

The Holden Prototype



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 serious, 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 differences 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.