GiftCompare

by
FIRST CLASS CONSTRUCTORS

Meet the Team

ESTERA

ROBERTA

LANIE

ALISHA

ANASTASIA

SANDRA

NAOMI

CRISTIANE

What is GiftCompare?

Meet Maria

MARIA SETHI

Age	30
Occupation	Pediatric Nurse
Income	Middle Class
Family	Husband, 2 kids, 2 sisters
Lifestyle	Busy balancing work and family responsibilities. Often feels overwhelmed by her busy schedule.
Personality	Kind-hearted and caring. Gifting is her love language.

User Type 1: Maria

NEEDS to find a birthday gift for her younger sister. Needs to find a gift that would be meaningful and within her budget

WANTS to find the best gift possible. Something thoughtful that her sister would enjoy.

LOVES gift giving and wants to take the time to ensure she selects the right one.

HATES having to manually browse and compare options and doesn't have a lot of time for in store shopping.

Meet Sam

|	
Age	30
Occupation	Engineer
Income	Middle Upper Class
Family	Girlfriend
Lifestyle	Busy balancing work. He is a manager at an Engineering company. Tech savvy and is very active.
Personality	Can be impatient and money driven. Likes making purchases that are value for money. Values time saving and efficiency.

SAM PARKER

User Type 2: Sam

NEEDS to find a birthday gift for his girlfriend.

WANTS to find a gift quickly, ensuring he is getting the most value for money while buying a meaningful gift.

LOVES giving meaningful gifts to his loved ones and making them smile.

HATES feeling overwhelmed with having too many store, product and shopping options. Doesn't want to disappoint the person he is buying the gift for.

What problems are we solving?
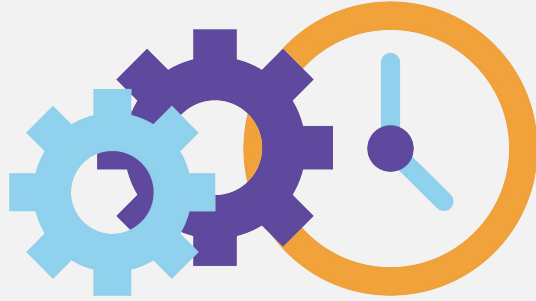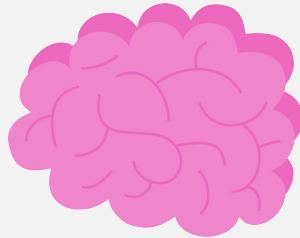
Lack of Organisation and Planning Tools

Time Consuming Gift Research

Difficulty Finding Suitable Gift Solutions

Difficulty Making Informed Decisions

GiftCompare

**Limited Access to Gift Options**

Our Vision

At **GiftCompare**, we're dedicated to simplifying the gift-buying experience for all, making every occasion a celebration filled with **JOY & CONNECTION**.

GiftCompare provides a **CONVENIENT & STREAMLINED** process to browsing and selecting gifts for happy occasions. You can browse through our extensive gift repository and compare items to select one that best suits you.
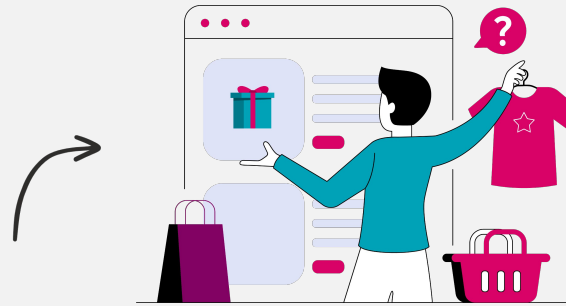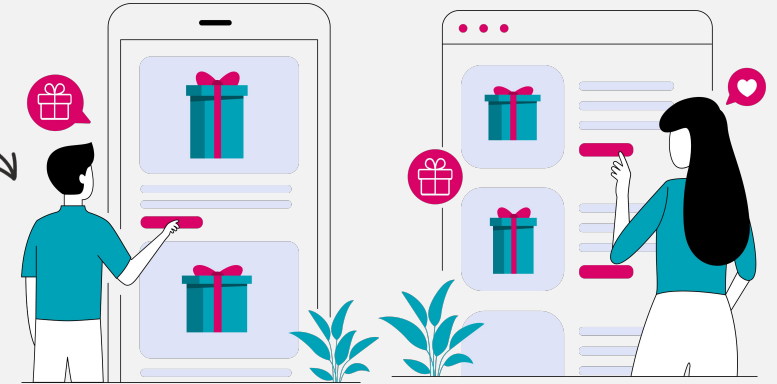
Creating GiftCompare

Sam & Maria – User Journey
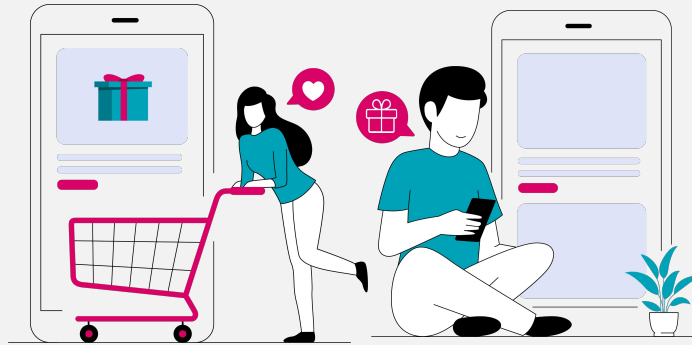
1. Browse: Maria and Sam browse Gift Compare.

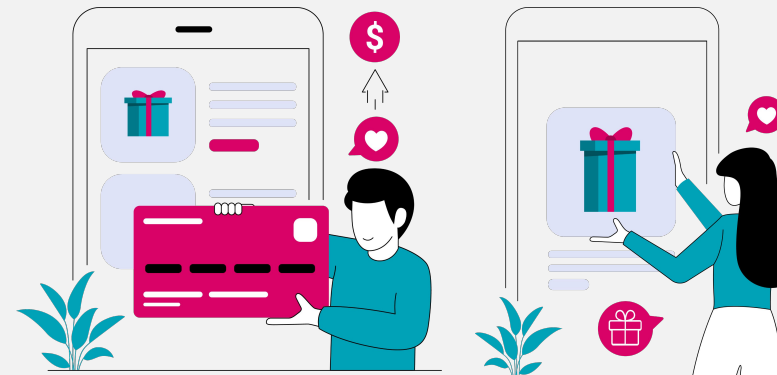**2. View:** Maria browses through the event categories to view gifts. Sam goes directly to one category and filters by price.

3. Compare: They compare gift choices and enjoy the ability to remove or add gifts.
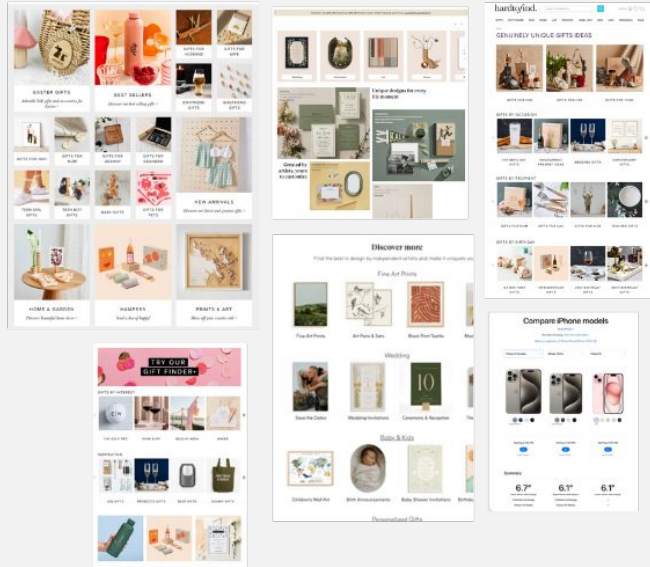
4. Decide: Maria and Sam make their decisions. They are amazed at how quickly they were able to get the perfect gift.

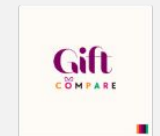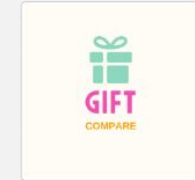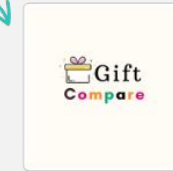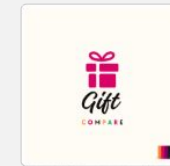**5. Give & Joy:** Happy moment! Their loved ones receive gifts, safe and sound!

UI Design Board

Design process

Fonts

A good gift makes every moment happy

3. Yeserva One & Montserrat

YESERVA ONE · PAIRED WITH MONTSERRAT

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Body Copy - Montserrat
Polished and inviting font perfect for gifting website.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnop
qrstuvwxyz

CHRISTMAS MUG
$10

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non risus. consectetur adipiscing elit. Sed non risus.

Lorem ipsum dolor sit amet,

EASTER GIFTS
Adorable kids gifts and accessories for Easter >

BEST SELLERS
Discover our best selling gifts >

FONTS

HEADINGS - Fredoka
Decorative fun font. It is friendly and inviting appearance.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmnopqr
stuvwxyz

Logo

Colour pallete

The Psychology of Colors

Accessibility

Contrast Checker
Home > Resources > Contrast Checker

Foreground
Hex Value
14000F

Background
Hex Value
43CCC5

Contrast Ratio
10.3:1

permalink

Normal Text
WCAG AA: Pass
WCAG AAA: Pass
The five boxing wizards jump quickly.

Large Text
WCAG AA: Pass
WCAG AAA: Pass
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: Pass
Text Input

Contrast Checker
Home > Resources > Contrast Checker

Foreground
Hex Value
14000F

Background
Hex Value
FEC3DE

Contrast Ratio
13.57:1

Normal Text
WCAG AA: Pass
The five boxing wizards jump quickly.

Large Text
WCAG AA: Pass
The five boxing wizards jump quickly.

Graphical Objects and User Interface Components
WCAG AA: Pass

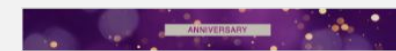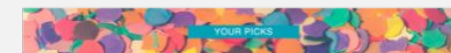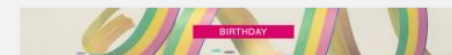**BUY ITEM HERE**

REMOVE

Banners

CHRISTMAS

BIRTHDAY

YOUR PICKS

ANNIVERSARY

Showcase

What's included in the MVP?

GIFTS

Browse gifts by events

Filter by price ranges

View gift details

View featured gifts

USERS

Create user accounts

Profile page

COMPARISON

Select and compare gifts

OTHER

Responsive design for most screen sizes

Accessible design

Gift COMPARE

Demo

1. Load website: https://giftcompare.netlify.app/

2. Browse all the Gifts -> best 3 gifts presented for each category -> From the Trending section, **add the Macaroons to the Compare list**

3. Click on the '**Birthday**' category -> Browse all the gifts

4. Too expensive -> filter by budget -> click on the '**Under $50**' budget category (only gifts in that price range are displayed)

5. Click on the '**ADD TO COMPARE LIST**' button on more gifts -> OK on pop up -> more gifts added to the Compare List (up tp 4)

6. Click on the '**gift box**' icon at the top of the NavBar - next to the Login link (your selected gifts are displayed in 'Your Picks' page)

7. Click on the '**REMOVE**' button of the item you no longer want -> click 'OK' on pop up

8. Click on the **image of the only gift left** -> Gift Details page displays

9. Click on the '**BUY ITEM HERE**' button of the chosen gift -> click 'OK' on the pop (merchant website loads) -> pretend to buy

9. Click on the back arrow to return to the Gift Compare website

10. Click on the '**Gift Compare logo'** to return to Homepage

1. Load website: https://giftcompare.netlify.app/

2. Click on the '**LOGIN**' link

3. Enter *username* (queen_estera) and *password* (Password5) and click on the **LOGIN** button

4. Click on the 'Persona' icon - next to the Login link -> User basic details are displayed

5. Click on the **Gift Compare logo** -> user on Homepage

6. Follow steps from 2 to 11 of previous 'Non-logged in user' script

1. Load website: https://giftcompare.netlify.app/

2. Click on the '**LOGIN**' link

3. Click on '**Sign Up Here**' link

4. Create your own details (don't need to be real ones but take note of username and pwd)

5. Click on the '**SIGN UP**' button

6. Enter *Username* and *Password* created above and click on **LOGIN** button

7. Follow steps from 2 to 11 for Non-logged in user' script

Future of GiftCompare

Product Roadmap - 2024

MARCH	APRIL	MAY	JUNE
	◆ MVP COMPLETE		◆ ALPHA COMPLETE

Dummy data

Real data loaded

Browse by event

Filter by price

Scale-up gift repository

Automated data ingestion from partner merchants

Featured section

Advanced price filtering

Comments and reviews enabled

Traffic measurement

Site-wide search

Side-by-side comparison

DB and API set up

Redirection to merchant

Share comparisons lists

DB and API set up

API changes to enable new functionality

DB and API set up

Enable additional functionality for Admins

Enable Profile Pages

GIFTS

Permissions and Authentication

Save comparison lists

Seller Mode

USERS

Responsiveness for common screen sizes

Business agreements with partner merchants

COMPARISON

Standard accessibility criteria

OTHER

◆ **MILESTONE**

Thank you for choosing Gift Compare.

https://giftcompare.netlify.ap/

Q&A

ROAD MAP
additional features

Browse Gifts
- Users can use budget ranges to filter a list of gift ideas.
- Users can perform site-wide search.
- Users can save gift ideas to 'Favourites'

Gift Comparison
- Registered users can save a comparison of gift ideas.
- Registered users can share a comparison of gift ideas with other registered users

Gift Details
- Connections to merchant sites to load gifts automatically to our DB
- Users can comment/review on gift ideas
- Users on subscription with privileges (Source of business revenue)

Users
- Users can create an account, log in and edit their profile details.
- Users can access their profile page
- Users can retriever their saved comparisons
- Admin user can create/edit categories for gifting events
- Admin user can create/edit new entries of gift ideas

SCOPE – MVP

Browse Gifts
- Users can find gifts ideas curated by occasion.
- Users can see featured gifts (Source of business revenue).

Gift Comparison
- Anyone without an account can compare up to 4 gifts.
- A comparison aligns selected gifts side by side while displaying descriptions, prices, etc

Gift Details
- Users can view the photo, description and price of every gift.
- Users can navigate to merchant directly to buy.

Users
- Admin users accounts can be created (Back end)
- Admin users can log in (Front end)
- Admin users can select which gifts will be shown in the trending section (Back End)

UX / UI
- The webpage will work well on desktops, tablets, and mobile phones.
- Users will see helpful error messages.
- Standard accessibility criteria will be met

ROADMAP (MVP)

Add functionality here

Swimlane(the row)	Functionality(each bullet point is a chevron(or a box) on the roadmap)	Phase
Browse Gifts	● Browse gifts by event categories ● Featured gifts section	MVP
Gift Comparison	● Side-by-side comparison of gifts	MVP
Gift Details	● Addition of photos, descriptions, and prices for gifts ● Navigate to merchant sites directly to purchase.	MVP
Users		MVP
Admin Features	● Create admin user accounts for backend management.	MVP
Other	● Responsiveness for most desktops, tablets, and mobile phone sizes ● Meet standard accessibility criteria.	MVP

ROADMAP (FUTURE)

Swimlane(the row)	Functionality(each bullet point is a chevron(or a box) on the roadmap)	Phase
Browse Gifts	- Site-wide search for gifts - Save gift ideas to favorites. - Sliding price range filter	Future Future
Gift Comparison	Save and share gift comparisons with an account	Future
Gift Details	- Integrations with merchant sites to improve gifts automatically. - Comments and reviews	Future
Users	- Create, log in, and edit profiles for accounts. - Users access their profile page. - Vendor Mode: Ability to add gift ideas and pay for gifts to be added to the Featured Section	Future
Admin Features	- Event category management - Gift entry management - Featured section management	Future
Other		

DEMO OF BACK END

insomina Screenshot

Schema

use as selling point of the robustness of the solution whereby the additional features will be compatible with the current build