

1. Decide on a web site within a domain that you like (e.g. sports, arts, community centers, games, electronic commerce, etc). You need provide a title for your site and describe its overall goal. What does it aim to do? Who would be the potential users?

Winter sports and gear site: Performance Pulse

The goal of this site is to supply winter sports gear across a wide range of different activities. User of this website include but are not limited to Snowboarding enthusiasts, Athletes, Skiers, Outdoor enthusiasts, Sports teams and clubs, Recreational hockey players, Skating instructors, and Health-conscious individuals.

2. Define a persona as one possible user of your site. For your persona:

Name: Max Michael Maximum

Description: Max is an avid outdoor enthusiast and skier. With a love for the mountains, Max eagerly awaits the winter season to hit the slopes and experience the thrill of downhill adventures. Always seeking high-quality ski gear to optimize performance and ensure safety, Max values a site that offers relevant products, detailed product information, and a streamlined customer experience for easier purchasing decisions.

a. Define on a few goals to achieve.

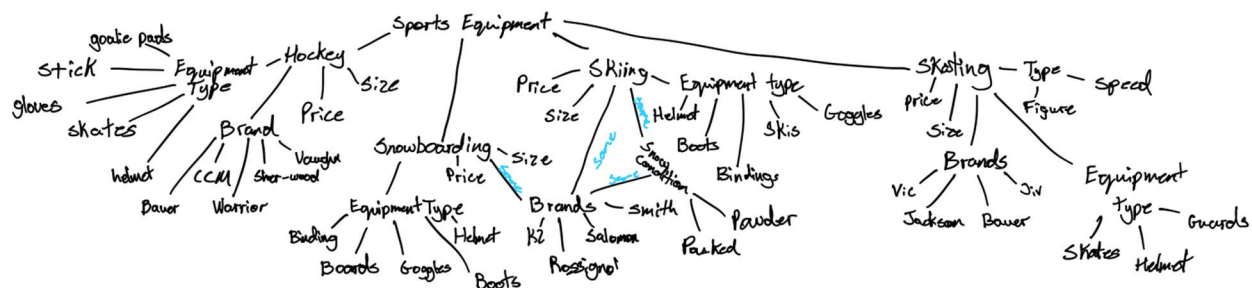
Goals:

View detailed product information for each item. (Absorb information)

Filter and refine searches, which products are the best fit. (Explore)

Follow instructions when paying for an item. (Follow instructions)

b. Imagine a representation of the domain from your persona's point of view. Think of the important entities in the domain and develop a semantic network including such entities and their relations. The semantic network should include some taxonomy (generic/specific), meronymy (part/whole), attributes, and other relationships specific to your application domain. Semantic networks were presented during week 6 (see previous section on tutorials for pointers to lecture slides).



3. Create a low fidelity prototype

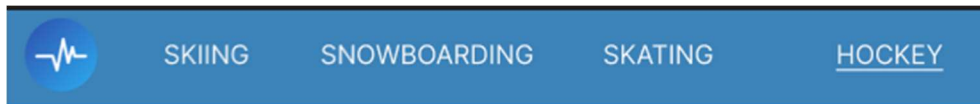
a. Your site must include at least 3 of the 8 interactive processes presented during week 6 (e.g. follow instructions, absorb information, do supervised activity, etc.). Among these 3 processes, your site must include the process of exploration (divergent/convergent). Choose processes that are in line with your persona's goals and will allow him/her to achieve such goal.

In relation to Max's goals these 3 processes would be used in the site:

1. Follow instructions: There should be simple to follow instruction for the item payment process to meet Max's goal of having a streamlined checkout.
2. Absorb information: There should be detailed information about each item on the site, Max would like to be able to absorb information about products to make the right purchase.
3. Divergent/Convergent: User can explore items using a series of filter to find a product which is the best fit to them.

b. To perform the divergent/convergent process, you are asked to include a faceted search in your UI (see slides from week 6 for examples).

The users can select their entry point from via the nav bar.





Please refer to the semantic network for the specific elements which will be included for each different drop-down menu.

Brand	+
Price	+
Equipment Type	+
Size	-
Small <input type="checkbox"/>	
Medium <input type="checkbox"/>	
Large <input type="checkbox"/>	
Extra Large <input checked="" type="checkbox"/>	

- c. Make sure your system image (UI) is in line with the semantic representation of your persona and includes organizational/navigational patterns which includes the entities present in their semantic network


<https://www.figma.com/file/59EUNMBDSkBZR2Af4aMUM4/Project2-Step1?type=design&node-id=10%3A321&t=RKuy0CY179QJ88AX-1>

<https://coolors.co/0b0500-402bca-3c83b9-acd9ec-f2f5f8>

SKIINGSNOWBOARDINGSKATINGHOCKEY

Snowbound Essentials



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HOURS

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Location, Ottawa. ON555-555-5555email@email.com

SKIINGSNOWBOARDINGSKATINGHOCKEY



SHOP SKIING

Brand +

Price +

Equipment Type +

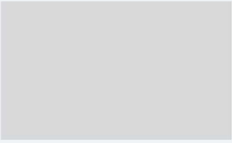
Size -

Small ☐

Medium ☐

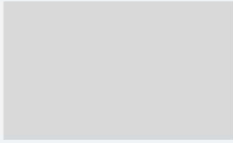
Large ☐

Extra Large ☒



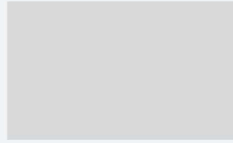
Item Name

More InfoBuy



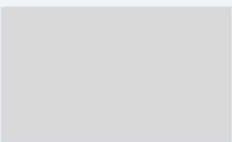
Item Name

More InfoBuy



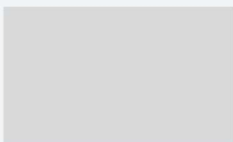
Item Name

More InfoBuy



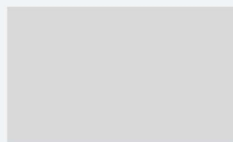
Item Name

More InfoBuy



Item Name



More InfoBuy




Item Name

More InfoBuy

Location, Ottawa. ON555-555-5555email@email.com

SKIINGSNOWBOARDINGSKATINGHOCKEY



SHOP
SNOWBOARDING

Brand +

Price +

Equipment Type +

Size -

Small

Medium

Large

Extra Large

Item Name

More InfoBuy

Item Name

More InfoBuy

Item Name

More InfoBuy

Location, Ottawa. ON555-555-5555email@email.com



SKIINGSNOWBOARDINGSKATINGHOCKEY

Image here

SHOP SKATING

Brand +

Price +

Equipment Type +

Size -

Small

Medium

Large

Extra Large

Item Name

More InfoBuy

Item Name

More InfoBuy

Item Name

More InfoBuy

Location, Ottawa. ON555-555-5555email@email.com



SKIINGSNOWBOARDINGSKATINGHOCKEY

Image here

SHOP HOCKEY

Brand +

Price +

Equipment Type +

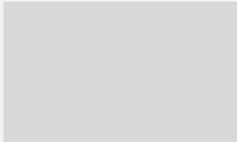
Size -

Small ☐

Medium ☐

Large ☐

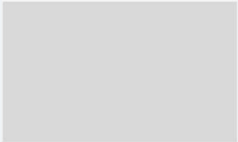
Extra Large ☒



Item Name

More Info

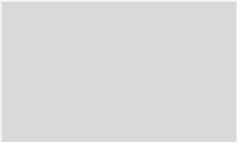
Buy



Item Name

More Info

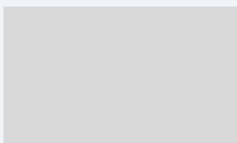
Buy

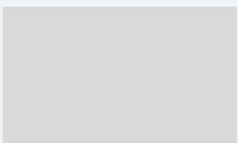


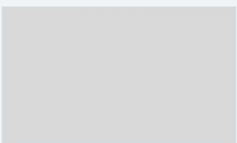
Item Name

More Info

Buy







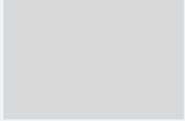


Location, Ottawa. ON

555-555-5555

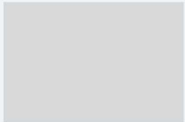
email@email.com

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Item Name

Cost: \$\$\$



Item Name

Cost: \$\$\$

Tax: \$\$\$

Total: \$\$\$

12

First Name

Last Name

Email

Mobile

Continue To Payment

Location, Ottawa. ON

555-555-5555

email@email.com

Item Name

Cost: \$\$\$

Item Name

Cost: \$\$\$

Tax: \$\$\$

Total: \$\$\$

1

2

Card Number

Name

Address

Town

Province

Postal Code

Continue To Payment

Location, Ottawa. ON

555-555-5555

email@email.com

Item Name

Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Add To Cart

Check Out Now

More Like This

Item Name

More Info

Buy

Item Name

More Info

Buy

Item Name

More Info

Buy

Item Name

More Info

Buy

Location, Ottawa. ON

555-555-5555

email@email.com

I drew inspiration from Apple's simple to understand checkout process. I also designed the interactive processes to be like other winter sports websites such as Sporting Life, and Skiis & Biikes.