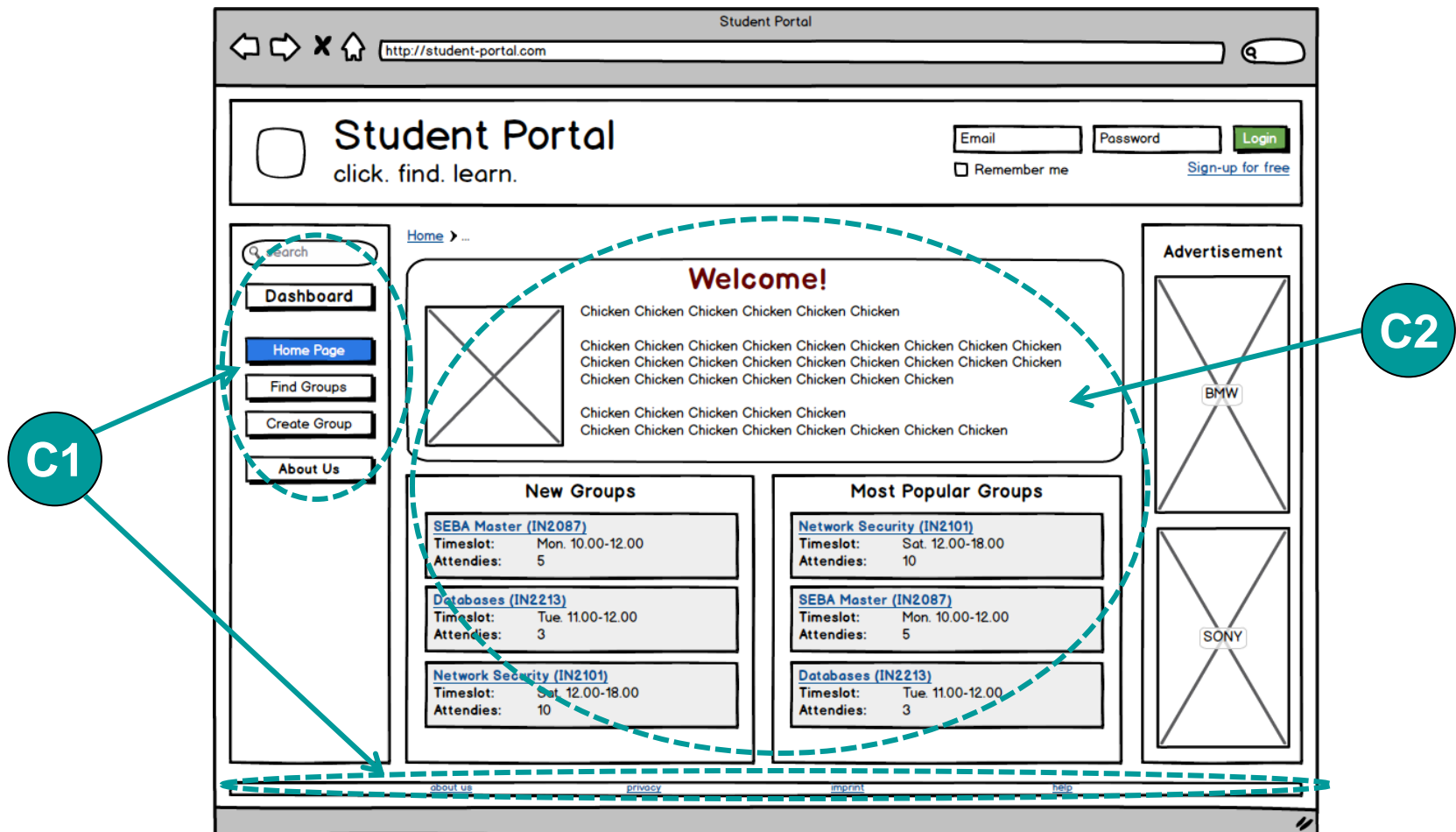
The screenshot shows a web browser window titled "Student Portal" with the URL "http://student-portal.com". The page layout includes a header with the site name and tagline "click. find. learn.", a login section with "Email", "Password", and "Login" fields, and a "Remember me" checkbox. A navigation menu on the left contains "Dashboard", "Home Page", "Find Groups", "Create Group", and "About Us". The main content area features a "Welcome!" message, a "New Groups" section, and a "Most Popular Groups" section. An "Advertisement" sidebar on the right contains two placeholder boxes labeled "BMW" and "SONY".

Annotations include:

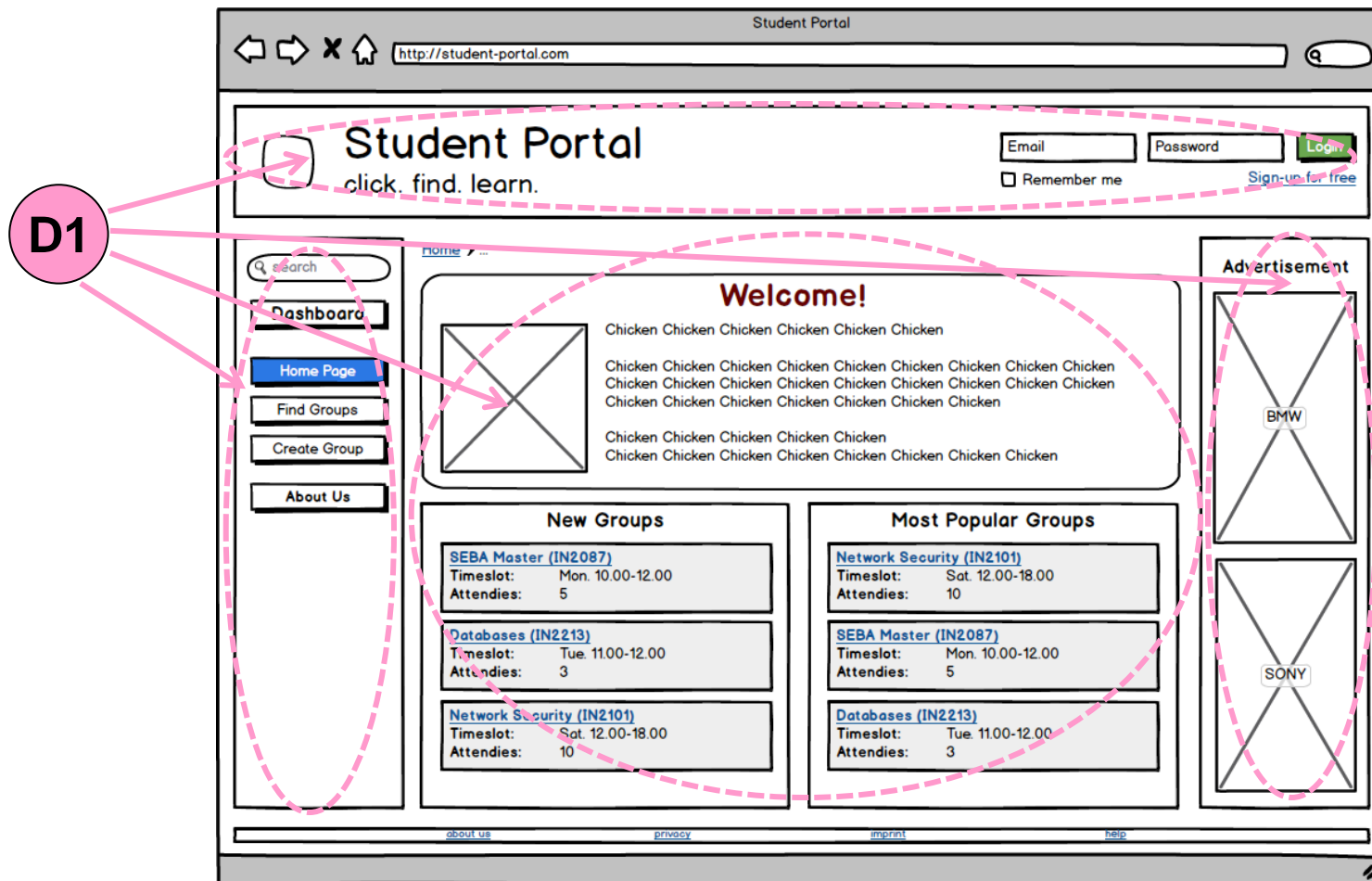
- B1**: A blue circle with arrows pointing to the "Home Page" button in the navigation menu and the "Home > ..." link in the breadcrumb.
- B6**: Two blue circles with arrows pointing to the "BMW" and "SONY" advertisement placeholders.

Additional annotations include dashed blue circles around the "Home > ..." link, the "New Groups" and "Most Popular Groups" sections, and the footer links "about us", "privacy", "imprint", and "help".

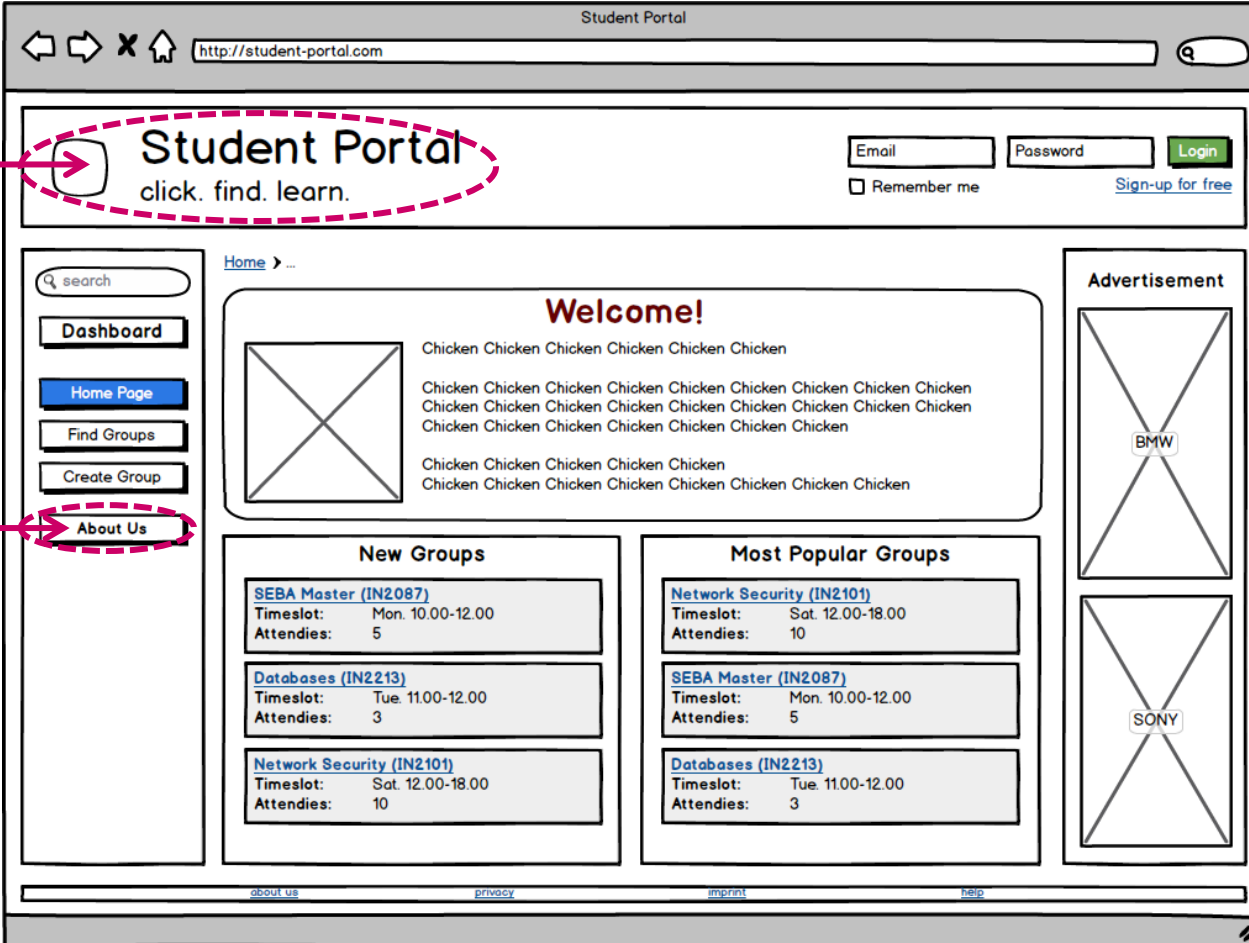
Homepage



Homepage



Homepage

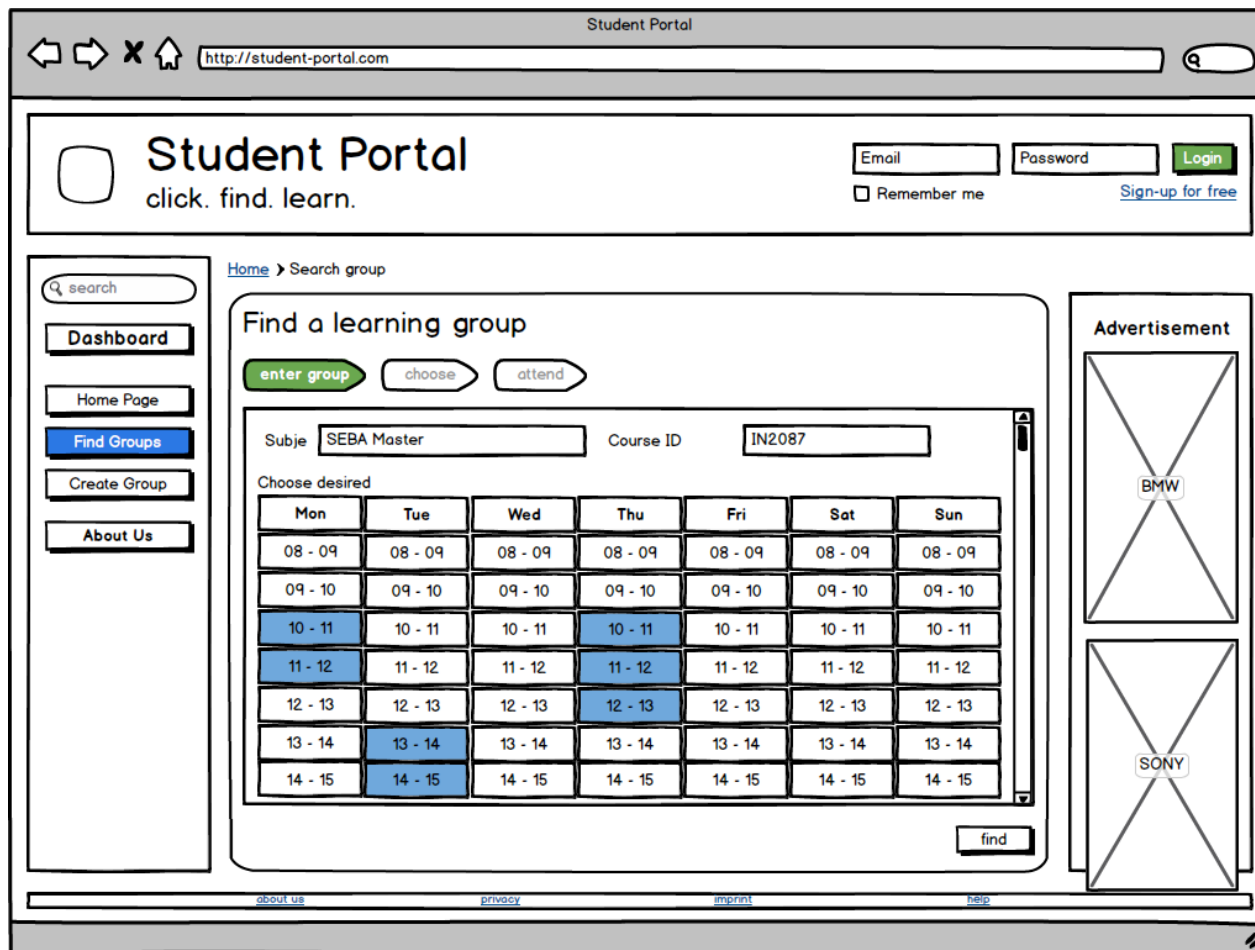


The screenshot shows the Student Portal homepage. A browser window at the top displays the URL `http://student-portal.com`. The main header features the text "Student Portal click. find. learn." and a login section with fields for "Email" and "Password", a "Login" button, a "Remember me" checkbox, and a "Sign-up for free" link. A left sidebar contains a search bar and buttons for "Dashboard", "Home Page", "Find Groups", "Create Group", and "About Us". The main content area includes a "Welcome!" message with placeholder text, two columns of "New Groups" and "Most Popular Groups" with details like "SEBA Master (IN2087)", "Network Security (IN2101)", and "Databases (IN2213)", and an "Advertisement" section with placeholders for BMW and SONY. Annotations E1 and E5 point to the "Student Portal" logo and the "About Us" button, respectively.

E1 points to the "Student Portal" logo and tagline.

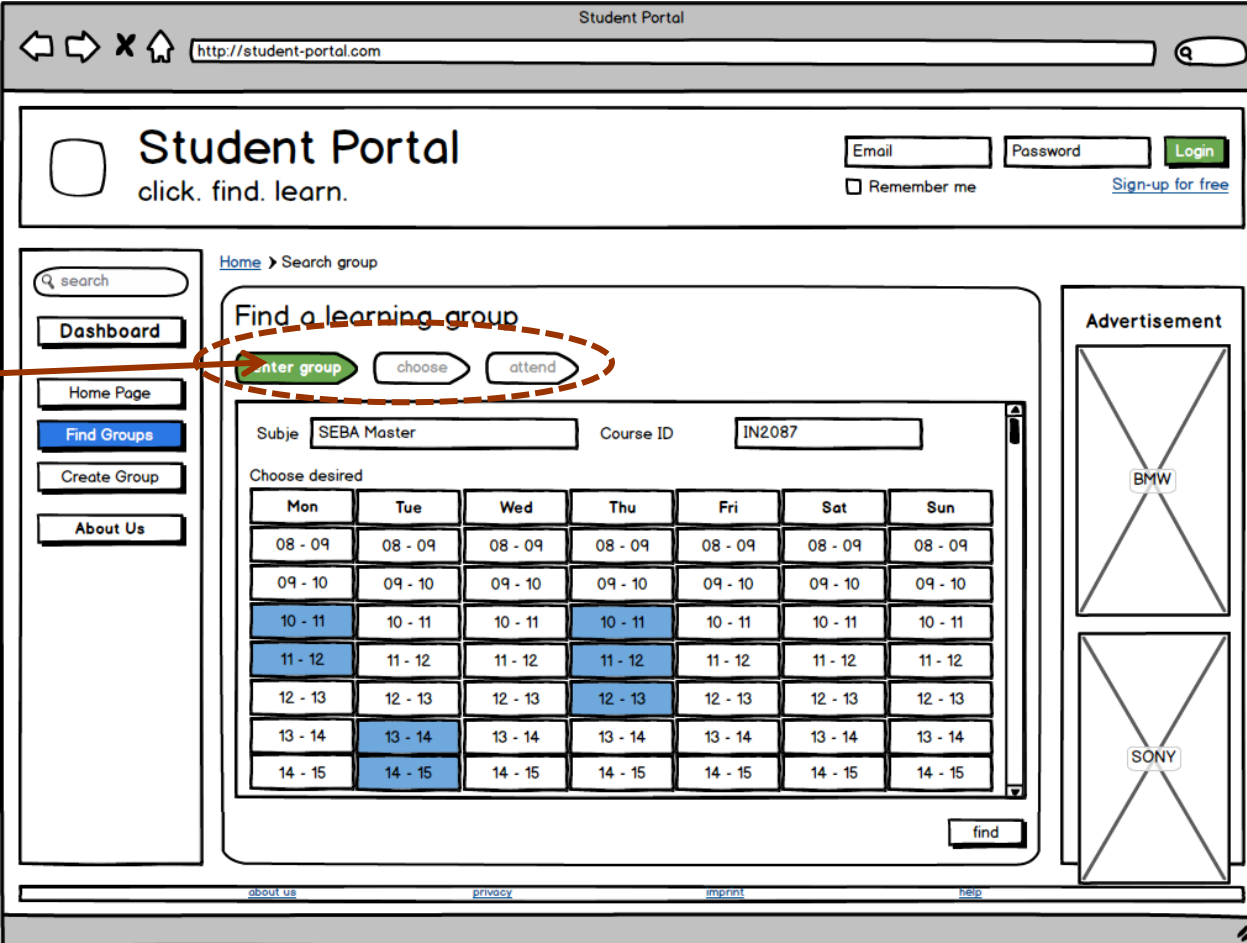
E5 points to the "About Us" button in the sidebar.

Search Group



Search Group

H13



Student Portal

http://student-portal.com

Student Portal
click. find. learn.

Email Password
 Remember me [Sign-up for free](#)

Home > Search group

Find a learning group

Subje Course ID

Choose desired

Mon	Tue	Wed	Thu	Fri	Sat	Sun
08 - 09	08 - 09	08 - 09	08 - 09	08 - 09	08 - 09	08 - 09
09 - 10	09 - 10	09 - 10	09 - 10	09 - 10	09 - 10	09 - 10
10 - 11	10 - 11	10 - 11	10 - 11	10 - 11	10 - 11	10 - 11
11 - 12	11 - 12	11 - 12	11 - 12	11 - 12	11 - 12	11 - 12
12 - 13	12 - 13	12 - 13	12 - 13	12 - 13	12 - 13	12 - 13
13 - 14	13 - 14	13 - 14	13 - 14	13 - 14	13 - 14	13 - 14
14 - 15	14 - 15	14 - 15	14 - 15	14 - 15	14 - 15	14 - 15

Advertisement

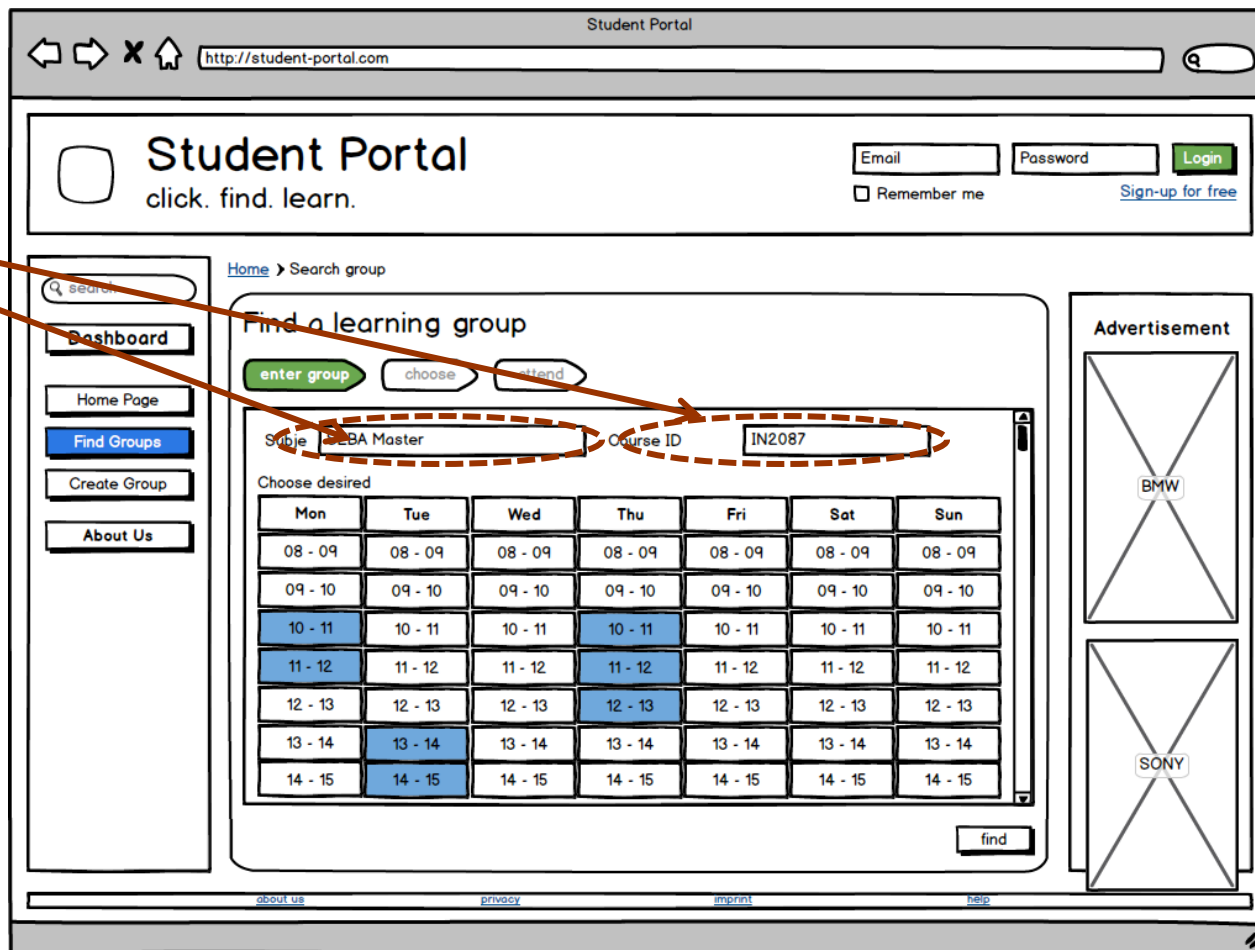
BMW

SONY

[about us](#) [privacy](#) [imprint](#) [help](#)

Search Group

H11



Student Portal
http://student-portal.com

Student Portal
click. find. learn.

Email Password
 Remember me [Sign-up for free](#)

Home > Search group

Find a learning group

Subje Course ID

Choose desired

Mon	Tue	Wed	Thu	Fri	Sat	Sun
08 - 09	08 - 09	08 - 09	08 - 09	08 - 09	08 - 09	08 - 09
09 - 10	09 - 10	09 - 10	09 - 10	09 - 10	09 - 10	09 - 10
10 - 11	10 - 11	10 - 11	10 - 11	10 - 11	10 - 11	10 - 11
11 - 12	11 - 12	11 - 12	11 - 12	11 - 12	11 - 12	11 - 12
12 - 13	12 - 13	12 - 13	12 - 13	12 - 13	12 - 13	12 - 13
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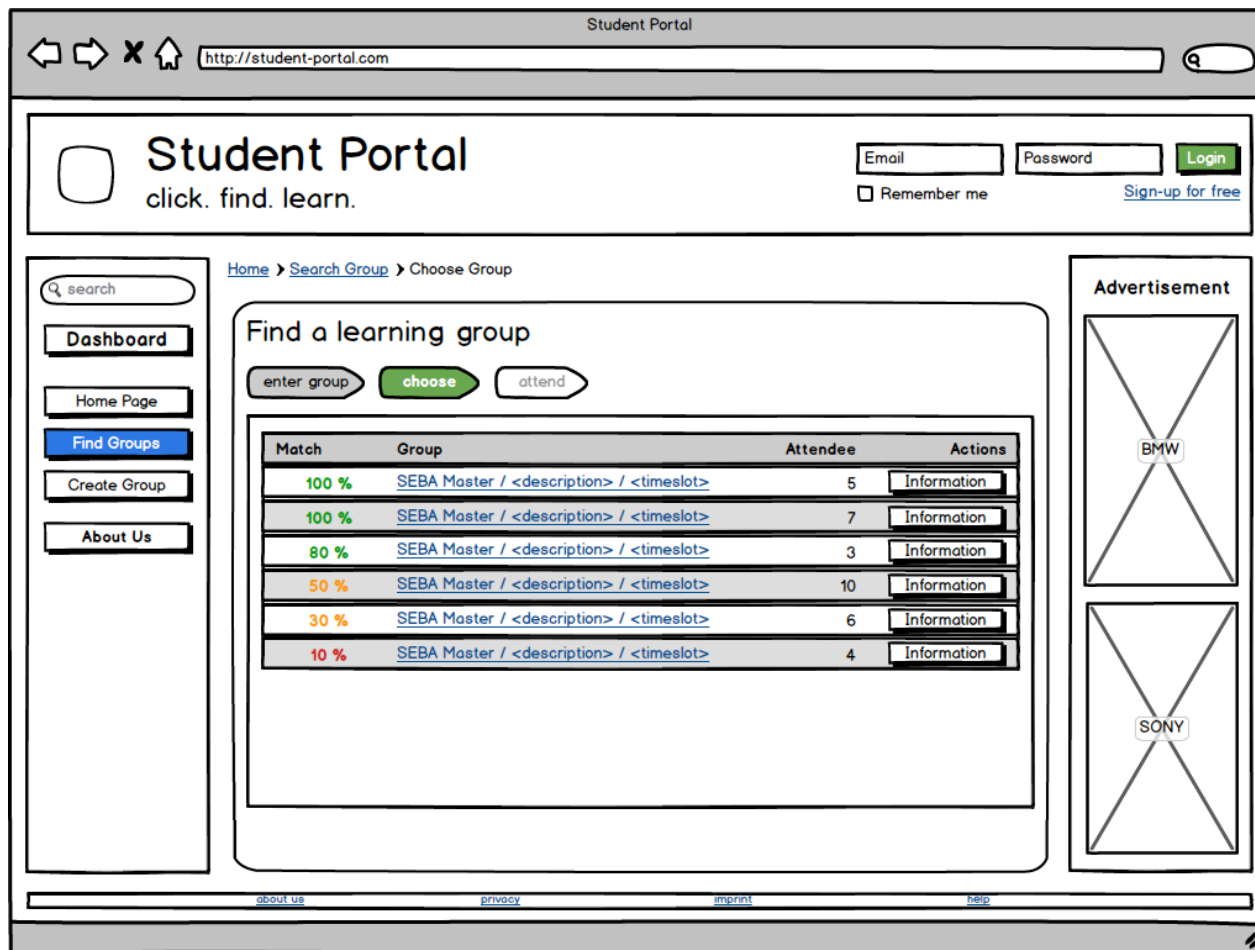
Advertisement

BMW

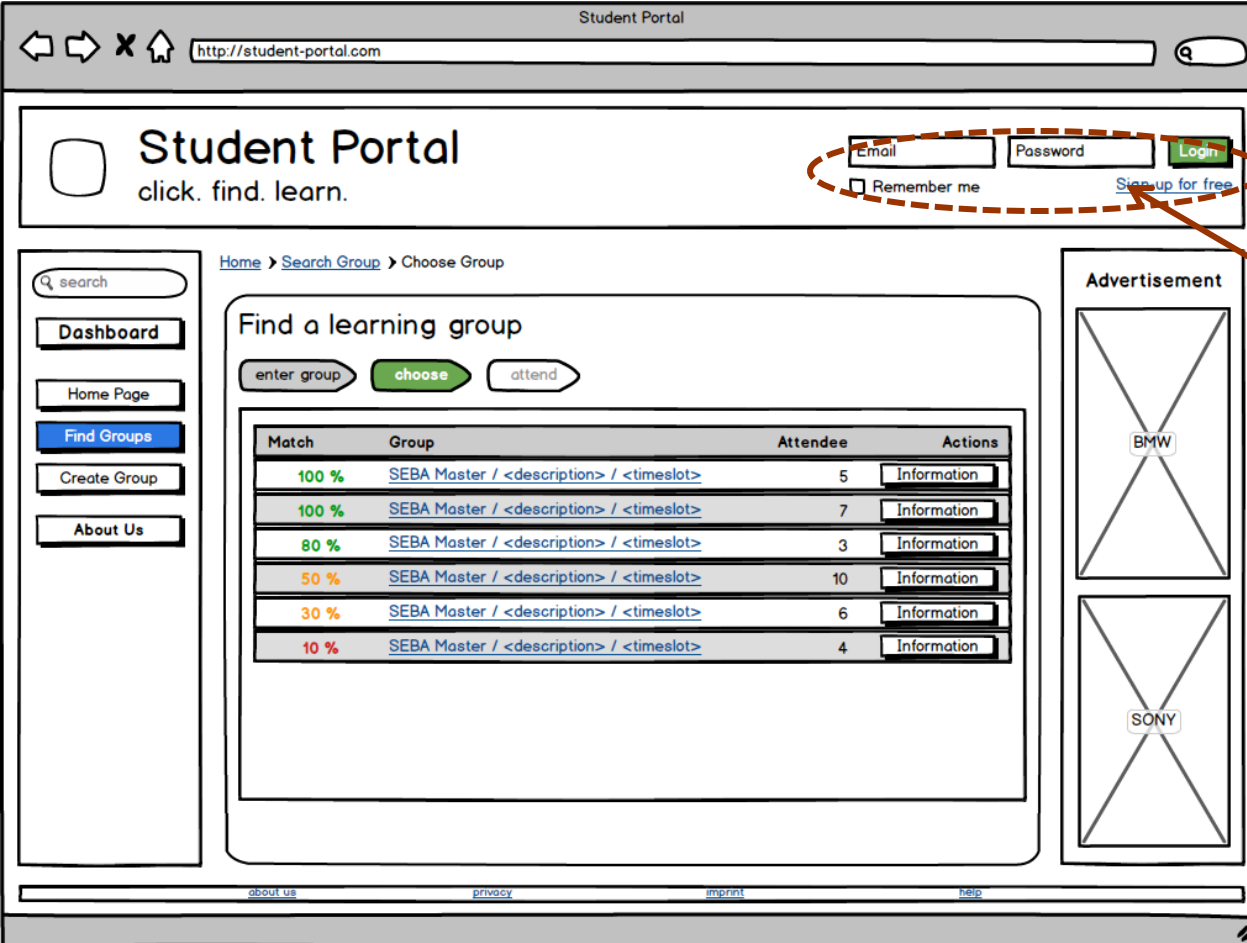
SONY

[about us](#) [privacy](#) [imprint](#) [help](#)

Choose Group



Choose Group



Student Portal
click. find. learn.

Home > Search Group > Choose Group

Find a learning group

enter group choose attend

Match	Group	Attendee	Actions
100 %	SEBA Master / <description> / <timeslot>	5	Information
100 %	SEBA Master / <description> / <timeslot>	7	Information
80 %	SEBA Master / <description> / <timeslot>	3	Information
50 %	SEBA Master / <description> / <timeslot>	10	Information
30 %	SEBA Master / <description> / <timeslot>	6	Information
10 %	SEBA Master / <description> / <timeslot>	4	Information

Advertisement

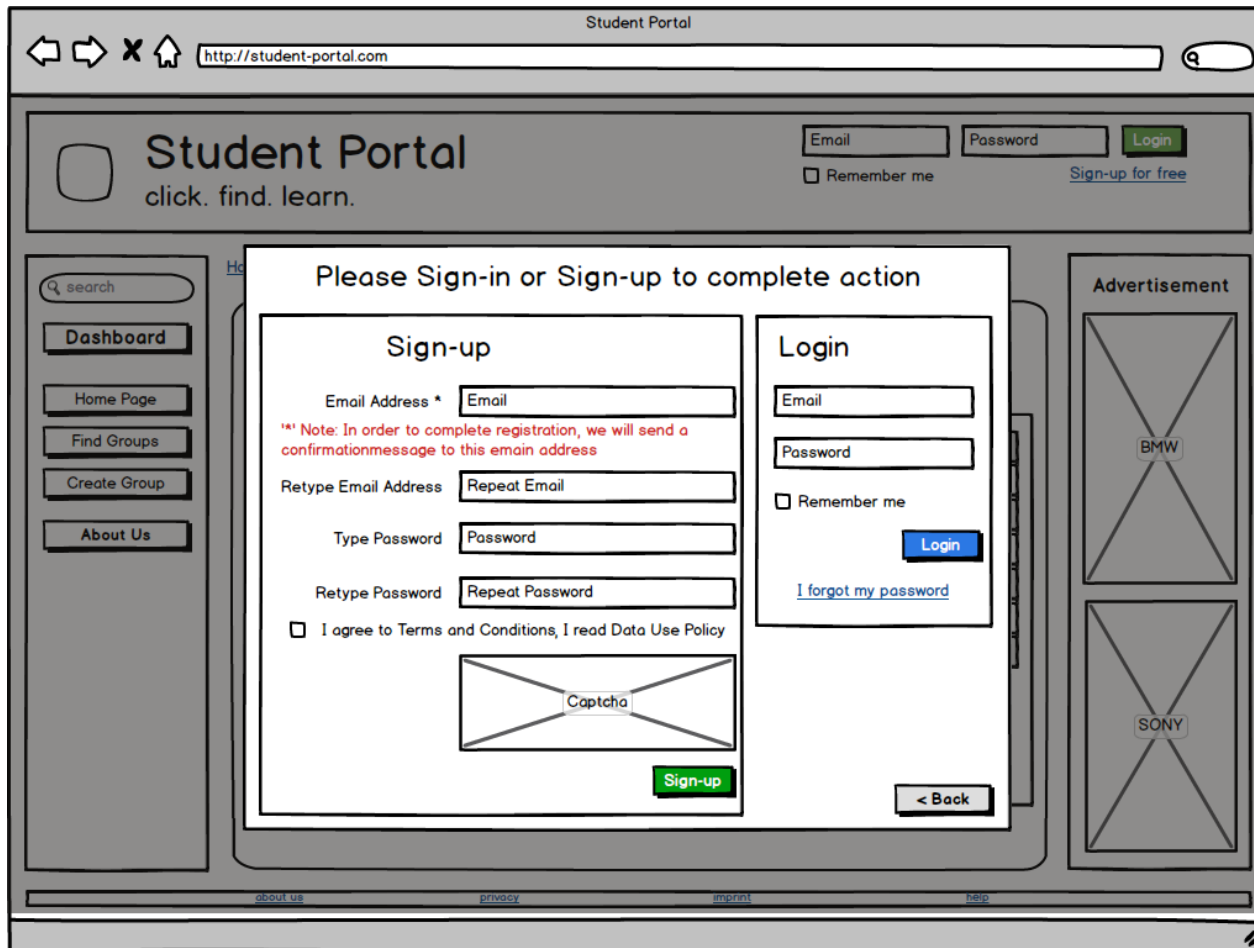
BMW

SONY

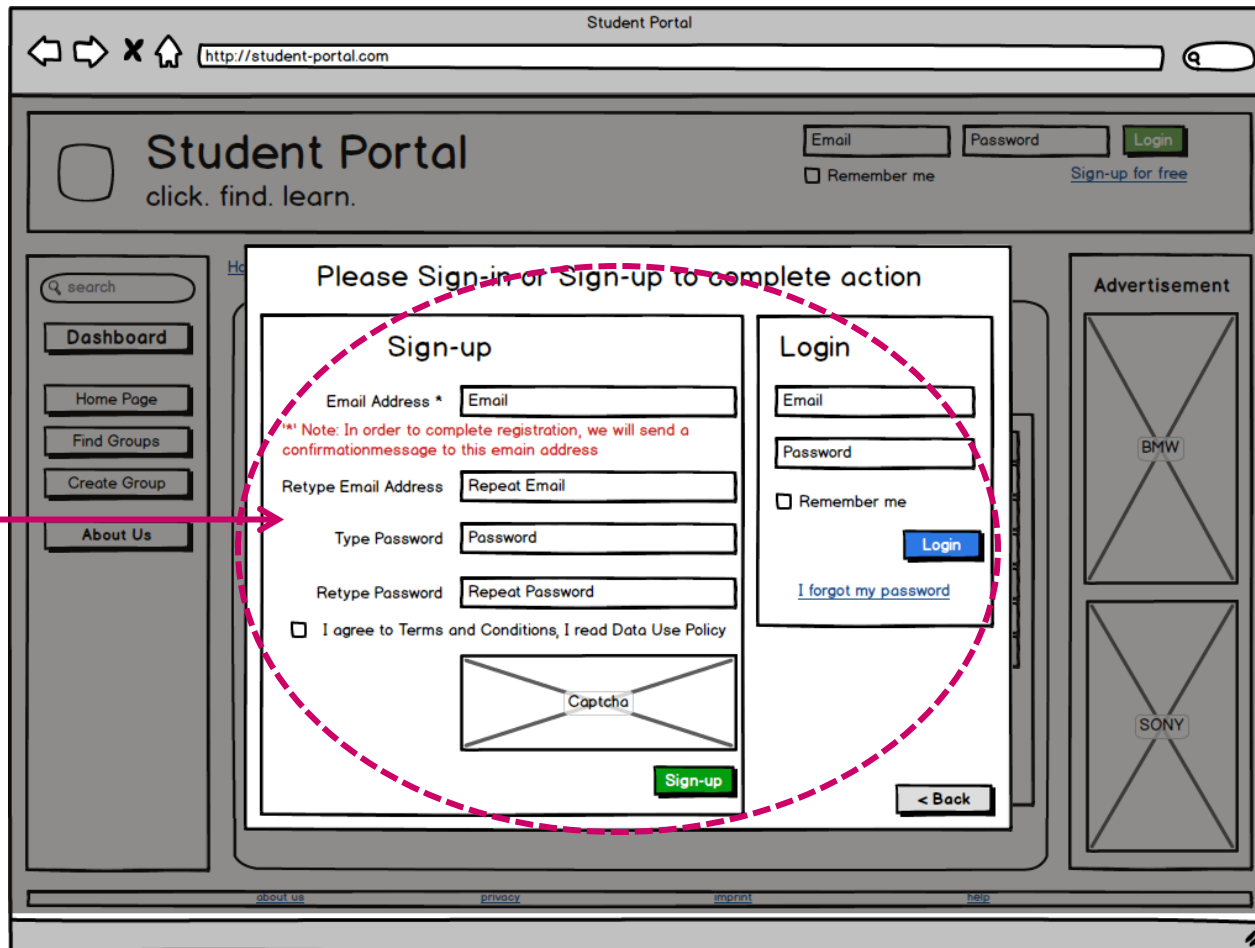
about us privacy imprint help

H2

Sign In / Sign Up



Sign In / Sign Up



Student Portal

http://student-portal.com

Student Portal
click. find. learn.

Email Password

Remember me [Sign-up for free](#)

Please Sign-in or Sign-up to complete action

Sign-up

Email Address *

** Note: In order to complete registration, we will send a confirmation message to this email address

Retype Email Address

Type Password

Retype Password

I agree to Terms and Conditions, I read Data Use Policy

Login

Email

Password

Remember me

[I forgot my password](#)

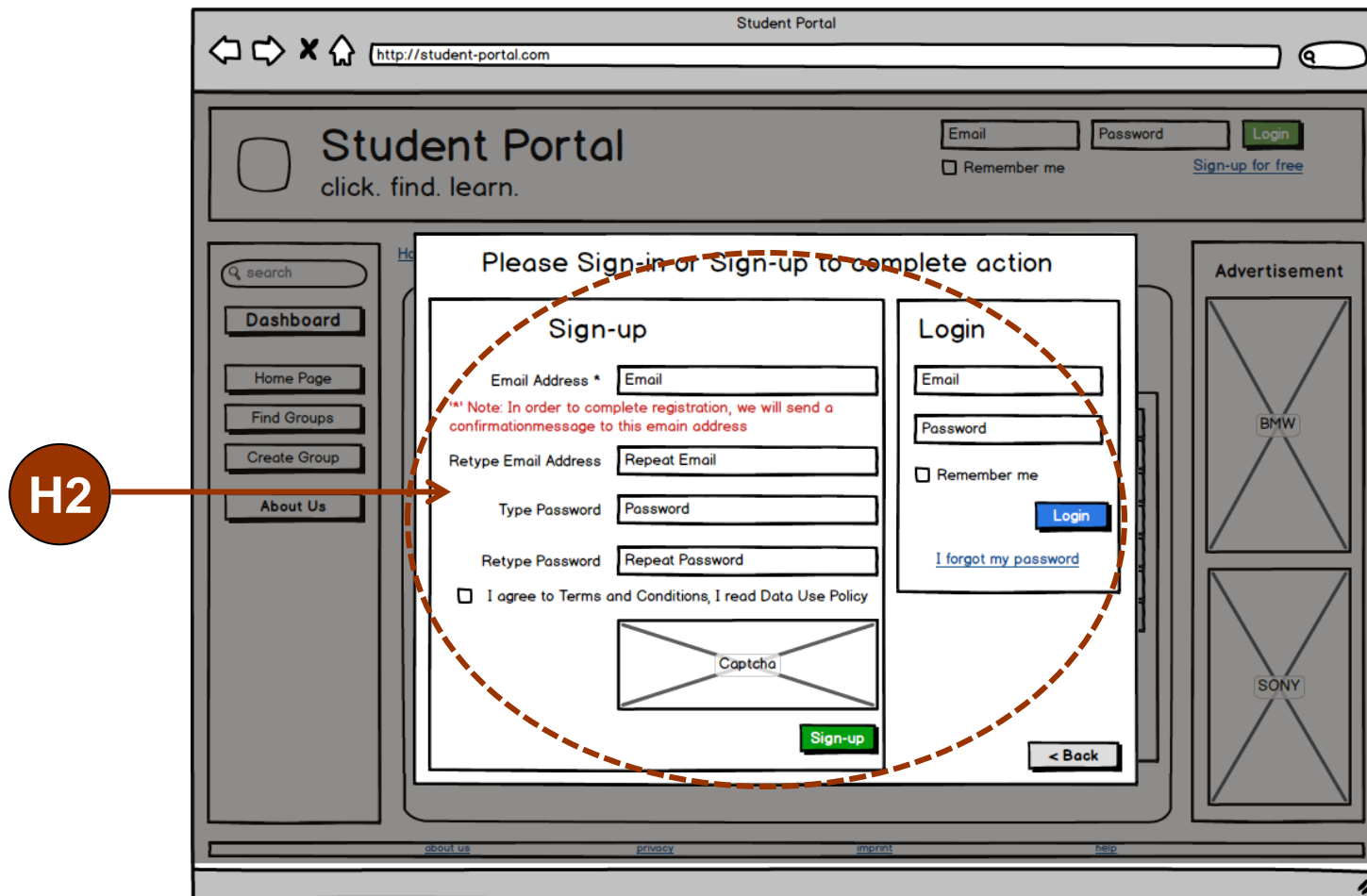
BMW

SONY

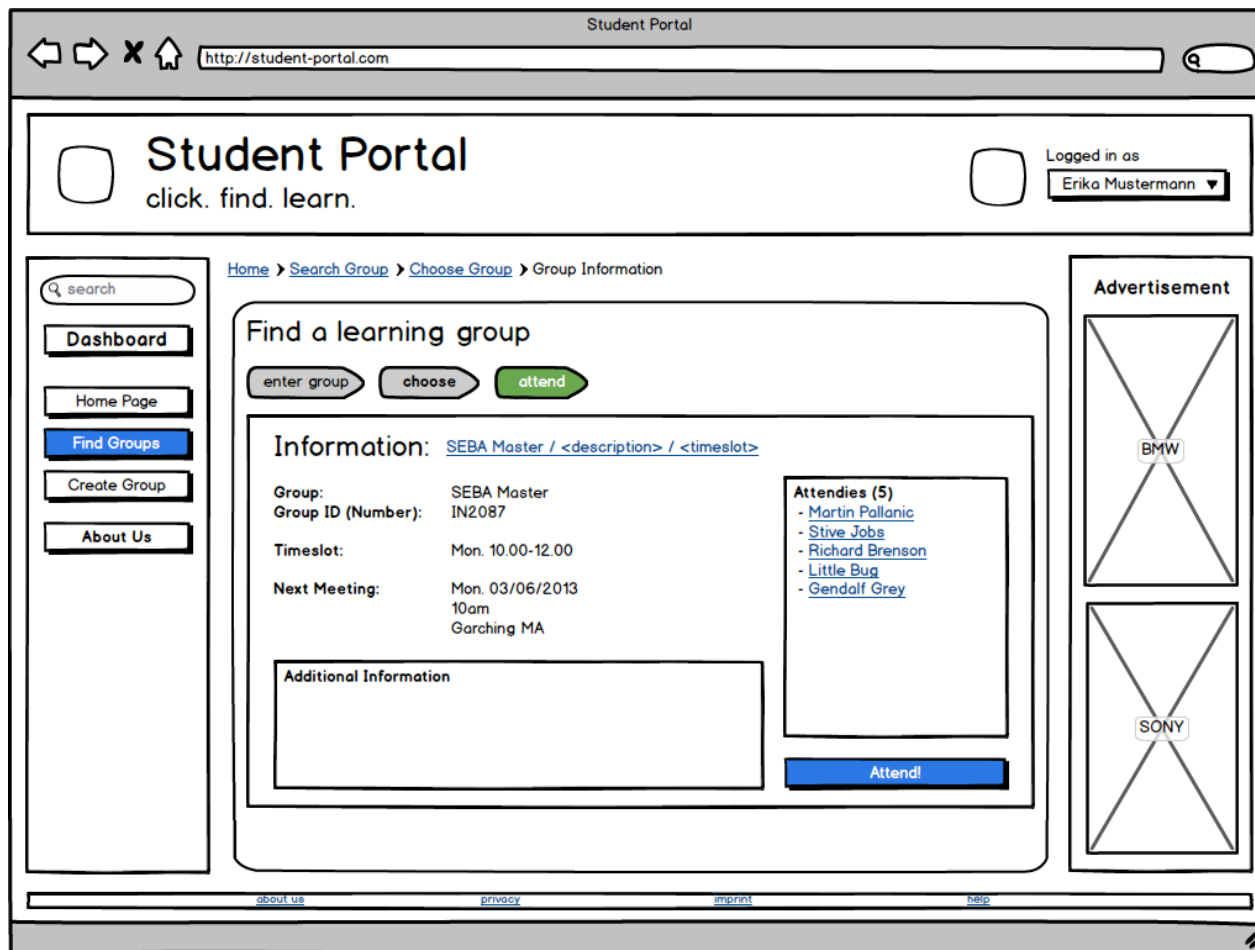
[about us](#) [privacy](#) [imprint](#) [help](#)

E3

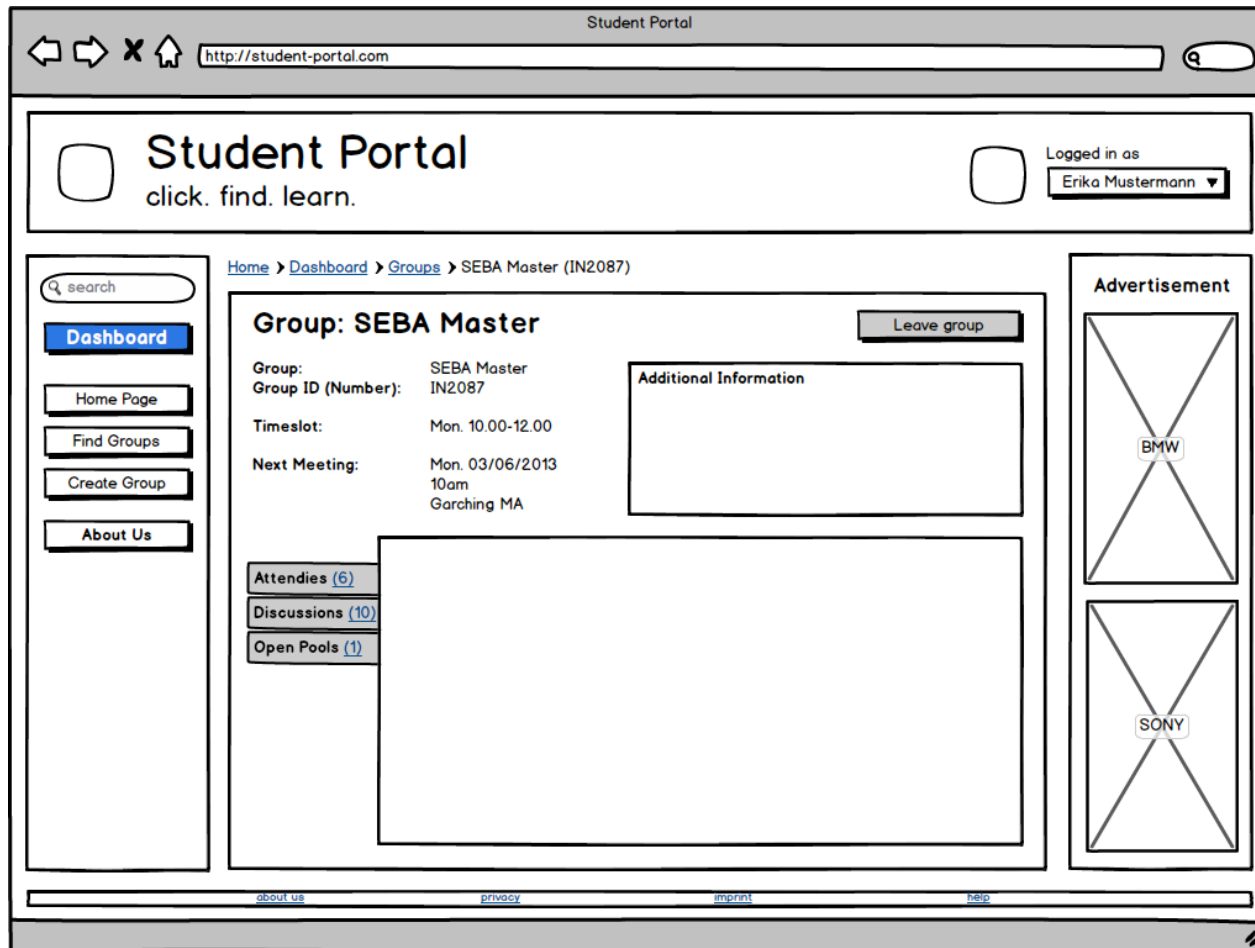
Sign In / Sign Up



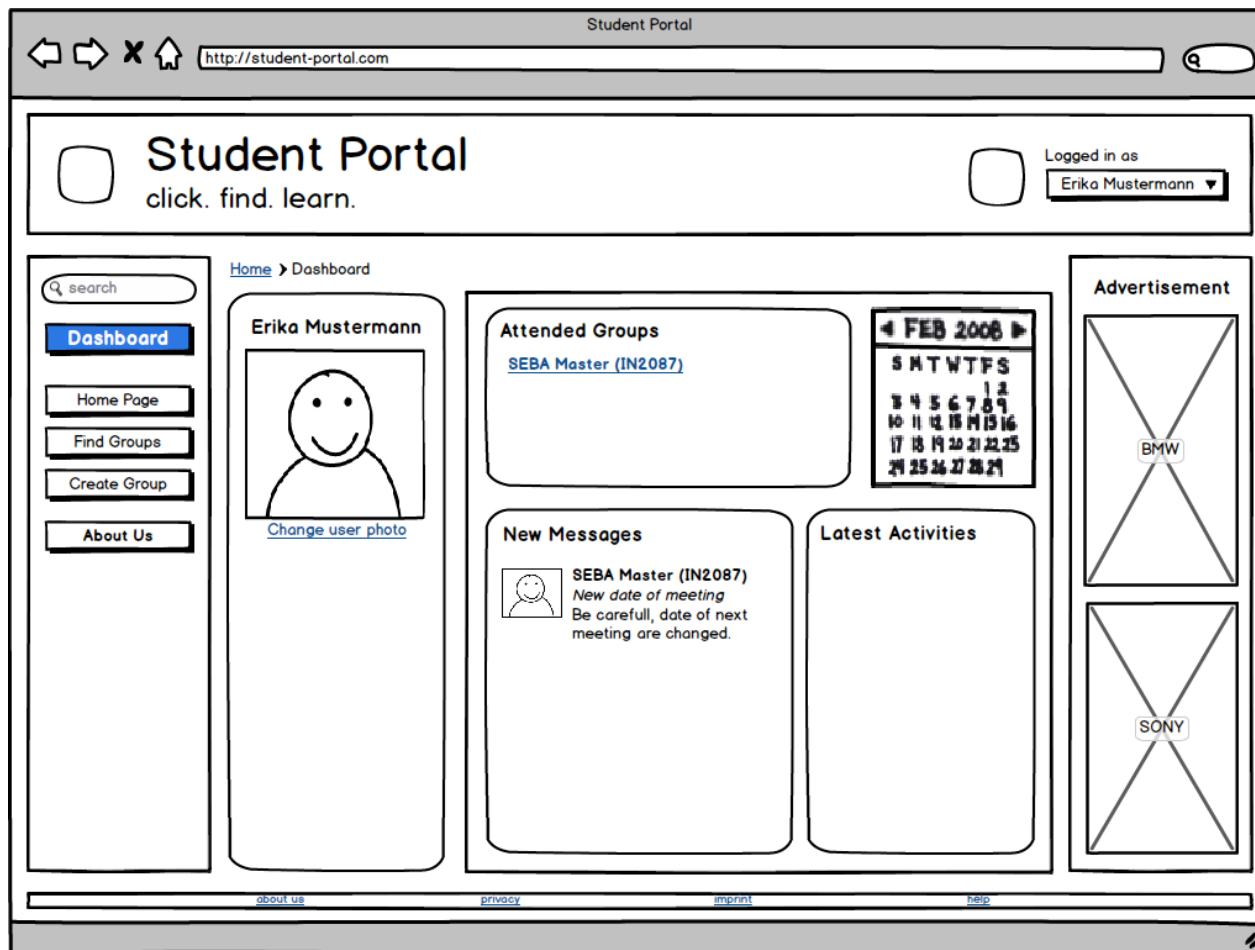
Attend Group



Group Information

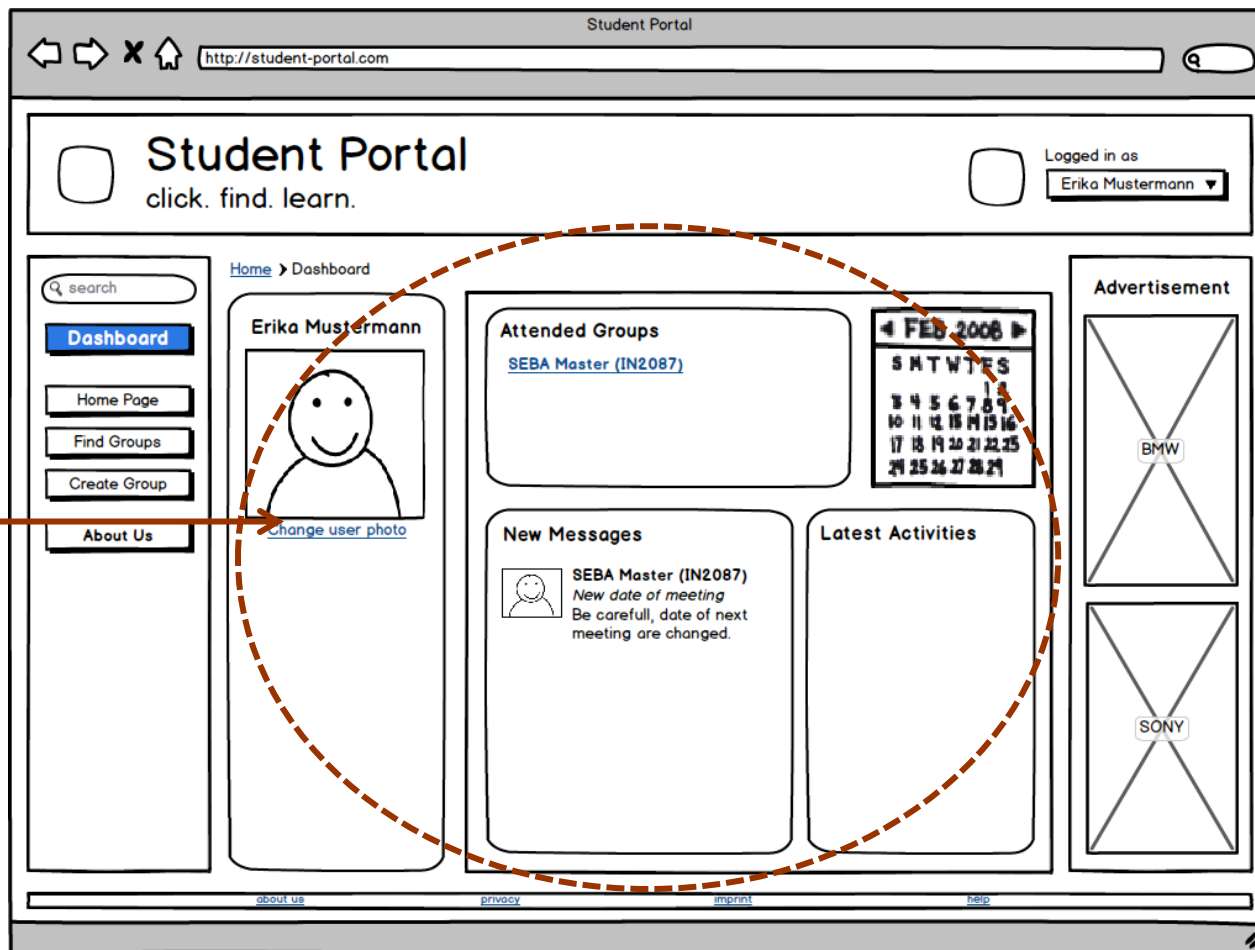


Dashboard



Dashboard

H4



Thank You