

My product will be about finding the most accessible prices for computer parts.

The purpose of my website is to make it easier for people to find the best websites to get computer parts and to help them find compatible parts.

My user persona is

A college student

Graphic design

Lives in Manhattan

Has a part-time job and is saving up to get a computer and wants to make one of his own

Took a lot of computer classes in high school and college

Wants to get the best possible options for his computer but doesn't know where to start

Functions of the web

The website provides an easy way to find websites for computer parts.

The website provides an easy way to know if the parts are compatible.

The website makes it easier to find comparable options.

Measures of success

Makes it easier to know if the website is comparable between computer parts.

Makes it easier to find websites for computer parts.

Makes it easier to find cheaper options.

Competitors visual Audit

Image of competitor:

Microcenter

Color palette

Green, Black, and White

Typeface

14px "open sans"

Media

Video, image, carousel

Mabelin Zambrano

Product definition, Web Design 214