Etsy Database and Training Unit

LS 560 – Spring 2019

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Part 1 – Database

Website: etsy.com

Approach: Deductive (existing feature / functionality)

Function: User (buyer) purchases product from another user's shop (seller)

Content:

1.)   Our group chose a deductive approach for the popular Etsy website. Etsy is an online marketplace that provides a platform for independent sellers to advertise their handmade or vintage goods to buyers seeking a unique item. As Esty launched in 2005 and undergone several design iterations, it would be difficult to attempt an analysis on the entire website. Therefore, we chose to focus on the purchasing event between a seller and buyer, specifically detailing how a relational database enables users (buyers) of the etsy.com website to purchase items from other users (sellers). Below is a screenshot of the purchase interface that exists on the Etsy website. This screenshot is from the point of view of the buyer who is looking at a list of current or past purchases.

The relational database allows website to be dynamic by storing information related to user accounts (seller and buyer), shops that users have set up, items available for purchase, and the purchase transaction records. Without a database, these components would need to be manually coordinated between users via a different medium than the website, and thus rendering the site static.

2.)
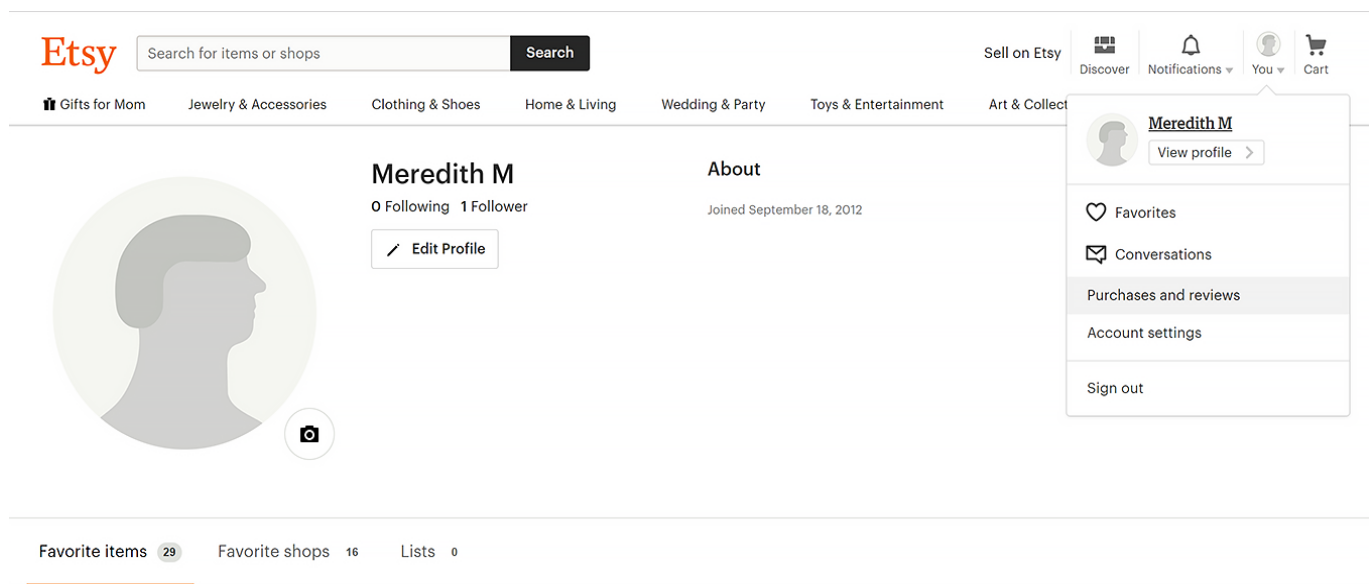
In the screenshot above, the relational database provides users on the website the following capabilities:

a.   Create a user account on the website

b.   Set up a shop associated with their user account

c.   List items to sell in the shop

d.   Purchase items from other users' shops

e.   Facilitate and provide a record of the transaction

        The final point, facilitating transactions between users and providing records of said transactions, is what ultimately ties together the other capabilities provided by the database in our example.

3.) In our simplified database model, we defined the following relationships:

a. One user is associated with one shop (one-to-one)

b. One shop is associated with many products (one-to-many)

c. One sale is associated with one shop (one-to-one)

d. One sale is associated with one user (one-to-one)

e. One sale is associated with one product (one-to-one)
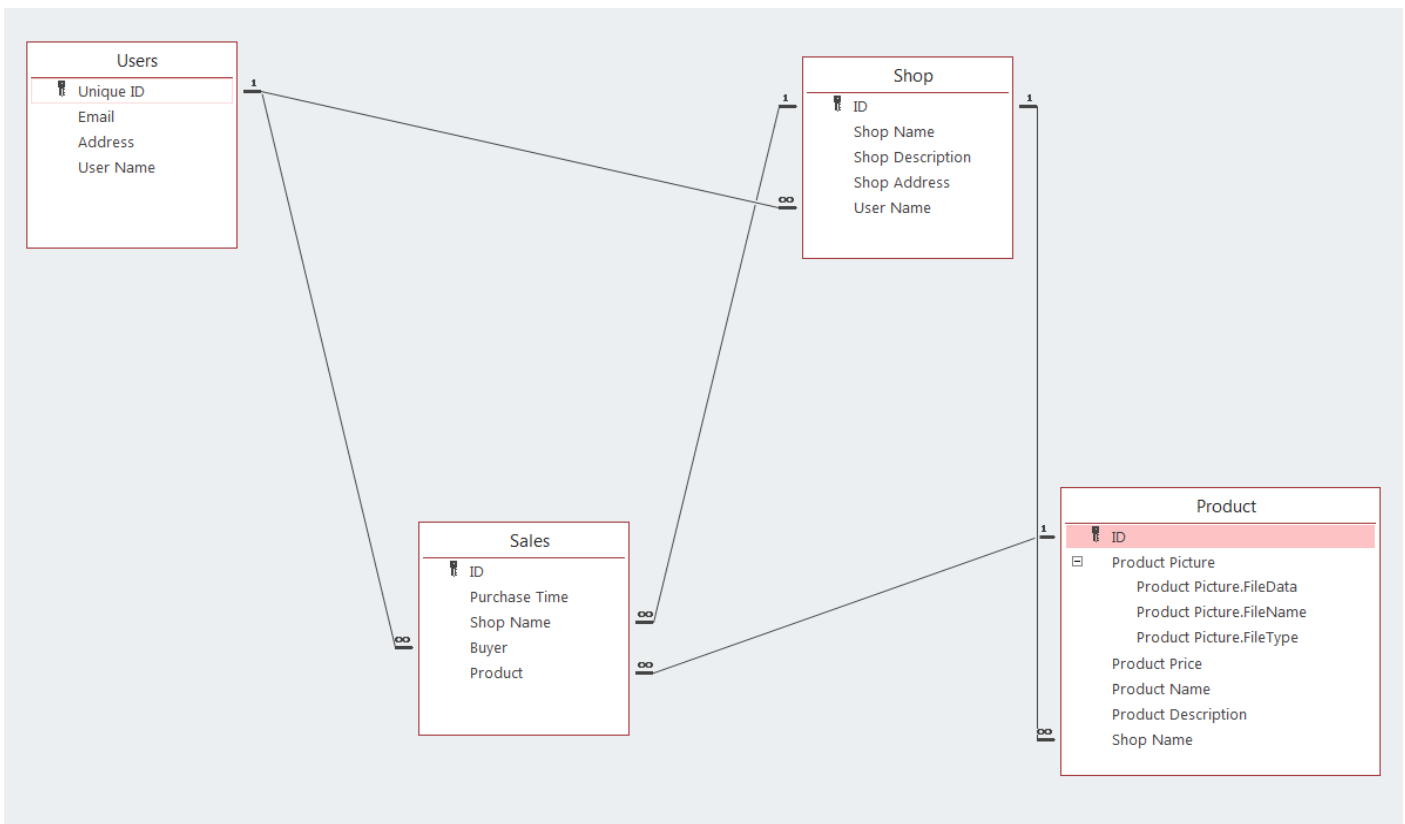
For simplicity's sake, the shop represents the seller, otherwise another relationship would have to be created for the users and that would be more complicated.

4.) The core functionality covered by our example is that of a user (buyer) purchasing an item from another user's shop (seller). Below is an annotated version of the interface displayed in section 1, indicating the various elements of interactivity and what they represent. This screenshot has been annotated to highlight various

features:

💙Sample Purchase 💙

5.)   Our review of the purchasing capability described above consists of four tables:

a.   Users
   ● **Unique ID**   Data Type: Short Text   Description: Auto assigned number from main table
   ● **Email**   Data Type: Short Text   Description: For email communication
   ● **Address**   Data Type: Short Text   Description: For billing and receiving packages
   ● **User name**   Data Type: Short Text   Description: User name of buyer or seller

b.   Shops
   ● **ID**   Data Type: Short Text   Description: Unique ID for shop
   ● **Shop Name**   Data Type: Short Text   Description: Name of shop as designated by seller
   ● **Shop Description**   Data Type: Long Text   Description: Shop purpose as described by seller
   ● **Shop Address**   Data Type: Short Text   Description: Location of shop for shipping
   ● **User name**   Data Type: Short Text   Description: User name of seller

c.   Products
   ● **ID**   Data Type: AutoNumber   Description: Unique ID of a product
   ● **Product Picture**   Data Type: Attachment (image)   Description: Seller uploaded picture of product
   ● **Product Price**   Data Type: Currency   Description: Product purchase price
   ● **Product Description** Data Type: Long Text   Description: Product as described by seller

d.   Sales
   ● **ID**   Data Type: AutoNumber   Description: Unique ID assigned

- **Purchase Time**   Data Type: Date/Time   Description: Purchase event date and time
- **Shop Name**   Data Type: Number   Description: Access Lookup Field Number
- **Buyer**   Data Type: Short Text   Description: Buyer user name
- **Product**   Data Type: Number   Description: Access Lookup Field Number

Price – The price the item was sold for
We used a lookup for this, but ideally this would store the price of the item at the time of the sale, rather than pulling from the Product table; this would ensure historical data is maintained if the price of a product later changed.

Additional screenshots are listed here:

User Datasheet View

Users				
Unique ID	Email	Address	User Name	Click to Add
1	captainferret@gmail.com	12 Ferret Lane	Captain Ferret	
2	neatmonster@gmail.com	134 Monster Road	Neat Monster	
3	smallpilgrim@gmail.com	47 Pilgrims Progress Avenue	Small Pilgrim	
4	dogmom@gmail.com	59 Happy Dog Circle	Dogmom	
5	bagelmaker@gmail.com	123 Bagel Way	King Bagel	

User Design View

Field Name	Data Type	
Unique ID	Short Text	Auto assigned number from main table
Email	Short Text	For email
Address	Short Text	For packages
User Name	Short Text	User names for buyer or seller

Extra Credit - SQL Statements

SELECT * FROM Sales WHERE [Purchase Time] > DateValue('2019-04-09');

This statement selects from the 'Sales table' only dates that are greater (or later) than April 9, 2019.

INSERT INTO USERS ([Unique ID], Email, Address, [User Name])
VALUES ('456', 'walrus@email.edu', '456 Walrus Drive', 'Mister Walrus');

This statement inserts user related fields and information into the already existing 'User table.'

DELETE FROM Users WHERE [Unique ID] = '456';

This statement removes a user (the one in the previous statement) from the already existing 'User table.'

Part 2: Training Unit – Etsy

1. Description

Etsy is an e-commerce website that is an online marketplace for a variety of specialty items, including handmade crafts, vintage clothing, crafting supplies, party decor, and much more. Online shopping has continued to evolve into a norm for many internet users, although many may feel reluctant about it or simply do not have the know-how to do so. This training unit will teach the viewer how to utilize Etsy to make online purchases, which can save on time (and sometimes money) searching at several different brick-and-mortar shops.

2. Target audience

The target audience for the training is an elderly person, ages 65 and above. The intended audience is familiar with using operating a personal computer, email, and making simple web searches, but is unfamiliar with how to navigate online shopping.

3. Technologies needed

- **Personal computer:** The user should know how to operate basic functions on a PC, including turning on the machine, using a keyboard, and using a mouse or trackpad.

- **Internet connection:** The computer should have an internet connection in order to use the web and visit Etsy. High speed connection is recommended since Etsy is image heavy.

- **Web browser:** A web browser such as Google Chrome, Firefox, Safari, etc. (which ever the user prefers)

- **Personal email account:** This is needed for Etsy account creation, as well as confirmation of purchases and communication notifications with sellers.

- **Credit Card:** Although not hardware or software, this will be needed to complete the purchase of an item. Online banking is a plus!

4. Goal and learning objectives:

Goal: The user will learn how to effectively use Etsy for locating products and purchasing items online.

Objectives:

By the end of this training unit, you will be able to…

- Create an Etsy account login.

- Use Etsy on a personal computer to browse and search for items using website functions.

- Purchase an item on Etsy.

- Track an item with shipping information through your Etsy account.

- Leave feedback for an item purchased from an Etsy shop.

5. **Training Video** –

Online Link - https://animoto.com/play/01S5Lwr1p3zwiXeS0JU5ug
Mpg4 - http://ls560-mpfelton.ls560web.ua.edu/trainingunit-group3.mp4