



SWITCHEROO

The College Student's Choice for Switching Used Books

Process Book

Michael Hilario

mike.hilario@gmail.com

<http://projetdeterminale.tumblr.com>

Table of Contents

I. Creative Brief.....	3
II. Competitive Analysis.....	7
III. Information Architecture.....	8
IV. Technology.....	9
V. Final Design Comps.....	10
VI. Appendix.....	16
A. Heuristic Evaluations.....	16
B. Content Outline.....	18
C. Assets List.....	19
D. Mood Boards.....	20
E. Alternate Designs.....	22
F. Bibliography and References.....	23

I. Creative Brief

Project name:

Switcheroo.com

Mission/Goals:

Switcheroo.com is a site that allows registered users to buy, sell, trade, and swap textbooks. Its aim is to provide an interactive, user-friendly textbook commerce site for students and to create a source of revenue for the site's shareholders and vendors.

Target audience:

Primary Users:

Consumers: Students 18 years old and up in need of textbooks. Teachers that need textbooks.
Schools that need textbooks.

Vendors: Businesses that sell or promote textbooks on the site

Secondary Users:

Investors: Shareholders or potential shareholders of the site

Job Hunters: People looking for career opportunities with the site company

Random Users:

Researchers: anyone looking up information on a particular textbook

I. Creative Brief

Features:

Multi-user login system

- o Allows for administrative backend and registered user backend
- o Priority: High

Private messaging system

- o Allows registered users to communicate with each other through simple text system
- o Priority: Low, It could be phased in over time.

Main Site Blog

- o Allows for latest news or products to be posted on the main screen by administrator
- o Priority: Medium

Contact Form

- o Allows registered users to contact authorities of the site
- o Priority: Low, but shouldn't be a problem since it's easy to implement

Shopping Cart

- o Allows registered users to purchase items and choose mode of shipping
- o Priority: High

Item cataloging system

- o Allows registered users to add items for sale, trade, or swap to their profile
- o Priority: High

Wish List system

- o Allows registered users to list items they are looking for
- o Priority: Low

I. Creative Brief

Swapping System

- o Allows registers users to confirm or deny requests for swap.
- o E-mail notification sent to members.
- o Priority: High

Search Engine

- o Allows visitors to search the site and items.
- o Priority: High

Design Strategy:

1. Perception / Tone:

Innovative, eco-friendly and organized / Refreshing

2. Communication strategy:

To communicate innovation, the site overall design will implement simple fluid animations. For example, the navigation will include popout menus. Certain sections of the site could be hidden with the click of a button creating a customizable user interface. Organization will be key in the site. For example, catalogued item descriptions and images will be displayed using proper hierarchy. Good organization will make it easier for users to find what they are looking for. To promote the site's commitment to eco-friendliness, gritty earth tones such as maroon and sandy yellow will be implemented in the design of the site. The site will have an organic look to it.

The task of purchasing textbooks is often perceived as a daunting task. No one likes shelling out loads of cash for textbooks that he or she will only need for a short period of time. Going to the campus bookstore can be especially hectic. The site will aim to make textbook buying, trading, or swapping a refreshing experience. To make it a better or refreshing experience for users, the site will use bright inviting colors and the site will be user-friendly, have fast response times, and will have different modes of shipping for their convenience.

I. Creative Brief

3. Competitive positioning:

The site's focus on only textbooks is what makes it stand out from the competition. Other bookswapping sites swap other items besides textbooks such as CD's, DVD's, and paperback novels. The site is geared towards what students want and what students need. The site also allows for localization of book commerce. A college can have its own exclusive swapping section. Only users that go to that particular college (with special [college].edu address) can access that section of the site. The site will be "The Facebook of Bookswapping Sites."

Marketing Plan:

To market the site, it would be ideal to post advertisements and flyers at local colleges and universities. Advertisements on sites that college students frequent such as popular sites like CollegeHumor.com have great potential to bring in site traffic. Viral video ads can also boost interest in the site. Joint promotions with eco-friendly organizations such as Treehuggers of America or Green Earth Foundation could promote our dedication to saving the environment. From a technical standpoint, search engine optimization could ensure that the site is in the top search results in search engines such as Google, Bing, and Yahoo. Interaction with social networking sites such as Twitter and Facebook can spread awareness of the site.

II. Competitive Analysis

Competitors Evaluated:

1. PaperbackSwap.com (P)
2. SwapSimple.com (S)
3. BookMooch.com (B)

Methodology:

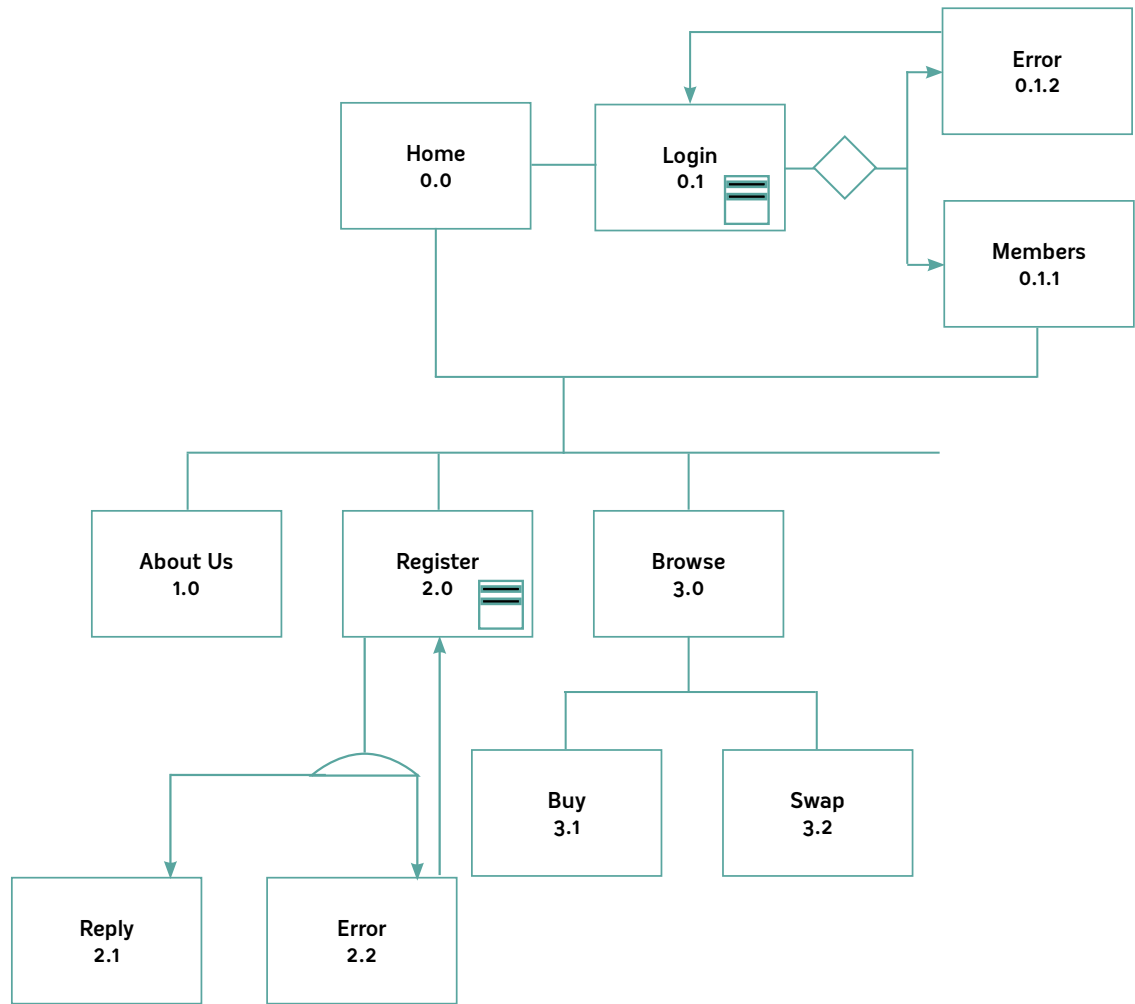
Using a rubric or a heuristic, the three listed sites above were scored using a numeric scale from 1-5 for each category in the rubric. 1 or poor is the lowest score while 5 or outstanding is the highest score a site can receive for that particular category. Such categories like performance (i.e. load speed), readability (i.e. good font size), and features (i.e. registration) were taken into account. Also various important notes such as likes or dislikes were taken while sites were tested.

Findings:

From analyzing the competing sites, one can see that the home page and overall design is an important factor in getting users to join a bookswapping site. It's important to let the users know immediately what the site is about. A cluttered design like Paperbackswap's can deter visitors from joining. On the other hand, BookMooch.com has a very direct explanation of how their site works. Switcheroo.com will implement a home page similar, but better. Social networking site integration is useful in spreading word about a site so Switcheroo will incorporate sites like Facebook and Twitter into the design. Books should be easy to browse and find on a site. Advanced search features are a must. All the sites that were analyzed included all types of books. Switcheroo will include only textbooks so it can be the number one place to swap textbooks online. A blog like SwapSimple's will be incorporated into the BookReach site, but it will follow the same design of the other pages.

III. Information Architecture

Navigation Map/Process Flow



Legend: Form 

IV. Technologies

Technology Briefing

The site will incorporate XHTML, CSS, jQuery and PHP with MySQL database connection. Since users will need to be able to create user profiles/accounts and create posts for books to be sold, bought, traded or swapped, PHP with MySQL database connection would be perfect for controlling and containing this user-generated information. For example, PHP will be used to verify if a swap has been locked and approved by both parties before a transaction takes place.

A tutorial video explaining how the site works will be made using Adobe Premiere Pro and AfterEffects. This video will be embedded onto the site using a Flash player.

In addition to creating the design of the site with XHTML and CSS, jQuery will be implemented to add some interactive functionality of the site. Users will be able to hide portions or sections of the site using a hide code. Users will be able to customize look and feel of the site. To implement a slideshow carousel of featured items on the site, jQuery will be used to code that as well.

V. Final Design Comps

Home

SWITCHEROO
The College Student's Choice for Switching Used Books

HOME ABOUT US SWAP REGISTER

Search

Search by: Keyword

How It Works

Step 1: Register
Step 2: Add used textbooks that you're willing to share with other registered users to the catalog.
Step 3: Get switch books by sending requested items from your catalog (you pay for shipping costs).
Step 4: Use earned switch books to receive used textbooks from the catalog. ABSOLUTELY FREE!
Step 5: Repeat steps 2-4 in any order.

Eco-Friendly

Switcheroo has gone green! In addition to recycling and reusing used textbooks, we have converted our office to a paperless office. This means we use no paper and store all correspondence and communications on our servers. Support from our sponsors and users such as you help us to build and maintain these services. Thank you and stay green!

News

OHAND CHIMING! Welcome to Switcheroo! We are "The College Student's Choice for Switching Textbooks." We're proud to finally open our site to the public. Register and become a member of Switcheroo. Membership is free! So what are you waiting for? Register now!
-The Switcheroo Team

Featured Textbooks

Item ID: 10
ISBN: 1341234
Title: ewfew
Edition: wefwe
Author: wefwe
Subject: qwefwe
Posted by: mikehilario

Item ID: 9
ISBN: 13242134
Title: 234
Edition: dv
Author: etv
Subject: rewe
Posted by: mikehilario

Login

Username:
Password:

Not Registered?

Register

Register now to receive membership exclusive like:

- * Receive monthly newsletter filled chockful of information of what's going on in the Switcheroo camp.
- * Gain access to our vast catalog of used textbooks provided by users such as yourself!
- * Share your used textbooks with other registered members.
- * Feel like you're doing your part for the environment by recycling and reusing old textbooks instead of throwing them away.

HOME ABOUT US SWAP REGISTER

V. Final Design Comps

About Us

SWITCHEROO
The College Student's Choice for Switching Used Books

HOME ABOUT US SWAP REGISTER

Search

Search By:

How It Works

Step 1: Register

Step 2: Add used textbooks that you're willing to share with other registered users to the catalog.

Step 3: Earn switch bucks by sending requested items from your catalog (You pay for shipping costs).


Step 4: Use earned switch bucks to receive used textbooks from the catalog **ABSOLUTELY FREE!**

Step 5: Repeat steps 2-4 in any order.

About Us

Switcheroo is an online community in which college students can trade used textbooks. All of the textbooks on our site are added by college students such as yourself. Trading textbooks on the site is **absolutely free**. All that we ask is for you to pay the cost of shipping when sending to another registered member. Registration is also free! So what are you waiting for? **Register now!**

Contact Us



Switcheroo Office
2908 Roothoon Way
Charlottesville, VA 22903
E-mail: webmaster@switcheroo.com
Phone: 123-456-7891

Login

Username:

Password:

Not Registered?

Register

Register now to receive membership exclusives like:

- * Receive monthly newsletter filled chockful of information of what's going on in the Switcheroo camp.
- * Gain access to our vast catalog of used textbooks provided by users such as yourself!
- * Share your used textbooks with other registered members.
- * Feel like you're doing your part for the environment by recycling and reusing old textbooks instead of throwing them away.

HOME ABOUT US SWAP REGISTER

V. Final Design Comps

Register

HOME ABOUT US SWAP REGISTER

Search

Search By: Keyword

Go

How It Works

Step 1: Register

Step 2: Add used textbooks that you're willing to share with other registered users to the catalog.

Step 3: Earn switch bucks by sending requested items from your catalog (You pay for shipping costs).

Step 4: Use earned switch bucks to receive used textbooks from the catalog **ABSOLUTELY FREE!**

Step 5: Repeat steps 2-4 in any order.

Register

Username:

Password:

Verify Password:

E-mail:

Street:

Apt:

City:

State:

Zip:

50160 Retype Image on the left

register

Login

Username:

Password:

Login

Not Registered?

Register

Register now to receive membership exclusives like:

- * Receive monthly newsletter filled chockful of information of what's going on in the Switcheroo camp.
- * Gain access to our vast catalog of used textbooks provided by users such as yourself!
- * Share your used textbooks with other registered members
- * Feel like you're **doing your part for the environment** by recycling and reusing old textbooks instead of throwing them away.

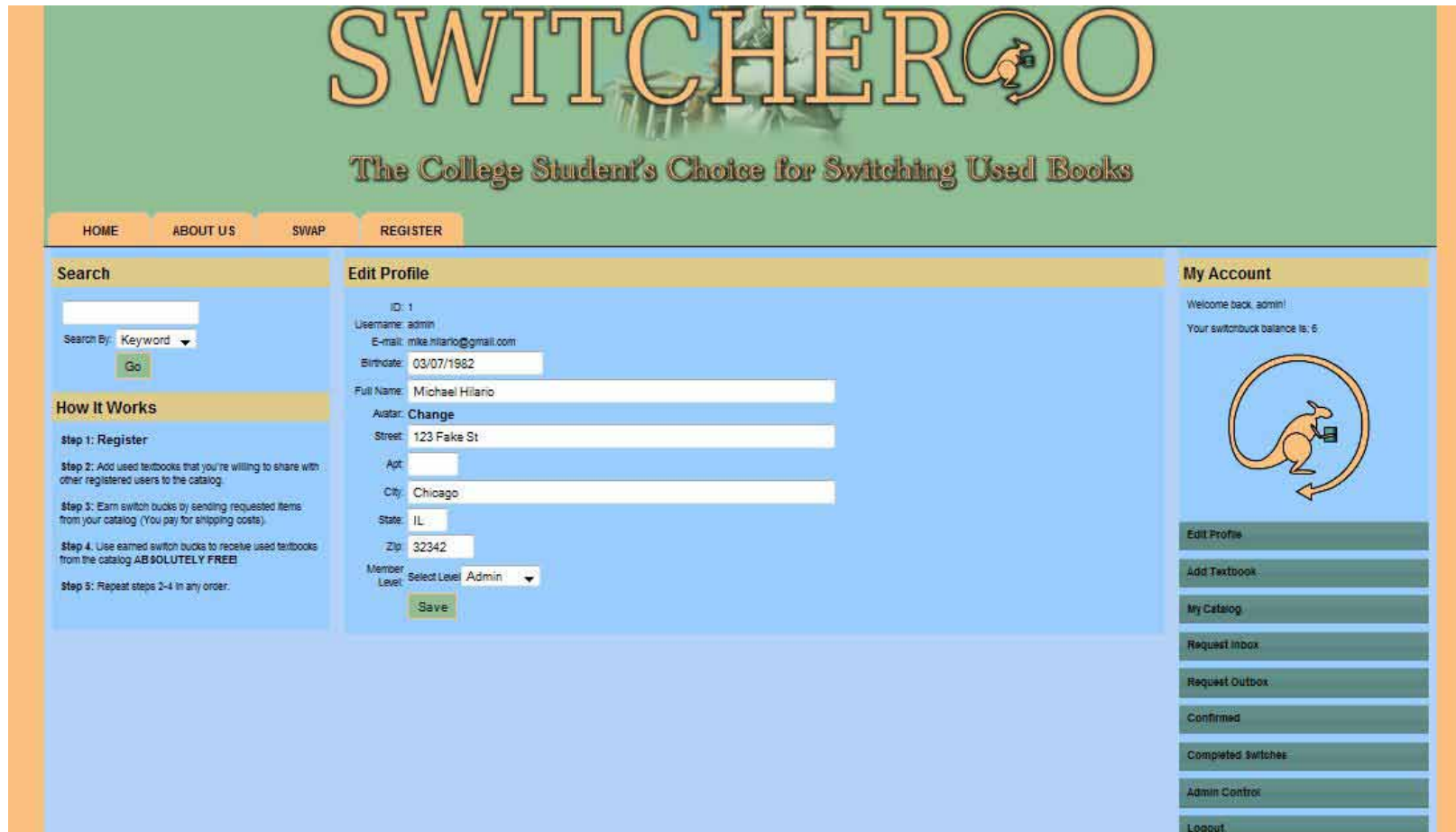
Membership Exclusive!



HOME ABOUT US SWAP REGISTER

V. Final Design Comps

Members - Profile



V. Final Design Comps

Administration

The College Student's Choice for Switching Used Books

HOME ABOUT US SWAP REGISTER

Search

Search By: Keyword
Go

How It Works

Step 1: Register

Step 2: Add used textbooks that you're willing to share with other registered users to the catalog.

Step 3: Earn switch bucks by sending requested items from your catalog (You pay for shipping costs).

Step 4: Use earned switch bucks to receive used textbooks from the catalog **ABSOLUTELY FREE!**

Step 5: Repeat steps 2-4 in any order.

Admin Membership Controls

Profile ID#: 9
Username: holly
Full Name:
Date of Birth:
Edit

Profile ID#: 8
Username: testing
Full Name: kangaroo
Date of Birth: 02/09/1982
Edit

Profile ID#: 4
Username: mikehilario
Full Name: Michael H
Date of Birth: 03/07/1982

My Account

Welcome back, admin!
Your switchback balance is: 6

Edit Profile
Add Textbook
My Catalog
Request Inbox
Request Outbox
Confirmed
Completed Switches
Admin Control
Logout

V. Final Design Comps

Members - Add Text

The College Student's Choice for Switching Used Books

HOME ABOUT US SWAP REGISTER

Search

Search By: Keyword
Go

How It Works

Step 1: Register

Step 2: Add used textbooks that you're willing to share with other registered users to the catalog.

Step 3: Earn switch bucks by sending requested items from your catalog (You pay for shipping costs).

Step 4: Use earned switch bucks to receive used textbooks from the catalog **ABSOLUTELY FREE!**

Step 5: Repeat steps 2-4 in any order.

Admin Membership Controls

Profile ID#: 9
Username: holly
Full Name:
Date of Birth:
Edit

Profile ID#: 8
Username: testing
Full Name: kangaroo
Date of Birth: 02/09/1982
Edit

Profile ID#: 4
Username: mikehilario
Full Name: Michael H
Date of Birth: 03/07/1982

My Account

Welcome back, admin!
Your switchback balance is: 6

Edit Profile
Add Textbook
My Catalog
Request Inbox
Request Outbox
Confirmed
Completed Switches
Admin Control
Logout

VI. Appendix

A. Heuristic Evaluations

Rubric:

Rating scale - 1 = poor 2 = bad 3 = fair 4 = good 5 = outstanding

P = Paperbackswap.com S = SwapSimple.com B = BookMooch.com

	P	S	B
Home Page			
Informative & puts visitor in context immediately	4	3	5
Loads in less than 10 seconds	5	5	5
Does not feature a useless splash page with multimedia	5	5	5
Navigation			
The global navigation is consistent	5	4	5
Large sections have local navigation	5	4	5
Labels & Links			
Labels on section headers are easy to understand	5	4	5
Links are easy to distinguish from each other	5	4	5
Links are not ambiguous or uninformative	5	4	5
Information Architecture			
Content organization is intuitive & easy to understand	4	4	5
Content matches mission of book community and needs of audience	4	4	3
There should be a good mix of in-depth material vs superficial content	4	4	4

VI. Appendix

A. Heuristic Evaluations

	P	S	B
Readability			
Fonts are easy to read	4	4	5
Text line lengths are reasonable	4	4	5
Site is easy to scan, with chunked info, no solid blocks of text	4	3	4
Search			
Search engine is easy to use	5	3	5
Search engine has basic and advanced functions	5	2	5
Search results is organized and easy to understand	4	2	5
Search results gives relevance weightings or provide context	4	2	5
Search results displays search terms used	5	5	5
Features			
Site has multitude of shipping options	3	1	1
Site can calculate shipping costs	4	N/A	4
Site has easy-to-follow tutorials for features	5	5	4
Site has simple/quick registration	5	5	5
Reasonable shipping cost	5	5	5
Simple book inventory setup	5	5	5
Simple book wishlist creation	5	5	5
Site integrates social networks (i.e. facebook, twitter, myspace)	4	5	1
Site has user friendly personal messaging system	5	4	2
Performance			
Pages load quickly	5	5	5
Graphics and applications load quickly	5	5	5

VI. Appendix

B. Content Outline

Page ID	Page Title	Content	Type	Status
0.0	Home	Welcome to Switcheroo, a student's #1 site to swap textbooks and only textbooks.	Copy	Draft
0.1	Login	Please enter your username and password.	Copy	Done
0.1.1	Members	Welcome, <Member Name>	Copy	Done
0.1.1.1	Profile	Username, First Name, Last Name, Member Since, etc.	Copy	Draft
0.1.1.2	Profile Picture	Upload a profile picture.	Copy	Draft
0.1.1.3	Add Books	Post textbooks you have available for sale or swap.	Copy	Draft
0.1.1.4	Create Wishlist	Create a list of books that you want.	Copy	Draft
0.1.2	Failed Login	Username/Password is incorrect. Please try again.	Copy	Draft
0.2	How It Works	You successfully send one textbook, you receive a credit to receive a textbook for free.	Copy	Draft
0.3	Featured Items	Check out the new books that our users have posted.	Copy	Draft
0.4	Blog	<varies>	Copy	Draft
0.5	Search	Enter Keyword, Title, ISBN	Copy	Done
1.0	About Us	Switcheroo is the #1 online marketplace for student textbooks. We strive...	Copy	Draft
1.1	Staff	Meet the staff that makes this site possible.	Copy	Draft
1.1.1	Founder - Michael	Michael created this site...	Copy	Draft
1.1.2	Editor - Holly	Holly has been a valued...	Copy	Draft
1.1.3	Webmaster - Mike	Mike is our coding genius...	Copy	Draft
2.0	Register	To become a member, please register using the form below.	Copy	Draft
3.0	Marketplace	Buy or trade books in the marketplace.	Copy	Draft
3.1	Buy	Check out the catalog of books available for purchase.	Copy	Draft
3.2	Swap	Check out our catalog of books available for swap.	Copy	Draft
4.0	Contact	Phone Number(s), E-mail(s)	Copy	Draft
4.1	Contact Form	Title, Name, Subject, Comment/Suggestion, Send	Copy	Draft
4.2	Mailing/Office Address	<Looking for location>	Copy	Draft









VI. Appendix

C. Assets List

Page ID	Page Title	Asset Name	Description	Status	Location
0.0	Home	banner.png	Banner image for every page	Under construction	images/
0.0	Home	bg.png	Background image for every page	Under construction	images/
0.0	How It Works	howto.swf	Video that shows how to swap books	Storyboarding	video/
0.0	Home	button.png	Navigation button images	Under construction	images/
0.1.1.2	Profile Picture	<user>pic.png	<generated by user>	Under construction	images/
0.1.1.3	Addbooks	addicon.png	Add Books button icon	Under construction	images/
0.1.1.4	Create Wishlist	wishicon.png	Add Books to Wishlist icon	Under construction	images/
0.1.2	Failed Login	fail.png	Exclamation point image	Under construction	images/
0.3	Featured Items	item1.png	Featured Item Image	Under construction	images/
1.0	About Us	office.png	Image of our office location	Under construction	images/
1.1.1	Founder-Michael	mikepic.png	Image of founder	Under construction	images/
1.1.2	Editor - Holly	hollypic.png	Image of editor	Under construction	images/
1.1.3	Webmaster-Mike	webpic.png	Image of webmaster	Under construction	images/
3.1	Buy	cart.png	Shopping cart button icon	Under construction	images/
3.2	Swap	swap.png	Confirm swap button icon	Under construction	images/
4.2	Mailing/Office Address	map.png	Map of company location	Under construction	images/

VI. Appendix

D. Mood Boards








Project Title: Switcheroo.com	Version: 1	Project Title: Switcheroo.com	Version: 2
<p>Sample Color Palette</p>  <p>Sample Patterns & Textures</p>  <p>Sample Photography & Illustrations</p> 	<p>Designer Notes:</p> <p>Switcheroo is going to include earthy tones to reflect ecofriendliness of the company and the site.</p> <p>The kangaroo is the inspiration for some of the colors.</p> <p>Other Elements / Sample Styles</p> 	<p>Sample Color Palette</p>  <p>Sample Patterns & Textures</p>  <p>Sample Photography & Illustrations</p> 	<p>Designer Notes:</p> <p>Switcheroo is going to include red colors to reflect speed of trade and swapping on the site.</p> <p>Some earth tones are mixed in with the red to reflect the ecofriendliness of the site.</p> <p>Metallic glossy elements will be added to reflect innovation of the site.</p> <p>Other Elements / Sample Styles</p> 
<p>Sample Typography</p> <p>THIS IS A HEADER SAMPLE <small>Font: Bitstream Vera</small></p> <p>This Is A Sub Header Sample <small>Font: Bitstream Vera</small></p> <p>This Is An Alternate Header Sample <small>Font: Bitstream Vera</small></p> <p>Page content text sample. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse in massa id augue sodales tincidunt. Curabitur vitae enim aliquet tellus pulvinar suscipit. Vivamus ut erat laoreet pede luctus iaculis. In egestas orci nec diam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Quisque quis neque. Phasellus adipiscing rhoncus magna. Sed nisi elit, pretium ut, ultricies ac, fermentum id, purus. Aenean pretium libero ac quam. Ut risus metus, dictum nec, imperdiet vitae, malesuada at, ligula.</p> <p><small>Font: Arial Rounded MT Bold</small></p>		<p>Sample Typography</p> <p>THIS IS A HEADER SAMPLE <small>Font: Oosania</small></p> <p>This is A Subheader Sample <small>Font: Oosania</small></p> <p>This Is An Alternate Header Sample <small>Font: Oosania</small></p> <p>Page content text sample. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse in massa id augue sodales tincidunt. Curabitur vitae enim aliquet tellus pulvinar suscipit. Vivamus ut erat laoreet pede luctus iaculis. In egestas orci nec diam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Quisque quis neque. Phasellus adipiscing rhoncus magna. Sed nisi elit, pretium ut, ultricies ac, fermentum id, purus. Aenean pretium libero ac quam. Ut risus metus, dictum nec, imperdiet vitae, malesuada at, ligula.</p> <p><small>Font: Oosania</small></p>	

VI. Appendix





D. Mood Boards

Project Title: Switcheroo.com Version: 3




Sample Color Palette

						
#1D3D72	#3FB93F	#754003	#0E64B9	#43B749	#555544	#EEEEEE

Sample Patterns & Textures

			
---	---	---	---

Sample Photography & Illustrations

		
---	---	---

Sample Typography

This is a Header sample
Font: Harebara

This is A Sub Header Sample
Font: Harebara

This is An Alternate Header Sample
Font: Harebara

Page content text sample. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse in massa id augue sodales trincidunt. Curabitur vitae enim aliquet tellus pulvinar suscipit. Vivamus ut erat isoreet pede luctus laculis in egestas orci nec diam. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. **Quisque quis neque** Phasellus adipiscing rhoncus magna Sed nisi elit, pretium ut, ultricies ac, fermentum id, purus. Aenean pretium libero ac quam. Ut risus metus, dictum nec, imperdiet vitae, malesuada at, ligula.



Font: Harebara

Designer Notes:

Switcheroo is going to include earthy tones to reflect ecofriendliness of the company and the site.

The earth is the inspiration for a bunch of the colors.

Other Elements / Sample Styles

VI. Appendix

E. Alternate Designs

SWITCHEROO

The College Student's Choice for Textbook Swapping

Login +

[Home](#) [About](#) [Sign Up](#) [Browse](#) [Contact](#)

How It Works

For every textbook you successfully send to another (you pay for shipping and handling only), you receive a textbook of your choice for free.

What are you waiting for? Register and become a member of Switcheroo now!



What's New?

hide -

New Features added!

posted by Admin on Nov. 1, 2009

We added some new features to the site. We've added more payment options! Paypal, GoogleCheckout and Bing Checkout have been implemented into the site. Earn discounts from GoogleCheckout and Bing Checkout.

read more +

Archives

January (1)	July (5)
February (2)	August (2)
March (4)	September (9)
April (3)	October (7)
May (1)	November (10)
June (6)	December (3)

Featured Items

hide -



[Home](#) | [About](#) | [Sign Up](#) | [Browse](#) | [Contact](#)

VI. Appendix

F. Bibliography and References

All text has been written and edited by Michael Hilario.

All images except for Switcheroo logo are from GettyImages.com