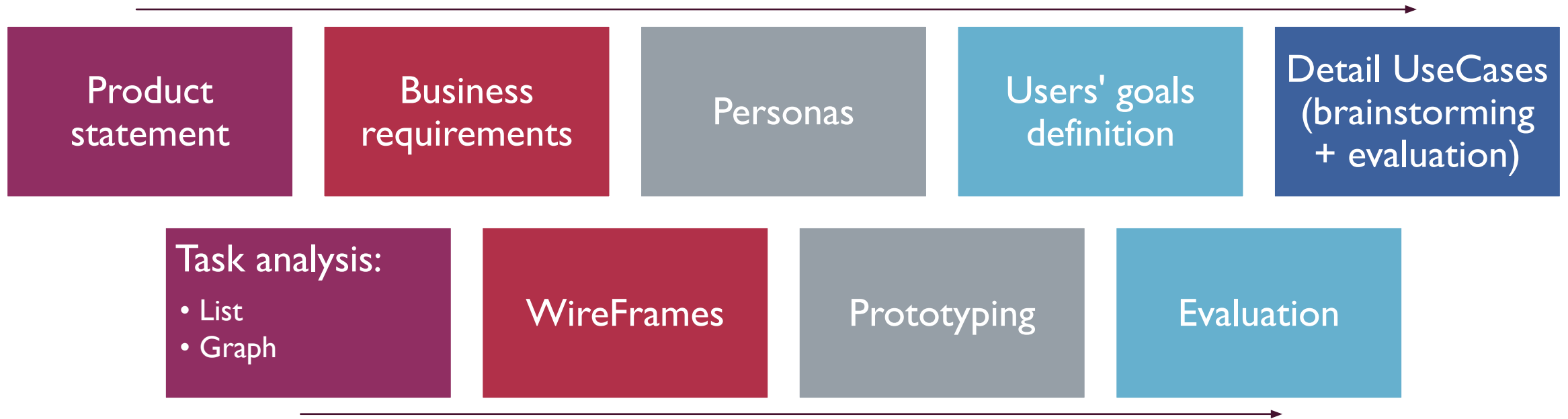# ONLINE FISHING SHOP

TEAM №5

Semester Work

DESIGN STEPS

MOTIVATION

UI SPECIFICATION GOAL IS TO CREATE AND DESIGN SHOP FOR FOCUSED ON SELLING FISHING GEAR, TACKLE, FISH BAIT, FISHING ESSENTIALS AND ETC., FOR PEOPLE VIA INTERNET

PRODUCT STATEMENT

Online store "FISH" offers people all around the Globe a wide range of selling equipment, tackle, bait, and everything you need for fishing. gear and clothes for travelling, hiking, camping and snowboarding with comfort, flexibility, quick purchase, and unique approach for each client.

BUSINESS REQUIREMENTS

Friendly user E-Shop interface

GOODS CATEGORIES

INSTANT FEEDBACK

Contactless payment by Credit or Debit Card

Shipping

Loyal program

Register and log

LIMITATIONS

We deal only with the E-Shop interface front end itself only

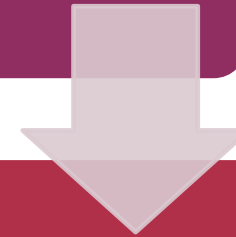We use already existing and trustworthy E-Shop templates

We suppose we use an existing social media for communication

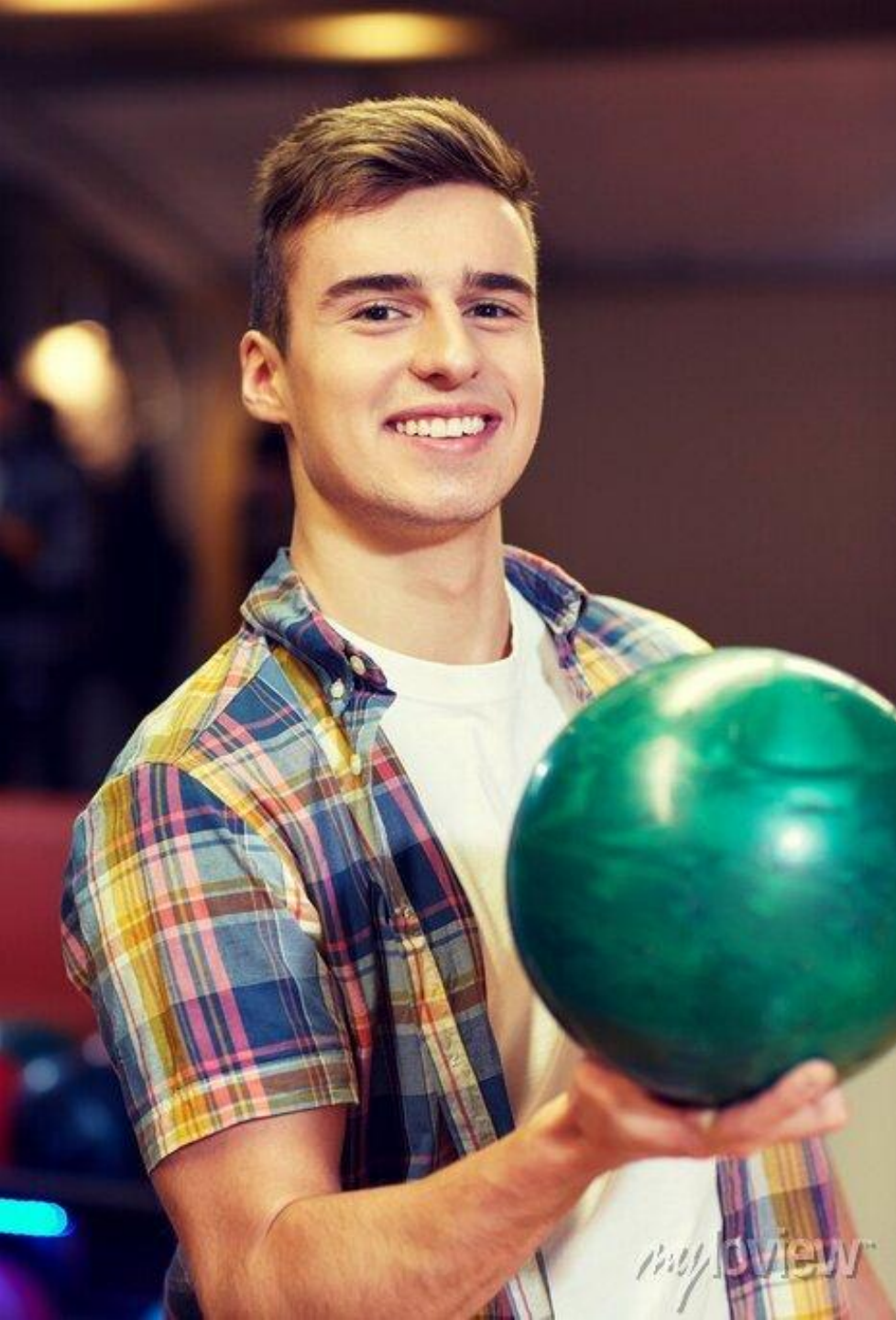Databases physically creates by manager hands

PERSONAS

We will define 3 persona types:

- (A) Mark Köster
- (B) Martina García
- (C) Jonathan Harris

Which will be modeling the final users.

Full Name: Mark Köster

Age – 22

Gender – Male, Homosexual

Martial status – Single

Hobbies – eating out, weightlifting, playing Futsal, drinking draft beer, watching live music

Location – Hamburg, Germany

Typical week –Mark is currently having a full-time internship for a large sports management company After a long day he goes back to his rented 2-bedroom appartement in Charlottenburg-Wilmersdorf, Hamburg that his sharing with old teammates from futsal, he takes dinner and try to relax on bed while checking if he got any matches notifications coming from the dating app.

During weekends in case Mark have no plans then he works as a bar tender at a high-end cocktail bar otherwise he go out with his Grandfather in order to improve his fishing skills with aid of his experienced grandfather that have been a captain of tuna fishing boat for more than 20 years

Short history –

Since 1st grade Mark was always one the bravest students, he rarely skipped a lesson and always passing to next grade with at least an A mark until he graduated with a 4.0 GPA in health sciences from HTW Hamburg. He can speak English, German and Spanish and travel often to countries where he can practice those languages and excel his linguistic skills.

Therefore, Mark now owes 20.000 EUR in student and private loans and want to be out of debt by 2024, to be engaged in 4years and to work in a university sports medicine department.

Name: Martina García

Age – 35

Gender – Female, Heterosexual

Martial status – Engaged

Hobbies – Vegan cooking , yoga, volunteering, reading motivational before sleep, Meditation, Online shopping

Location – Barcelona, Spain

Typical week – Martina wakes up at 6am, takes breakfast and goes work.

She works 40 hours a week in a 5-star hotel as superintendent, she's loved by everyone inside her work environment from colleagues to clients always happy to help and assist, very professional and a detail-oriented person. Her work require excellent Problem-solving skills and open-mindedness.

After work she usually meets with her friend Rebecca at a café nearby workplace and start talking about how her journey was. During weekends she loves to pass time by herself surrounded by a diversified nature especially freshwater habitat like Rivers, creeks, lakes, ponds, and streams, most of the while being there, Martina meets many fisherman's that whenever she start having a small conversation with them, they spontaneously keep giving her numerous fishing techniques and methods.

Short history – Martina graduated 2 years ago from the International School of Hospitality and Tourism management in Paris. Martina recently got engaged to her French boyfriend and plans to marry and pass her honeymoon in Bangkok, Thailand next winter.

She is an extrovert person that always have something to say, always smiling and a have very positive personality. She speaks Spanish, English and French and she really want to became a general manager within 4 years, sh's also renting a cheap small 1-bedroom apartment with her fiancé located at the third floor without an elevator since they're saving to buy a suburban home during the upcoming after her wedding and honeymoon. to purchase a suburban home after her wedding and honeymoon.

Persona C

Name: Jonathan Harris

Age – 32

Gender – Male , Heterosexual

Martial Status – Single
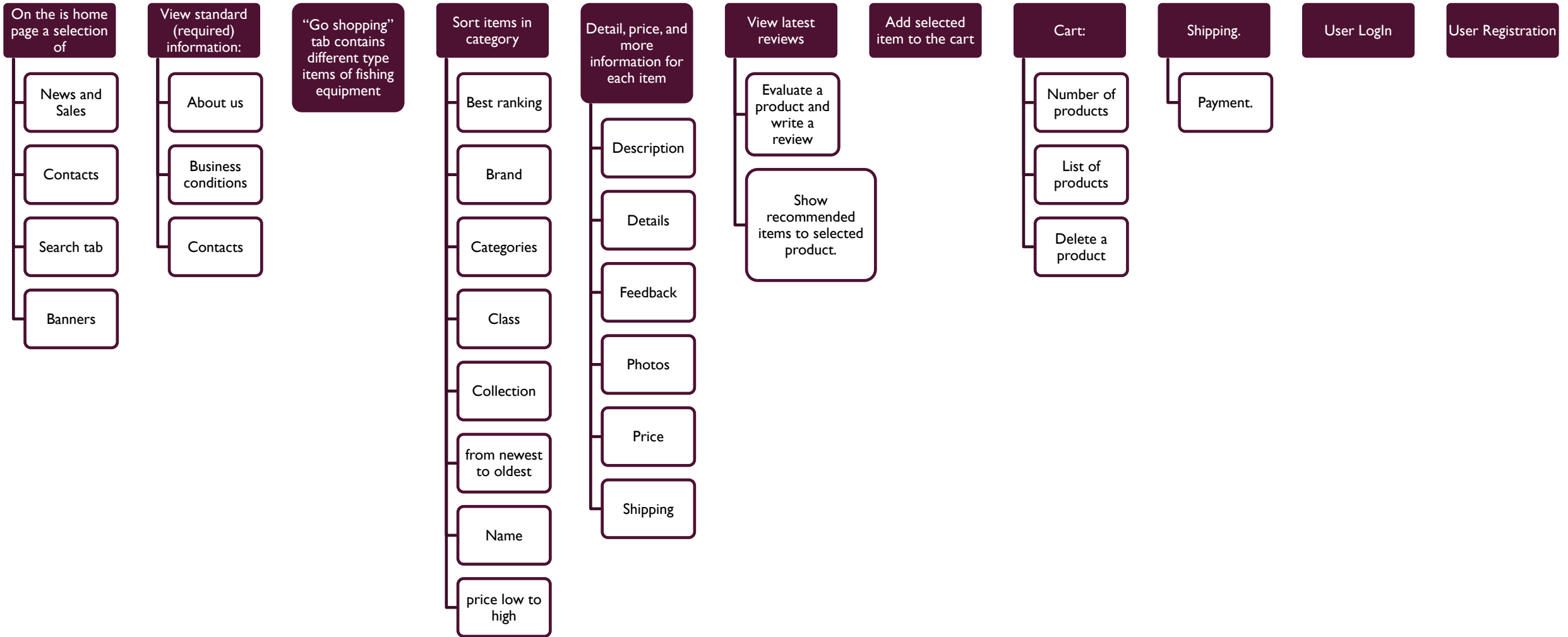
Location – St. Louis, Missouri, USA

Hobbies –meeting new people, sports betting, good food and drink, listing to sad violin music, reading Dostoevsky books

Typical week – Jonathan is an alcoholic men. He gets up as he pleases. He s always depressed and looking for someone to share his negative thoughts with. He's always lazy facing a lot of difficulties during his part time-job in a restaurant as a dish washer and the rest of the time he spent it with his creepy friends in bars drinking cheap alcoholic drinks. During weekends, Jonathan's childhood friend named Christoph keeps calling him in order to accept his invitation and do fishing together even that Christoph knows that he hates those kind of activities, but he insist with the hope that Jonathan will accept and slowly that will help him with his agonizing drinking habits.

Short history – Jonathan childhood was very hard due many disputes between his mother and father, Jonathan had to leave home and live in the street several months as he couldn't support all the verbal and physical violence of his father then his aunt once found him and took take care of him until he reached the age of 18 that's when he left her house.

The trauma of his childhood is still hunting him, the voices of his father yelling still can be heard before he go to sleep, he's always depressed he had been advised by his aunt to go through therapy, but he couldn't afford.

FISH STORE USER GOALS:

On the is home page a selection of
- News and Sales
- Contacts
- Search tab
- Banners

View standard (required) information:
- About us
- Business conditions
- Contacts

"Go shopping" tab contains different type items of fishing equipment

Sort items in category
- Best ranking
- Brand
- Categories
- Class
- Collection
- from newest to oldest
- Name
- price low to high

Detail, price, and more information for each item
- Description
- Details
- Feedback
- Photos
- Price
- Shipping

View latest reviews
- Evaluate a product and write a review
- Show recommended items to selected product.

Add selected item to the cart

Cart:
- Number of products
- List of products
- Delete a product

Shipping.
- Payment.

User LogIn

User Registration

LIST OF USECASES AND SCENARIOS ON HOME PAGE

01
News and Sales
(User Goal 1 a)

02
Advertising banners
(User Goal 1 b)

03
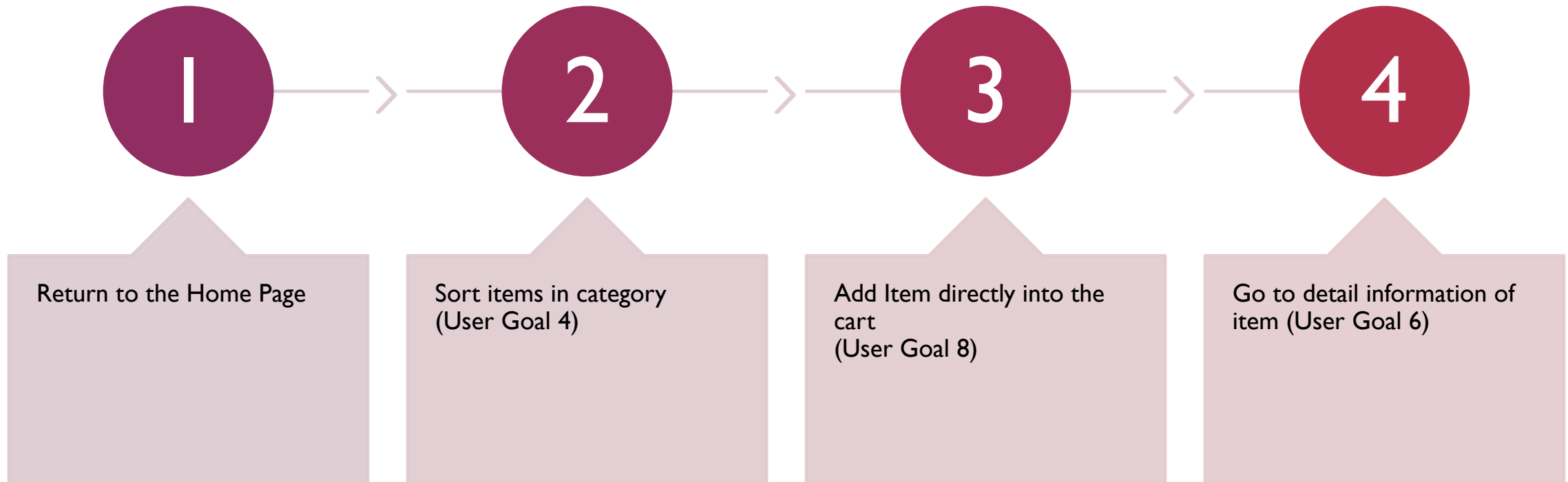View standard (required) information
(User Goal 2 a, b, c)

04
List items in "Go Shopping"
(User Goal 1 a)

05
User page
(User Goal 11 and 12)

GO SHOPPING PAGE USECASES AND SCENARIOS

1 Return to the Home Page

2 Sort items in category (User Goal 4)

3 Add Item directly into the cart (User Goal 8)

4 Go to detail information of item (User Goal 6)

LIST OF USECASES AND SCENARIOS ON USER PAGE

Return to the Home Page

Putting information about the user while registration (User Goal 12)

if the user wants to be registered

Used for long-term treatment

Checking information about the user after login (User Goal 11)

1

Return to the Home Page

2

Detail, price, and more information for each item (User Case 6)

a. Description
b. Details
c. Feedback
d. Photos
e. Price
f. Shipping

3

View latest reviews (User Case 7)

a. Evaluate a product and write a review
b. Show recommended items to selected product.

4

Add selected item to the cart (User case 8)

ITEM DETAIL PAGE USECASES AND SCENARIOS

CART PAGE USECASES AND SCENARIOS

Return to the Home Page

List products (User case 9a)

a. Number of products (User case 9ai)

Delete a product (User case 9b)

Payment and Shipping (User case 10)

NEWS AND SALES - USER GOAL 1 A

UseCase

On the Home Page the user expects:
To see our shop news and sales that understandable

The user expects banners with:

❖ News photo or image

❖ News name

❖ News short description

❖ Sale item photo or image

❖ Sale item name

❖ Sale item short description

After the news selection the user expects to be moved to news detail

Scenario

The system shows news panel at the center top of the screen
News panel consist of:

❖ Two rows with different news boxes with unique information

   ❖ First row has three news blocks about our own news and promo

   ❖ Second row has three news blocks about sales

❖ Description is highlighted

❖ If the user clicks on the highlighted description, the system shows the News detail page

ADVERTISING BANNERS - USER GOAL 1 B

UseCase

On the Home Page the user expects:
To see banners with advertising or promo that are colorful and big enough to catch attention and has information depending on the ordering organization

The user expects banners with:

❖ Product or service name
❖ Product or service description
❖ Contact details

After the advertising banners selection, the user expects to be moved to promo product or service detail

Scenario

The system shows promo banners at the right part of the screen.
Two blocks of information:

❖ First advertising banner is over second block

    ❖ Always contains information about the same product

    ❖ Costs more to advertise

❖ Second advertising banner is under first block

    ❖ Contains information about several products that replace each other over time

    ❖ Costs cheaper for advertising

❖ If the user clicks on the promo, the system shows the Promo detail page

VIEW STANDARD (REQUIRED) INFORMATION USER GOAL 2 A, B, C

UseCase

On the Home Page the user expects:
To see standard information about company and qualification

The user expects banners with information about:

- ❖ About us
- ❖ Business conditions
  - ❖ Definition of business conditions, rules of sending goods, return of goods, rules of complaint, information about warranty.
- ❖ Contacts
  - ❖ Contact information line (email, phone), name and surname of the contact person

Scenario

The system shows clickable labels for defined attributes in the bottom of the screen

- ❖ If the user clicks on the About US, the system shows the About US detail page
  - ❖ Short Description
  - ❖ Manager list
  - ❖ Awards
- ❖ If the user clicks on the Terms and Conditions, the system shows the Terms and Conditions detail page
- ❖ If the user clicks on the Contacts, the system shows the Contacts detail page

"GO SHOPPING" BUTTON LIST - USER GOAL 3

UseCase

On the Home Page the user expects:
Go to the page where all products are listed, where you can search or group things together

The user expects button that:

❖ Very noticeable

❖ User-friendly

After user push the button, the user expects to be moved to Products page

Scenario

The system shows "Go Shopping" button at the the screen shows "Go Shopping" button:

❖ Big

❖ Noticeable

POSSIBILITY TO SORT ITEMS IN THE CATEGORY – USER GOAL 4

UseCase

On the Item List Page the user expects:

Categorize Item by:
- ❖ Fish type
- ❖ Equipment type

Sort Item by:
- ❖ Price for one item
- ❖ Ranking

The user expects:
- ❖ ListBox
- ❖ Banners
  - ❖ Listing values if exists more than 10 values

Scenario

The system shows ListBox with at the top center of the screen

ListBox consist of with defined attributes :
- ❖ If the user selects Price, the system sorts the Items in Item List according their Price
- ❖ If the user selects Ranking the system sorts the Items in Items List according their Rank
- ❖ If the user selects Categorize Item by Fish type the system shows the Items in Items List That have special Tag
- ❖ If the user selects Categorize Item by Equipment type the system shows the Items in Items List That have special Tag

ADD ITEM DIRECTLY INTO THE CART
USER GOAL 8

UseCase

On the Item List Page the user expects: Ability to directly add an item to the cart

The user expects specific button to add:

❖ Selected item

❖ Quantity 1 piece

Scenario

The system shows the button with cart label in Item List Page on the screen

After pressing a button

❖ The item will be added to the shopping basket

❖ The User will be prompted to go to the shopping cart

GO TO DETAIL INFORMATION OF ITEM
USER GOAL 6

UseCase

On the Item List Page the user expects:
Ability to go to Item's detail page

The user expects specific button to open:

❖ Selected item detailed information

Scenario

The system shows the referencing in the names of objects using different

❖ Colors

❖ Underlining

❖ Response after hovering with the mouse

PUTTING INFORMATION ABOUT THE USER WHILE REGISTRATION - USER GOAL 12

UseCase

On the User Page the user expects:

Create an account to add personal information for long-term treatment

The user expects button:

- ❖ Registration
  - ❖ After click, the user moved to window with personal information details panel

After the finish the user expects to entrance into the User Section

Scenario

The system shows Registration button at the right top of the screen next to LogIn bar
Panel consist of:

- ❖ Labels and TextFields for **Personal:** name, surname, birth date (month, year),
- ❖ Labels and TextFields for **Personal info:** email, mobile
- ❖ Set or update password
  - ❖ By putting password and check it once again
- ❖ The Save button:
  - ❖ On click the system updates defined attributes

CHECKING INFORMATION ABOUT THE USER AFTER LOGIN - USER GOAL 11

UseCase

On the User Page the user expects:

Login into account to see personal information

The user expects panel where he can put:

- ❖ His phone number or E-mail
- ❖ Password

After the finish the user expects to entrance into the User Section

Scenario

The system shows LogIn bar at the right top of the screen next to Registration button

Element consist of:

- ❖ Label and TextField for username
- ❖ Label and Password field for password
- ❖ Button login that On Click follows into the UserSection page
  - ❖ If exception the system generates error message

DETAIL, PRICE, AND MORE INFORMATION FOR EACH ITEM - USER CASE 6

UseCase

On the Item Detail Page the user expects: Information about Item

The user expects information:

- ❖ Description
- ❖ Details
- ❖ Photos
- ❖ Price
- ❖ Shipping
- ❖ Feedback

Possibility to add new comments and rating

Possibility to add to cart

Scenario

The system shows Item information on the screen Element consist of:

- ❖ Photogrphy as icon
- ❖ Text bar with item's information
- ❖ Label with price
- ❖ Customers' ratings in the five-point scale
- ❖ Button to add to cart
  - ❖ After click, the user moved to Cart Page
- ❖ Button to open new sub-window for rate and comment:
  - ❖ Label and Text Field for putting Nickname
  - ❖ TextArea for the description
  - ❖ Five-point scale for rating
  - ❖ Button for adding the comment and rating

VIEW ITEM'S LATEST REVIEWS
USER GOAL 7

UseCase

On the Item Detail Page, the user expects:

To see Item's latest reviews

The user expects panel with:

- ❖ Date
- ❖ Reviewer name
- ❖ Rating
- ❖ Comment

Scenario

The system shows Element at the position of the screen Element consist of:

- ❖ Customers' ratings in the five-point scale
- ❖ Button to open new sub-window for rate and comment:
  - ❖ Label and Text Field for putting Nickname
  - ❖ TextArea for the description
  - ❖ Five-point scale for rating
  - ❖ Button for adding the discussion and rating
    - ❖ After login into account to see

ADD SELECTED ITEM TO THE CART - USER CASE 8

UseCase

On the Item Detail Page the user expects:
Ability to add an item in a selected quantity to the cart

The user expects specific buttons to add:

❖ First buttons with ability to select Quantity by adding one ore subtractштп one

❖ Button to add item to items to cart

Scenario

The system shows the buttons near the Item's details with cart label in Item Detail Page on the screen

The user will see three buttons and one label on the scree:

❖ Button1: add one to quantity of a selected product

❖ Button2: subtract one to quantity of a selected product

❖ Label: With selected quantity that changed by using button1 and button2

❖ Button 3:

  ❖ The item will be added to the shopping basket in selected quantity

  ❖ The User will be prompted to go to the shopping cart

LIST PRODUCTS - USER CASE 9A
NUMBER OF PRODUCTS - USER CASE 9AI

UseCase

On the Cart Page the user expects:

❖ Several banners with selected Items wit
  - ❖ Name
  - ❖ Quantity
  - ❖ Total Price for one item

The user expects:
- ❖ ListBox
- ❖ Banners
  - ❖ Listing values if exists more than 10 values

Scenario

The system shows Purchase button at the right top of the screen next to selected items' banners

Panel consist of:
- ❖ Labels and TextFields for item
- ❖ Labels and TextFields for Quantity

- ❖ Labels and TextFields for Total Price

- ❖ The Purchase button:
  - ❖ On click the system go to Shipping Page

DELETE A PRODUCT - USER CASE 9B

UseCase

On the Cart Page the user expects:
Ability to delete an item from the cart

The user expects specific button to delete:

❖ Selected item

❖ In any Quantity

Scenario

The system shows the button in selected Item Baner in cart Page on the screen

After pressing a button

❖ The item will be deleted from the shopping basket

❖ The Total price will be recounted

PAYMENT - USER CASE 10

UseCase

On the Cart Page the user expects ability to:

Make a payment
Credit or debit card data input as e-Shop we not accept cash only debit or credit cards.

The user expects button with:
❖   Pay by card
    ❖   After click, the user moved to sub-window with pay details

Scenario

The system opens sub-window

Element consist of:
❖   Label and TextField for debit card number
❖   Label and TextField for debit card owner name
❖   Label and Data field for card experience date
❖   Label and TextField field for SVC-Number
❖   Button login that On Click goes to payment procedure
❖   After pushing Button shipping sub window opens

SHIPPING - USER CASE 10

UseCase

After payment shipping sub window opens on which the user expects ability to:

Ability to manage delivery
Address data input as e-Shop we store work with logistic companies.

The user expects special places for adding address information:

- ❖ Street
- ❖ House number
- ❖ Apartment Number
- ❖ City
- ❖ Country
- ❖ Post Code

Scenario

The system opens sub-window

Element consist of:

- ❖ Label and TextField for Street
- ❖ Label and TextField for House number
- ❖ Label and TextField for Apartment Number
- ❖ Label and TextField for City
- ❖ Label and TextField for Country
- ❖ Label and TextField for Post Code

- ❖ Button that On Click saves procedure

RETURN TO THE HOME PAGE

UseCase

On the Go shopping Page, Item Detail Page, User Page, Cart Page the user expects:

Opportunity to get back to main page

The user expects:
- ❖ Button

After click, the user expect to be moved to Home Page

Scenario

The system shows button at the left top of the screen

Element consist of:
- ❖ Button
  - ❖ Text on the button "Go back to Home Page"
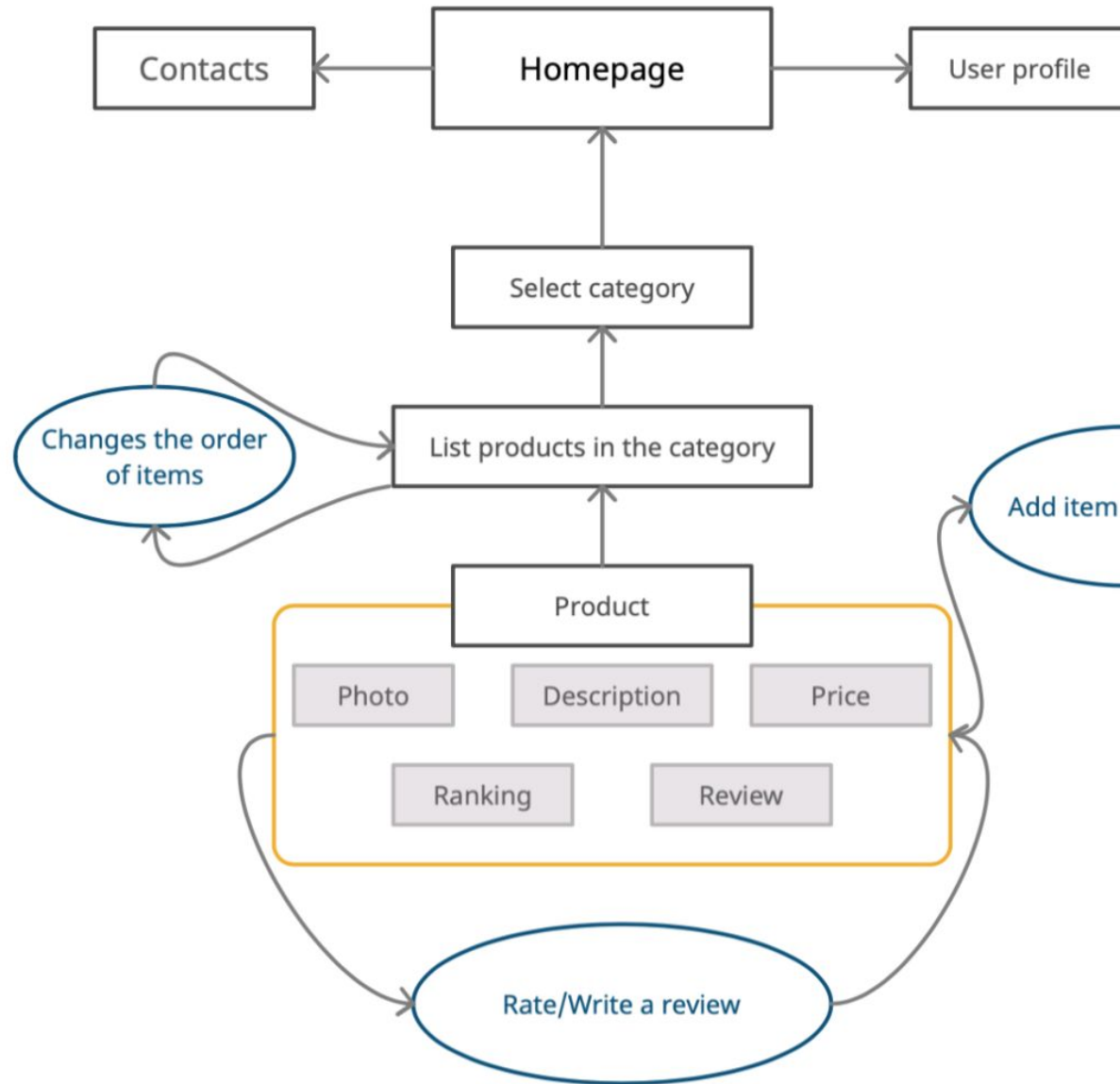 - ❖ After click, the user moved to Home Page

TASK GROUPS

View:

- Homepage
- List products in the category
- Show detail of a product:
  - View description of the product
  - View more photos of the product
  - View product discussion
  - View product ratings
- View the number of items at the cart and the total amount
- View items in the cart

User actions:

- Select a category
- Select a product Add the product into the cart
- Continue shopping or go to shopping basket Change the number of items in the basket
- Delete item from the basket
- Add a discussion
- Add a rating

TASK GRAPH