

Learning Diary unit 1:

At the beginning, I thought that finding an idea of a website that reflects my passions and interests will be an easy task. Unfortunately, the first step in this journey was the hardest. My main goal was creating a website that interested easy to build and has a broad audience represents as many demographic segmentations as it can, but in the same time shouldn't be so broad and uncontrollable to make sure that this website will be to serve a focused field.

After a long time surfing the internet, watching YouTube videos and brainstorming with friends, I found the idea after watching a documentary on the TV about the climate changes and renewable energy.

The next step was thinking how we as individuals can be active to reduce the global pollution by using renewable energy, and if we decided to do that how we can find the best solution that fits with our needs to use such energy and what are tools, gadgets and new technology that combine the affordability and efficiency and where we can find them and contact the vendor or buy the product.

So finally, I decided that I can build a website that gathers new affordable residential, commercial and outdoor gadgets and sources for renewable energy such as solar panels and wind turbines.

My website is not a marketplace just to prevent unnecessary complications and requirements for such websites such as registration and log in, carts and credit cards processing systems. It will be a gathering place for new companies and entrepreneurs in the renewable power field to provides their ideas and products and showcase them, so it will be some kind of exhibition for them and a third-party link between these company and interested audience.

The next step is finding the audience that maybe interested in such a website or create the personas profiles. So, instead of going forward by creating random profiles and try to fit them in the website, I did it backward by imagining deferent scenarios and after that creating the personas based on these scenarios.

When I started creating the personas profiles, I tried to reflect as many Canadian demographic segmentations as I can knowing that it will be impossible to provide all the existed diversity.

After creating the first few personas profiles, ideas about new personas and new scenarios came up from potential needs and requirements can be related to geographic location, professions or financial situation, and then new scenarios did come out after creating the first one.

The challenge was to find at least three personas that may be regular visitors to the website with other butterfly visitors.

The website structure and the site map were a challenge because I had many ideas and many pre-designs in my plan and I intended to simplify the first site map in order to be under control in the ongoing process.

Using the color green as the main theme of the website I made five pages as a mockup website and using similar icons that I found from a very helpful website <https://www.iconsdb.com>

In my opinion if there's anything I may do different is trying to find less personas with more needs to visit my website frequently rather than one or two times, or to find an added value to this website to make it more attractive to visitors but the problem was how to create the idea with a simple outcome.

Learning Outcome:

Creating personas and scenarios are very important to build a website, add to it and modify it based on what will be the basic requirements and what may be sub requirements or additional needs. Everything can be pulled out after creating the first few personas and scenarios to be ended with more personas, scenarios and website contents.