

Unit 1: Site Design

Themes and Purposes

What I want to design is a website that sells electronic products, including mobile phones, computers, smart home appliances, routers and other common electrical appliances. The main audience of this website are young people and modern families who need to improve the quality of life, so the style of my website will be fashionable, simple and elegant. At the point, this website will have a service center to solve customers' difficulties and doubts.

This is a challenging for me to learn network programming at the first time. I hope to get in touch with more formal projects during the course of comp266. For this reason, I spent a lot of time studying related books and writing summarize after reading, sum up the relevant knowledge, I hope to improve myself as soon as possible

Personas

Personas 1



Demographics:

- Name: Susan
- Age: 19
- Gender: Female

skills:

- drawing

Education:

- A student studying fine arts now

Job:

- Will go to KFC to work in spare time

Income:

- \$600/Month

Scenario #1:

she doesn't have enough money to work at KFC, so she wants to buy an electronic

drawing board and paint things to increase income.

Scenario #2:

She is interested in new mobile phones, will go to shopping websites to check the latest status of mobile phones sometime.

Personas 2



Demographics:

- Name: Jim
- Age: 22
- Gender: Male

skills:

- Proficiency in java, python

Education:

- Computer Science Graduate

Job:

- Programmer

Income:

- \$3600/Month

Scenario #1:

For work, he need to purchase a high-end laptop on the website, which can run large-scale software and perform intelligent AI algorithm

Personas 3



Demographics:

- Name: Tom and Lily

- Age: 22
- Gender: Tom=male, Lily=female

skills:

- Tom can operate the machine tool proficiently
- Lily has affinity with child

Education:

- Tom graduated from vocational technical school
- Lily graduated from Normal University

Job:

- Tom is a skilled worker
- Lily is a middle school teacher

Income:

- \$7200/Month

Scenario #1:

Tom and Lily just got married and need to buy a smart sweeping robot on the website

Scenario #2:

Lily likes music and wants to buy a set of high-end audio equipment on the website.

Personas 4



Demographics:

- Name: Barney, Lucy and Little Jerry
- Age: Barney=28, Lucy=27, Little Jerry=7
- Gender: Barney=male, Lucy=female, Little Jerry=mail

skills:

- Barney can chop trees skillfully
- Lily sings well
- Little Jerry is good at skateboarding and skating

Education:

- Tom graduated from secondary school
- Lily graduated from secondary school
- Little Jerry is in the second grade of elementary school Currently

Job:

- Tom is a lumberjack

- Lily is an arranger

Income:

- \$6200/Month

Scenario #1:

Little jerry has wanted a smart watch for a long time, lucy came to the website to buy it, and planned to give it to jerry as a birthday present

Scenario #2:

Little jerry is talented in sports, and barney wants to cultivate his son's talent in this area, so he wants to buy an electric scooter on the website.

Scenario #3:

Lucy is worried about her figure and wants to buy an electronic body fat scale.

Scenarios

Scenario 1:

Susan can not earn enough money by working at KFC, so she wants to buy an electronic drawing board and paint things to increase income.

Scenario 2:

Susan is interested in new mobile phones, will go to shopping websites to check the latest status of mobile phones sometime.

Scenario 3:

For work, Jim needs to purchase a high-end laptop on the website, which can run large-scale software and perform intelligent AI algorithm

Scenario 4:

Tom and lily just got married and need to buy a smart sweeping robot on the website

Scenario 5:

Lily likes music and wants to buy a set of high-end audio equipment on the website.

Scenario 6:

Little jerry has wanted a smart watch for a long time, lucy came to the website to buy it, and planned to give it to jerry as a birthday present.

Scenario 7:

Little jerry is talented in sports, and barney wants to cultivate his son's talent in this area, so he wants to buy an electric scooter on the website.

Scenario 8:

Lucy is worried about her figure and wants to buy an electronic body fat scale.

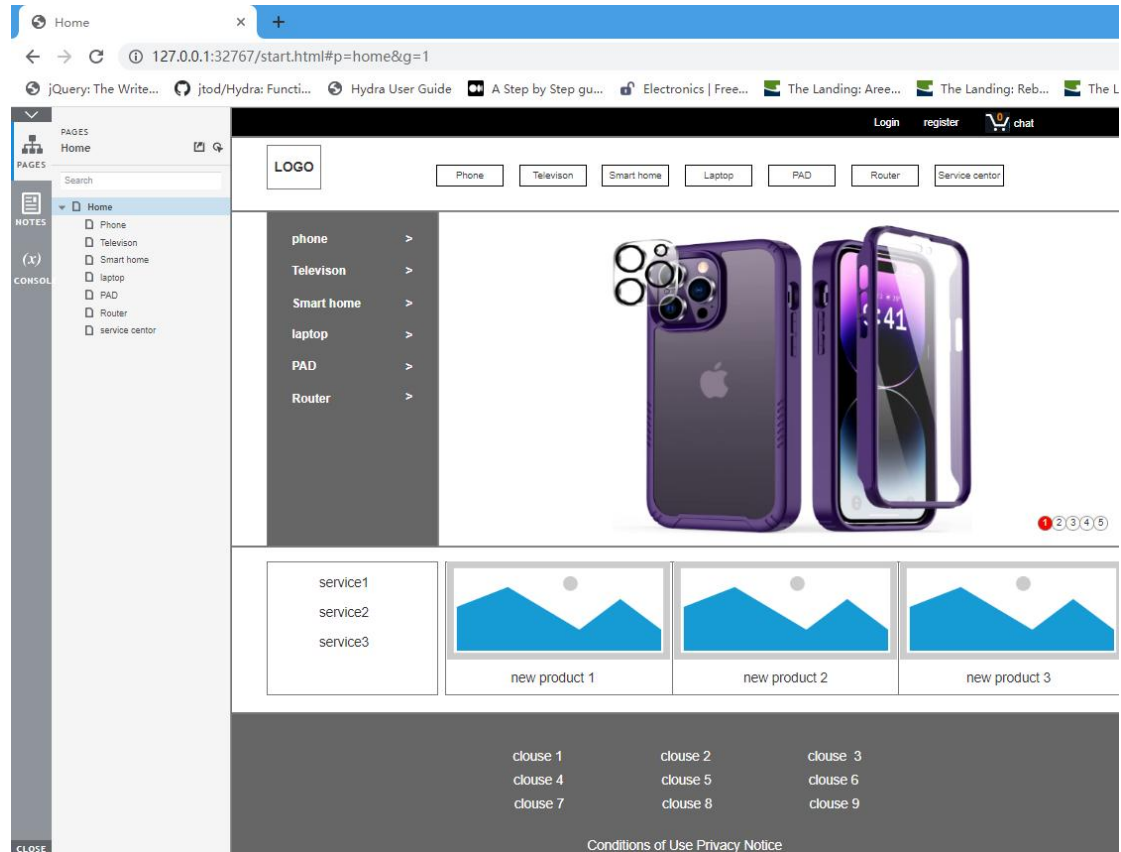
Further Requirements

- My web site should be able to be used on both PC and mobile smoothly
- The website must be more convenient to use, and it should be more convenient

for customers to place orders

Mock-up and Site Map

Mock-up:



Site Map:



Reflective:

1. What I've done for unit 1?

I found a lot of content related to creating a website through Google. The people in Stack Overflow are very enthusiastic and told me a lot of things related to the website. I am very grateful to them. I also learned to use Axure software to design mock-ups. Axure software was also recommended by my friends at Stack Overflow. This software is very professional. Creating personas and scenarios is very interesting, like a PRG game, I used to play board games with my friends usually, so this part is very easy for me.

2. what about Rationale for personas and scenarios?

Because my customers are mainly young people and families who pursue quality of life, the crowd and scope I set are mainly these aspects, including college students, white-collar workers, newly married families, and families with children. There will be various needs, or various problems. I hypothesize these scenarios and simulate that they are buying something at my website.

3. What went well and what did not go well?

Axure is a very professional software that can create interactive effects and even simulate most of the real situation of the website. I haven't learned this level yet, and I don't do it very well.

My website needs to run on PC and phone both, and I don't know how to do it now

4. What I'd do differently?

I think the design of unit 1 is very interesting. Thanks to the teacher who designed this course, I did not encounter any difficulties.