

MicroSystemsResearch.com

DOCUMENTATION:

PAGES / FLOW / WIREFRAMES / ASSETS / MOCKUPS



The screenshot shows a website for MicroSystems Research Ltd. The header includes a menu icon and the company name. The main content features a 'SatTrack' logo and a 'LEARN MORE' button. The background is a close-up image of a circuit board.

MicroSystems Research Ltd.

Micro Electronics, GPS Tracking and Research

SatTrack

LEARN MORE

WHAT

MicroSystemsResearch.com is a website for MicroSystems Research Ltd. The intended purpose of this website is to create a space where people can find out who MicroSystems Research Ltd. is, what they do, what they've developed, how to contact them and to allow researchers to retrieve their GPS tracking logs from trackers MicroSystems Research have developed.

TARGET AUDIENCE

MicroSystemsResearch.com is primarily aimed at researchers and biological organisations. Because of the nature of the products (i.e. Every product is made to order and modified to fit specific applications), the website is aimed at people that would need large quantities of products to conduct research. In fact, products are initially developed specifically for researcher's and their requirements.

ABOUT

The following is a text asset taken from the home page for an about us section:

MicroSystems Research Ltd. is a company who design and manufacture microelectronics for various applications. We develop highly accurate and versatile GPS trackers for animals, persons and valuable assets. While closely collaborating with biological organisations whom care for wildlife, we have developed a range of bird trackers to aid in the research of native birds. We conduct research on a wide range of topics such as chemistry and flight. Developing quad-copters is also a field we work in.

HOW

The standard pages of the website are straight forward. They're accessed through the menu system accessible on every page. However, there is a section on the website that gives the owners of MicroSystems Research GPS trackers the ability to retrieve the data log files which were generated by the tracker.

This system is called GPS ExTrackt. Once generated, the files are stored on a server in their own directory. In order to gain access to your files, you must enter a username and password (Which is assigned to each tracker) on the page. The website then opens a new window and starts a new FTP session with the entered credentials. The user can then download their files and when they're done, they close the window which ends the FTP session.

GPS ExTrackt would be programmed in Ruby using the popular framework Ruby On Rails to create a web app. The program will also need to convert the native data binary file to a human readable .csv file which can be opened in Microsoft Excel.

PAGES

HOME

The home page will have a large display that fills the whole screen which will act as the landing screen. There will be a focus on the product 'SatTrack', meaning including the logo and a link to the product. There will be a pre expanded, collapsible menu to the left of the display containing the logo and all of the menu links. Scrolling down will reveal an about us section and more content which will display brief summarised sections of the pages in the menu.

PRODUCTS

The home page will have a large display that fills the whole screen which will act as the landing screen. There will be a focus on the product 'SatTrack', meaning including the logo and a link to the product. There will be a pre expanded, collapsible menu to the left of the display containing the logo and all of the menu links. Scrolling down will reveal an about us section and more content which will display brief summarised sections of the pages in the menu.

PRODUCTS > PURCHASE

Each product page will have a slider at the top and a description of the product. At the bottom of each product page, there will be a purchase link which just redirects the user to the contact page.

U.A.V'S

The Unmanned Ariel Vehicle's page will contain information about the flying machines (E.g. Quad-copters) that are being developed.

GALLERY

The gallery page will show photos that won't fit in the other pages, like the products page for example. Photos would include product photos, developmental photos, experiments, ideas, etc. This page is similar to the products page.

RESEARCH

The research page will show research and experiments that are under development. This would act as a blog showing what stage the research is at.

RESEARCH > GPS EXTRACKT

The GPS ExTrackt page is a link to a system which will allow people to access their log files from the GPS trackers like SatTrack (A GPS satellite tracker). The name ExTrackt came from extract, to extract data, and track, to track movement.

PARTNERS

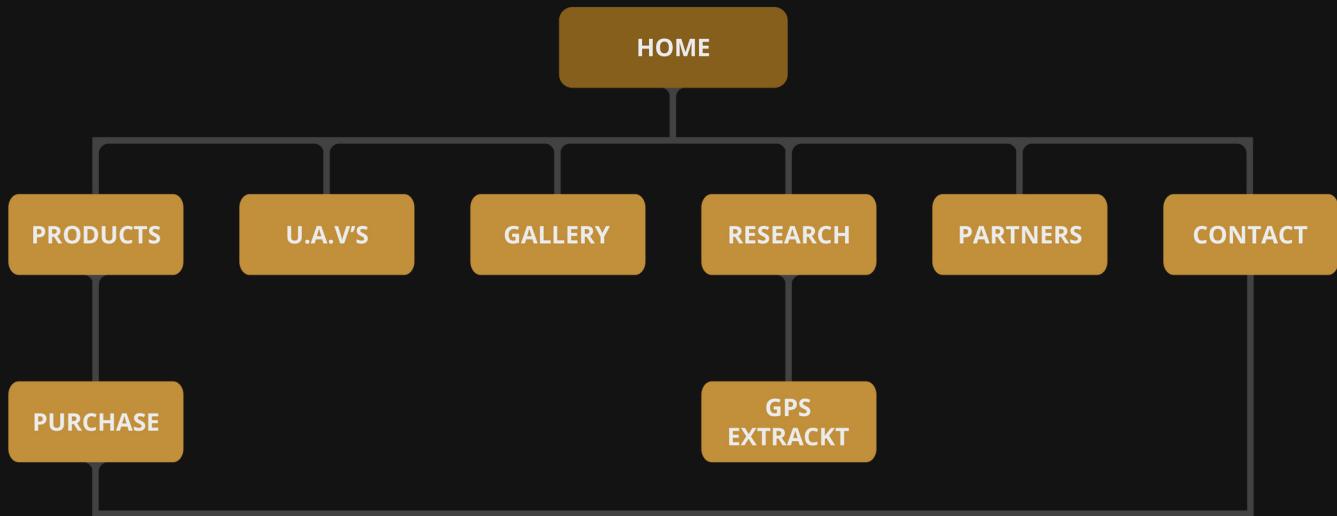
The partner's page will display all of the people and organisations partnering with the company and a link to their respective websites. This page is similar to the products page.

CONTACT

The contact page will give the address, phone number and email of the company. It will also have a contact form so users can contact the company through the website directly.

FLOW

The following is a diagram to illustrate the linking of pages and how they relate to each other, or the flow of the website.

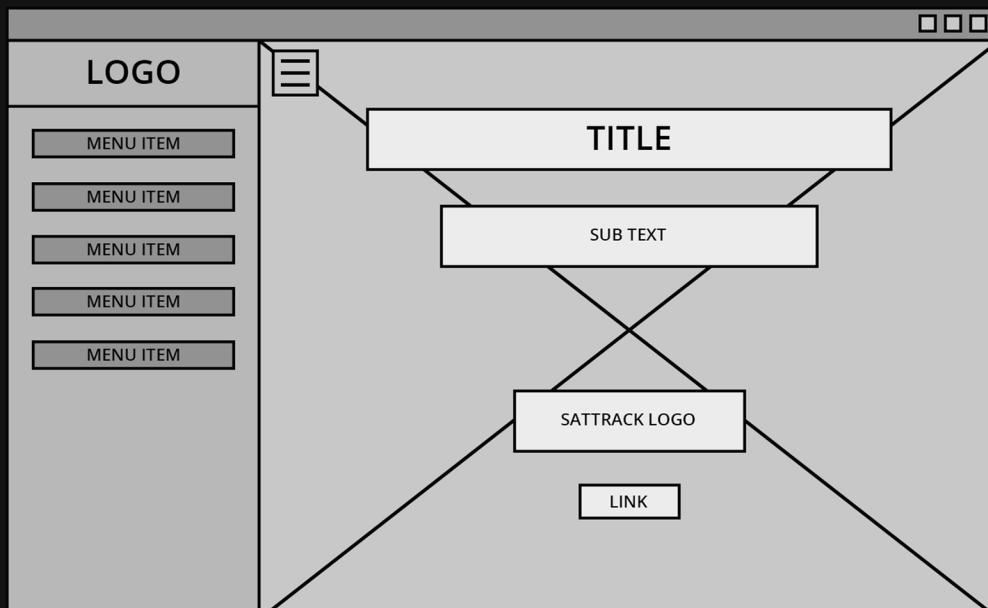


WIREFRAMES

Not all pages have been wireframed to avoid repeating myself as some pages are similar in style and layout.

LANDING PAGE

This is the screen that's presented to the user when they're directed to the website, or home page.



HOME

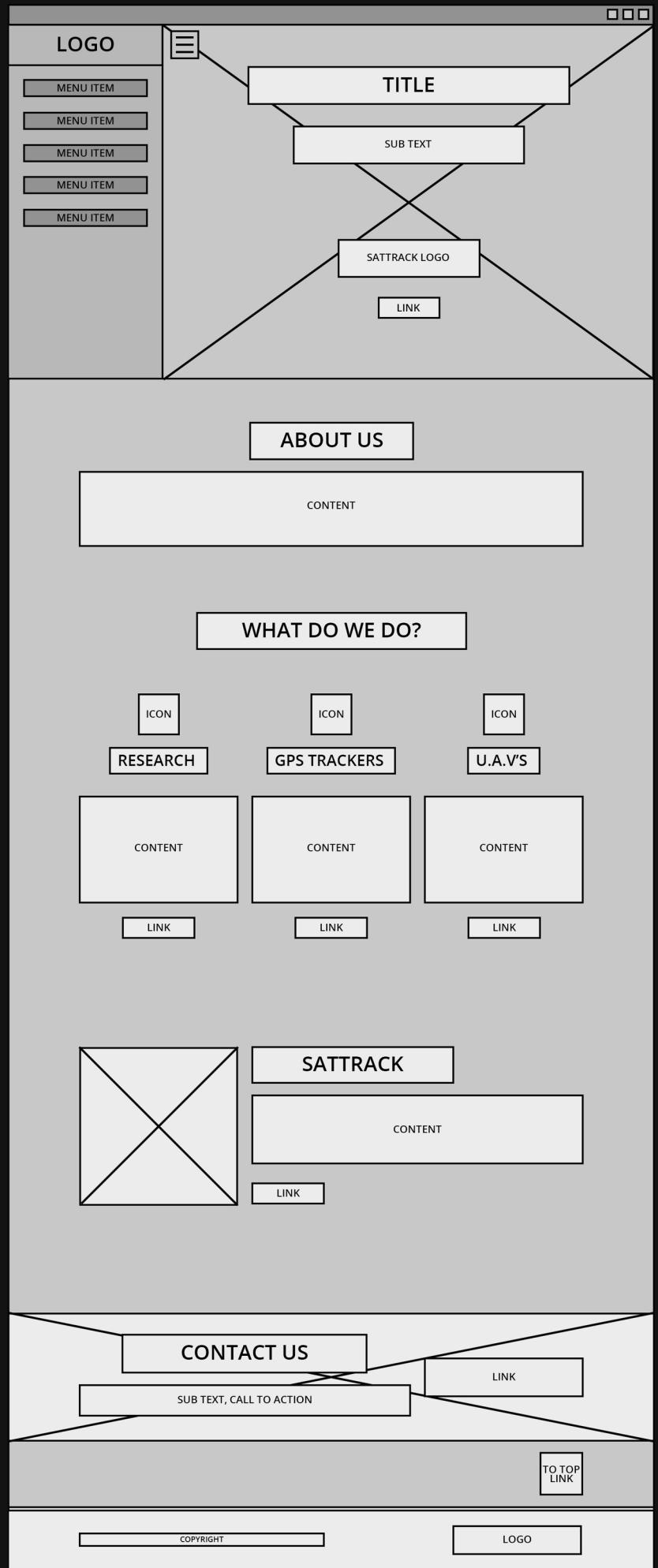
The home page acts as a summary of some of the other pages.

The menu is collapsible and expandable. It's expanded by default on the home page so when visitors first come to the page, they will be shown what links are in the menu.

These will give short descriptions of some of the fields MicroSystems Research works in.

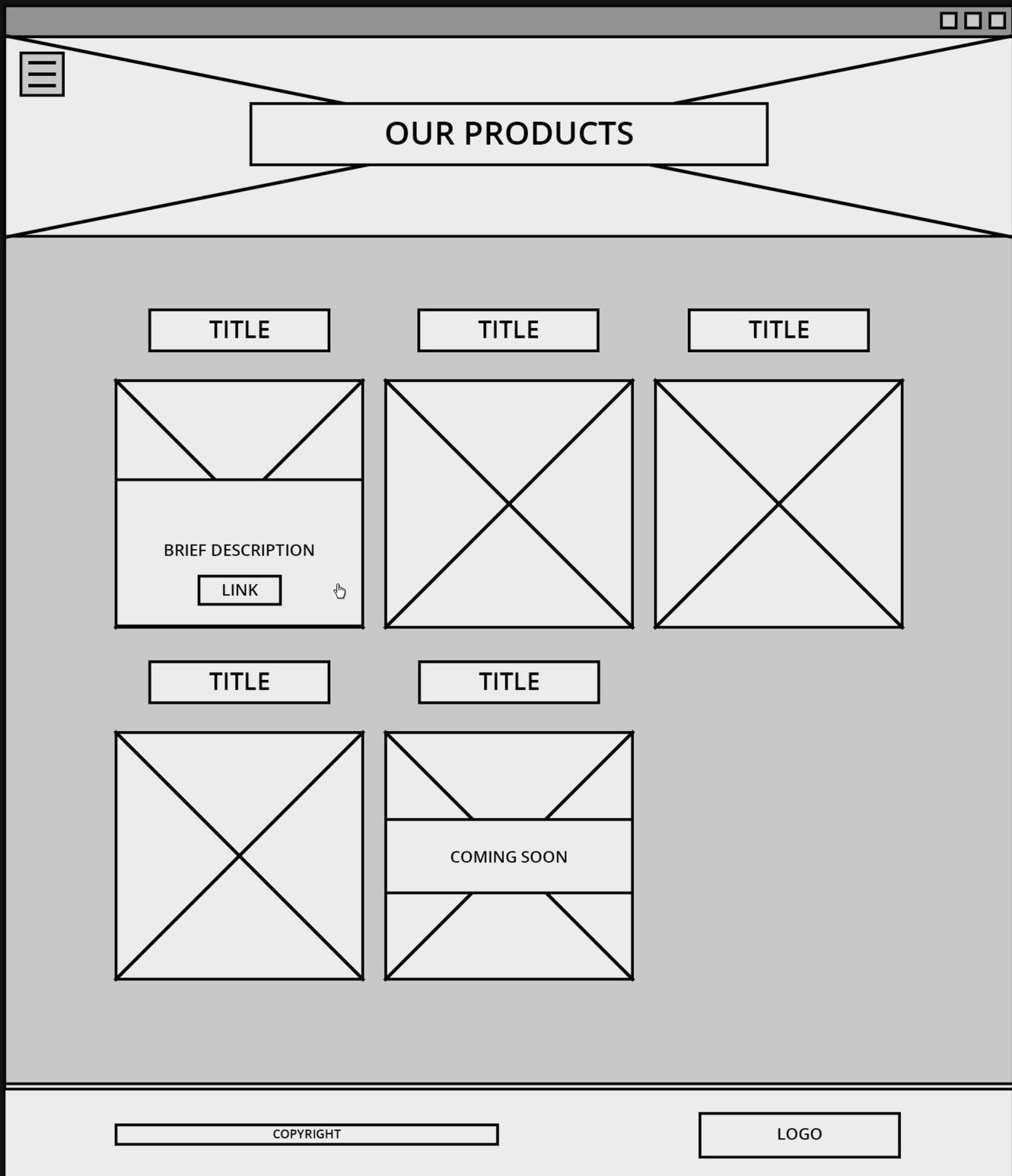
Because there was a focus on SatTrack, there is a product placement here. This will act how a product would in the products page, by giving a brief description and linking to the product with purchase link.

There is a button on the bottom of the page which takes the user back to the top. The footer includes a copyright and the company logo.



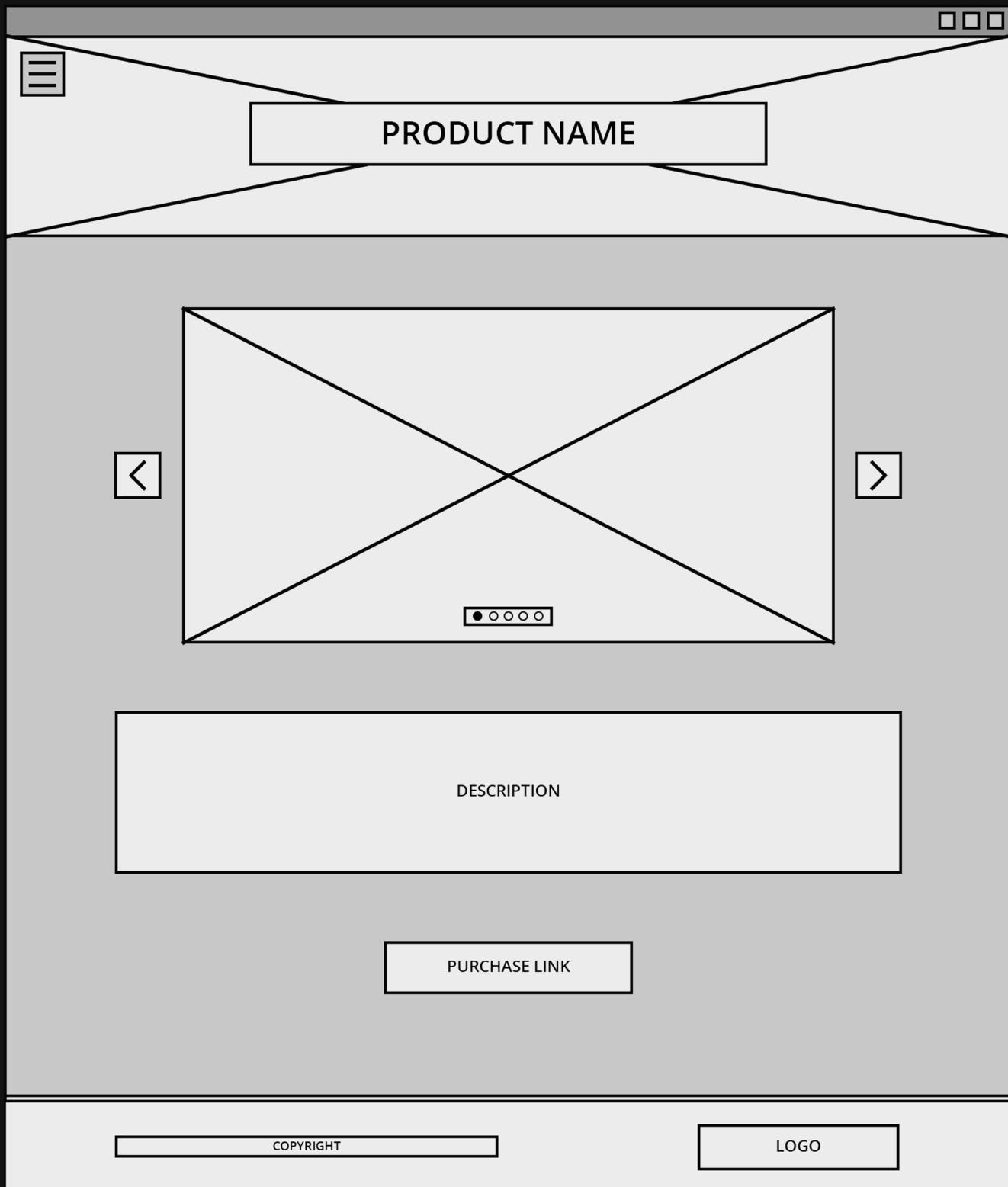
PRODUCTS

The products page displays products in a grid format. Only brief descriptions of products are given to fit in the smallest space possible.



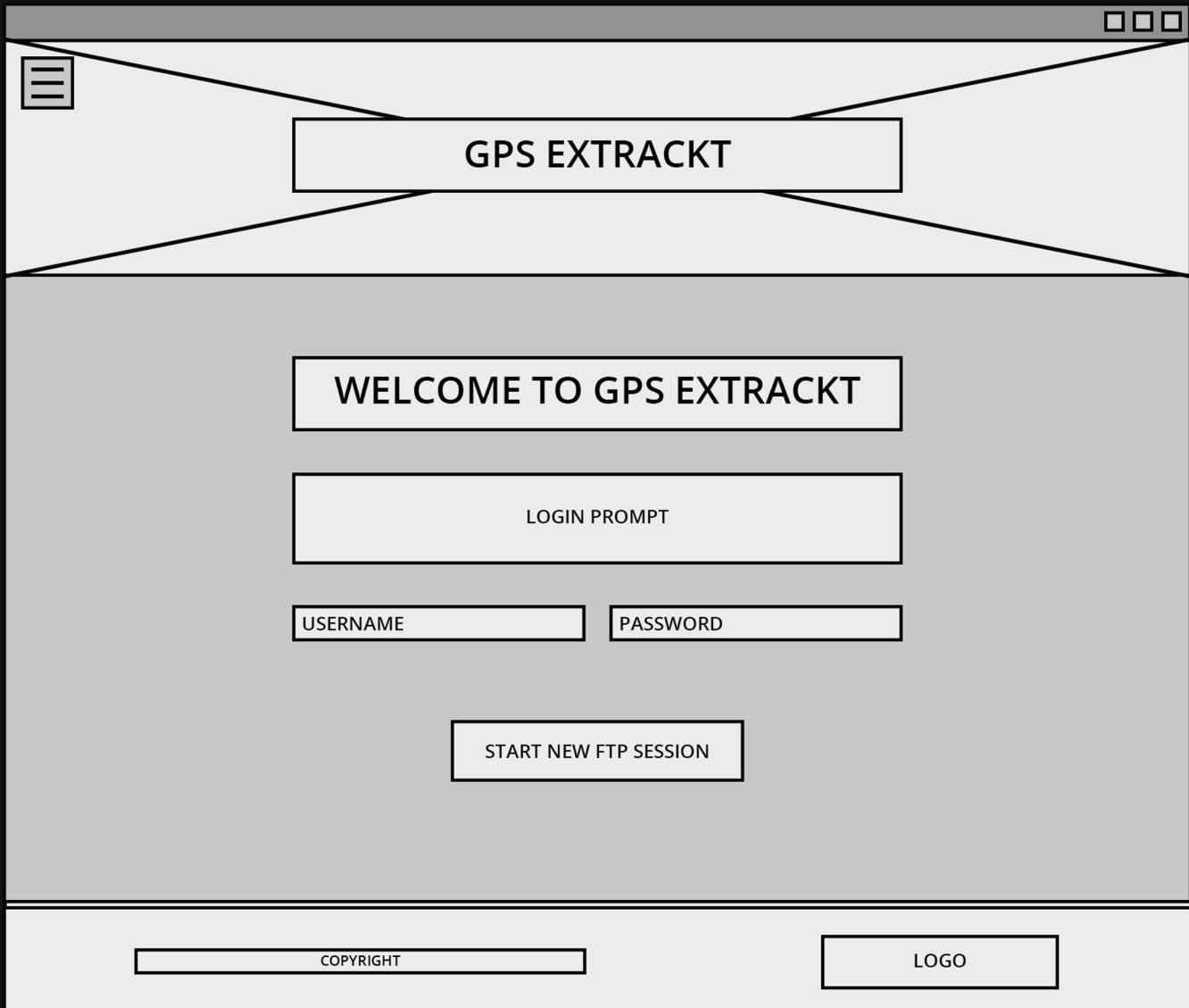
INDIVIDUAL PRODUCT / PURCHASE PAGE

This page shows more about the product than the products page does and it also has a link to purchase, which just redirects to the contact page.



GPS EXTRACKT

This page uses a form to acquire the necessary data to log into the FTP server showing the correct directory. Once in the FTP session, all of the GPS logs are listed ready to convert and save.



ASSETS

This is a collection of all of the digital assets used to fill the wireframes to create mockups of the pages.

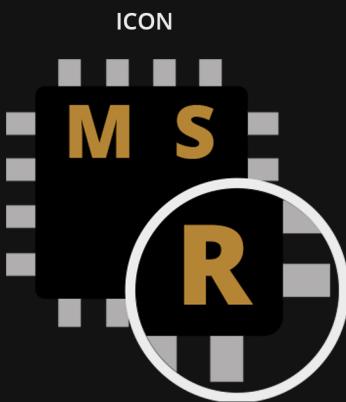
COLOUR PALATE

I used a simple four colour scheme to colour the website. The reason I went with black and gold was because MicroSystems Research use black PCB's with gold contacts for their electronics. So this colour scheme adds to the company's branding. I used black for the background, dark grey for shapes, gold for highlights and off-white for the text.



LOGOS

MicroSystems Research is a company who create microelectronics using programmable I.C's (Integrated Circuits) called microcontrollers. So to reflect this, I created a logo using a square microcontroller and a magnifying glass to signify the research aspect of the company.



SATTRACK - EXISTING LOGO



ICONS

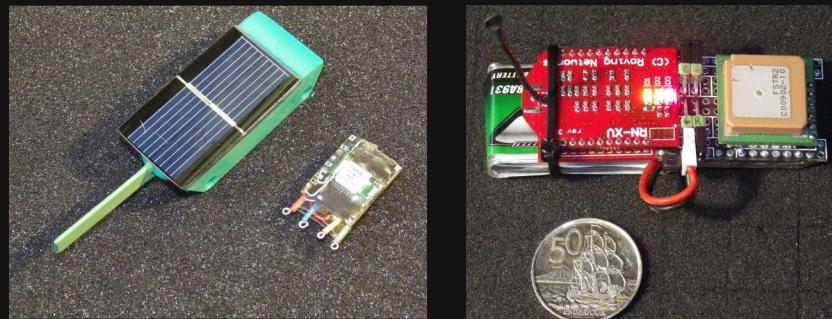
The menu icon is what is pressed to toggle the menu. The lines are actually transparent so colour often shows through. The gold icons signify research, GPS and quad-copters will go with the brief descriptions on the home page.



PRODUCT IMAGES

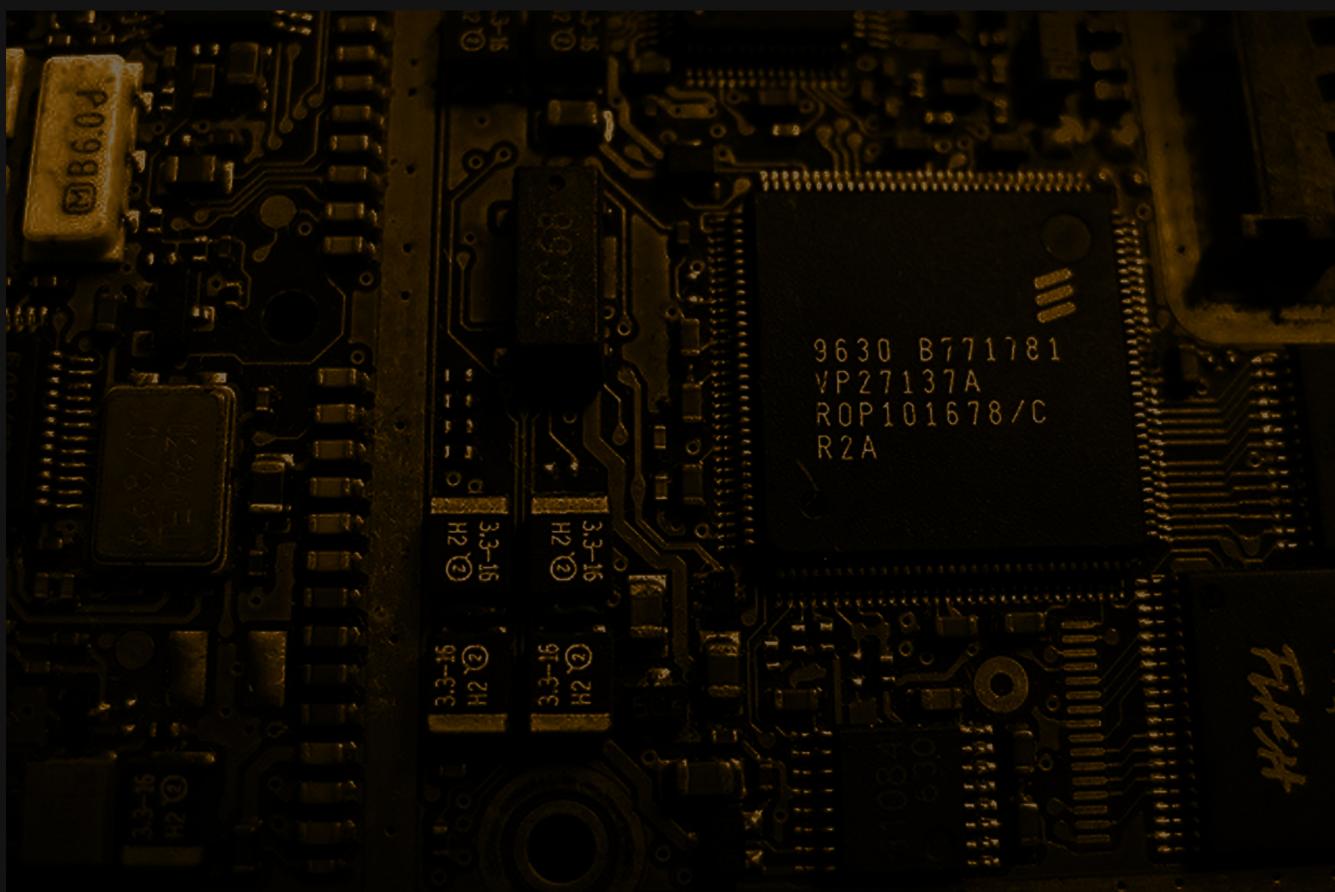
These are the product photos that will be used in the products page.

Left: SatTrack - A GPS bird tracker
Right: Wifind - A GPS tracker that transmits its data via wifi



WEBSITE IMAGE

I used a free image (With resue and modify rights) of a black eleconic PCB. I edited it by getting rid of the brand name of the I.C., darkening it and then using a gradient map to apply a gold colour.



MOCKUPS

Using the wireframes as a layout guide and the digital assets, I created mockups of what the pages would look like.

HOME

MicroSystems Research Ltd.

Microelectronics, GPS Tracking and Research

SatTrack

LEARN MORE

ABOUT US

MicroSystems Research Ltd. is a company who design and manufacture microelectronics for various applications. We develop highly accurate and versatile GPS trackers for animals, persons and valuable assets. While closely collaborating with biological organisations that care for wildlife, we have developed a range of bird trackers to aid in the research of native birds. We conduct research on a wide range of topics such as chemistry and flight. Developing quad-copters is also a field we work in.

WHAT DO WE DO?



RESEARCH

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur massa nisi, adipiscing in tellus ac, rutrum placerat tortor. Vivamus vitae turpis ut leo aliquet tincidunt non euellus.

LEARN MORE



GPS TRACKERS

Cras pulvinar odio ligula, nec scelerisque mauris tristique quis. Pellentesque habitant morbi tristique senectus et netus et malesuada.

LEARN MORE



U.A.V'S

Integer a ullamcorper nisi. Maecenas a dui ut nunc tristique adipiscing in vitae eros. Etiam quis dignissim augue. Ut a augue vitae ligula rutrum placerat habitant.

LEARN MORE

LANDING PAGE W/ MENU COLLAPSED

The landing page features a dark background with a faint image of a circuit board. In the top left corner is a white icon of three horizontal bars. In the top right corner is a circular logo with 'M S' and 'R' inside. The company name 'MicroSystems Research Ltd.' is displayed in large white text. Below it, the tagline 'Micro Electronics, GPS Tracking and Research' is shown in smaller white text. A central graphic for 'SatTrack' includes a blue diamond icon with a green satellite dish, the text 'SatTrack' in blue, and a 'LEARN MORE' button. There is also some small white text and numbers on the circuit board background.

PRODUCTS

The section header 'OUR PRODUCTS' is centered over a dark background with a faint circuit board pattern. The same white icon and circular logo from the landing page are present in the top corners.

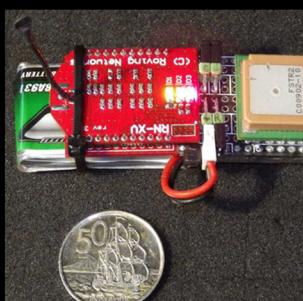
SatTrack



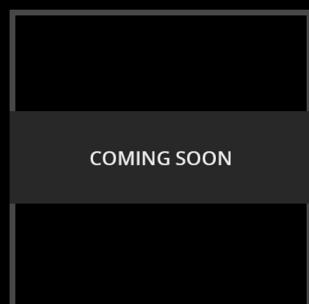
SatTrack is a highly accurate GPS satellite bird tracker that weighs only 25 grams and is powered by its own solar panel.

PURCHASE

Wifind



TinyTrack



GPS EXTRACKT



WELCOME TO GPS EXTRACKT

To obtain access to your GPS data log's, please log into GPS ExTrackt by entering the device's appropriate details in the form below.

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CREDITS

FONT

Open Sans - www.fontsquirrel.com/fonts/open-sans

PHOTO

Circuit Electronics Cpu - www.pixabay.com/en/circuit-electronics-cpu-old-326094/

RESERVED URL'S

www.microsystemsresearch.com
www.microsystemsresearch.ch

DESIGNED FOR

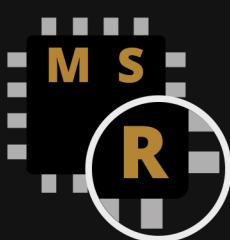
MDDN 201 - Internet Design
Project 1

DESIGNED BY

Francesco Badraun (300 285 992)

DATE

7th August 2014



**MicroSystems
Research**