

Annotated Specification Document

Submission from Loren Lockyer

Introduction

“Locally Organic” (www.locallyorganic.com.au) is an online supermarket store specialising in Australian organic groceries and Australian produced groceries. Locally Organic pride themselves in selling Australian products to everyday Aussies.

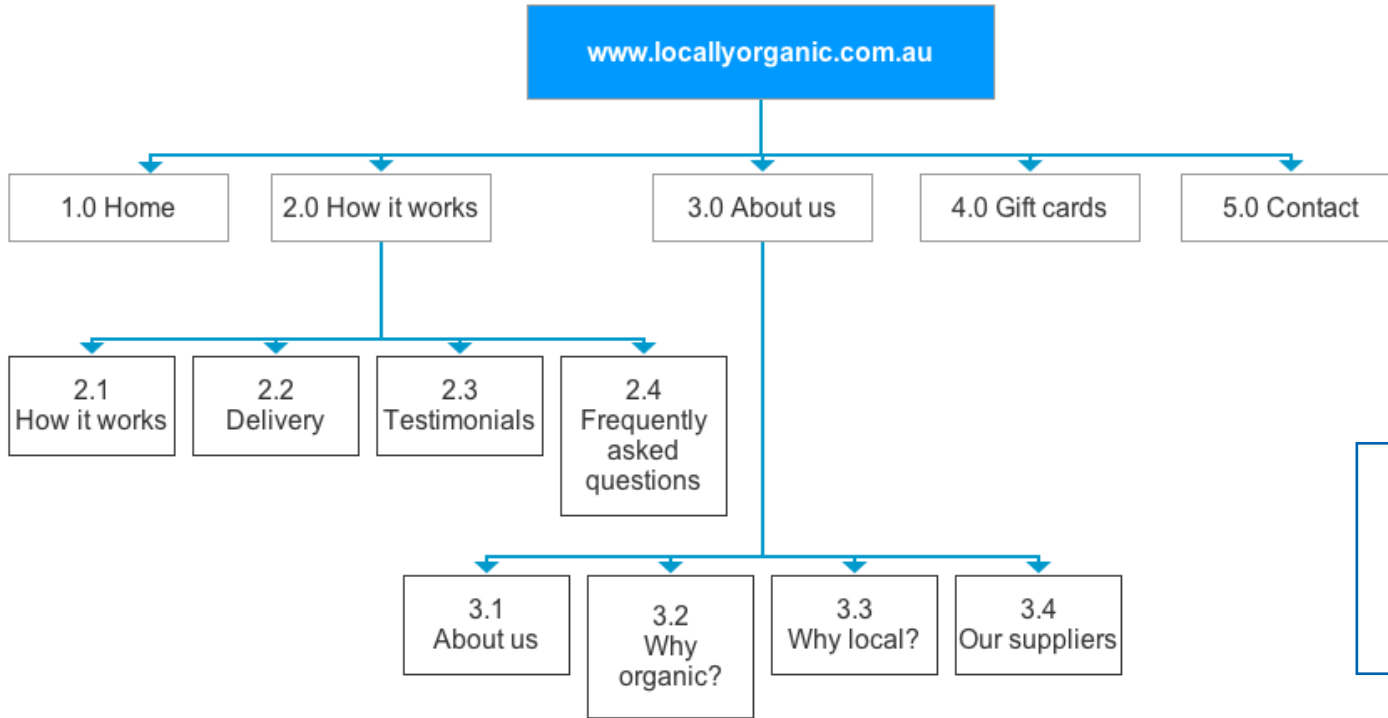


Diagram 7.0
Search process

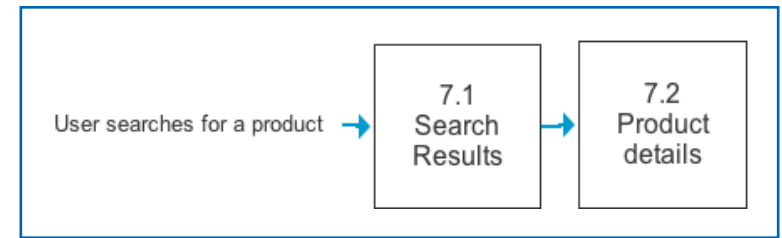
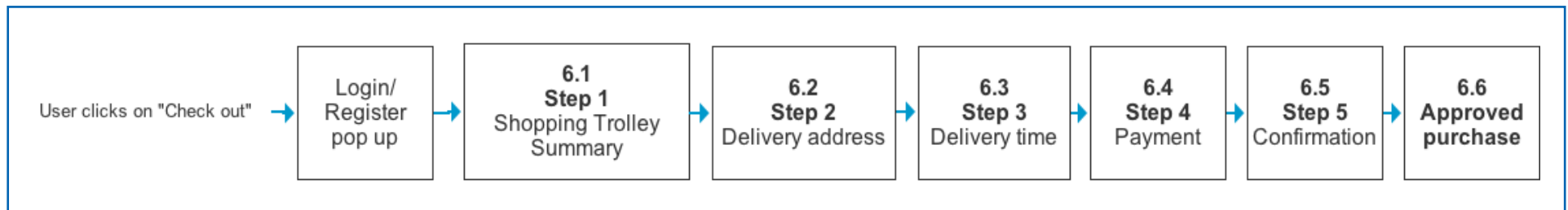


Diagram 6.0
Check out process



Annotated Specifications

for www.locallyorganic.com.au

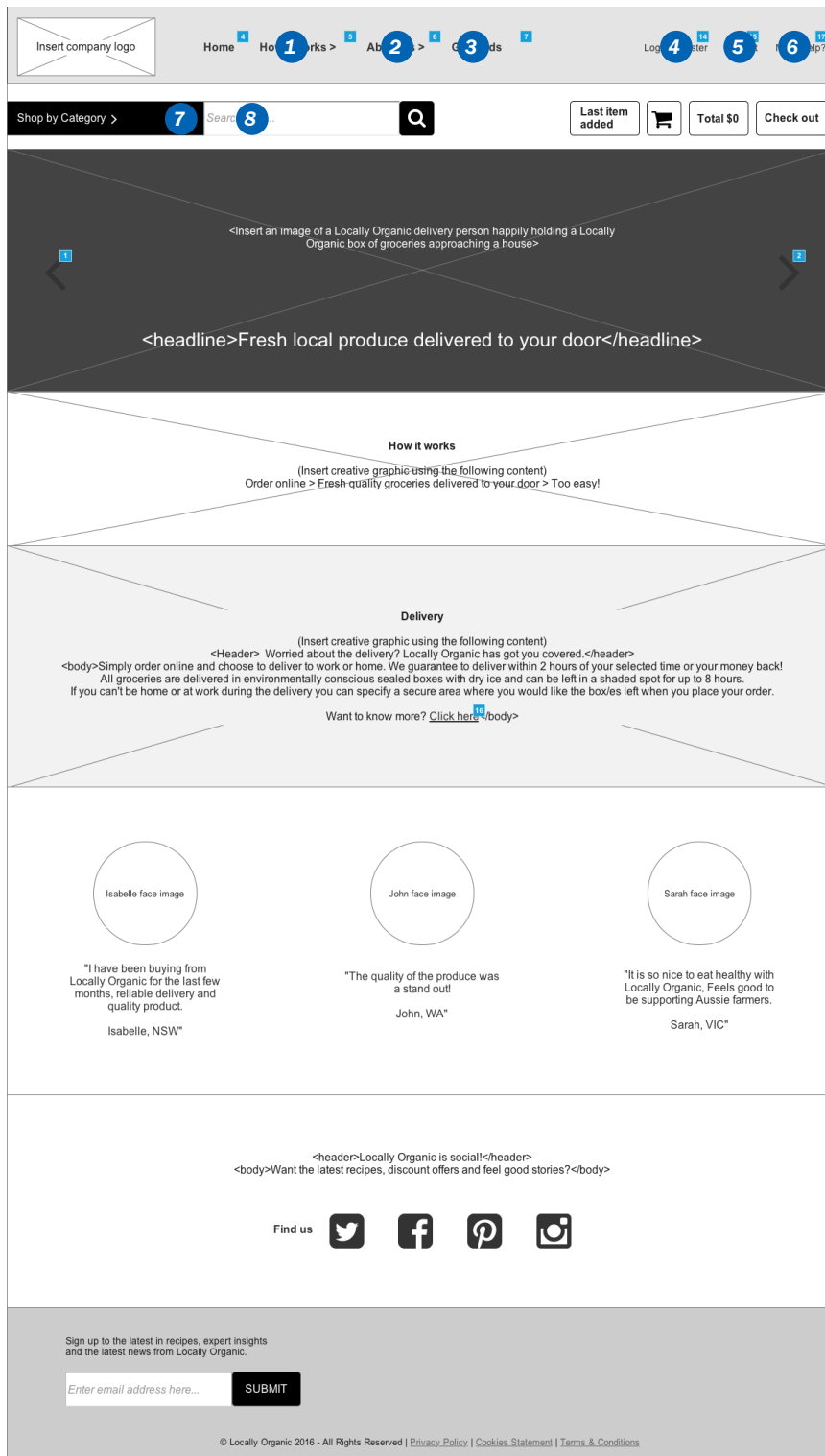
1. Links to 2.0
How it works page

2. Links to 3.0
About us page

3. Links to 4.0 Gift
cards page

5. Links to 5.0
Contact page

8. Key in a product
and press enter
or hit the magnify
glass symbol to
search



1.0 Home page

4

On click, links to Login/Register pop up window

Close any pop up window

Cancel **Start shopping**

6

On click, links to a Live Chat pop up window

"Cancel" and therefore close the pop up window. Black button is used to go forward and continue process.

7

"Shop by Category" search feature click, drop down menu of categories shows, choose a category and sub categories show.

Shop by Category >	Search here...	Search here...
Special offers		
Fruit & Veg		Fruit
Bakery		Vegetables
Meat, Seafood & Deli		Dried Fruit
Eggs, Dairy & Fridge		Dried Apples
Pantry		Dried Fig
Spreads, Breakfast, Baking & Desserts		Fruit
Confectionery, Snacks & Drinks		Vegetables
Freezer		Dried Fruit
Beer, Wine & Spirits		Dried Apples
Toiletries, Beauty, Health & Wellbeing		Dried Fig

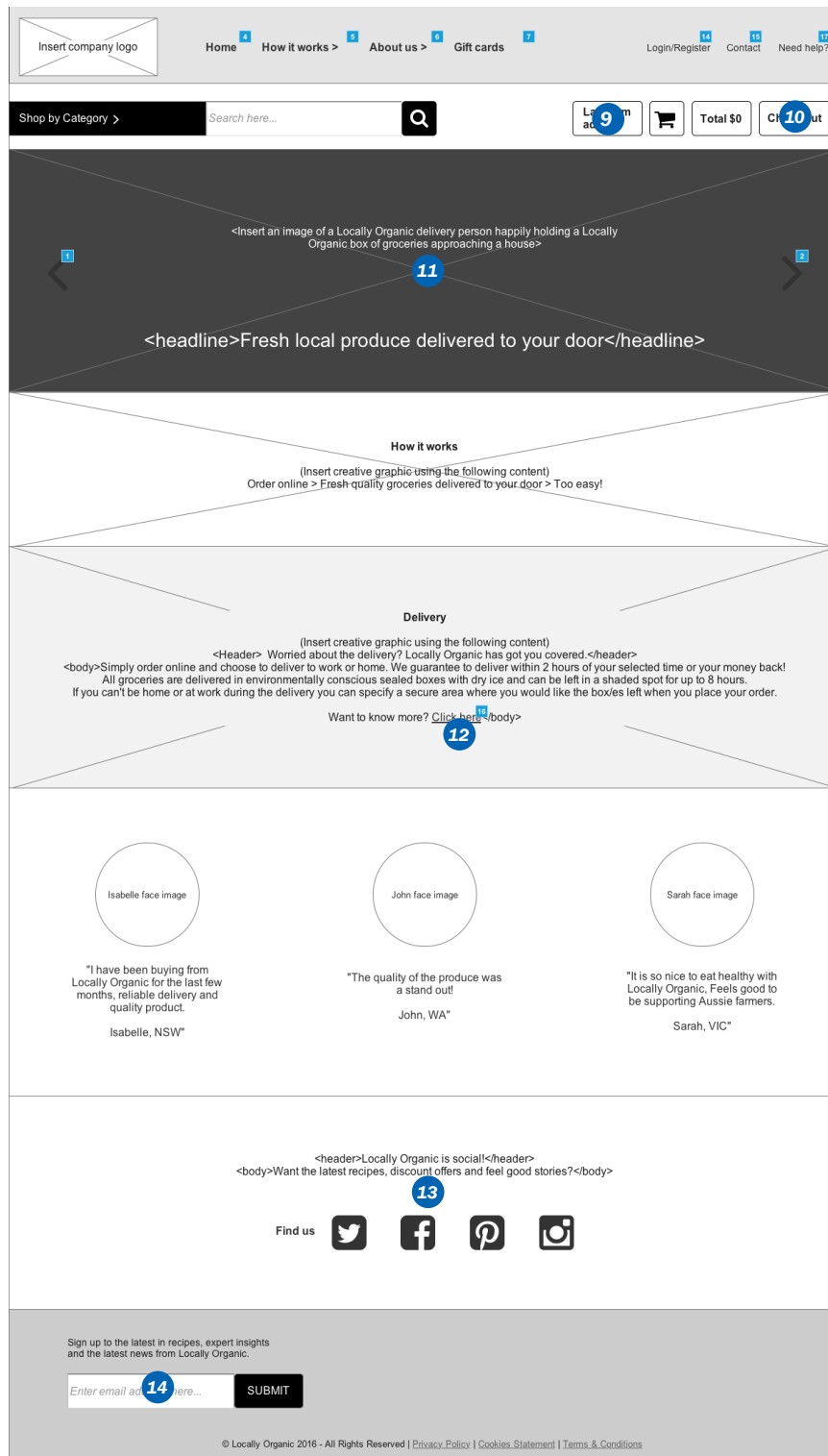
continued on next page

10. Click and proceed to 6.0
Check out process

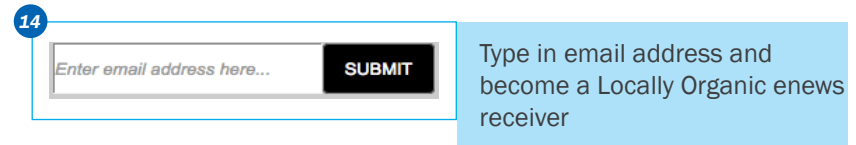
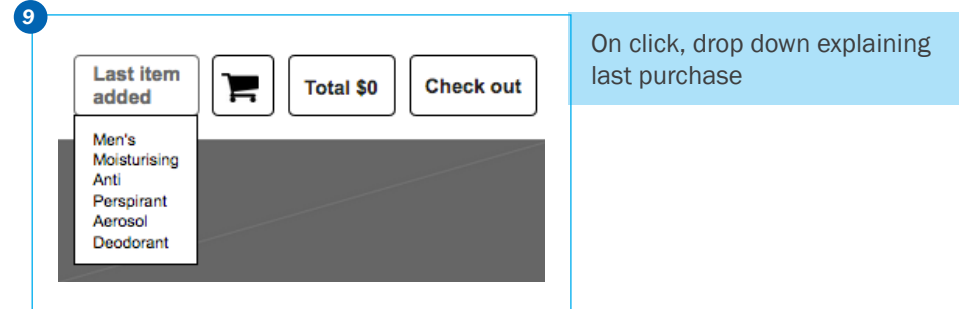
11. Image slider
rotating 3 images
for 5 seconds
each

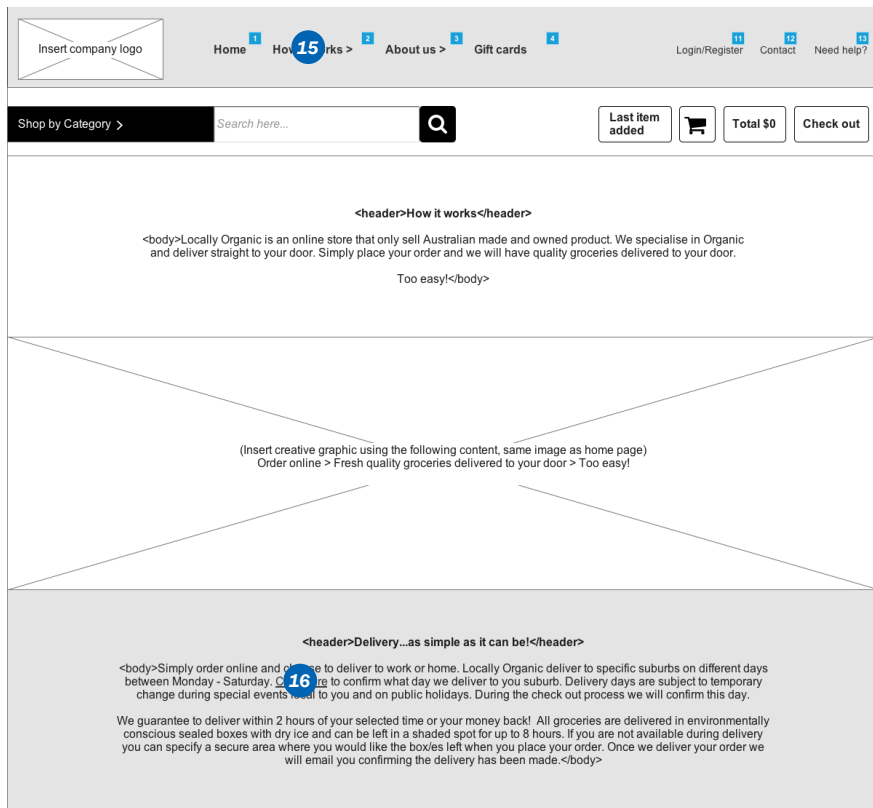
12. Hyperlink text
linking to the 2.0
How it works page

13. Social media
icons, click on
each icon and it
will guide the user
directly to Locally
Organic's social
media page.

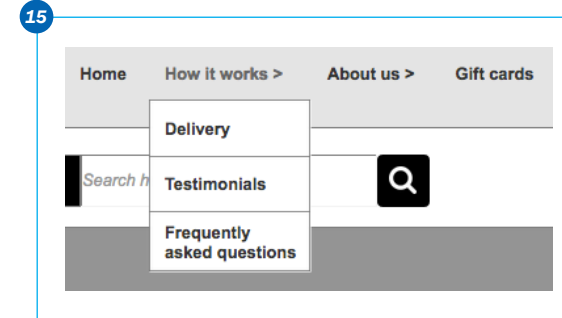


1.0 Home page (continued)

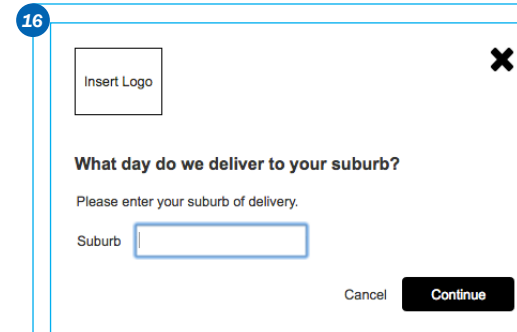




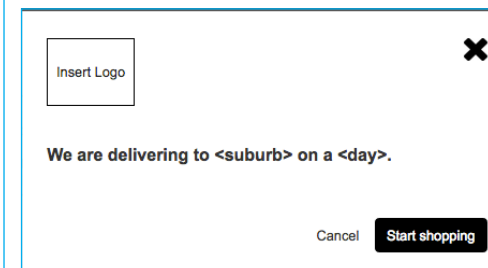
2.0 How it works page



Drop down menu has all options leading to the 2.0 How it works page but will automatically focus on what section has been clicked on



User clicks on text hyperlink and it leads to a pop up window asking for suburb of delivery. User keys and hits "Continue"



Day of delivery for users suburb is revealed.

<header>What do our customers think?</header>

<body>Our customers are passionate about healthy and sustainable living, all with convenience. This passion drives our team to keep sourcing and supporting local and organic producers. Below are a few thoughts from some of our valuable customers.</body>



"My wife and I work long hours. It is hard for us to find the time to shop and source quality produce. We have been really impressed with Locally Organic. The quality is great and it's so good to know we are supporting Australian businesses.

Jason, NSW"



"Locally Organic is so easy, the produce is fresh and it's nice to know I am feeding my family organic.

Joanne, SA"



"I have a young family and getting to the shops is tough! Locally Organic delivers to my door and saves me the stress of going to the shops with the kids.

Rod, QLD"

<header>Frequently asked questions</header> <body>

<header>Locally Organic is social!</header>
<body>Want the latest recipes, discount offers and feel good stories?</body>

Find us

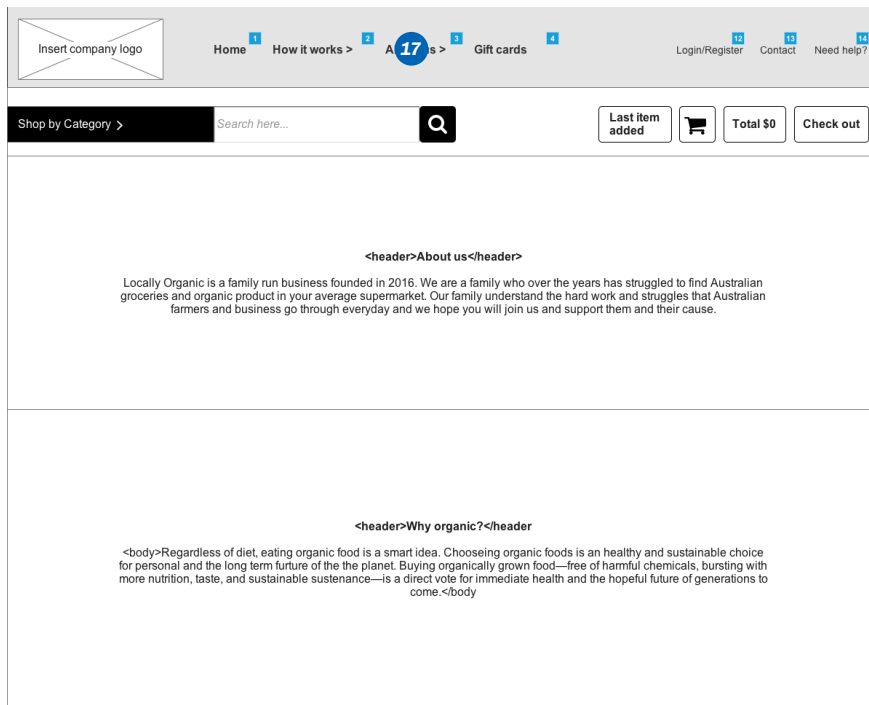


Sign up to the latest in recipes, expert insights and the latest news from Locally Organic.

Enter email address here...

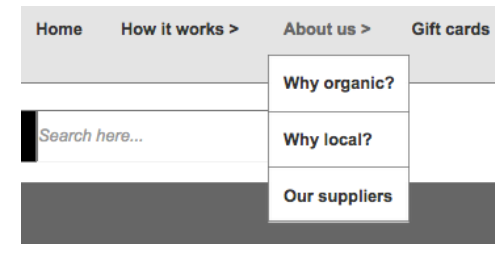
SUBMIT

© Locally Organic 2016 - All Rights Reserved | [Privacy Policy](#) | [Cookies Statement](#) | [Terms & Conditions](#)



3.0 About us page

17



Drop down menu has all options leading to the 3.0 About us page but will automatically focus on what section has been clicked on

<header>Why local?</header>

<body>Buying local is the best way to guarantee freshness delivered to your door. We don't agree with freezing fresh produce and there is no need to when the produce comes from local farms. We want to keep aussies farmers and businesses in Australia for many years to come.</body>

<header>Our suppliers?</header>

<body>Our suppliers are big and small companies, but all of them have big passion for quality. We have sourced the best products from Australian farmers and businesses, bringing these products to your door. Start shopping now to view what we have on offer.</body>

We are looking for suppliers!

If you have a great product please contact us, we would love to partner with you!
You can email us at suppliers@locallyorganic.com.au

<header>Locally Organic is social!</header>

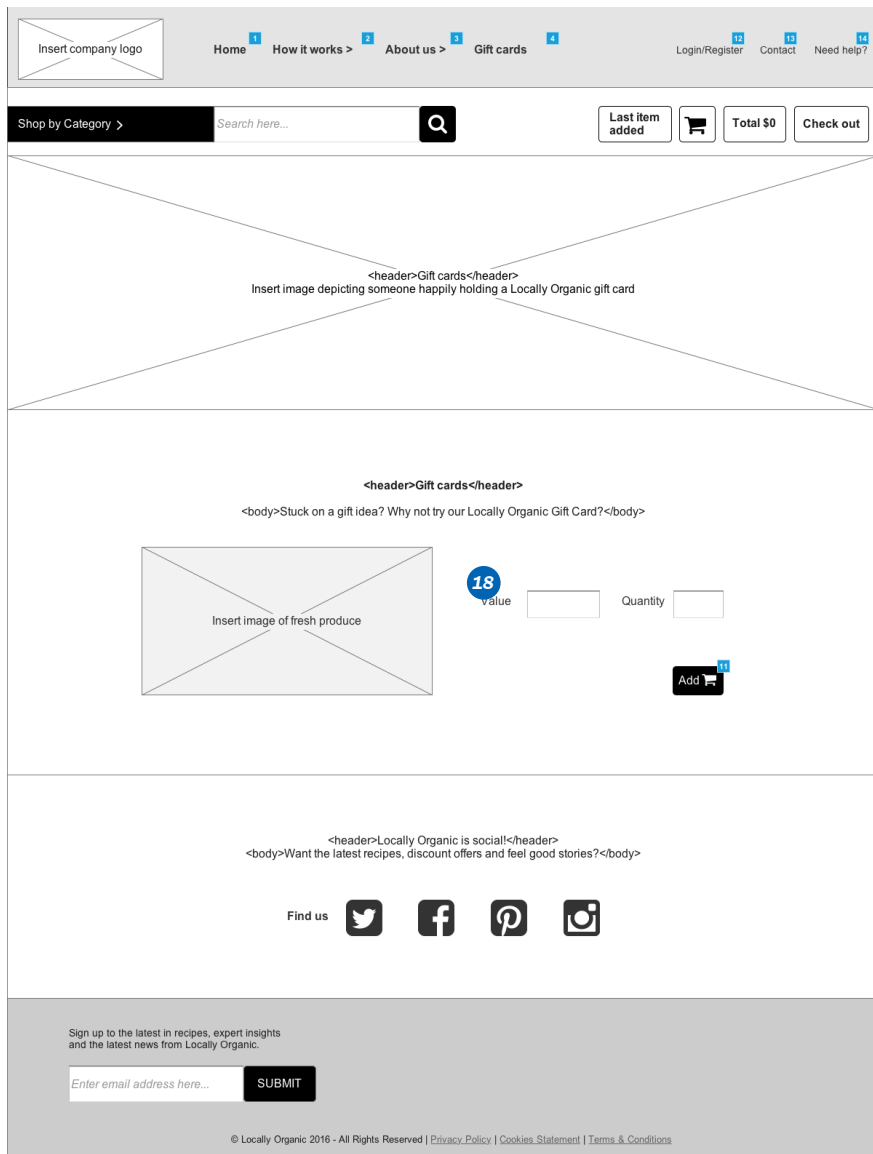
<body>Want the latest recipes, discount offers and feel good stories?</body>

Find us

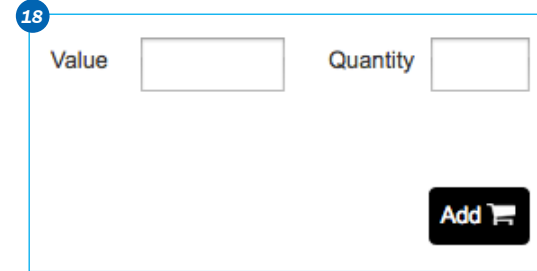


Sign up to the latest in recipes, expert insights and the latest news from Locally Organic.

© Locally Organic 2016 - All Rights Reserved | [Privacy Policy](#) | [Cookies Statement](#) | [Terms & Conditions](#)



4.0 Gift cards page





User keys in gift card value and quantity. The user then “adds” to the shopping trolley

19. Links to email address

20. Links to email address

Insert company logo

Home ³ How it works > ⁴ About us > ⁵ Gift cards ⁶ Login/Register ¹³ Contact ¹⁴ Need help? ¹⁵

Shop by Category > Search here...  Last item added  Total \$0 Check out

Contact

We would love to hear your thoughts. Have a question? Our Help Centre has answers. Check out all the details here.

Our friendly customer service team is here to help you during the hours of Monday - Friday 9am - 9pm. We deliver Monday - Saturday, [click here](#) to find out when we deliver to your suburb.





Locally Organic Help Centre
Call 1800 456 479 or Email customerservice@locallyorganic.com.au

Suppliers

If you're a supplier looking to contact us about a product, we'd love to hear from you! You can email us at suppliers@locallyorganic.com.au

Mail us
Locally Organic
562 Bay Road, Geelong VIC 3220

<header>Locally Organic is social</header>
<body>Want the latest recipes, discount offers and feel good stories?</body>

Find us    

Sign up to the latest in recipes, expert insights and the latest news from Locally Organic.

Enter email address here...

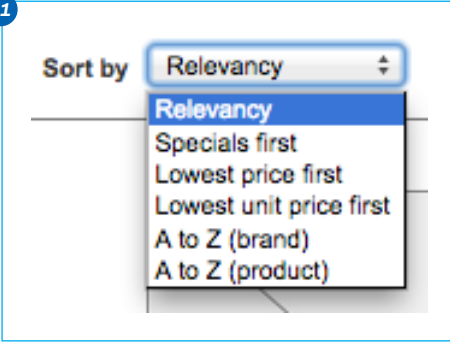
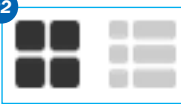
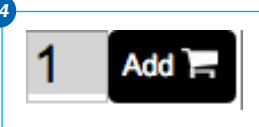
© Locally Organic 2016 - All Rights Reserved | [Privacy Policy](#) | [Cookies Statement](#) | [Terms & Conditions](#)

5.0 Contact page

23. Click on image or brief explanation text of product and you will go to the 7.2 Product page

The screenshot shows a website header with navigation links: Home (1), How it works > (2), About us > (3), Gift cards (4), Login/Register (23), Contact (24), and Need help? (25). Below the header is a search bar with the text "Shop by Category >" and "Search here...". To the right of the search bar are buttons for "Last item added", a shopping cart icon, "\$42.80", and "Check out". Below the search bar, it says "Results for 'tomatoes' | We found 6 results matching your search". There is a "Sort by" dropdown menu (21) set to "Relevancy" and a view toggle button (22) showing a grid layout. The main content area displays six product cards. Each card has a placeholder image (23) and a price per kg. The products are: Organic Roma Tomatoes (\$3.60 per kg), Field Tomatoes (\$2.80 per kg), Organic Grape Perino Tomatoes (\$4.20 per kg), Cherry Tomatoes (\$4.20 per kg), Vine Ripened Cherry Tomatoes (\$4.40 per kg), and Vine Ripened Truss Tomatoes (\$4.80 per kg). Each card has a quantity selector (24) and an "Add" button. At the bottom of the product grid, there is a "Results per page" dropdown set to 20. Below the product grid is a footer section with social media icons for Twitter, Facebook, Pinterest, and Instagram, and a sign-up form for email newsletters.

7.1 Results page (7.0 Search process)

21.  Drop down to change the order of priority of the products in the results page
22.  Drop down to change the layout of the products in the results page
24.  User can type in quantity and then "Add" to shopping trolley

25. Links back to the 7.1 Results page

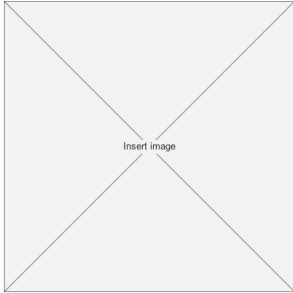
Insert company logo

Home ² How it works > ³ About us > ⁴ Gift cards ⁵ Login/Register ¹² Contact ¹³ Need help? ¹⁴

Shop by Category > Search here...

Last item added \$42.80

Home > Fruit & Veg > Tomatoes > Organic Roma Tomatoes



Organic Roma Tomatoes

1 each
Each tomato approx. 100g; Product of Australia





\$3.60
Per kg

Product details

Storage Instructions:
Store at room temperature.
Country of Origin:
Product Of Australia

Back ²⁵ ping

<header>Locally Organic is social!</header>
<body>Want the latest recipes, discount offers and feel good stories?</body>

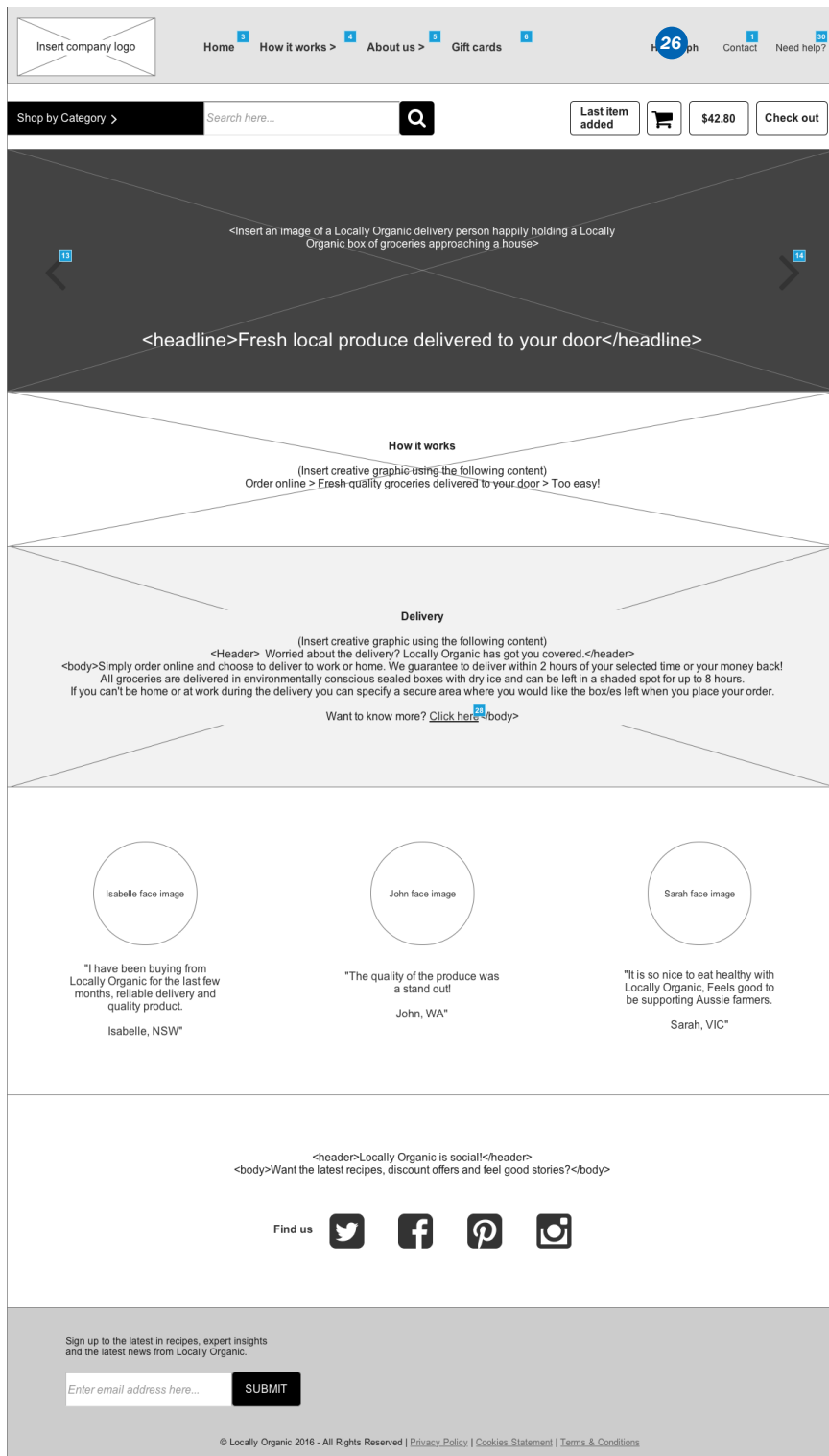
Find us    

Sign up to the latest in recipes, expert insights and the latest news from Locally Organic.

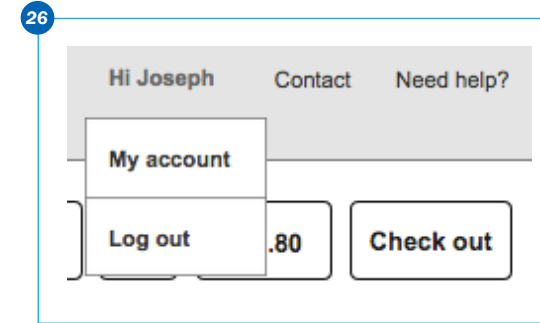
Enter email address here...

© Locally Organic 2016 - All Rights Reserved | [Privacy Policy](#) | [Cookies Statement](#) | [Terms & Conditions](#)

7.2 Product summary page (7.0 Search process)



Home page : Logged in status



Once logged in, user name and drop down menu will appear. The user can either view account details or log out

Insert company logo < Ba **28** hopping HI Joseph Contact Need help?

1. Shopping trolley summary 2. Delivery address 3. Delivery time 4. Payment 5. Confirmation

Review my shopping trolley





Total cost: \$42.80 | 8 items

Product image	Name of brand and product	\$5.35	27	1	x	
Product image	Name of brand and product	\$5.35	+	-	1	x
Product image	Name of brand and product	\$5.35	+	-	1	x
Product image	Name of brand and product	\$5.35	+	-	1	x

Delivery Fee
We offer FREE delivery on all orders \$100 or more.
For orders under \$100 a \$15 delivery charge will be charged per order.

Back to shopping **29** Continue

<header>Locally Organic is social</header>
<body>Want the latest recipes, discount offers and feel good stories?</body>


Find us    

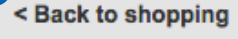
Sign up to the latest in recipes, expert insights and the latest news from Locally Organic.

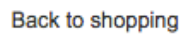

Enter email address here... **SUBMIT**

© Locally Organic 2016 - All Rights Reserved | [Privacy Policy](#) | [Cookies Statement](#) | [Terms & Conditions](#)

Check out page : Shopping trolley summary

27  Add or minus quantity, or use the cross to remove it from the list completely

28  Once clicked, the user will go back to the logged in status of Home

29  

Insert company logo | < Back to shopping | Hi Joseph | Contact | Need help?

1. Shopping trolley summary | 2. Delivery address | 3. Delivery time | 4. Payment | 5. Confirmation

Your delivery address

Where would you like to have your groceries delivered to?

Delivery address:

Suburb: State: Postcode:

Delivery instructions to the driver?

Delivery Fee
We offer FREE delivery on all orders \$100 or more.
For orders under \$100 a \$15 delivery charge will be charged per order.

Some details about you

Phone number:

Mobile number:





Tick here if the billing address is the same as the delivery address

Billing address:

Suburb: State: Postcode:

Remember my details for next time? Previous

<header>Locally Organic is social</header>
<body>Want the latest recipes, discount offers and feel good stories?</body>

Find us    

Sign up to the latest in recipes, expert insights and the latest news from Locally Organic.

Enter email address here...

© Locally Organic 2016 - All Rights Reserved | [Privacy Policy](#) | [Cookies Statement](#) | [Terms & Conditions](#)

Check out page : Delivery address

30

1. Shopping trolley summary | 2. Delivery address | 3. Delivery time | 4. Payment | 5. Confirmation

Five step purchasing process, user can go back a step if required by simply clicking on the previously viewed step. The step that is shown currently is coloured grey in font colour

31

Tick here if the billing address is the same as the delivery address

Remember my details for next time? Previous

The screen automatically has fields allowing the user to key in a billing address. The user has the option to click a tick box and the billing address fields will disappear

Insert company logo < Back to shopping Hi Joseph Contact Need help?

1. Shopping trolley summary 2. Delivery address 3. Delivery time 4. Payment 5. Confirmation

We will deliver your groceries to:
5 Jones Street,
Middle Park VIC 3206

Delivery instructions: Please leave boxes in the side laneway next to house, behind the unlocked gate.





Delivery Fee
We offer FREE delivery on all orders \$100 or more. For orders under \$100 a \$15 delivery charge will be charged per order.

What time suits you?
We deliver to Middle Park on Tuesdays only. Please pick a suitable time from the below list

Select: 32 time

Previous Continue

<header>Locally Organic is social!</header>
<body>Want the latest recipes, discount offers and feel good stories?</body>

Find us    

Sign up to the latest in recipes, expert insights and the latest news from Locally Organic.

Enter email address here... **SUBMIT**

© Locally Organic 2016 - All Rights Reserved | [Privacy Policy](#) | [Cookies Statement](#) | [Terms & Conditions](#)

Check out page : Delivery time

32

Select delivery time

Select delivery time

- 7:00am
- 7:30am
- 8:00am
- 8:30am
- 9:00am
- 9:30am
- 10:00am
- 10:30am
- 11:00am
- 11:30am
- 12:00pm
- 12:30pm
- 1:00pm
- 1:30pm
- 2:00pm
- 2:30pm
- 3:00pm
- 3:30pm
- 4:00pm

Drop down menu to show delivery times available for the user.

Insert company logo < Back to shopping Hi Joseph Contact Need help?

1. Shopping trolley summary ¹ 2. Delivery address ² 3. Delivery time ³ 4. Payment 5. Confirmation

Grocery order cost: \$42.80 | 8 items
 Delivery: \$15 to Middle Park
Total cost: \$57.80

How would you like to pay?

Click on your preferred payment method

VISA Mastercard 33 Paypal





Name on card

Credit Card number

Expiry date CVV No. What is a CVV no.?

Previous ² Continue ⁴

<header>Locally Organic is social!</header>
 <body>Want the latest recipes, discount offers and feel good stories?</body>

Find us    

Sign up to the latest in recipes, expert insights and the latest news from Locally Organic.

© Locally Organic 2016 - All Rights Reserved | [Privacy Policy](#) | [Cookies Statement](#) | [Terms & Conditions](#)

Check out page : Payment

33



Click on the credit card or the Paypal button to reveal fields so the user can complete the payment process

Insert company logo

[< Back to shopping](#)

Hi Joseph [Contact](#) [Need help?](#)

1. Shopping trolley summary
2. Delivery address
3. Delivery time
4. Payment
5. Confirmation

Confirmation of order

<p>We will deliver to the following address:</p> <p>5 Jones Street, Middle Park VIC 3206 at approx 7am* on Tuesday 5 September.</p> <p>Delivery instructions: Please leave boxes in the side laneway next to house, behind the unlocked gate.</p> <p><small>* Locally Organic: We guarantee to deliver within 2 hours of your selected time or your money back! All groceries are delivered in environmentally conscious sealed boxes with dry ice and can be left in a shaded spot for up to 8 hours.</small></p>	<p>Grocery order cost: \$42.80 8 items Delivery: \$15 to Middle Park Total cost: \$57.80</p>
---	---

Product image	Name of brand and product	\$5.35
Product image	Name of brand and product	\$5.35
Product image	Name of brand and product	\$5.35
Product image	Name of brand and product	\$5.35

Product image	Name of brand and product	\$5.35
Product image	Name of brand and product	\$5.35
Product image	Name of brand and product	\$5.35
Product image	Name of brand and product	\$5.35

[< Previous](#) [Submit order](#)

<header>Locally Organic is social</header>
 <body>Want the latest recipes, discount offers and feel good stories?</body>

Find us

Sign up to the latest in recipes, expert insights and the latest news from Locally Organic.

© Locally Organic 2016 - All Rights Reserved | [Privacy Policy](#) | [Cookies Statement](#) | [Terms & Conditions](#)

Check out page : Confirmation

Insert company logo

Home ⁴ How it works > ⁵ About us > ⁶ Gift cards ⁷ Hi Joseph Contact ²

Your payment has been approved





You will receive a confirmation receipt via email in the next few minutes.

Contact customerservice@locallyorganic.com.au if you have not received an email confirmation receipt within 8 hours of this transaction.

Thank you for ordering through Locally Organic.

Back to home ¹

<header>Locally Organic is social!</header>
<body>Want the latest recipes, discount offers and feel good stories?</body>

Find us    

Sign up to the latest in recipes, expert insights and the latest news from Locally Organic.

Enter email address here...

© Locally Organic 2016 - All Rights Reserved | [Privacy Policy](#) | [Cookies Statement](#) | [Terms & Conditions](#)

Check out page : Payment approved