Assignment 1
Yummy Tofu
Shilin Li(1004516151)

Persona

Anna

Age: 23
Job: part-time in gym and currently undergraduate
Location: Toronto downtown
Character: Outgoing

Personality

Introvert		Extrovert
Thinking		Feeling
Sensing		Intuition
Judging		Perceiving

Goals

- Find healthy and low-calorie foods
- Fruit is grown on a local farm
- Provide help for customers' continuous fitness

Pain Points

- losing the job
- high-cost food at the farm
- Diet plan that consumer don't like

Bio

Anna is 23 who is working part-time at a gym, where located downtown, Toronto. Also, She has majored in nutrition and CCIT, who will be graduated this year. However, due to COVID-19, the gym was temporarily closed for business. She uses Zoom to teach clients online how to exercise at home. At the same time, since her major is nutrition, she doesn't eat high-sugar fast foods. Instead, choose to go to the farm to buy organic and fresh food to cook at home.

Motivation

Variety of low-calorie menus

Increase in long-term customers

Searching new diet pain

Offline fitness

Behaivors

1. patient

2. prefer minimalism in interfaces

3. Integrate low-calorie and high-nutrition menu after school

User Persona Type

James Smith

Age: 65
Occupation: Agricultural investor
Family: Married
Location: Mississauga,Canada
Income: 75K

Bio

James Smith is an agricultural investor currently working in Mississauga, Toronto. James has lived on the farm since he was a child and is interested in the cultivation of agricultural products. During college, he studied finance. After graduation, he applied his hobbies and expertise to invest in the agricultural product market, such as vegetables and fruits.

Goals

- Looking for a Low-cost and innovative product
- Food that has not been sold on a large scale
- Easy to sell to the farm

Frustrations

- Difficult to marketing
- high transaction fee to transfer the product globally
- Excessive labour cost

Personality

Introvert		Extrovert
Thinking		Feeling
Sensing		Intuition
Judging		Perceiving

Needs

Fast communication

Diversity product

Cultural input

Fast and understandable search

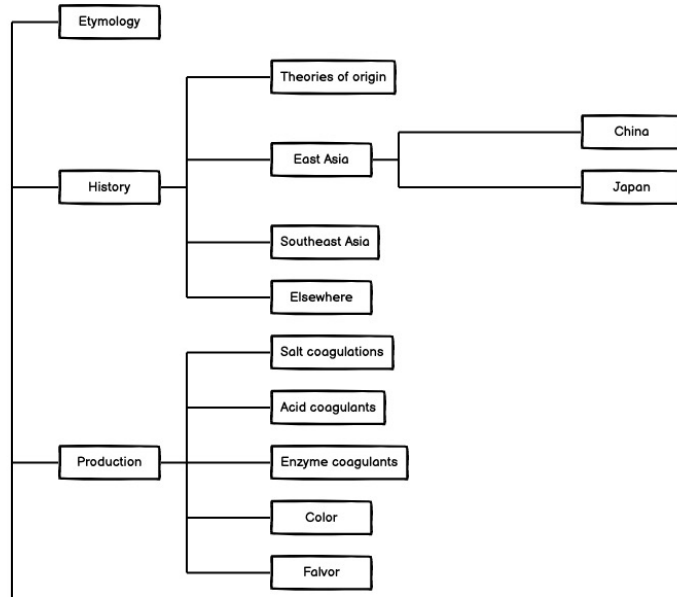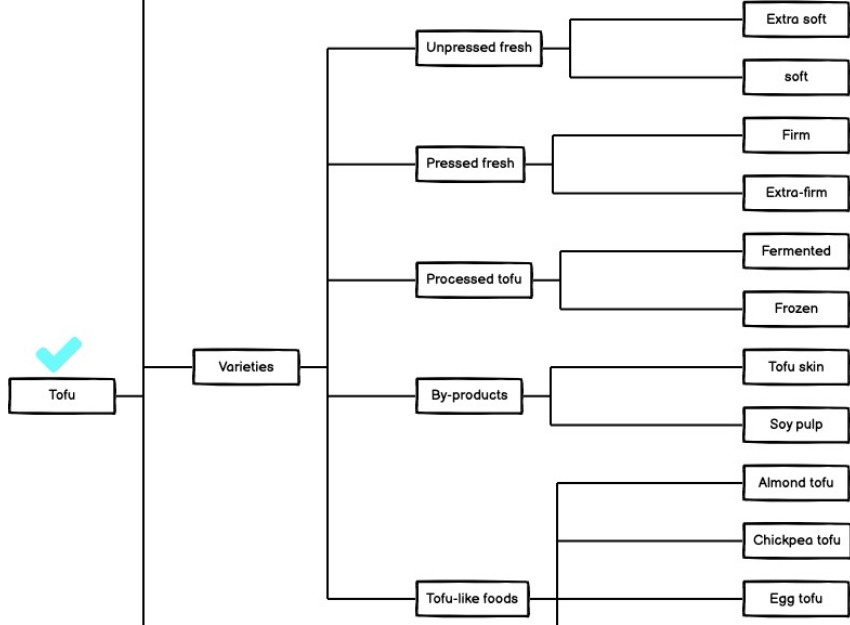Products with marketing capabilities

Pain points

1. negatively perceived feedback
2. The lacks of product information will lead to leaving the platform
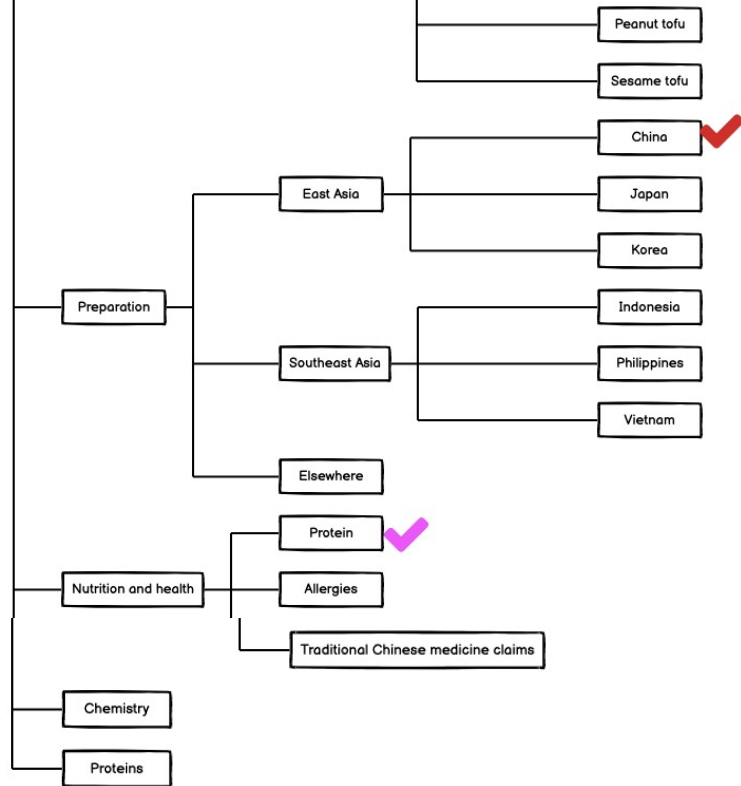3.Single functional product

Behaviours

1.born leader
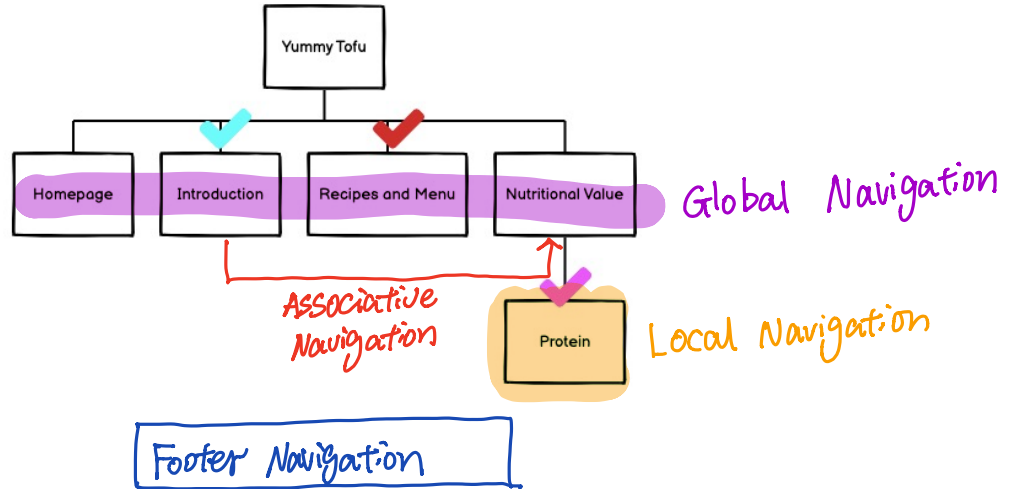2.Emphasis on globalization and diversification
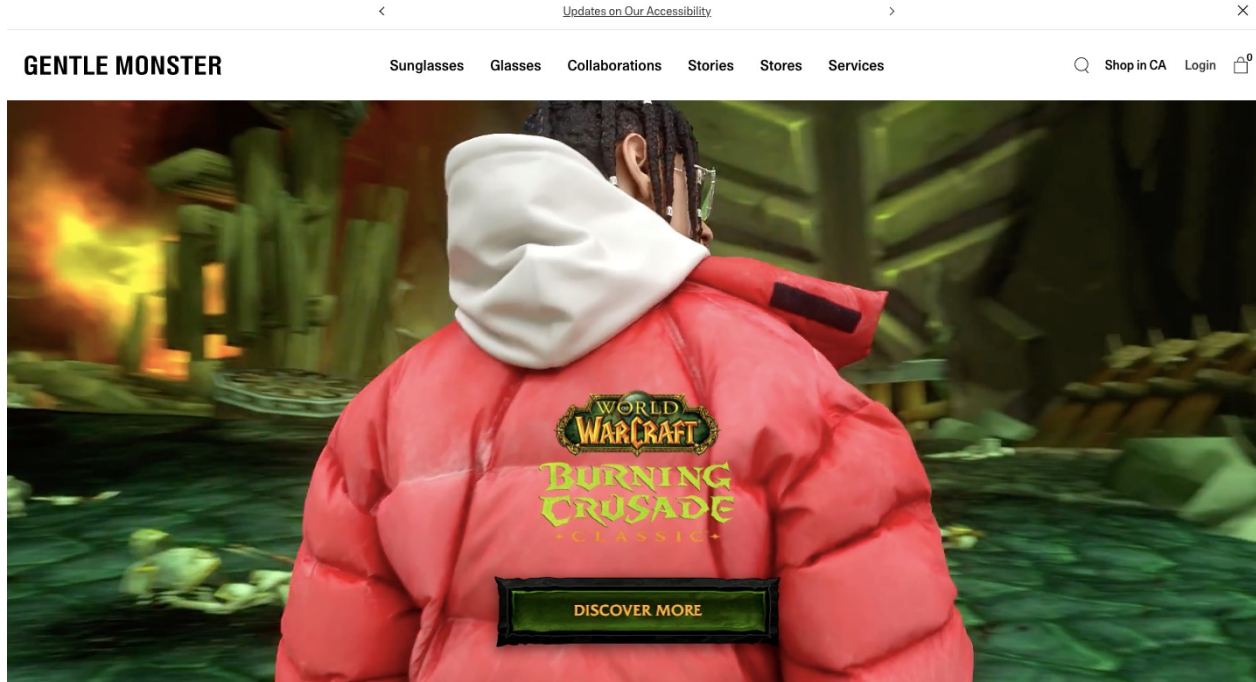3.proactive but impatient

Wikipedia-IA

```
Tofu ─── Varieties ─┬─ Unpressed fresh ─┬─ Extra soft
                    │                    └─ soft
                    │
                    ├─ Pressed fresh ────┬─ Firm
                    │                    └─ Extra-firm
                    │
                    ├─ Processed tofu ───┬─ Fermented
                    │                    └─ Frozen
                    │
                    ├─ By-products ──────┬─ Tofu skin
                    │                    └─ Soy pulp
                    │
                    └─ Tofu-like foods ──┬─ Almond tofu
                                         ├─ Chickpea tofu
                                         └─ Egg tofu
```

Peanut tofu

Sesame tofu

China ✔

East Asia

Japan

Korea

Preparation

Indonesia

Southeast Asia

Philippines

Vietnam

Elsewhere

Protein ✔

Nutrition and health

Allergies

Traditional Chinese medicine claims

Chemistry

Proteins

New structured IA

Rationale

The theme I created is "yummy tofu", which brainstormed from https://en.wikipedia.org/wiki/Tofu,which is the resource for building the main concept. The reason I pick tofu is that it is a traditional food that culturally produced in every Asian family. There is even tofu-related slang in China, which is called "eat tofu". It refers to the situation where men or women have flirted with or take advantage of in the process with others. Besides, since I back to my family in Vancouver to learn online, my mother will make many tofu dishes every week, for example, spicy tofu hot dish, cold tofu with vegetables, stinky tofu, soft tofu dessert with toppings. Therefore, tofu is not just a kind of food or culture to me, but also a feeling of home and safe. Besides the relevance of the theme, the Wikipedia page meets the requirement of a Wikipedia page with a minimum of 1000words and at least 3 subsections.

In addition, My brainstorming from the major website (https://www.gentlemonster.com/), which is the gentle monster official website. The reason I pick this website as my major website is that the simple and clear framework and style, with ample information and aesthetic design. When filling in the navigation information, I combined the user requirements of personas and the information of Wikipedia IA, which are four navigation in my professional website, such as "Homepages", "Introduction", "Recipes and Menu" and "Nutritional Value". Among them, the inner page of the "introduction" is aimed at audiences who do not understand tofu production. For example, James Smith, who willing to extend the sale of agricultural products and expect to increase the demand for cultural production through marketing methods. He can use the information on my website to increase demand for bean production or investment, as tofu is using be the single agricultural product with multiple types of productization. For Anna, her need is to understand the calories of tofu and apply it to the user's daily diet so that customers can maintain their figure. It indicates the requirement of "Recipes and Menu" and "Nutritional Value" inner pages.

Major website screenshot-Home page

GENTLE MONSTER

Sunglasses   Glasses   Collaborations   Stories   Stores   Services

🔍   Shop in CA   Login   🛍️⁰

WORLD
WARCRAFT
BURNING
CRUSADE
·CLASSIC·

DISCOVER MORE

Inner page

Process-Initial Sketch Wireframe

colored tofu

Homepage

be black, just like GM does.

| logo | Yummy Tofu | | 1 | 2 | 3 | 4 | | ..... | search |

| image | Topic |
| | Text |
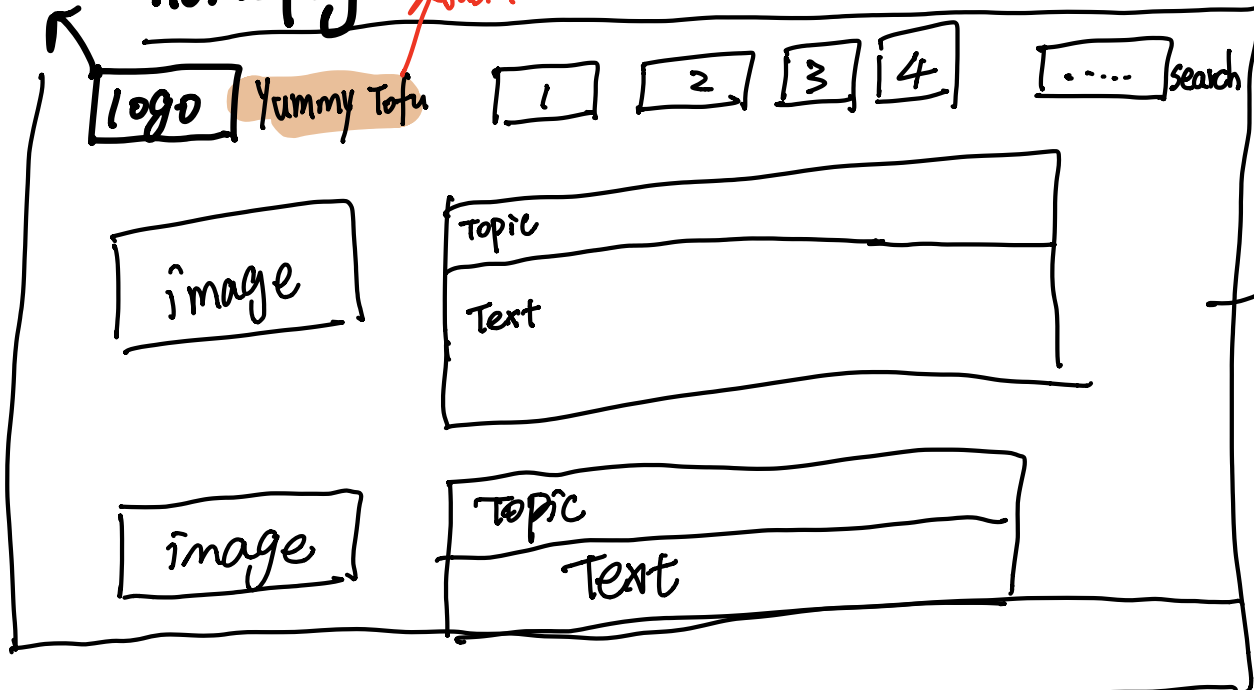
background color : white

| image | Topic |
| | Text |

Footer   or

Inner page | (Introduction , or , what tofu made from)

structed   Navigation

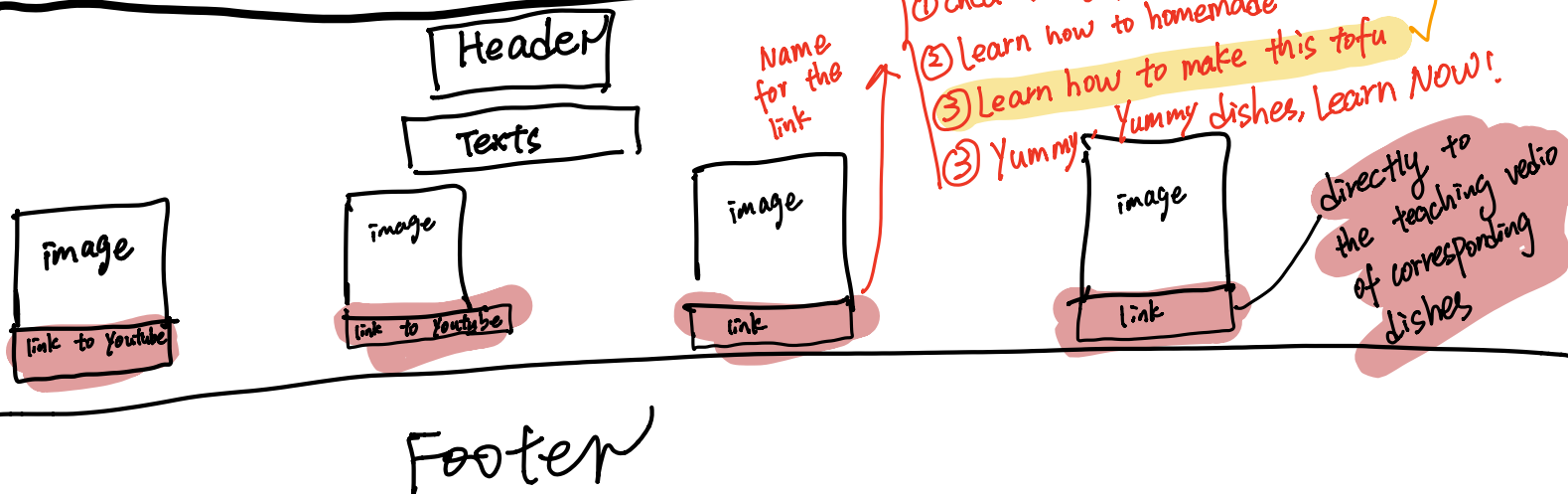Image changed with the size of the page
←   →

Header

Image
will not change as webpage expands or
contracts

Remember
the differences !!

Footer

Inner page 2 (Recipes and Menu)

Structural Navigation

Header

Texts

image

link to Youtube

image

link to Youtube

image

link

Name for the link

① check this out
② Learn how to homemade
③ Learn how to make this tofu ✓
③ Yummy, Yummy dishes, Learn NOW!

image

link

directly to the teaching vedio of corresponding dishes

Footer

Inner page 3 (Nutritional Value) It meet the need for virtual character, Anna)

same structural Navigation

Nutritional Value

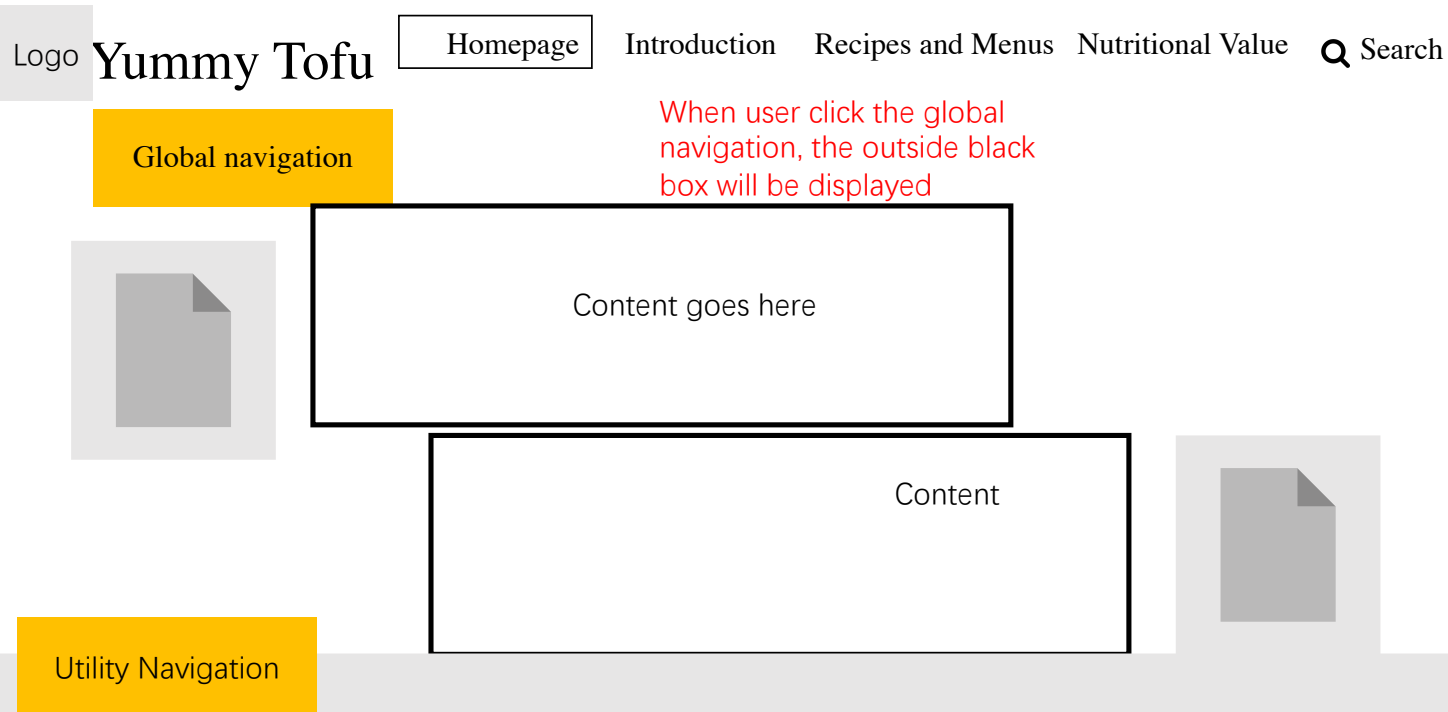the table identified what each
nutritional component is

check wiki, Tofu → Nutrition and health
→ the form beside the Protein

Header (Allergies, or, Protein) ✓

Text with embed links

Footer

Modified final wireframe for Home page with the horizontal navigation

Logo Yummy Tofu | Homepage | Introduction Recipes and Menus Nutritional Value 🔍 Search

Global navigation

When user click the global navigation, the outside black box will be displayed

Content goes here

Content

Utility Navigation

Inner page for "Introduction"

Logo **Yummy Tofu**   Homepage | Introduction | Recipes and Menus   Nutritional Value   🔍 Search

Structural Navigation

Header

Text Content with embedded link

Associative Navigation

Link to "Nutritional Value" inner page
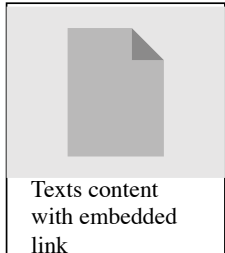
Footer/Links/Copyright

Utility Navigation

Logo **Yummy Tofu**

Homepage   Introduction   Recipes and Menus   Nutritional Value   🔍 Search
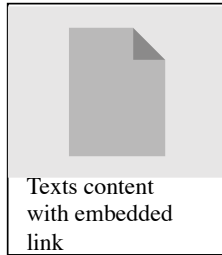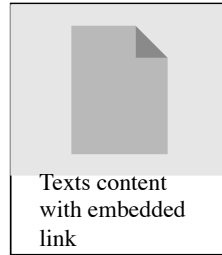
Another inner page

Header
Tofu menus and receipts to make
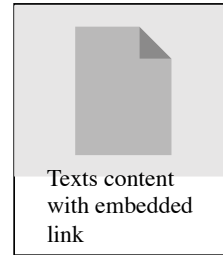you fall in love with tofu easily!

Texts content with embedded link

Texts content with embedded link

Texts content with embedded link

Texts content with embedded link

Request more menu

Footer/Links/Copyright

Navigation Description

- ## Structural Navigation

The structural navigation is labelled in the modified information architecture within the global and local navigation. The global navigation includes the "Homepage", "Introduction", "Recipes and Menu" and "Nutritional Value". The local navigation is "Protein" under the global navigation "Nutritional Value".

- ## Associative Navigation

The red lines display the associative contextual links that embedded the link to the directly Wikipedia page. The external link located in "Recipes and Menu" local navigation will bring user to YouTube video to view the menu. Beside that, the associative navigation display under the "Introduction" with the button called "Nutritional Value" link the user to the Nutritional Value global navigation.

- ## Utility Navigation

- The utility navigation is shown as the footer navigation and the search bar. The footer navigation include the Copyright, Name, Course Code and email address.

Principle of usability and accessibility

- The accessibility of the webpage enables users to have a standard and positive user experience that enables users to access the website through a system that is easy to navigate. Among them, the user can easily navigate and the order of the mouse focus is visible to the user to understand which global navigation they are located. At the same time, there is no separate concept of using colour to convey information in the website follow the accessibility principle. I use the black as structured navigation color and white as background color that highly contrast between embedded text and background so that users can easily distinguish between the two. Besides, the website has the principle of usability and does not make it impossible for people with disabilities to distinguish colours or have the negative effects of seizures, as the website mainly uses white, black and grey as the colours of the design website. In addition, the usability of the website is the content that is useful, clear and meets the needs of personas for the website. For example, "Receipts and Menus" in global navigation not only lists the types of tofu dishes but also allows users to easily access and understand the process of making the dishes through a YouTube link.

Reference

Major website:

https://www.gentlemonster.com/

Wikipedia (tofu):

https://en.wikipedia.org/wiki/Tofu

Personas made through:

https://xtensio.com/

YouTube video:

https://www.youtube.com/watch?v=YjizOoFIEq8

https://www.youtube.com/watch?v=yUpojv0yQBg

https://www.youtube.com/watch?v=cvFR5TqacPQ

https://www.youtube.com/watch?v=Pgm4W9LwzDg