

The Holden Prototype

Assignment 02



Group: 08

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1 Introduction

1.1 Introduce the exhibit

Located in the Landmarks exhibitions gallery in the National Museum of Australia, the Holden Prototype Car No.1 proudly represents the industrial achievement of Australian Engineers back to 1940s. The way that National Museum deliver the exhibits is attractive. There is not only a car model, but also the recreation of steering wheel and piece of iron material for visitors to touch and play. Since Holden car is an example of internal combustion engine driven car, a gear-cutting machine that functions the transmission gear is the key improvement and diversity point from other old-style coach such as Concord model. To show the engineering design of the engine, part of the transmission gear and gear-cutting machine are also recreated for visitors to understand how this engineering model works, and visitors can press the button to run the engine and hear the voice of working engine.

The history background of why Holden car are produced is important. After the World War 2, Australian society was worried that the peace of world is only temporary, and the risk of having another world war remains. Thus, the hope of Australian can produce a self-designed and owned car was strong, as the ability of producing car could guarantee that Australia is independent and self-satisfied during the possible next world war. In 1946, a group of Australian engineers went to General Motor workshop in Detroit, designed this Holden Prototype car with American Engineers.

The price of a car is always a topic. The public version of this Holden Prototype No.1 is called FX Holden and the price was \$733. To have better understanding of the price, it is nearly equal to 94 weeks' salary of a normal worker in 1940s. However, the car was still sold out very quickly while approximately 18 thousand people signed up and paid the deposit without having seen the real car. This shows the support from Australian society to the national owned car and how attractive it was.

At the museum, the exhibit was displayed openly without glass around it. Visitors can see the outside and inside through a semi opened door. With an open engine bay, it is easy for the visitors to look at the key component of this prototype and prove that this prototype is not just a case. Some of the car owners have the experience of open the engine bay of their car, it is such a good chance for them to compare how their car's component is different from the engine component of

the exhibit, it is always a bit hard to image how the day would become without modern technology. The exhibit was designed in 1940s, at that time computer were not popular when design and produce the car. The car today has much more electronic devices than this prototype car, which help the driver and entertain the passengers. However, the exhibit only has very basic functions.

For security and maintenance reason the car is not open for people to sit inside, but the way to study and get familiar with the car is sufficiently provided by the museum. There are pictures of Holden automobile production line behind the exhibit. It gives the visitor a glance of the car industry and tells everyone this exhibit is not only a car itself, but the whole history and system of Australian producing Holden. If the visitor is not comfortable enough to read English, these photos are the major way of knowing the background of this exhibit. The exhibition board also included formal introduction on the history background. Since the car is designed and produced in the 1940s, the structure and design strategy is different with the one most people familiar today. Thus, the anatomy of the Holden prototype helped the visitor identify the name of each part of the exhibit, this can easily help the visitor connect his history car with the modern car today. There is nothing more exciting than holding the steering wheel and "drive" the car by visitors themselves. The steering wheel is relatively simple design compared with the car today, whereas by holding the steering wheel and touching the recovered car paintwork piece, visitors includes me are being taken back to the 1940s.

1.2 Design concept

Our design concept includes three components, Holden car design structure, history which affect the development of Holden car, and local support towards car industry. Since we would introduce the outside and inner design of the car, visitors would have a basic understanding of this Holden prototype, and be able to know the design trend of cars back to World War 2. Some basic engineering explanation would help visitors to image the performance of this car and compare it with the cars today. The introduction of key components could let visitors understand the function of piece of equipment of a car. Visitors can also understand the industrial ability of Australia at that time, as well as people's living condition and culture atmosphere.

The development history of Holden car also represents the development of Australian industrial capability and economics. The car produced in 21 centuries in Australia is much more complex and developed than this first prototype. The

development of Australian car industry also includes learning from other countries. The design and produce of Holden car were also a case of Australian and American engineers' corporation. The FX Holden is not just a car, it represents an era after the second world war. The ending of Australia car industry represents the change of economic structure due to globalization.

The consumption of automobile was increasing after the war. The price of the car was almost the same as the salary for two years, the car sold out in a short amount of time verify the point that people have huge interests of buying and using the car. From the government perspective, most of the police car in Australia is Holden brand. The amount of government purchase can show that the hope of developing local car industry of both Australian government and Australian citizen. The development of car industry cannot stay alone without the improvement of infrastructure. With increasing number of freeways, cars are not only for inner city transportation, but also suitable for longer distance travelling.

2 Scenario

2.1 Introduction, personas and use-case

Introduction

A historical researcher called James who is researching the industry is currently studying about Australian native car brand. He lives in Melbourne. He has been influenced by the Holden car headquarter which was built in Melbourne before the company was closed. He decided to go to the Australian National Museum to see the Holden cars and soon found some information about the car via the Internet.

Persona

James is almost 50 years old. He has a great interest in cars and has a passion to study about it. He is proficient in technology and is good at using the Internet to enhance his research. He tends to study objects from a visual perspective. He would like to do some on-line research about the 360-degree view of the car.

Descriptive use-case

He clicked the link to open the website about Holden car. The first thing he saw is a picture of the first Holden car and a menu on the right. If the mouse hover on the buttons, a hint tag will show up. He tried to click onto one of the parts of the car and the system would display a description as well as highlighting the selected item. For example, when he clicked the wheel of the car, the wheel would be

highlighted and a small text box including an introduction about the wheel would appear. There was a scroll bar at the bottom of the picture allowing him to be able to drag the scroll bar to change the type of the Holden car from the old one to the most recent one. In the process of dragging, he could see the changes been made in the Holden cars in different periods along with the historical reasons that affected the design of the car and the title also changed with the car. Then he clicked onto three different arrows. When he clicked on the buttons on both sides, the first Holden car would rotate from different angles. James had the opportunity to observe the car from different perspectives allowing him to make some new discoveries. James also clicked onto the middle button which reset the first Holden car back to its origin position. He clicked onto the fourth button with hints. He found out that he could hear some audios and he can also read some additional text information as well as some updated prompt messages. James clicked the audio button and he found this is screen reader controller, which is for people who cannot read. After that, he clicked the button at the left corner which would allow him to watch the car interior and he can expand the virtual scope by clicking the arrow which was around the photo. If he clicked on one of the parts of the car interior, he could also get some details about the selected part.

2.2 Match between the scenario and the design concept

In this scenario, James fully used the features of this website. He learned about the structure of the car through various different methods and techniques provided by the website, the history of the car and the factors that influenced the development of the car at the time. According to our design concept, we hope that viewers can have a thorough understanding of parts of the Holden car including the car's appearance, structure and interior. Therefore, we used the technology of observing the car in 360° view. The viewer can be able to change the angle of appearances and interiors when observing the first Holden car; therefore, they can see some component details about the car at a close distance. In addition to the 360° view, we have also applied other techniques. For example, people can understand how parts of the car work by clicking on different parts of the car. Through these technologies, the viewer will be able to have a basic understanding of the vital structure of the Holden cars. In order let the viewer understand the history of the cars, we designed a bar to represent the timeline of Holden. When the viewer drags the bar, it is indicating the change of time period. They can see the changes in the appearance and interior of the car at different times. Using this technology is a great choice as it helps the viewers to compare with different vehicles in each different time period making it easier to summarize the results. With the display and

comparison of vivid photos, people will become more interested and more impressed with the history of the Holden car.

We understand that the history of the Holden cars cannot just understand the simple changes they made. We also need to have a deeper understanding of the reasons why the Holden car has changed. Therefore, we used three different ways to achieve that design concept. Next, to each Holden car, a label has been set to distinguish the time period it was manufactured. We have also added a piece of text material about the changes in the car and some of the reasons that affected the car. In order to make our website more popular, we would be adding audio and the text next to the comment will be converted into an audio. This is a faster alternative for the viewers to understand the main content of the text. The final way is to add some links about the reason why the Holden car has changed and some background story at that time. We know that it is impossible to display all the information on our website, therefore, we can only extract as much detailed information as possible. Therefore, it is crucial to add different links next to our text materials as it will allow the viewer to gain more knowledge about the reasons for the Holden car change. In conclusion, we used many different techniques on our website and the ultimate goal of using them is to give the viewers a better understanding of the structure, development, and the reason why Holden car changed.

3 Prototype

3.1 Annotated prototype

Basically, the prototype follows the design principles that are introduced in the lecture. First of all, almost available operations are showed on the screen and there will be immediate hints for those interactive actions which cannot be seen directly on the screen. The mental model is considered when we designed the prototype. The icons in the prototype are common to see in the web pages. For example, the  is for introduction; The  is for translation. As mentioned in the last part, the user can get an introduction about the car showing on the screen by clicking the .

Moreover, the “more details” in the introduction is blue with underline that means more information can be found on another website instead of this. Some users may be confused about the . There will be auto-reply, when they click the button. On the other hand, the specific parts will be highlighted when mouse hover, which tells the users that they can click it and if they do this, a new panel will show up and more details about the specific part will be provided. There is a photo in the panel that implies users which component they are looking at. In addition, we also

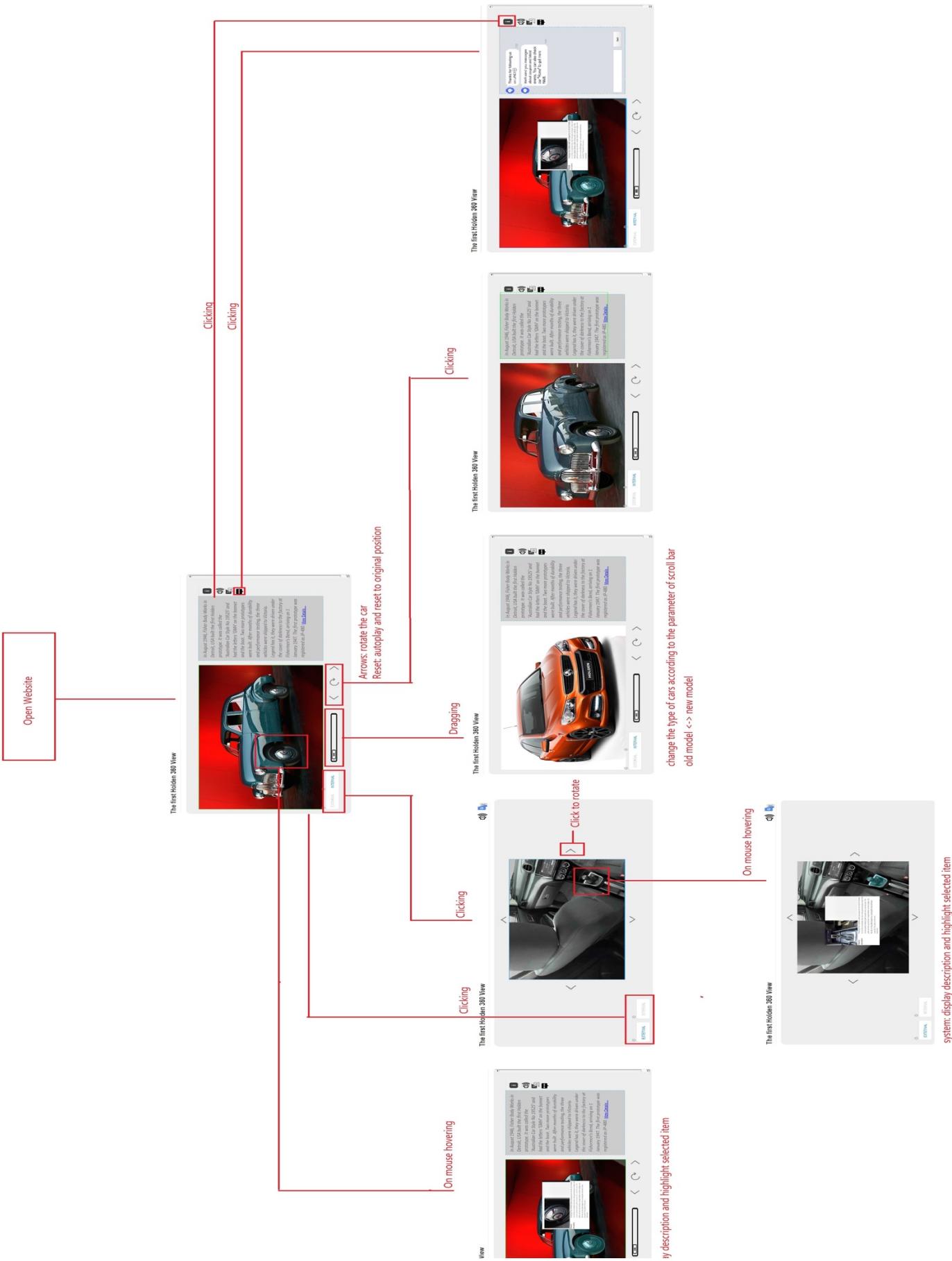
considered the constraints on the user's choice of actions. If the user explores the interior of the car, the internal button will be grey that means the user currently looks the interior of the car and he/she are not expected to click the button again.

In addition, there are some people who are not familiar with English or cannot read. Thus, the  and the  are provided for those people. Users can click the  to get the introduction in a different language and activate the voice guide by activating the .

For people who are not familiar with computer, they can get guidelines of the website. When they visit the webpage and do not know what they can do, their mouse may hover on the screen and when the mouse hovers on a button, the short description of the button will show up and they can understand what they can do with the button.

The link of prototype:

<https://drive.google.com/drive/folders/145au0ARvTQgIEA6fmMJilMaYfBb11t7Y>



The first Holden 360 View

Introduction

EXTERNAL INTERNAL

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The first Holden 360 View

In August 1946, Fisher Body Works in Detroit, USA built the first Holden prototype. It was called the 'Australian Car Style No 19525' and had the letters 'GMH' on the bonnet and the boot. Two more prototypes were built. After months of durability and performance testing, the three vehicles were shipped to Victoria. Legend has it, they were driven under the cover of darkness to the factory at Fishermen's Bend, arriving on 1 January 1947. The first prototype was registered as JP-480. [More Details...](#)

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EXTERNAL INTERNAL

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The first Holden 360 View



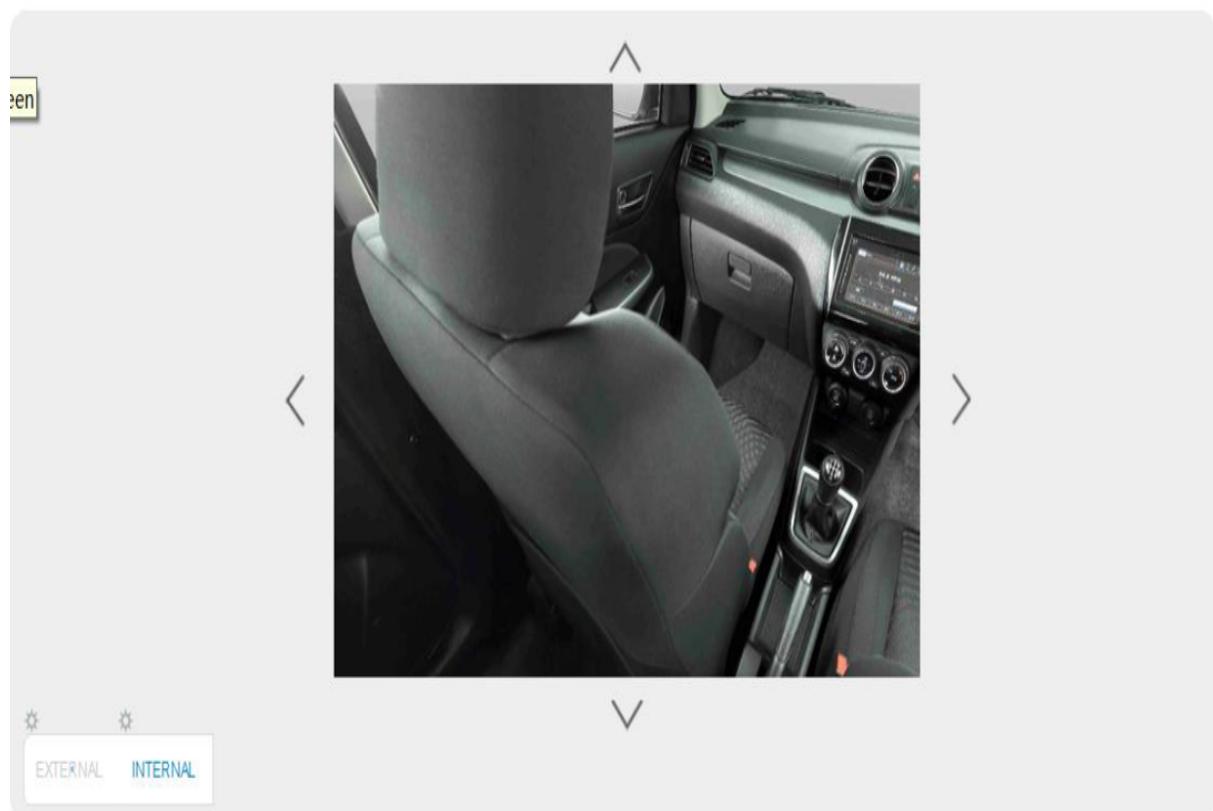
Physical description
Prototype No. 1 Holden sedan (prototype for the 48/215 Model). A 2.15 litre six cylinder, four door, like-gated grey metal with chrome plated radiator grille, bumper bars, and hub caps. The grille and hub caps all bear a single Holden red lion badge, and the lion on the grille badge has a small gold coloured frame around it. The paint is in cent ...
Read more

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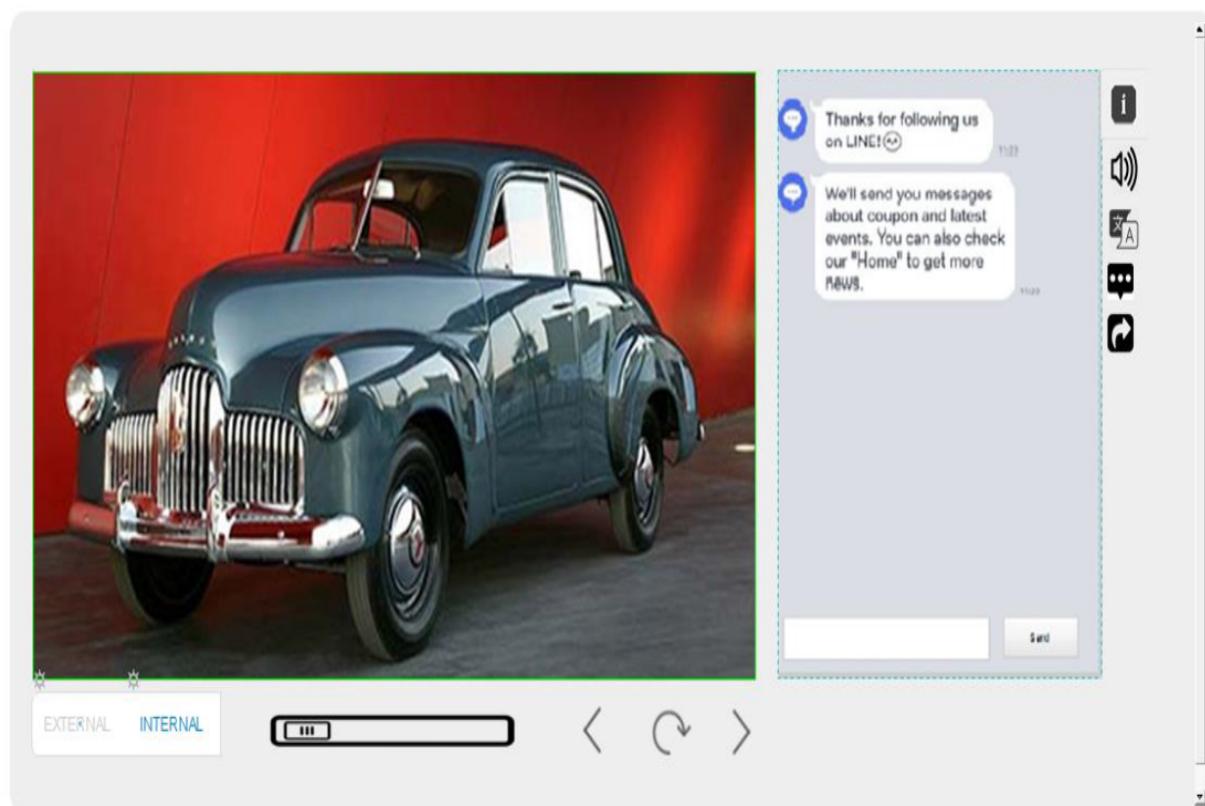
EXTERNAL INTERNAL

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The first Holden Internal 360 View



The first Holden 360 View



The first Holden Internal 360 View



Physical description
Prototype No.1 Holden sedan (prototype for the 48/215 Model).
A 2.5 litre six cylinder, four door, blue gunmetal grey sedan with chrome plated radiator grille, bumper bars, and hub caps. The grille and hub caps all bear a single Holden red lion badge, and the lion on the grille badge has a small gold coloured frame around it. The paint in the cent...
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EXTERNAL INTERNAL

The Commodore 2018 Edition 360 View

The all-new Commodore Tourer is the car designed for the drivers of life to drive through life, whether that's to your favourite fitness class after work or winding through breathtaking mountain roads. The Commodore Tourer all-wheel-drive makes journeys easier, safer, and bursting with possibilities. [More Details...](#)

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EXTERNAL INTERNAL

Pictures are from:

http://www.nma.gov.au/exhibitions/symbols_of_australia/holden

<https://www.holden.com.au/cars/commodore-tourer#Safety>

(Also in reference part)

(National Museum Australia, n.d.) (Holden, n.d.)

4 Design and implementation decisions

4.1 Decision heading

1. Car Photo Gallery

Photos are relatively more attractive and readable than simply words introduction, and visitors will be able to have quicker and comprehensive understanding of the exhibits. By putting the link as the pictures on the museum site, those visitors who are interested in the exhibit can choose to click the photo and read further introduction. However, the level of interests between each visitor are different, some of the visitors may only want to have a look at the pictures, whereas some of the visitors really hope to read and understand the development history or engineering knowledge of the Australian Car industry. Thus, after directing to the designed introduction webpage, what visitors see first would be plenty of selected photos as a gallery. The reason pictures are chosen to come earlier than articles are that, by discussion, pictures are more acceptable for those who have relatively little interests towards the exhibits. Some visitors prefer to view the picture of exhibits first, rather than reading the introduction, even the pictures are coming after word introduction. The Pictures will include key components, production line, public reaction and development history.

2. Buttons & Sidebar

In our webpage, several interaction buttons have been decided to be put under the Holden car prototype including two buttons and a slide bar. To begin with, there are two buttons called “external” and “internal” which are used for selecting external view or internal view of the Holden car. In addition, there are also two arrow buttons for the website users to rotate the car and see the whole view of the car.

This idea is inspired from Lamborghini website (LAMBORGHINI, 2017) which provides us with a platform to customize our own Lamborghini. This interactive website is very attracting and impressive because it provides us a chance to build and take a

closer look at the real Holden car model, which inspired us an idea of building an interactive website.

In terms of the reasons of making this decision, there are two aspects included. To begin with, according to a research, approximately 90% of Internet users today expect a website to have interactive components, (RAYCHALE, 2018), and more than 70% of interactions from customer in a business company are digital nowadays. This fact shows that interactive websites are very popular and welcomed by website visitors which means an interactive website satisfies the needs of most of the visitors.

Secondly, when people are clicking, dragging, rolling the things on website, they not only get a basic understanding of the model, but also have an enjoyable experience on it. This experience can drive sales and attract more visitors of website, although our website is not currently selling anything. With more visitors, we can put some advertisements on it and make profits, which can be used to develop our website and spread our prototype better.

3. Inner Car Rotate View

When observing in the National Museum of Australia, we noticed that a large group of visitors are willing to look inside, though the door of prototype car is only half opened. Thus, we added the function that visitors are able to rotate the view the inside of the car. A group of visitors may feel regret in the museum that they did not get a chance to check the inside of the car, whereas our webpage can help them take a closer look at the inside of car. Since car is a comprehensive system, a photo which can rotate will let the user look at all the components of a prototype car. From the experience of looking at the car online, some website is using the way that many pictures shown as a series, however, user would lose the control of looking at the part they are interested in. For example, if the visitor willing to know the detail of car seat, a series of photo may possibly miss this part of the car. Since the rotate view of the inner car is supported by a 360-degree photo, visitors can drag it by themselves in order to choose which part they are interested in.

4. Clickable Car Components

To provide a better user experience, we decide to make some of the car components clickable for those who are interested in a specific part of the car.

Except the two buttons and a slide bar below the car, some parts of the car are available to click which makes the whole website interface interactively and lively.

In addition, with the history of the whole Holden car introduced, some specific parts of the car will also be introduced if users click those parts so that users will feel more pleasure and comfortable to read that information. If a lot of information is put on the website at one step without hiding some information in the second step, users may feel the website is too informative and lose the interest to continue reading through the whole page. What's more, by using the manual transmission to see the whole view of inner car and clicking the components of the car, users will stay longer and get more interested in our website. Thus, our website will be more likely to be shared to other users so that the Holden car will become more well-known and more companies will put their advertisements.

5. Live Feedback Chat Session

For better collection of the feedback from visitors, a live feedback chat session is being developed. As a new website, comment and feedback from real users are the key to improve. Thus, to promote visitors providing feedbacks, the live feedback chat session can help visitors giving timely comment, in which it is designed to be conspicuous and user friendly. When providing feedbacks, visitors are hoping that their feedback can be seriously considered and evaluated. If the feedback were ignored by listener, it would make feedback provider disappointed, and lose the passion of providing additional feedbacks. By using the live chat session, since the reply is timely, feedback provider will have the feeling that their feedback is being noticed and will be seriously considered. The process of posting mail or sending email to provide feedback is not simple, since the structure of writing is relatively more complex than sending a phone message or online message. If the provider feels that leaving a feedback is a complex process, they may give up it. If the difficulty of providing feedback is reduced, and the conservation environment is friendly, there would be more visitors willing to send feedback about the design, as well as willing to talk more. Also, the group of people who can give feedback is also extended, from young kids to elder. Different group of people may have different perspective when looking at a problem, this difference also reflects on the description of feedback. The traditional way of evaluating feedback cannot guarantee the understanding of evaluator and provider is on the same stage, whereas live feedback collector can make sure the feedback collects are the same as providers understand, by asking the follow-up questions. Although feedbacks may need further evaluation and discussion, the first step of the whole process, which is feedback collection, is being enhanced.

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