SEBA Master –
Web Application Engineering
Exercise 2

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Agenda

- Main use-cases
- Sign-In
- Navigation
- Managing Content
- Building Trust and Credibility
- Summary

Main use-cases

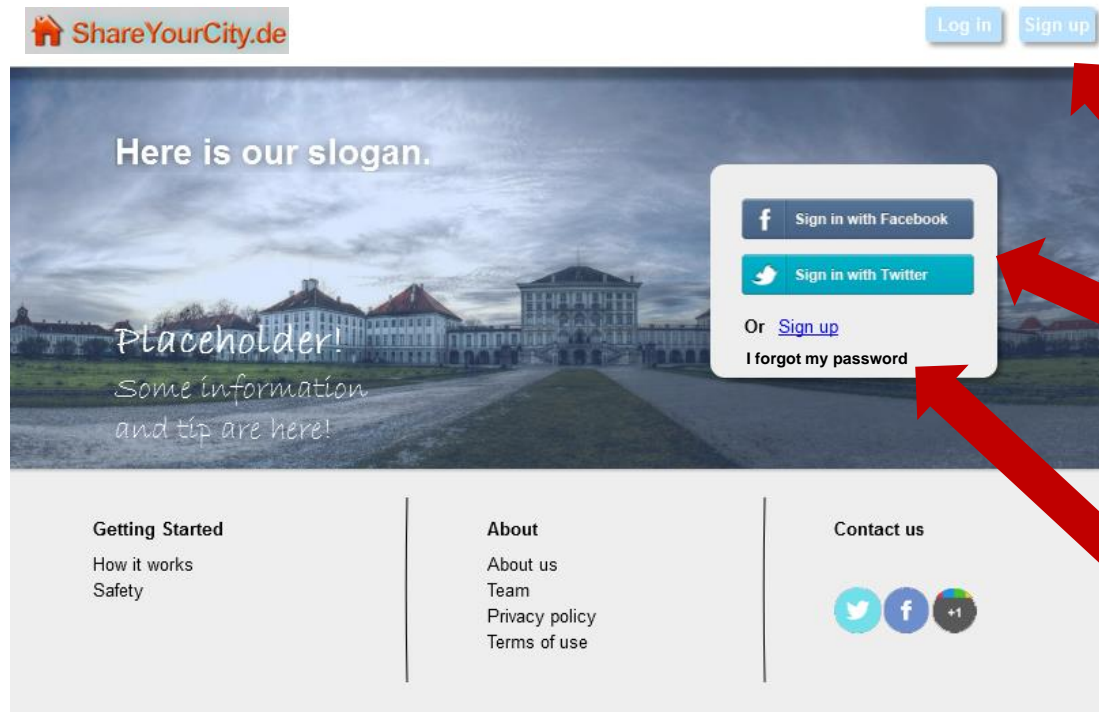| Log-In / Sign-Up	Landlords	Tenants
• Log-In • Log-in via Facebook • Log-In via Twitter • Sign-Up • Create new password	• Create apartment offer • Open detail view of offer	• Search for apartment • Open detail view of search result • Search event • Rate event • Rate landlords

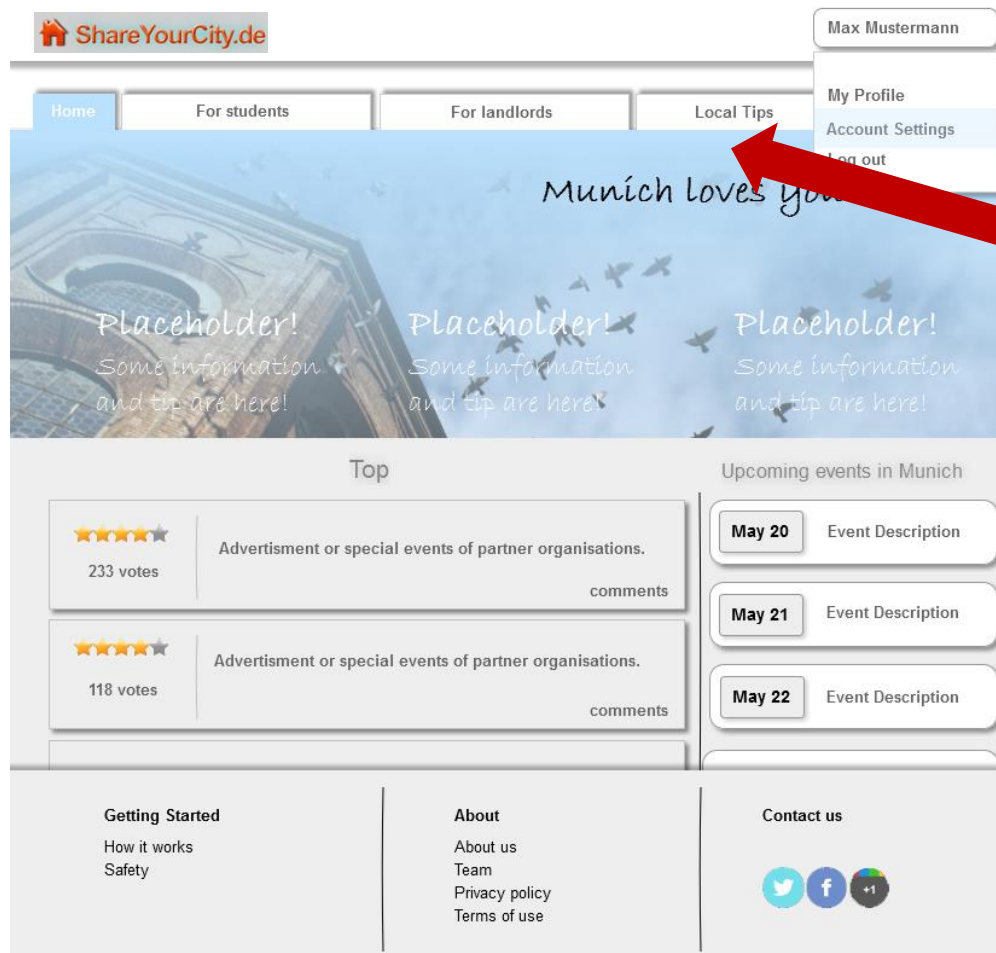**Web-Design patterns help to realize these use-cases**

Sign-In

Example: Login Page

– Default Log-In and Sign-In (data transmission only via SSL)

– Log-In via social network allows user to stay connected with these networks

– If the user forgets her password, she can send a one-time URL to her mail account and change the password on this site
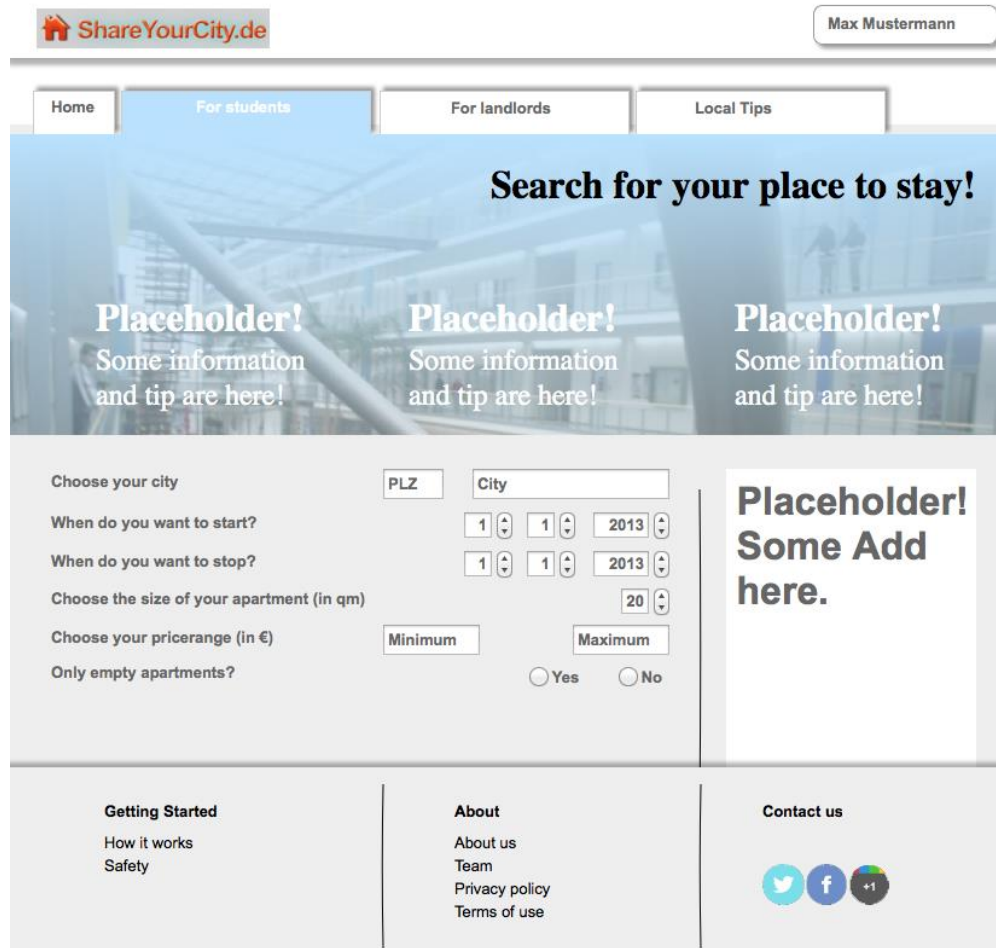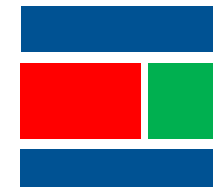
Navigation

Example: After Login Portal

- − Web app is structured by main use-cases
- − **Task-Based Organization** is the best way to organize the content the way our customers will use it

- − **Chronological** or **Popularity-Based Organization** of sub-content possible
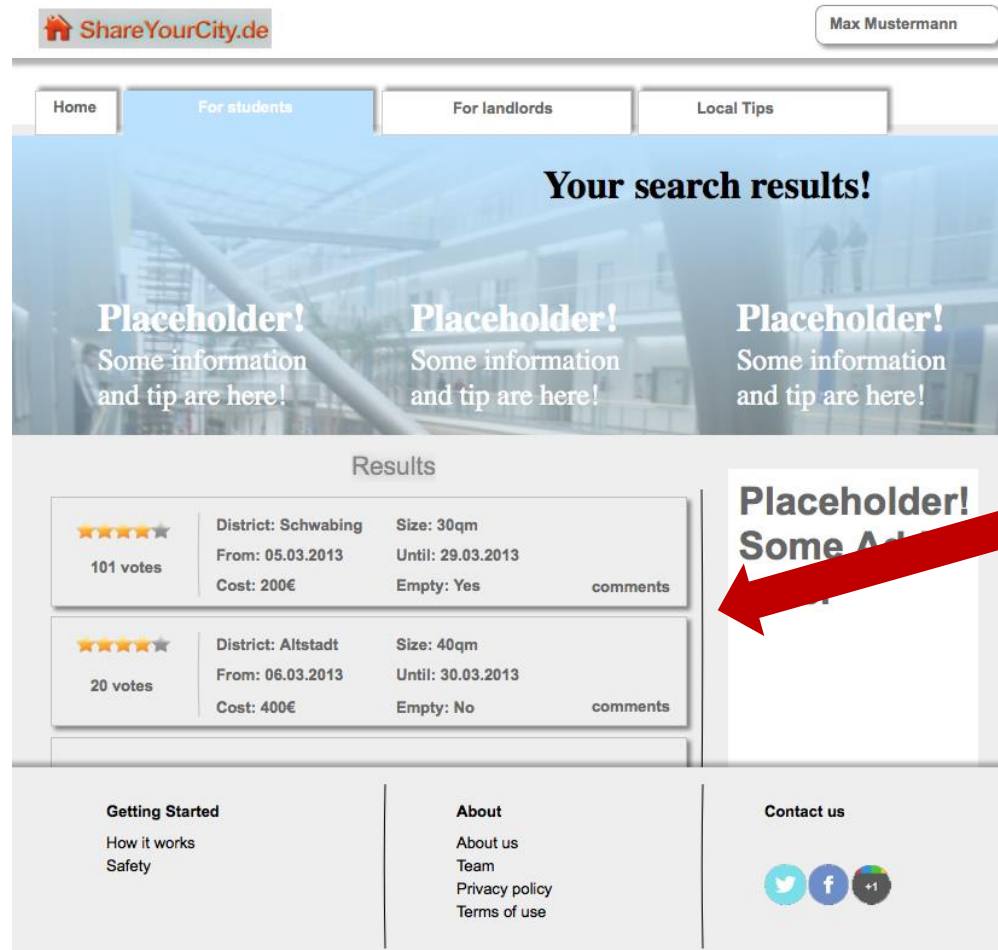
Managing content

Example: Search apartment

– Use of the same **Page Template** on every page

– Grids for navigation header & footer, main content, advertisment
– Clearly defined structure of the pages
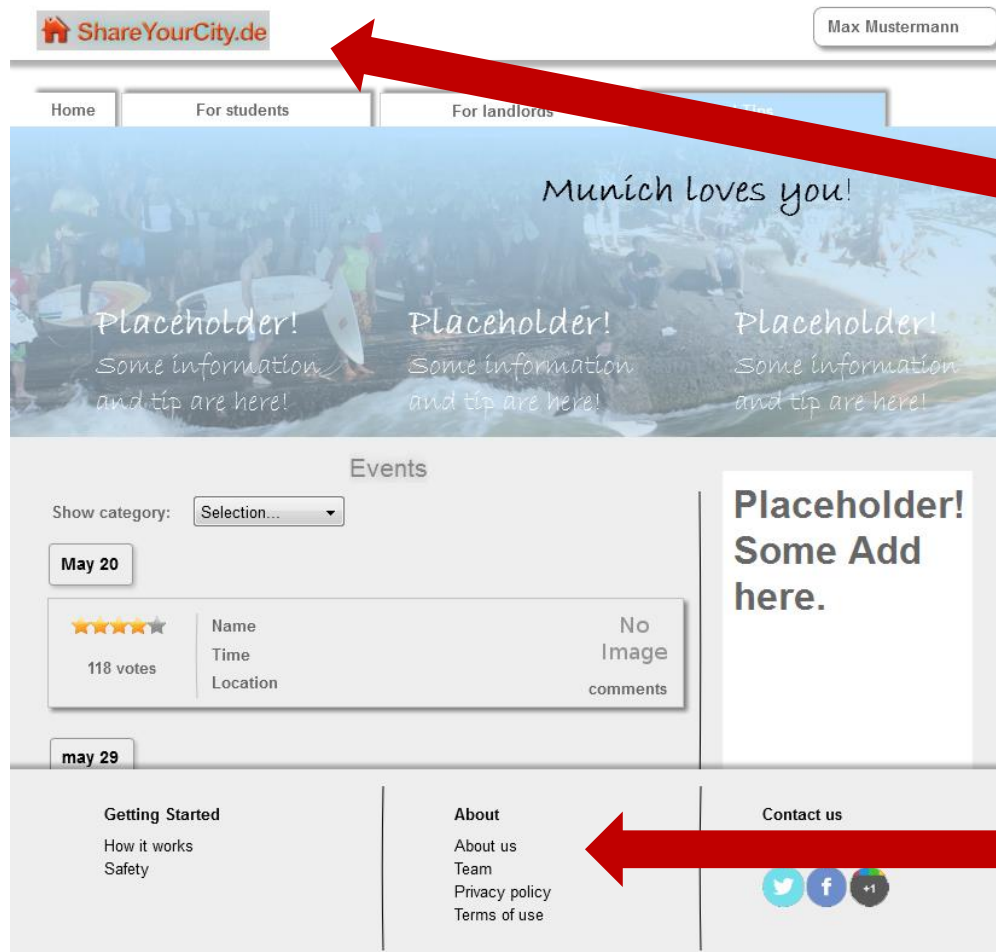– Benefits: Simple navigation, easy to skim and read

Managing content

Example: Results page

- Use of **Content Modules** for apartment offers
- Reason: content has to be updated frequently
- Cleary defined modules allow a reliable publishing and managing of content
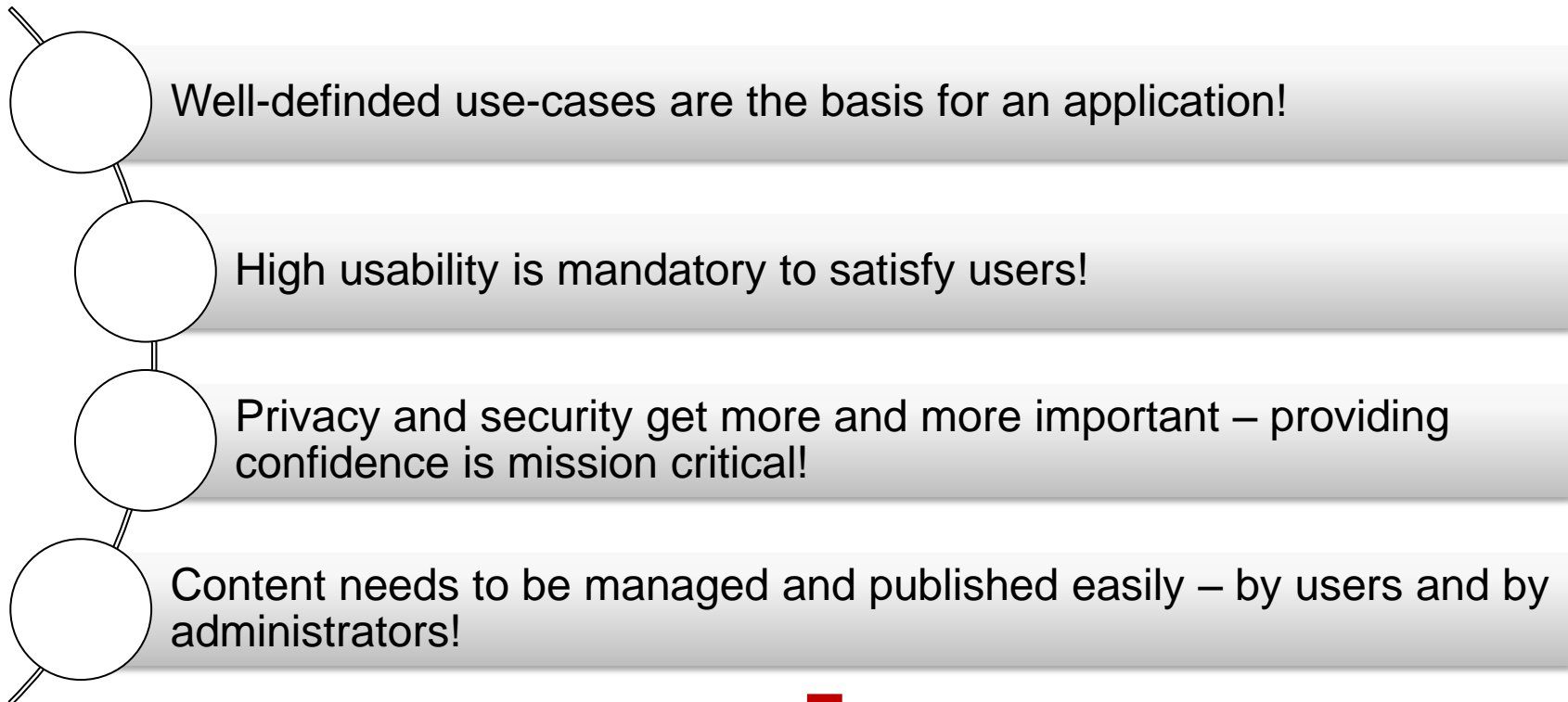
Building Trust and Credibility

Example: Events page

- **Site Branding** differentiates our app from other companies and allows user to feel confident immediately

- **About us** and **Team** help people to know who we are and why they can trust us for apartment offers
- **Privacy policy** allays the users doubts concerning privacy
- These information are available on every page

Summary

Well-definded use-cases are the basis for an application!

High usability is mandatory to satisfy users!

Privacy and security get more and more important – providing confidence is mission critical!

Content needs to be managed and published easily – by users and by administrators!

ShareYourCity.de wants to meet these demands

Back-Up

Back-Up

Offer apartment

Detail view

Back-Up

Events – Detail view