**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?**

Exercise and sports gear site: Performance Pulse

The goal of this site is to supply exercise and sports gear across a wide range of different athletic activities. User of this website include but are not limited to Fitness enthusiasts, Athletes, Gym-goers, Outdoor enthusiasts, Sports teams and clubs, Recreational sports participants, Fitness 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.

1. **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)

1. **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).**

# ADD SEMANTICS HERE

**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).**

**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**