



Noroff

School of technology
and digital media

Technical Report

Interaction Design MA 1

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Word count

Summary: 250 | Main text:500



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Summary

DISCLAIMER: I'd like to apologize what you're about to witness, I swear to god I fell asleep 200x times during this week reading material and tasks, so what you'll see is just a bit of common dark humour and imagination, I assure you, I do not partake in any of those activities.

First of all I've started with researching websites of different shoe brands in Norway. Came to the conclusion that most people use popular sites so I started off with Zolando and asked 3x people to participate in the questionnaire.

For which I've got this report:



Loando:

Serine: tilbud / sale: E-post

Dmitrij: overall price - google

Andrew: Return policy / Big Search

	S	D	A
Goes for:	Global	Practical	Powerlifting
Using:	Hard to find back	Compare price	Compares brands
Loved	Price visible	Found many	Found latest
Hate	No favoritism	—	Price
Device	Phone	Laptop	Laptop



Further I've decided to start on working with personas I've done 2x Anna, the crack head and Jhonny the racist wife beater who happens to be closet homosexual:



Anna | • Single | • Drug addict | • Had pet monkey
• 32 of age | • Loves walks

Anna loves to smoke crack on the beach.

For that she needs shoes that are cheap and easy to obtain.

Web store would save Anna from dreadful store of people around her.



Thorny | • Divorced | • 52 of age | • Had ONS with a man
• racist | • Beats his gf

Thorny is a balding racist who beats women and is a closet homosexual.

He hates going in public during day light to shop.

Webstore would be best place to shop for hard leather shoes.

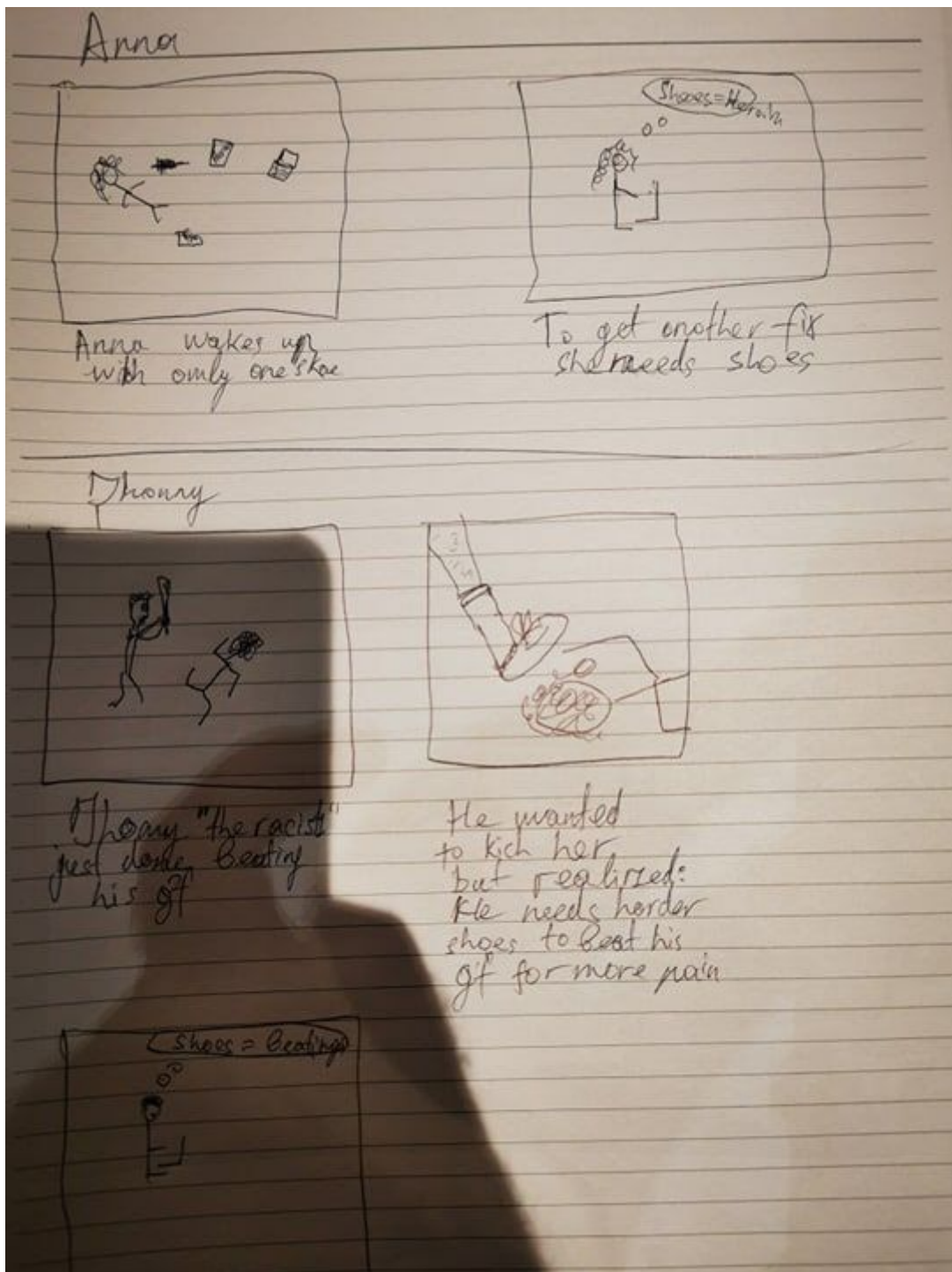


Our fictional character Anna, experiences hell when she doesn't get her fix, so a pair of good quality shoes, is exactly what she needs. Since no shoes = no fix.

Johnny on the other hand, needs shoes in order to go to work, beat minorities or his wife.

Here are two scenarios in which Anna and Johnny might need shoes.





text:

Anna - Lost one shoe, needs a new pair in order to get her fix.

Johnny - In process of beating his new GF, he realized that his shoes are too soft, so he needs to find a way to get a new pair of hard shoes.

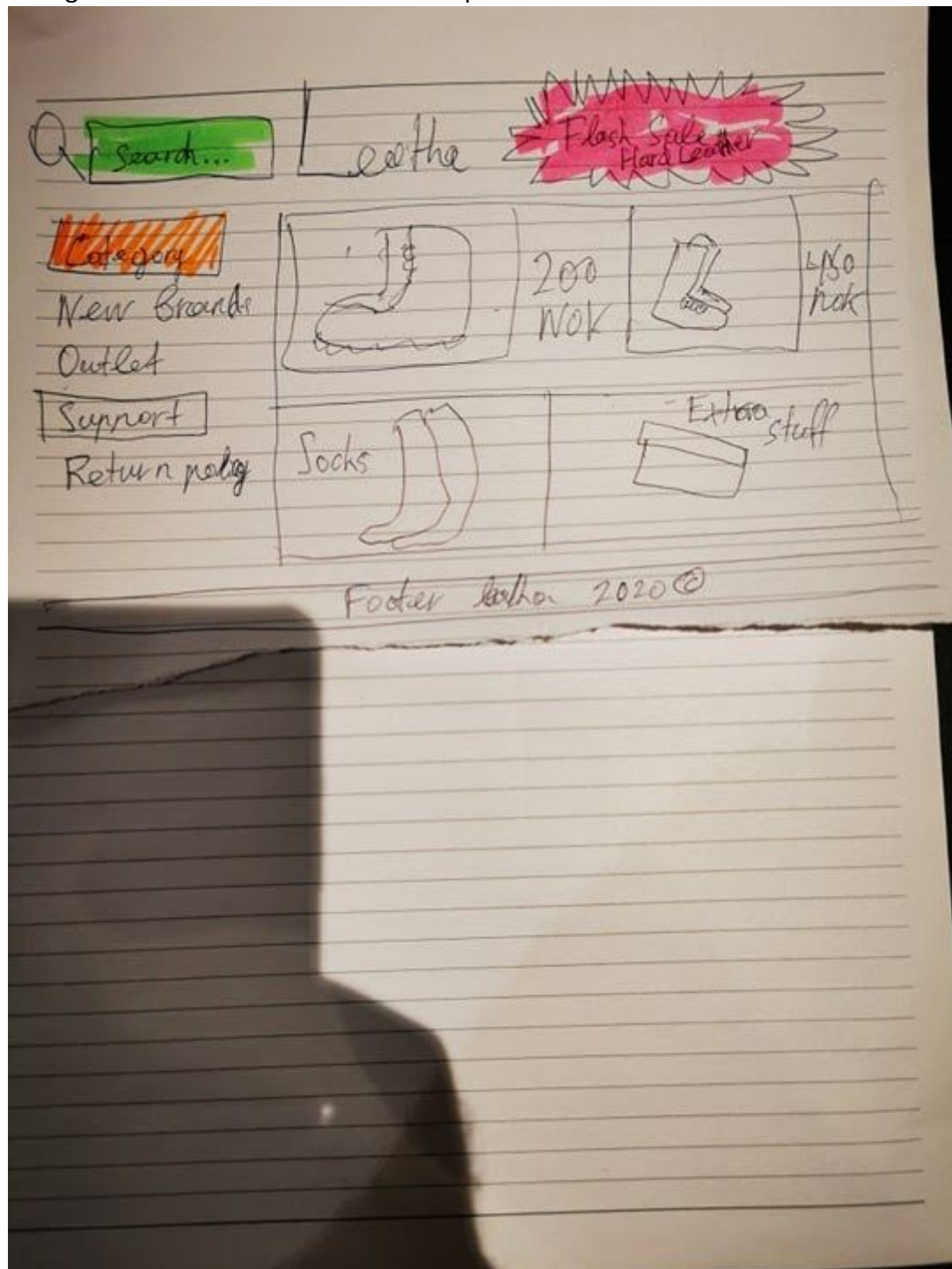
They both go on internet as Anna is too embarrassed to go out in public place during the



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day light and Johnny knows that he might see another minority and get carried away and taken my police for the 35th time, and his gf will be unbeaten at home.

Both go to the website and this comes up:



Thanks to ideal market target of the Flash sale as both are greedy and stupid, they will click on it and see this pop up:

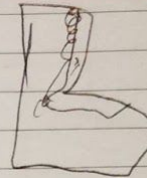


① Search... Leather

Hard Leather soles



Steel toe +
Steel steep
~~1750 nok~~
~~1500 nok~~



Hard
Leather
500 nok
~~1000 nok~~



First option will be ideal for Johnny, as he knows that pair of shoe with steel all over will deal most damage.

Anna on the other hand will take good use of second option which is cheaper but a better quality, for those times she will be cooking fix under a bridge.

I blame Netflix and HBO series for this part of my imagination. I know, I know it's not funny and I shouldn't be joking about this.

