SEBA's Project: Online Grocery Shopping Mock-up Design

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Friday 31st May, 2013

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Overview / Use Case Diagram

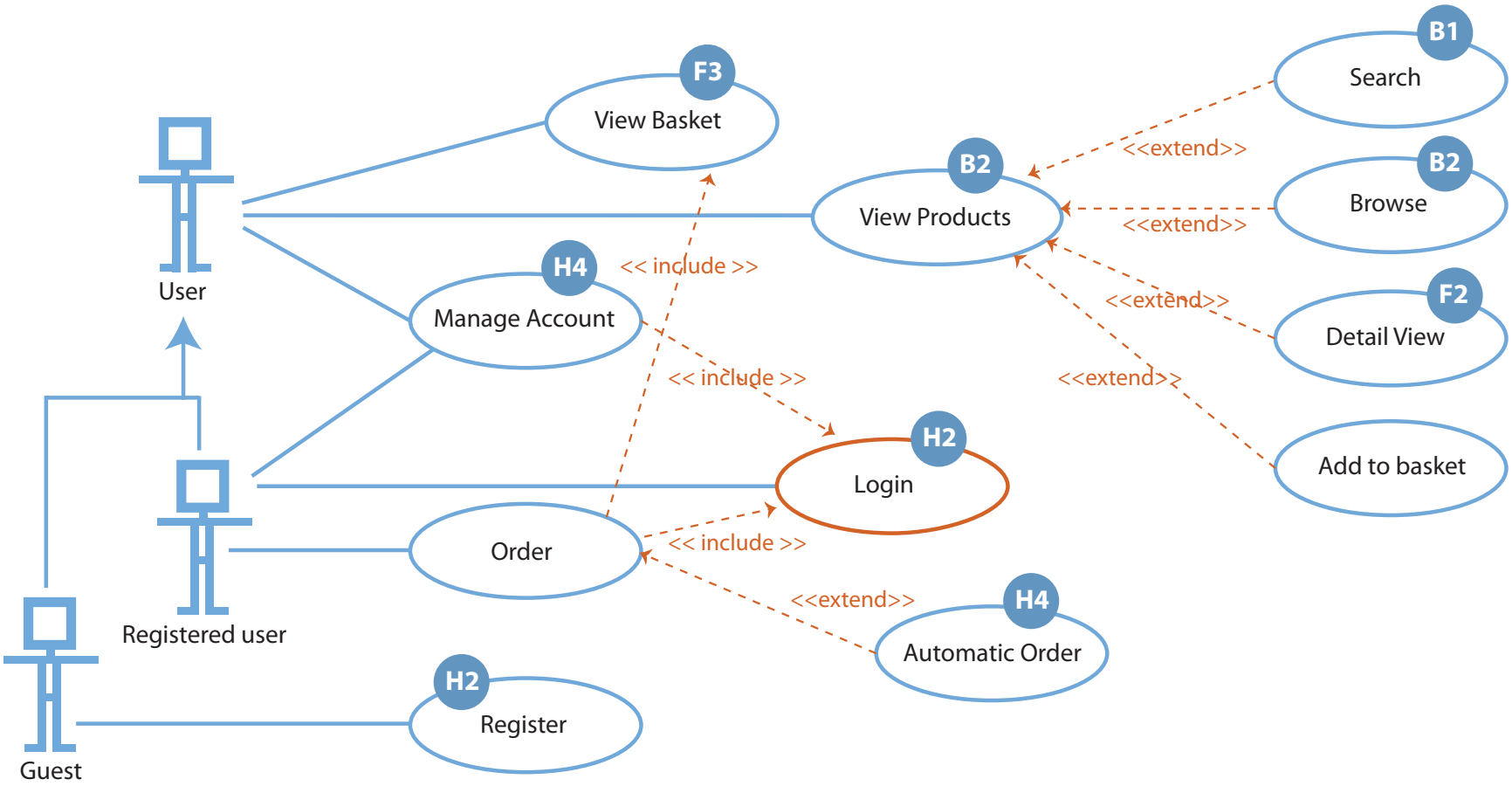


Figure : Use Case for "Online Grocery Shopping": Enumerated filled circle represents a corresponding web design pattern for that specific action.

B: Navigation

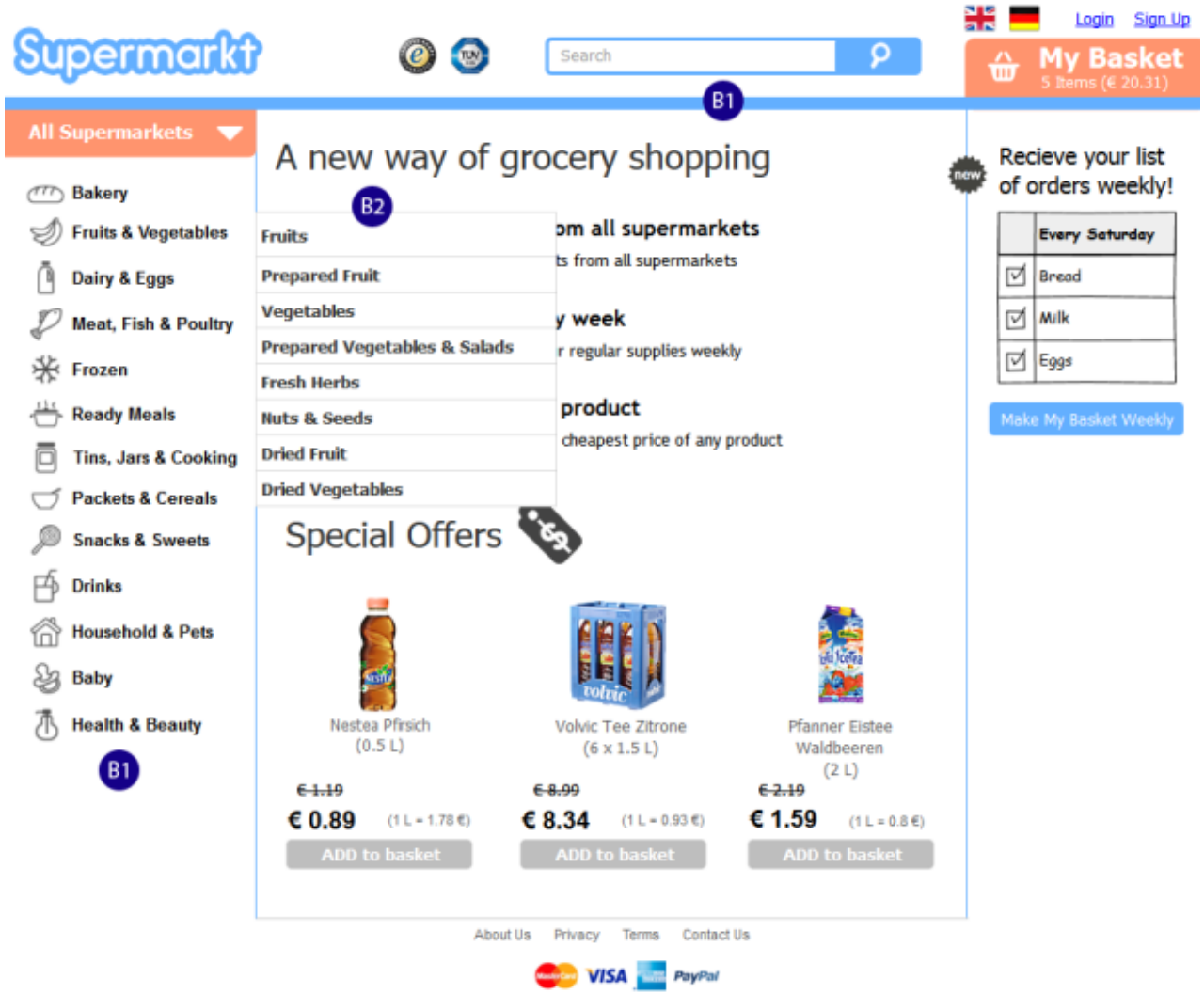
B1 Multiple ways to navigate

- Facilitates the process of finding products
- Combines the idea of *intention* and *impulse*

B2 Browsable Content

1. Provides several novel directions regarding the browsability issue
2. It includes, organization and categorization of our grocery products

B: Navigation / Mock-Up



D: Managing Content

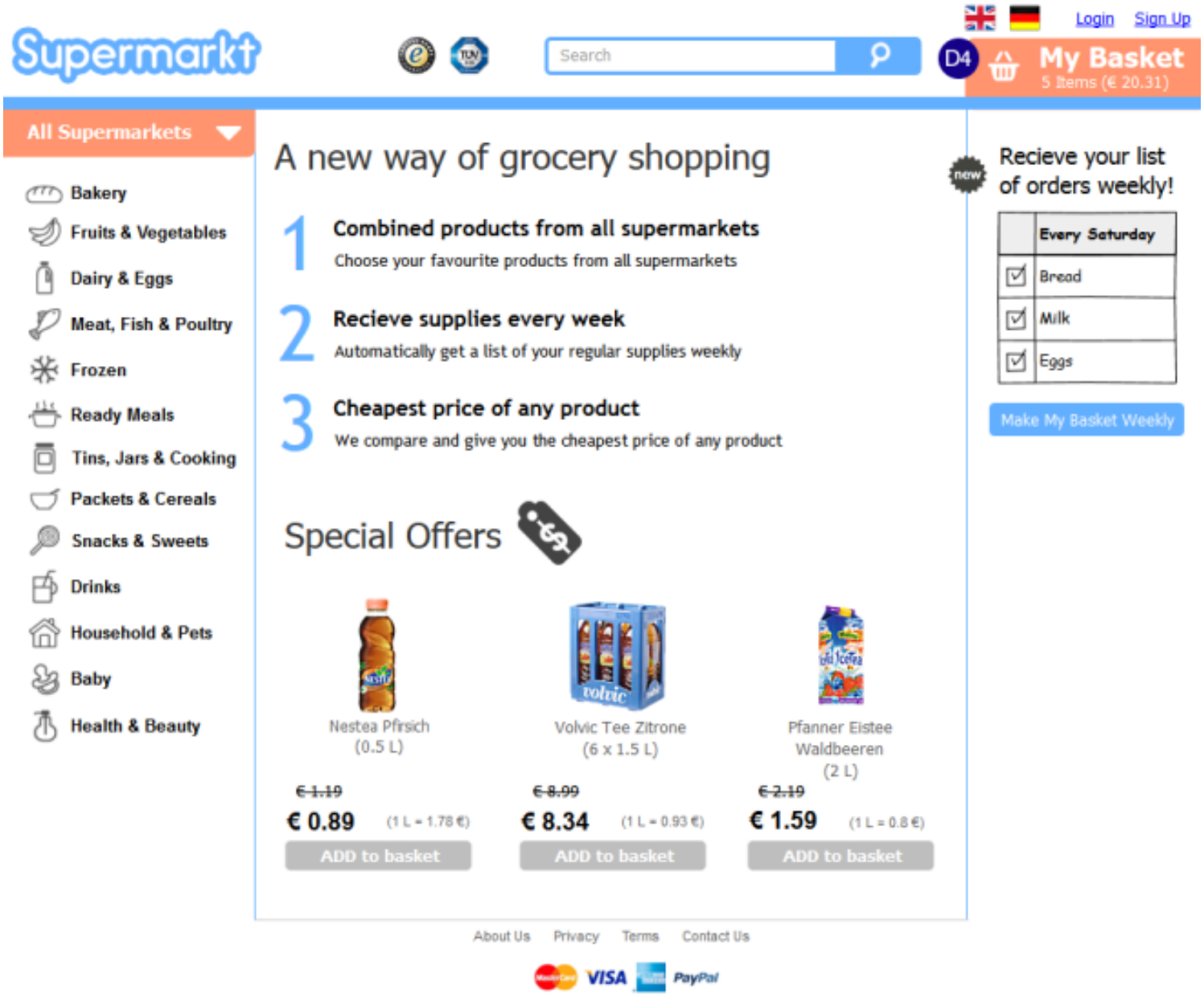
D4 Internationalized Content

- Munich is estimated to be a very multi-cultuar city
- This pattern could be easily applied

D1 Page Templates

1. Solves the problem of delivering a well-organized web pages
2. Doesn't change the way how information is organized

D: Managing Content / Mock-Up



E: Trust and Credibility

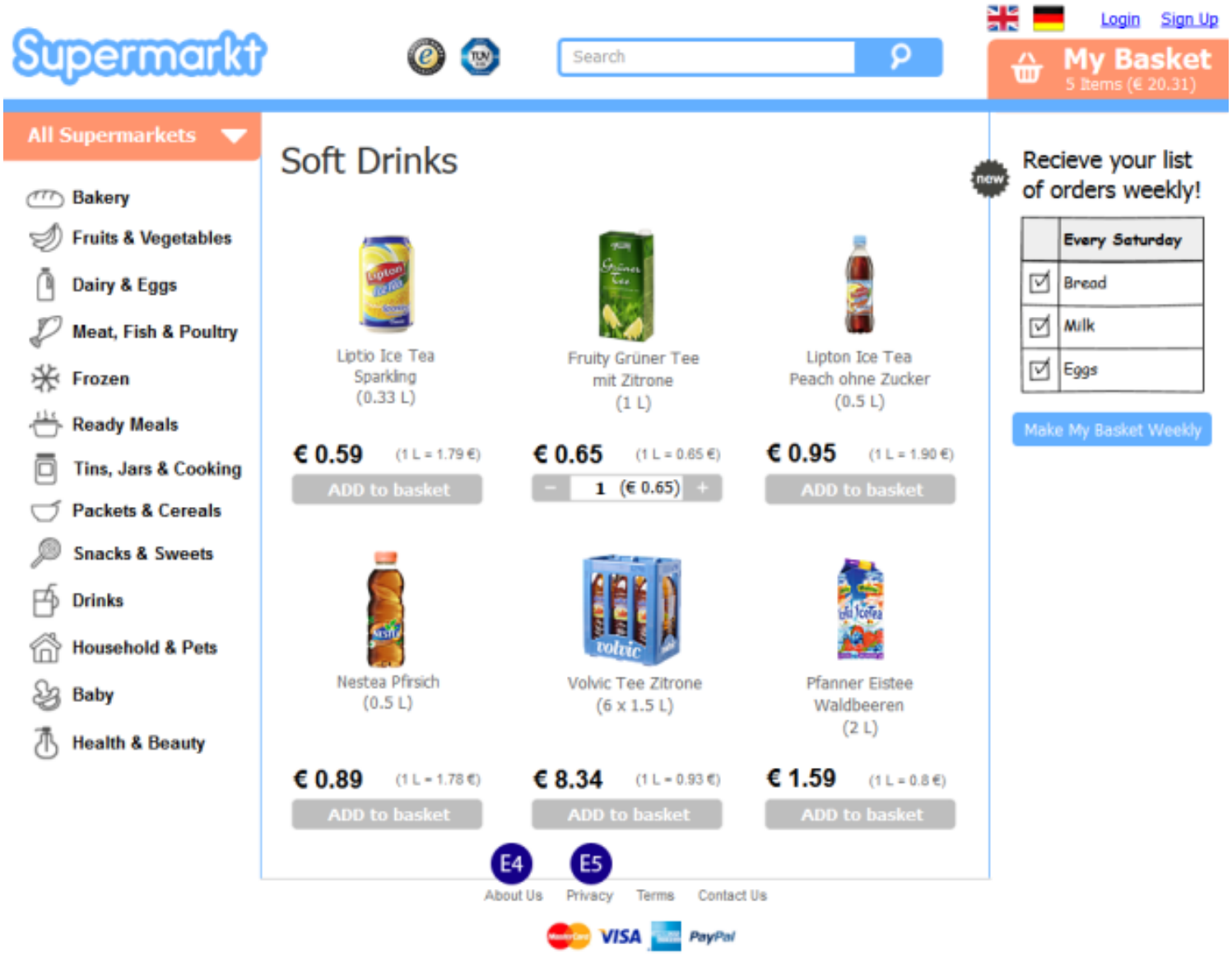
E1 Site branding

- Creates a simple logo, and keeps consistent in each webpage
- Positions the logo in a place where user can easily "capture"

E4 & E5 Privacy policy & About us

1. Gives more information regarding the manner how website work and it's managed
2. Both, very important to our model, in the effort of building trust and credibility

E: Trust and Credibility / Mock-Up



H: Sign in

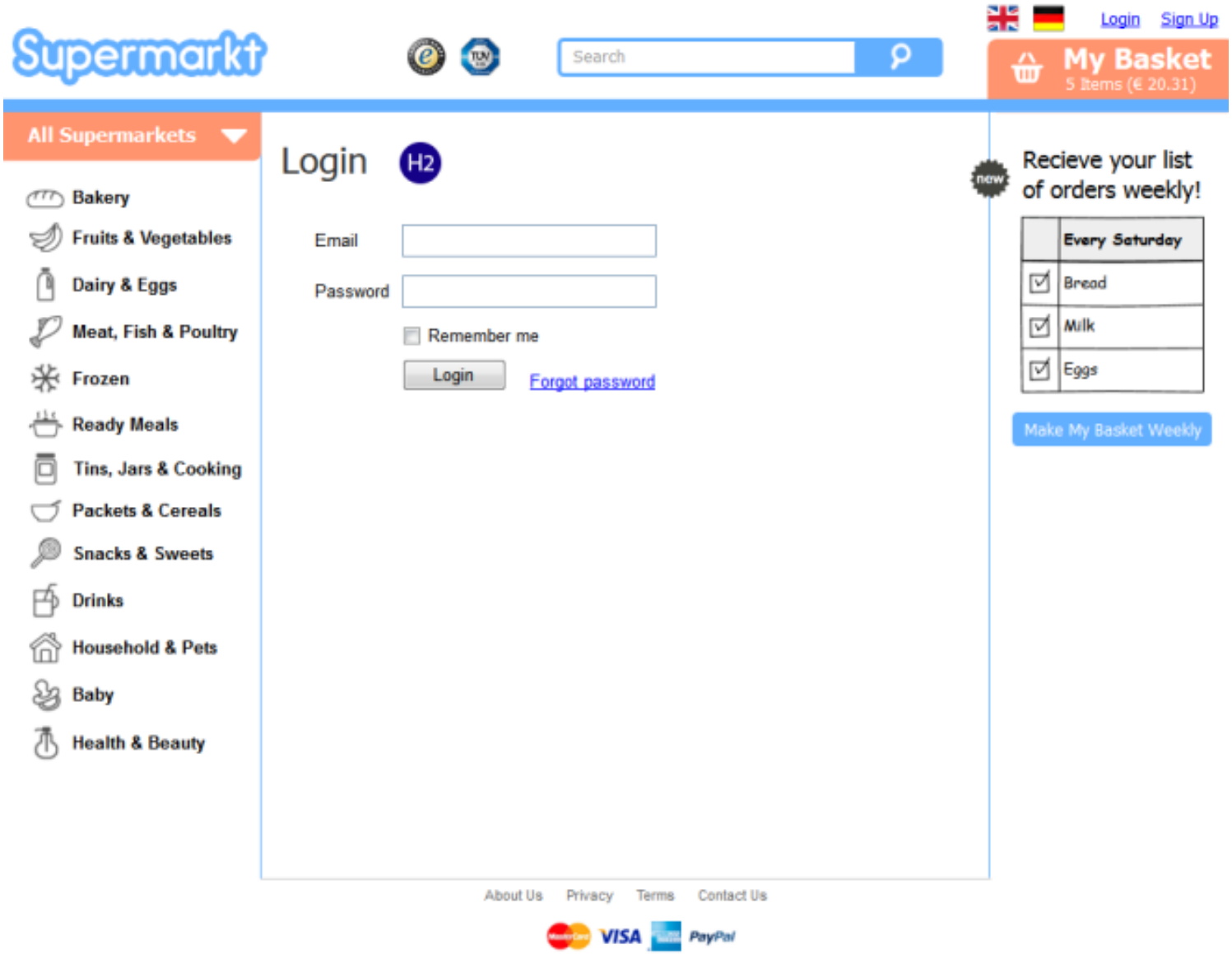
Ha Late login

- Users can search and add products to the basket without logging in
- Generates more traffic

Hb Storing username locally

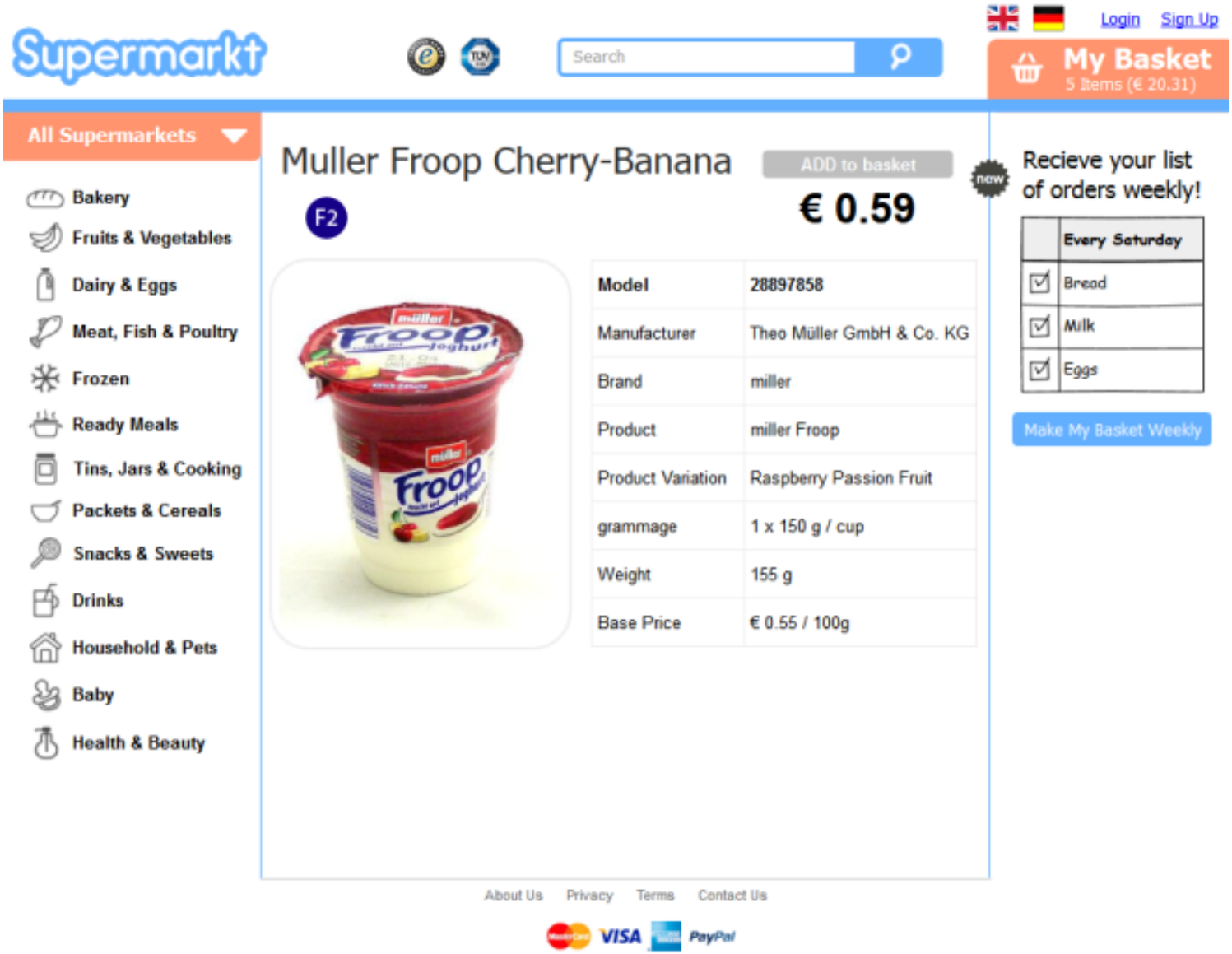
1. Helps users
2. Can be annoying to type in the username every time

H: Sign in / Mock-Up

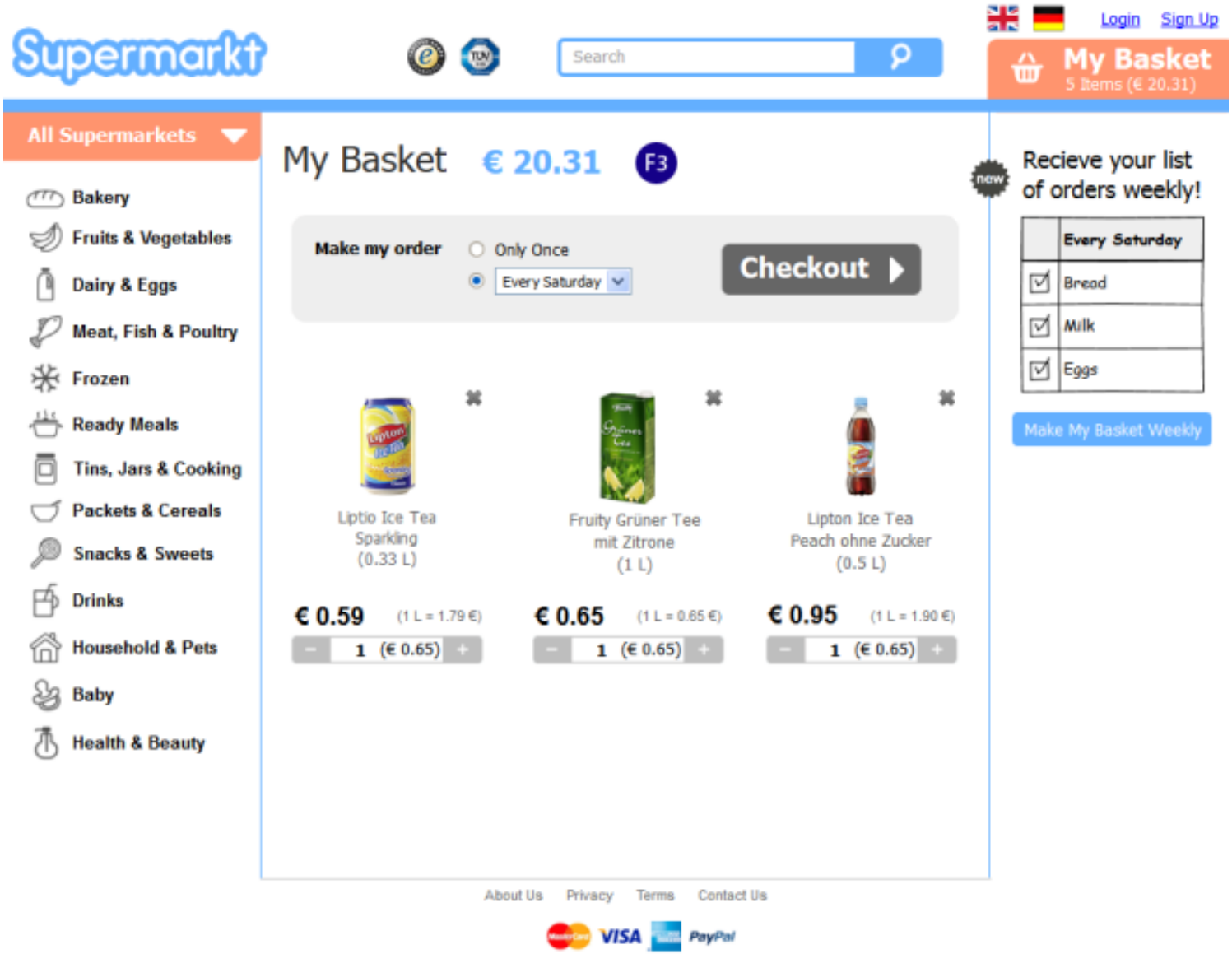


Four Additional Mock-ups

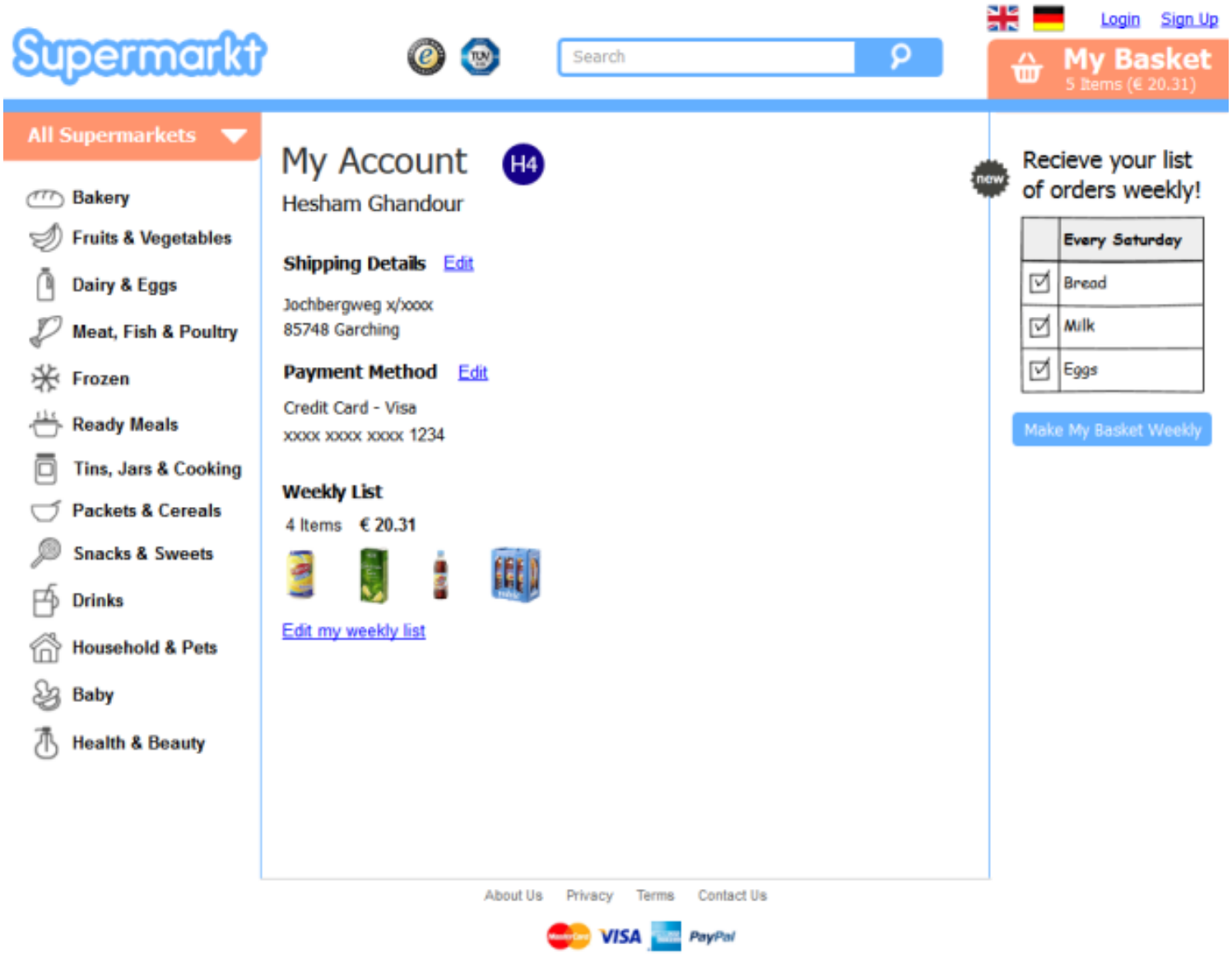
F2: Clean Product Details / Mock-Up



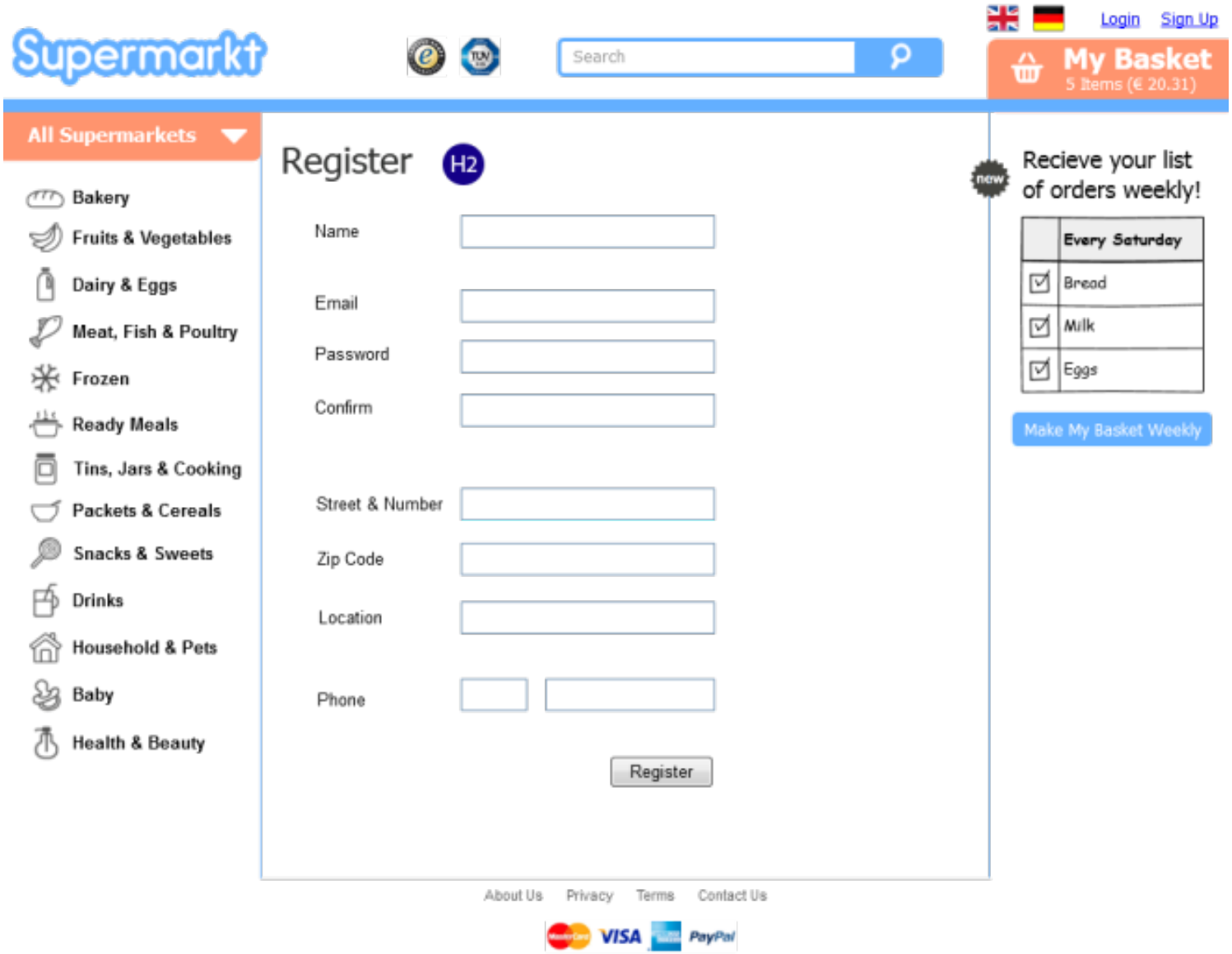
F3: Shopping Cart / Mock-Up



H4: Account Management / Mock-Up



H2: New Account (Register) / Mock-Up



Thank you for your attenation!