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**FINAL
PROJECT**

COMPUTER ASSEMBLY



Final project documentation | Zhihao Cao

Purpose

The purpose of Computer Assembly website is to introduce you main parts of a computer and how to build your own desktop. With the competition go, the prices of computer parts are going down recent years. It is worth building a computer by you own comparing to buy a new one from OEM (original equipment manufacturer).

NEEDS ANALYSIS

The website aims to deal with the following problem and offer information is the following area:

- Get audience be familiar with computer parts
- Desktop configurations recommending
- Computer parts BBS and Portal websites.

GOALS

1. Audience can be familiar with computer major parts.
2. Audience can get their best choice from my recommending configuration.
3. Audience can get websites that allow they look for more information about computer parts.

AUDIENCE

CHARACTERISTIC

Visitors to this website are typically inexperienced (non-professionals). Characteristics of these individuals include:

- ✓ Having basic concepts about computer
- ✓ Who want to figure out how computer parts work
- ✓ Searching for more information about the computer assembly field

PRIMARY AUDIENCE

The primary audience for this website will be people among age 15 to 30 who love computer and look for more information about computer assembly.

SECONDARY AUDIENCE

The secondary audience for this website will be people who already knew much about and come to evaluate my recommending configuration. In addition, they could get more portal websites to read.

Competition

There are many portal websites that introduce computer parts and configurations to audience. I have browsed a lot and have found many places that affect the impression of audience. Here are the experiences when I browsing these portal websites.

The first site I want to comment on is zol online. www.zol.com.cn

Here is the biggest portal website about IT in China and it majorly report news about computers.

My impression:

- ✧ There are too many categories showing in the main page so it looks a little messy.
- ✧ The comment function is very inconvenient.
- ✧ The news is updating not fast enough.
- ✧ There is no English version.

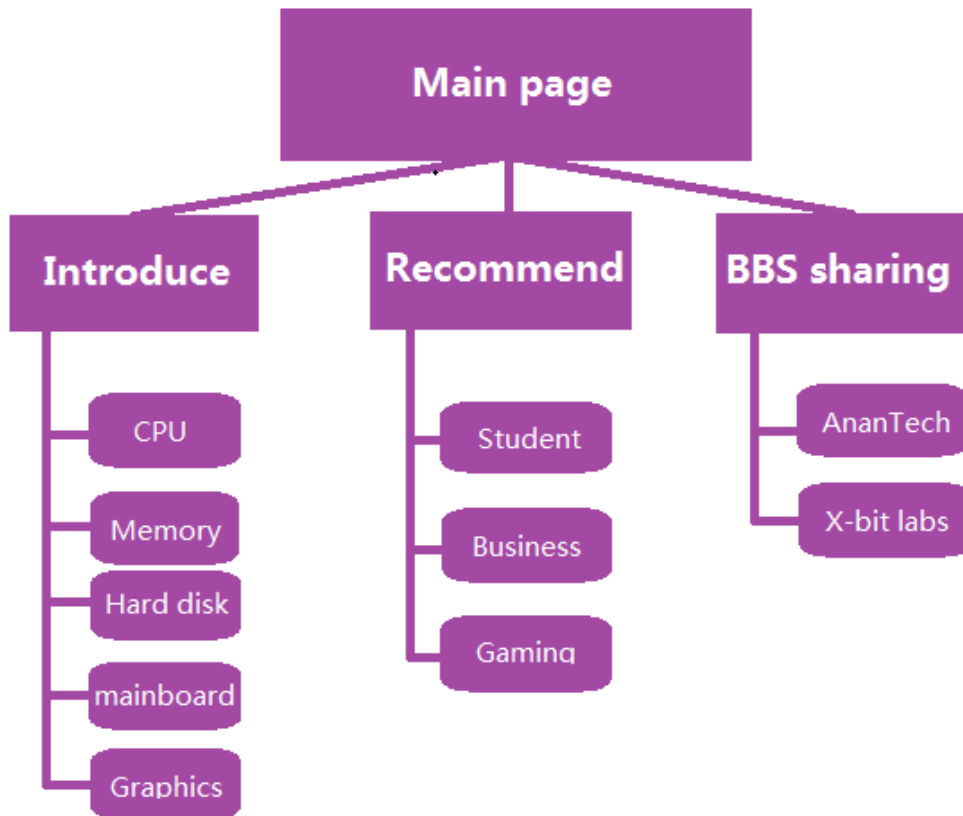
Another website I explored was it168. www.it168.com

My impression:

- ✧ Background looks monotonous.
- ✧ Very hot BBS
- ✧ Fast news updating
- ✧ Too many advertisements

Overall, my experience is that both sites are very good but there are a few flaws that will affect the experience of audience. Although zol is the biggest IT portal website in China, those obvious flaws make audience not comfortable. Another, it168 actually is my favorite website. It has perfect comment system and very hot and professional BBS, but it has not very impressive main page.

Site Map:



Wire Frame:

