

Web Application Engineering



Webdesign & Mock-ups



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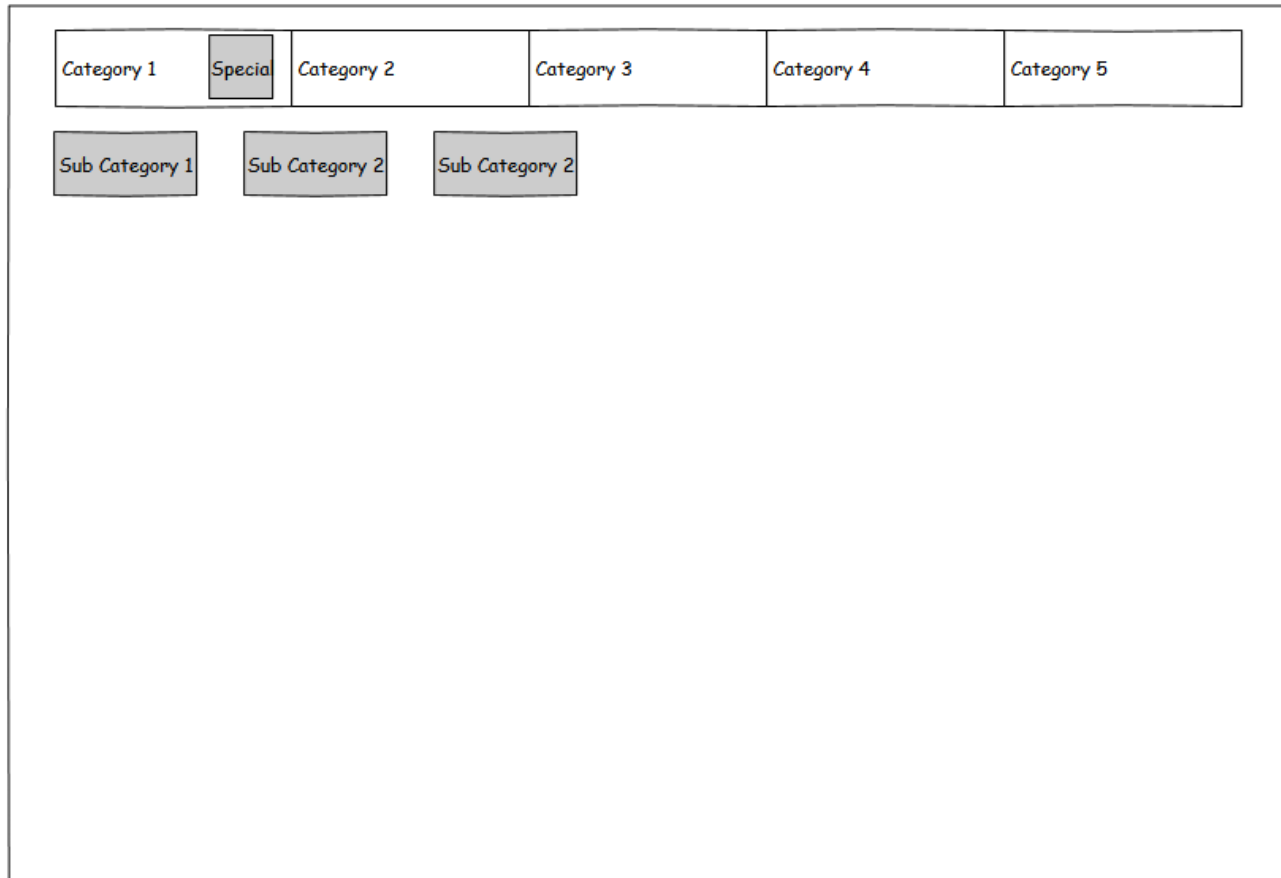
Georg Wagner

Navigation

- Navigation Bar / Hierarchical
- Fast and easy access to all top-level groups, very good for 5+/-2 items
- Food and drinks are organized in this way for a better and fast customers overview

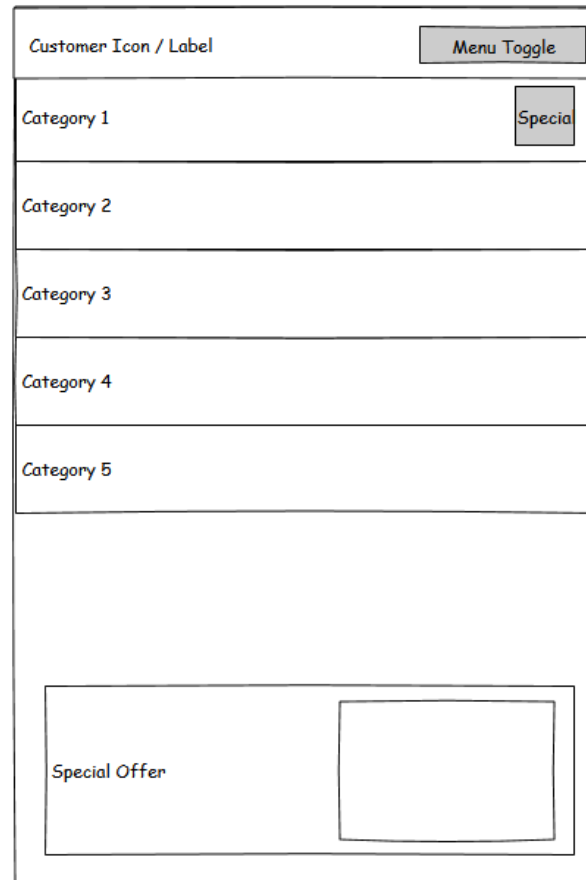
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Navigation



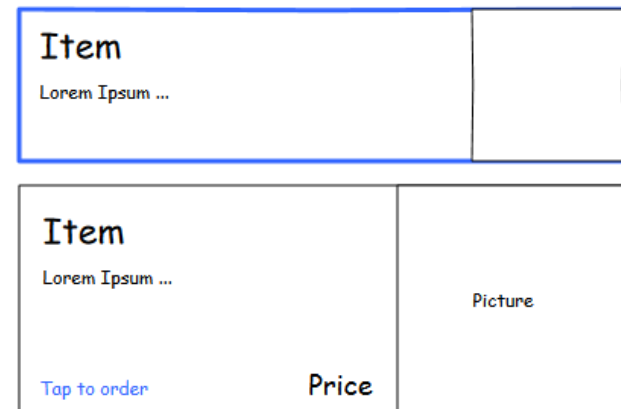
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Navigation



Managing Content

- Template
 - aesthetic and minimalist design
 - consistent over the whole application
 - → Ease of using
 - → Rapid ordering process



- Personalized Content (Last time ordered)

Building Trust and Credibility

- Site Branding
 - The web application can be used for several restaurants.
 - → need for distinguished recognition of the firm
 - a consistent design is offered and a logo is set on a fixed position on the top
- Fair Information Practices

This pattern addresses concerns of many people

 - Privacy Policy
 - Privacy Preferences
- About us
 - To build additional trust, the contact information is added within an “about-us” page
- Secure Connections

Building Trust and Credibility

		Pasta Deluxe	<input type="button" value="Hide"/>
Opening hours: 8:00 - 23:00	Distance [8km/you're inside]		
Restaurant Pasta Deluxe Any Street 12 80939 Munich Germany Phone: +4989346642 Email: anymail@any.com			

Sign-in

- Prevent Errors
 - Everybody should remember his E-mail address
- Meaningful Error Messages
- Prevent Phishing
 - e.g. secure connections (see trust)
- → No customer-uncertainty

The screenshot shows a web application interface for 'Pasta Deluxe'. At the top, there is a header with a 'Firm Logo' placeholder, the text 'Pasta Deluxe', and an 'About us' button. Below the header is a 'Sign-in' section. It contains an 'E-Mail:' label followed by a text input field containing 'hermann@tum.de'. Below that is a 'Passwort:' label followed by a password input field with eight asterisks. To the left of the password field is a blue link that says 'I've forgot the password'. To the right of the password field is a 'Sign in' button. Below these fields are two large buttons: 'Sign in with Facebook' and 'Sign in with Google+'. At the bottom of the sign-in section is a blue link that says 'Sign up'.

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Mock-up - Adding a product (backend)

Order everywhere anywhere User: [Service User](#) ([Logout](#))

[Orders](#)
[Reservations](#)
[Menu](#)
[Tables](#)
[Waitresses](#)
[Settings](#)

Add Product

Name:

Category: ▼

Preis (netto):

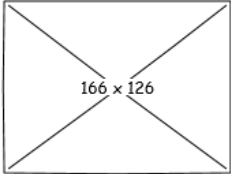
Restrict availableness:
Always available

Alternate price:
No alternative price

Special ingrediants:
none

Description:

S. Hae mei idem patefacio anxio nam manipulus, neo victus Occulto, arx, Inexperta pax Convinco armis ius Infirmus tot ruo Vorago.Fruor summa innumerus, pax consuetudo, fames ac pax Ardor solemnitas rutila, ars Nusquam, benevolentia orbis monstro redeo, arx te evangelium. Emo se profundum pes sesquimellesimus Socors ango abeo promitto, pro infecundus re Quid illi aro incrementabiliter Frustro quo.


Image: 

Preparation time:

Age rating: ▼

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Mock-up - Adding a product (backend)



Restrict Availableness

Type:

Available from:

Available until:

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Mock-up - Listing Orders (backend)

Order everywhere anywhere

User: [Service User](#) ([Logout](#))

Orders Reservations Menu Tables Waitresses Settings

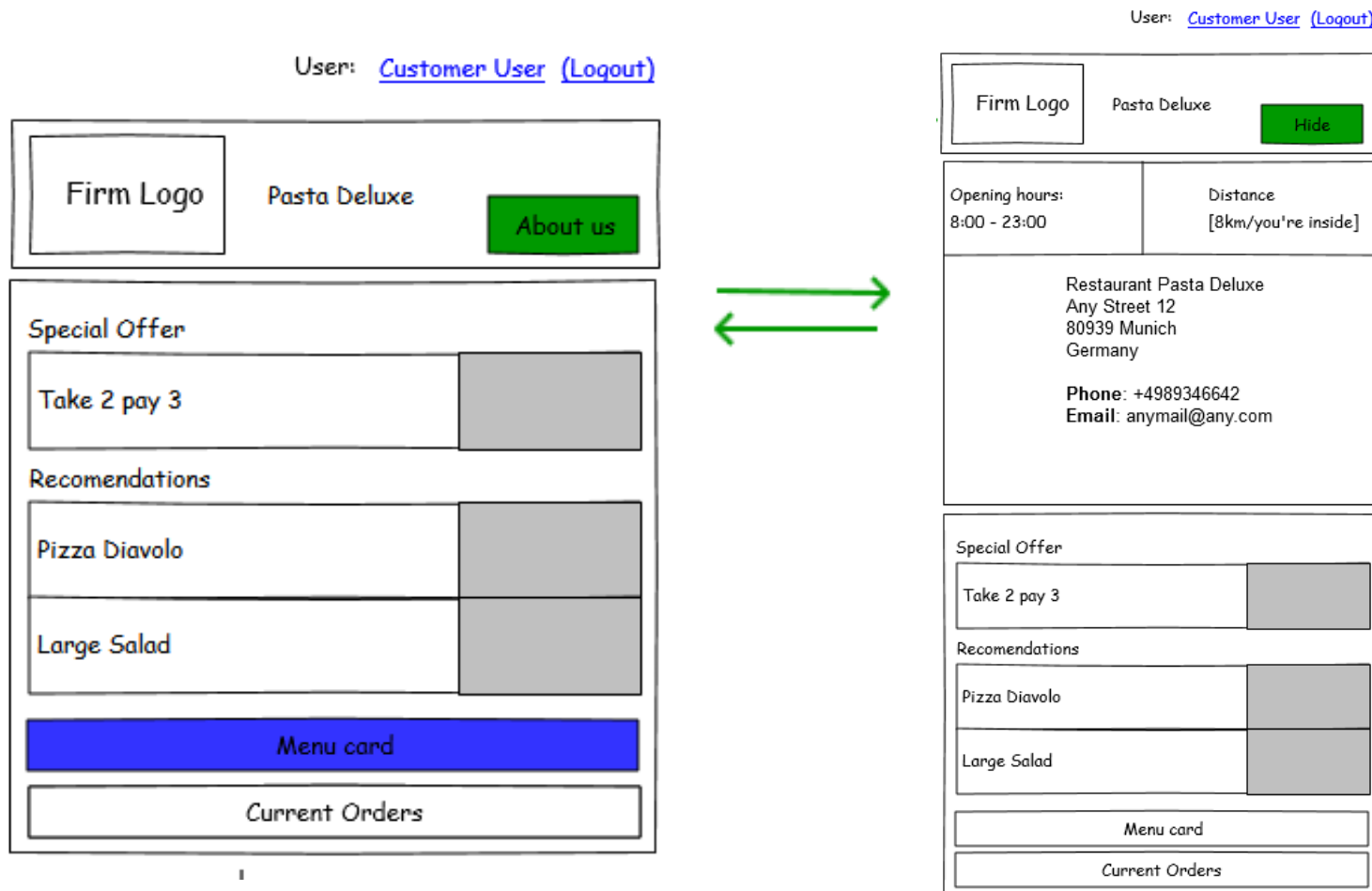
Orders Actual orders ▼

Last Refresh: 08:36:27 

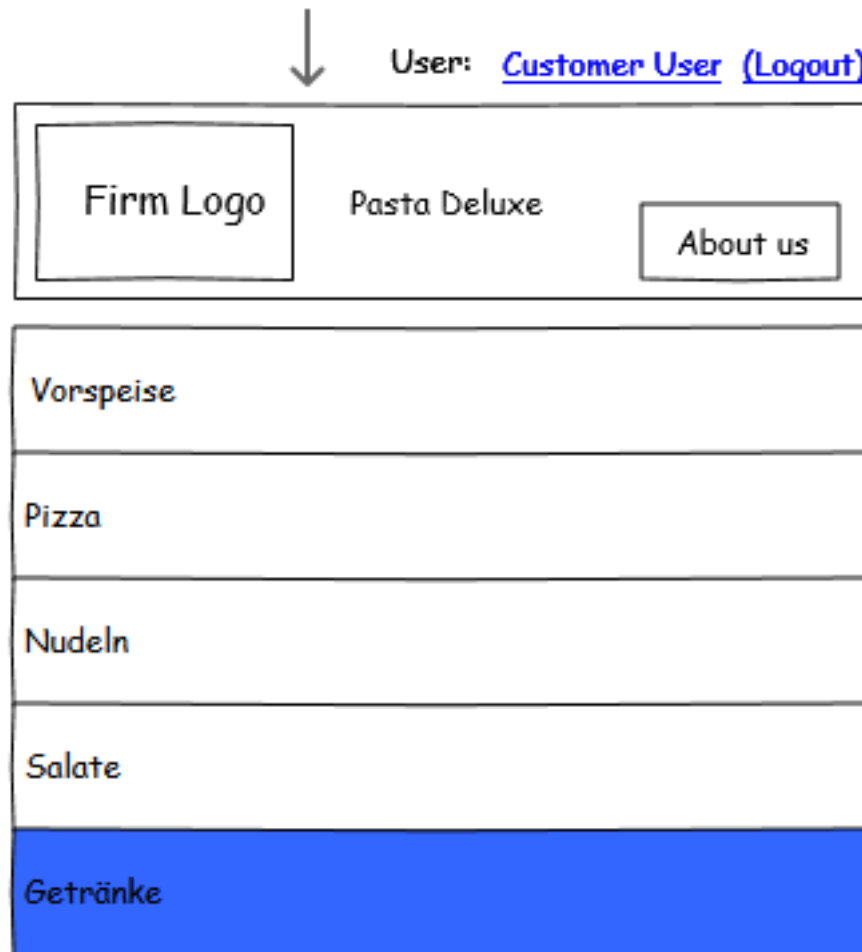
	Time	Waitress	Table	Item
<input type="checkbox"/>	08:32:14	Sandy	17	Pizza Magaritha (with extra Cheese)
<input type="checkbox"/>	08:33:24	Lisa	34	Pizza Magaritha
<input type="checkbox"/>	08:33:32	Lisa	34	Lasagne
<input type="checkbox"/>	08:33:50	Lisa	34	Pizza Rucola
<input type="checkbox"/>	08:35:12	Patrick	23	Wiener Schnitzel
<input type="checkbox"/>	08:35:27	Patrick	23	Spagetti Bolognese
<input type="checkbox"/>	08:35:42	Patrick	23	Pizza Hawai
<input type="checkbox"/>	08:35:58	Patrick	23	Pizza Tuna

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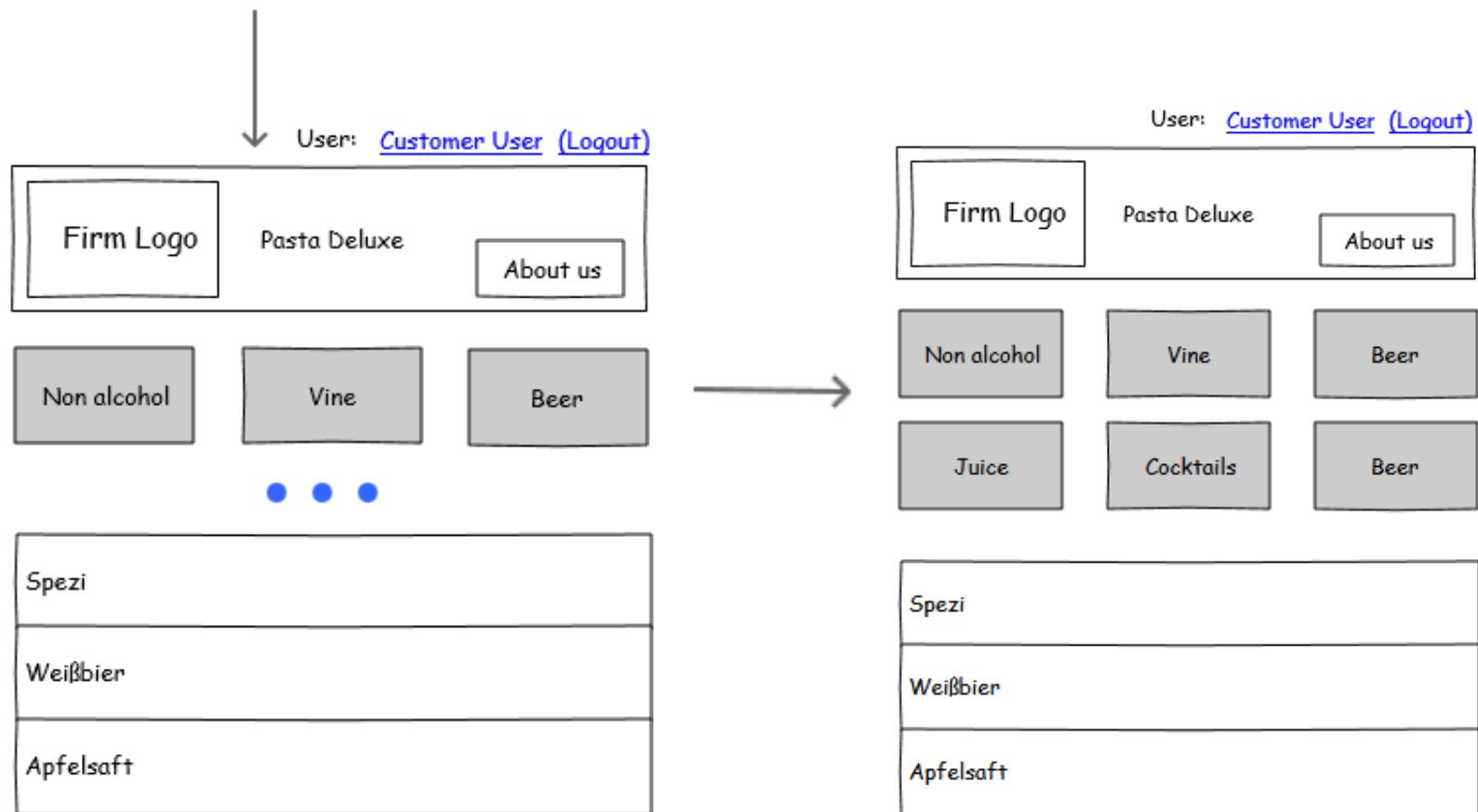
Mock-up - Ordering (mobile view)



Mock-up - Ordering (mobile view)



Mock-up - Ordering (mobile view)



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Mock-up - Ordering (mobile view)

User: [Customer User](#) ([Logout](#))

Firm Logo

Pasta Deluxe

About us



Hello John, you have been successfully registered present in our restaurant. You will be served shortly.

Special Offer

Take 2 pay 3

Recomendations

Pizza Diavolo	
Large Salad	

Menu card

Current Orders



User: [Customer User](#) ([Logout](#))

Firm Logo

Pasta Deluxe

About us

My Orders

Time	Table	Item
12:12	34	Pizza Magaritha (mit extra viel Käse)
12:12	34	Pizza Magaritha
12:12	34	Pizza Magaritha

Mock-up - Sign-In (mobile view)

The mock-up shows a mobile sign-in interface for 'Pasta Deluxe'. At the top, there is a header area containing a 'Firm Logo' placeholder, the text 'Pasta Deluxe', and an 'About us' button. Below the header is the main sign-in section, which includes a 'Sign-in' title, an 'E-Mail:' label with a text input field containing 'hermann@tum.de', and a 'Passwort:' label with a password input field containing eight asterisks. A blue link for 'I've forgot the password' is positioned to the left of a grey 'Sign in' button. Below these are two larger grey buttons for 'Sign in with Facebook' and 'Sign in with Google+'. At the bottom of the sign-in section is a blue link for 'Sign up'.

Firm Logo Pasta Deluxe About us

Sign-in

E-Mail: hermann@tum.de

Passwort: *****

[I've forgot the password](#) Sign in

Sign in with Facebook

Sign in with Google+

[Sign up](#)