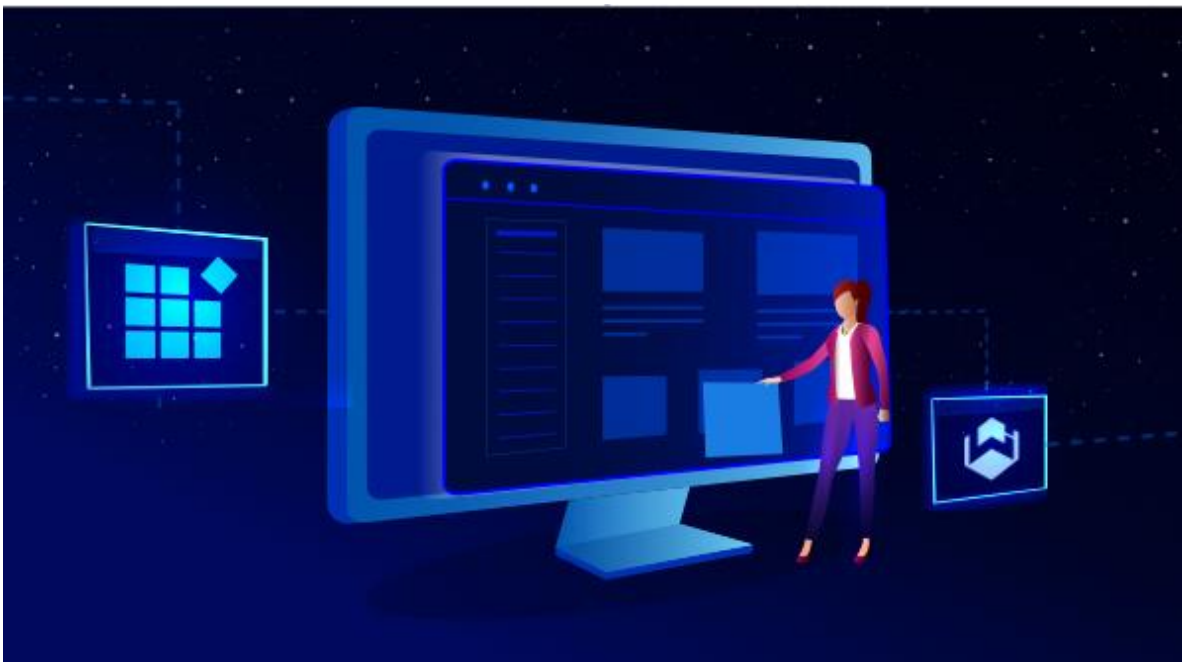WEB PAGE

# GOLDEN DESIGN

By: Robert Valdes

In the Mexicali region there is a great demand for custom-made housing, especially smart homes, with home automation applications, satisfying a market that is growing in the region

# TASK ANALYSIS

- User Registration.

- Website that manages users who are architects and engineers, as well as company information.

- The page shows information on architects and engineers who request information on a project to be developed.

- Section of plans

# PERSONA

## THE ARCHITECT

### Demographics
Operating in Beverly Hills, Belair, West L.A., Malibu, Pacific Palisades, Thousand Oaks, Calabasas, All South Bay Cities (from El Segundo to Palos Verdes Peninsula), plus other high-income cities within a 25-mile radius of 90019. Owner/partners, firms with 1-20 employees on average.

### Responsibilities
Design the building, with attention to Title 24 compliance. Engineers calculate the necessary electric power loads for the entire building (amongst other systems).

### Goals
Personal: Pleasing their clients, winning awards, getting published.

Project: Involved at every stage of the project, keeping within budget and code requirements.

### Challenges (industry)
Finding reliable and knowledgeable partners during planning process to specify materials, fixtures, appliances, and lighting & shading systems; finding the right trade consultants, suppliers and manufacturers.

### Challenges (your company)
Unfamiliarity with our systems or preference for other systems they are more familiar with. A tendency to work with or prefer previously established relationships.

### Marketing to Architects / Engineers
Word-of-mouth including recommendations by previous clients, associations they belong to, homeowners wanting to work with them due to a previous project showcased/featured, and referrals from other industry professionals.

### How We Help
We help with their lighting specification and engineering requirements by reviewing blueprints, schematics and dimensions, in addition to other relevant needs. Our involvement covers the entire project, from concept to completion.

# PERSONA

## Thoughts

Somehow 5 years of Architecture College was easier than registering as an Architect using the COA website!
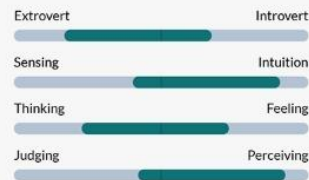
## Bio

Anant. 23 and high on the fact that he finally completed Architecture! 5 long years of hard-work, all nighters and last minute sub-missions and now he's finally graduated.

As a young kid, Anant always wanted to be a doctor. But somewhere along the way, his plans changed and he ended up going to Architecture College in Chennai. Always a cheerful and fun-loving guy, his friends turn to him for some light-hearted fun moments. An ambivert at heart, Anant enjoys playing the guitar, singing and in moments of silence, he writes.

After 5 years in Uni, he understands the importance of having a central registry of Architects in India, but wishes that the process for the same was easier.

### Anant Varma
23, Architecture Graduate

Chennai, India

## Personality

| | |
|---|---|
| Extrovert | Introvert |
| Sensing | Intuition |
| Thinking | Feeling |
| Judging | Perceiving |

## Motivations

- Growth
- Social
- Achievement
- Power
- Incentive
- Fear

## Goals/ Needs

- To have an easy and quick registration process
- To be able to use any browser and not worry about something going wrong
- To have more clarity on exactly what he's supposed to do to register.

## Frustrations/ Fears

- Long and slow process to register as an Architect even after studying and completing course after 5 years
- Repetitive forms and multiple requirements for registration
- Afraid that the website isn't trust-worthy and afraid to pay registration fees on it.

## Brand Affiliations

# PERSONA

## Data Scientist
also known as Data Managers, statisticians.

A data scientist will be able to take data science projects from end to end. They can help store large amounts of data, create predictive modelling processes and present the findings.

*Skills:* Mathematics, Programming, Communication

Will use programmes such as:
SQL, Python, R

## Data Engineers
also known as database administrators and data architects.

They are versatile generalists who use computer science to help process large datasets. They typically focus on coding, cleaning up data sets, and implementing requests that come from data scientists.

*Skills:* Programming, Mathematics, Big data

Will use programmes such as:
Hadoop, NoSQL, and Python

## Data Analysts
also known as business Analysts.

They typically help people from across the company understand specific queries with charts.

*Skills:* Statistics, Communication, Business knowledge

Will use programmes such as:
Excel, Tableau, SQL