CCT360
A1
Relay

Xuhan Ma

The personas

User Persona Type

Cyan

Age: 21
Work: Part-time in electronic wholesale local shop

University: University of toronto,mississauga

Family: Unmarried
Location: Toronto Down

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- Understand the basic functions, prices and usage methods of relays
- Learn how to communicate professionally with customers who want to buy relays
- Maintenance and protection relay standard operation methods and methods, so that she can communicate with the maintenance department more compactly

Frustrations&Pain Point

- Read professional concept
- No video instruction
- unable to access the web page

Bio

Cyan is 21year old, who is an undergraute university student at the University of Toronto, Mississauga with a specialist in the economy. She has one sister in her family, who lives in Vancouver. She finds a job in the local electronic shop in order to support her tuition fee.

Motivation

- Sales Bonus
- A website with all relay information
- Taking challenge with others
- Spend money on study relay concepts
- Social network

Behaviour

1. Willing to jump out of the comfort zone
2. Lean towards a combination of video and text when learning things

Preferred Channels

- Traditional Ads
- Online & Social Media
- Referral
- Guerrilla Efforts & PR

User Persona Type

Helen

Age: 53
Work: Repair and maintain department in TE connectivity
Family: Married, one son
Location: Toronto Downtown
Income:20k/year

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Goals

- Creativity products with the focus on electronic components
- A website with a professional understanding of relay products
- Easily understandable information on protecting and maintain the products

Frustrations

- Wrong methods on maintenance and repair lead the protection cannot working automatically.
- Long tuition video with a lot of unuseful texts
- The website cannot be accessible and many advertising that cannot be removed

Bio

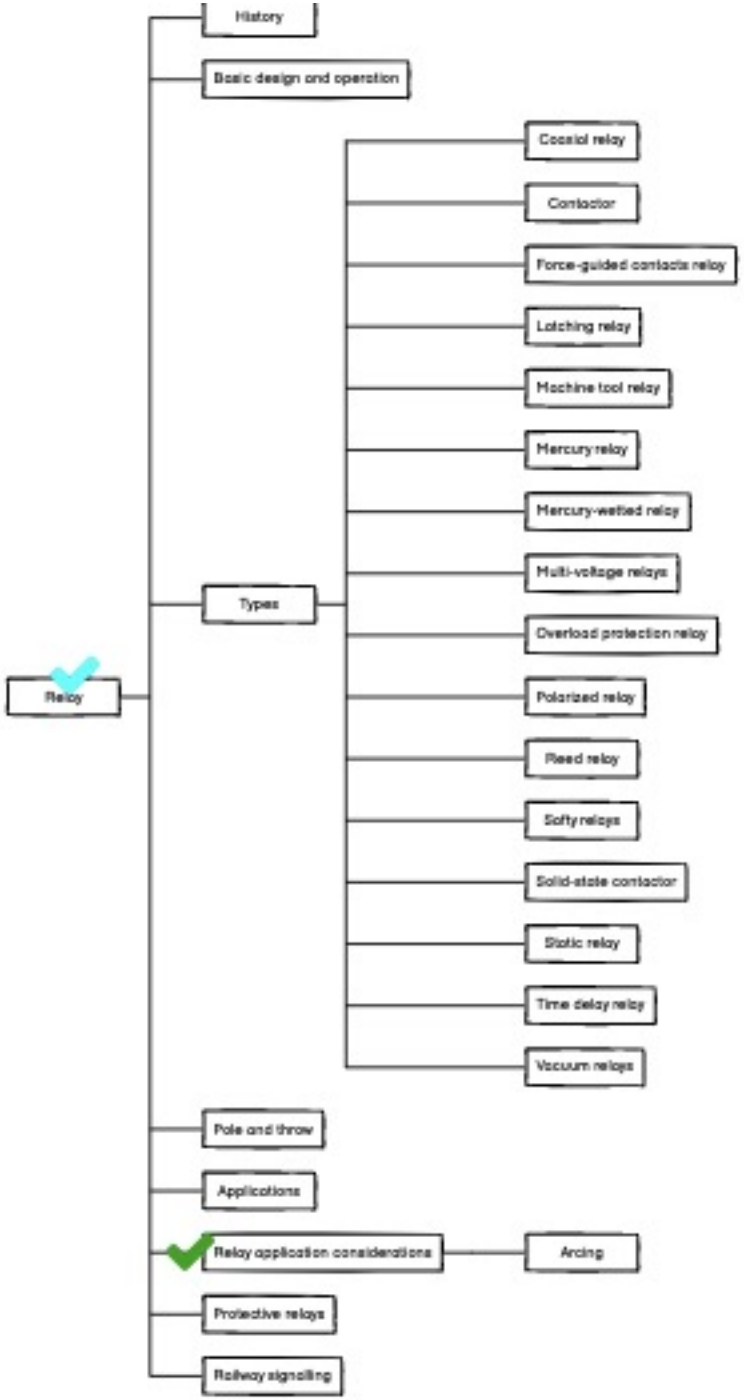
Helen is 53years old maintenance staff working in TE connectivity company. He was graduated from York University with a double major in physical science and chemistry. He just moves to Toronto Downtown with his family because the company location was changed.

Motivation

- Online Reading
- Social network with colleague
- Learn the maintenance knowledge of new products
- build strong connect with relay supplier

Preferred Channels

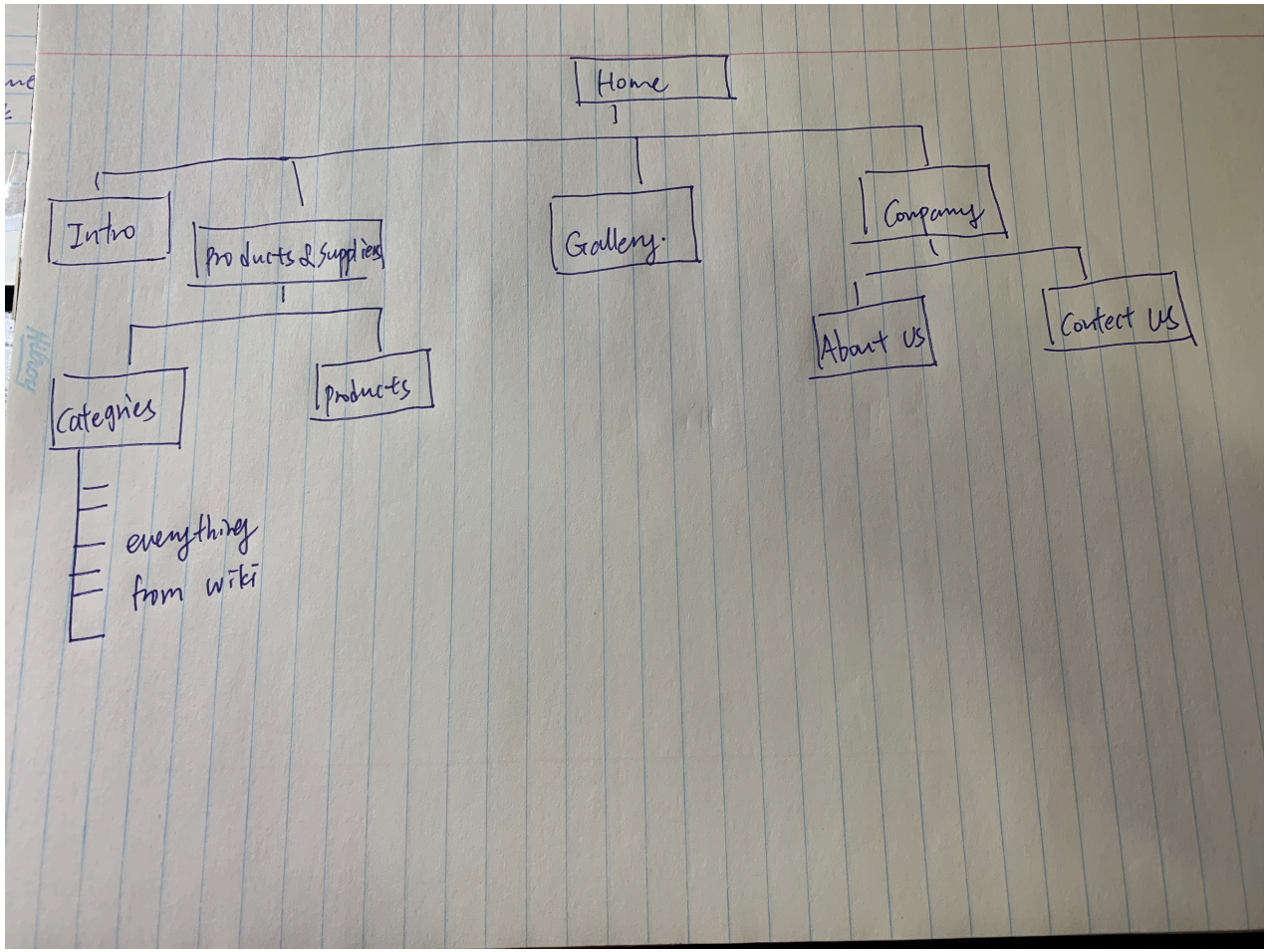
- Traditional Ads
- Online & Social Media
- Referral
- Guerrilla Efforts & PR



Non-Modified IA from Wikipedia

The cons of initial barnstormed IA

I think the IA draft needs to be improved by adding relative links for navigation, such as adding a link to the global navigation "Gallery" to the local navigation "Product". Thus, the structure of the entire website is more tidy and complete.



Rational：The idea from Wikipedia to My website

- My love of physics since I was young has made me interested in electrical controllers and have a deep research on it. The relay is the interconnection between the control and the controlled system so that the physical machine can operate normally. At the same time, I use personas and SIEMENS as major website as the information and ideas for my professional website.
- Design personas can integrate my thinking so that the navigation component of the website clearly and intuitively explains the purpose of the website. The fictitious role I will choose is that the students who are not fully familiar with the electronics industry and the practitioners who have already understood the industry have made the integration of the navigation of the demand for the relay website and the main reason for visiting the website, which are "Home", "application consideration ”and "We provide". The homepage will provide an in-depth introduction to the components and basics of the relay, which include embedded links from the Wikipedia page. The application consideration let the professional audience understand the tips of maintain the relay. Navigation called "We Provide" displays the three main product manufacturers in the relay industry and enables users who know and do not know to directly reach the homepage of the supplier company.

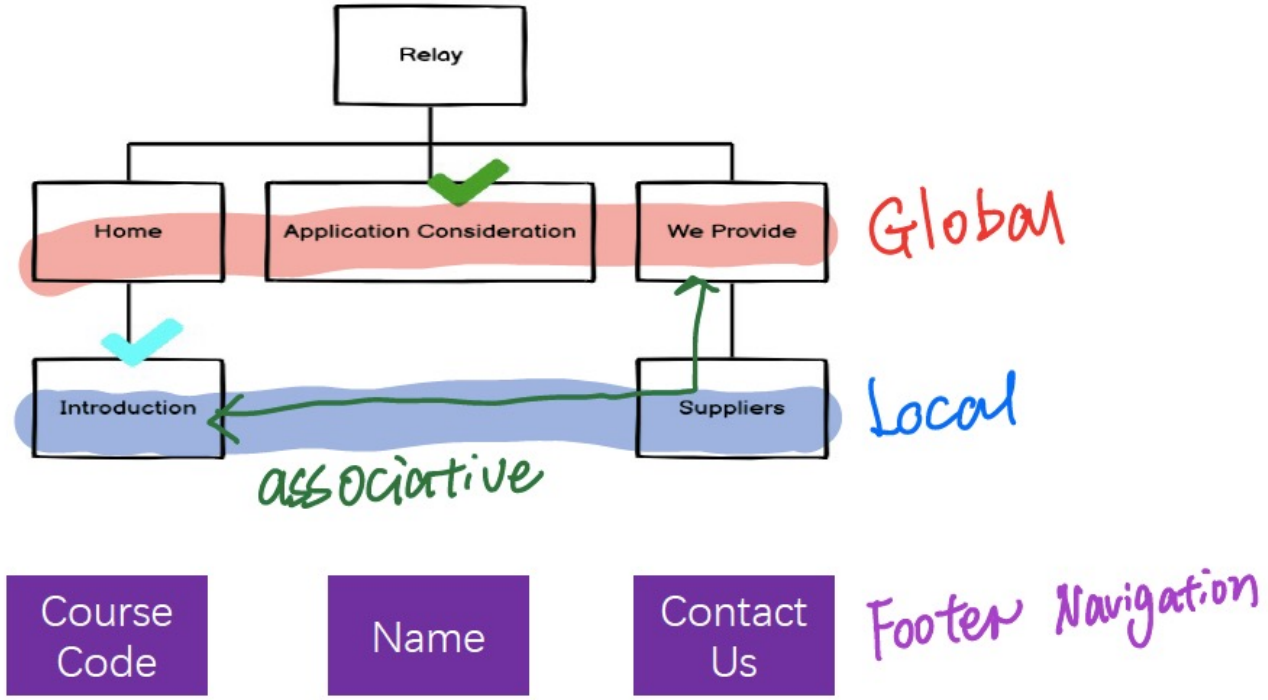
Modified IA to mapping the category

Global Navigation

Local Navigation

Associative Navigation

Footer Navigation



Major Website-Home Page

Major Website-Inner Page

SIEMENS

Contact Global | English

Products & Services Market-specific Solutions Company

Search for ...

Market-specific Solutions

Market-specific Solutions

Focus on industries and markets

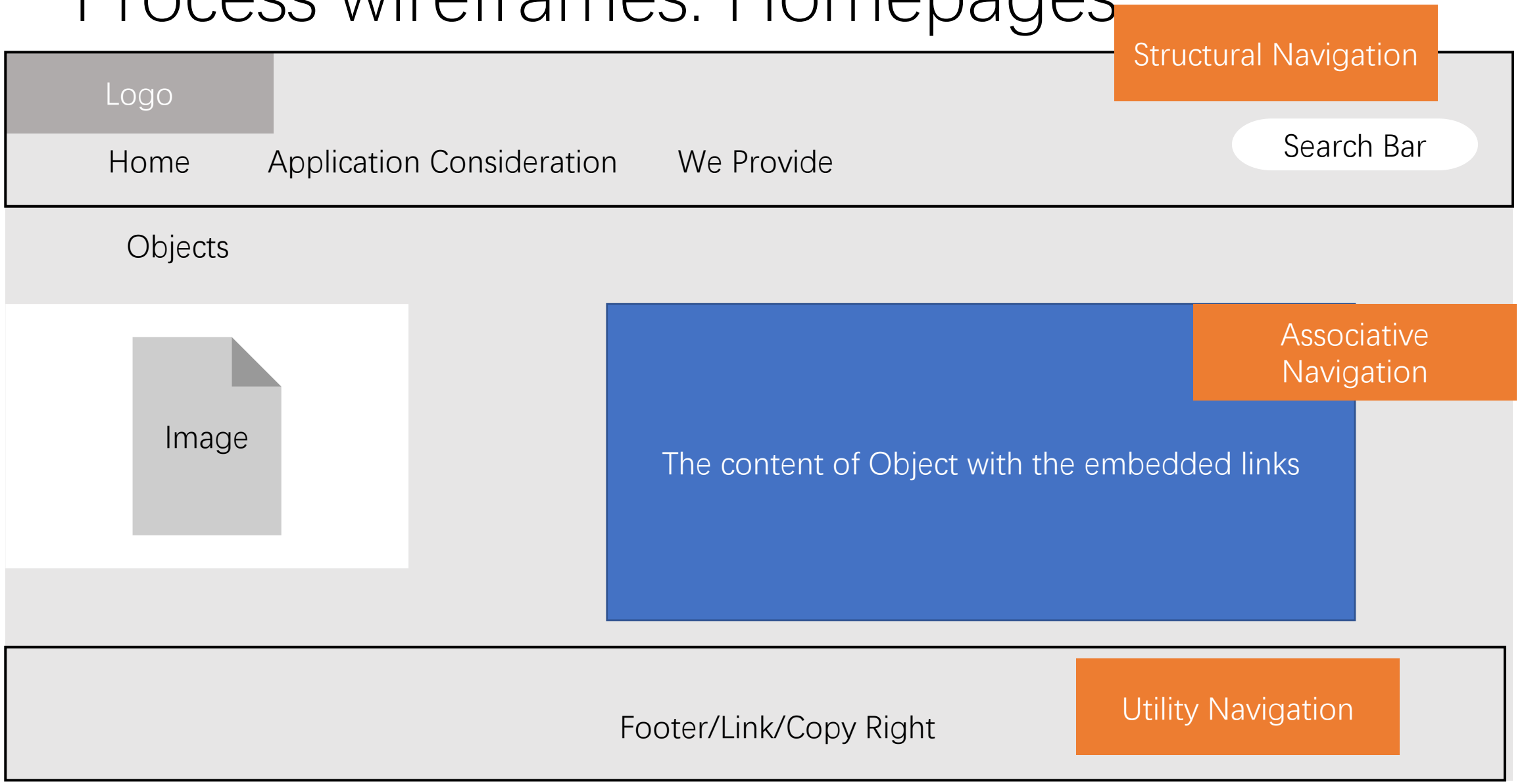
Each customer has specific needs and requests that should be acknowledged. With our established and comprehensive knowledge of markets, we can offer you the best and most appropriate products, services, and solutions that can effectively and efficiently be used in your market. Our digital solutions, most importantly MindSphere, broaden our extensive electrification and automation portfolio and give you long-term reliability for your investments. Dare to be persuaded with just one click:

Aerospace

Airports

Automotive Manufacturing

Process wireframes: Homepages



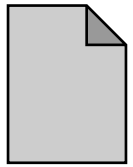
Inner Pages-Application Consideration

Logo

Home Application Consideration We Provide

Structural Navigation

Search Bar



image

Header

Content goes here

Associative Navigation, where user click can jump to “We provide”

Video

Footer/Link(Course code and Name)

Utility Navigation

Description of the navigation

Structured Navigation

The structured navigation combined the global and local navigations, which enable the connection between the navigation more interactively. The global navigation included the pages of Home, Application Consideration and we provide. The local navigation includes the “introduction” and “suppliers”. All the contents include the embedded link that directly click back to Wikipedia.

Associative Navigation

The associative navigation allows users to reach the interface of other hierarchies in one interface. Among them, the collaborative operation tools in “application consideration” enable users to jump directly to the “We provide” local interface.

Utility Navigation

The utility navigation at the top and bottom of the website, which includes a search box and footer.

The principle of usability

The usability and accessibility of the website guarantees good usage by users. I kept the contrast color of the Siemens website, which is the "light blue" background color and filled the footer page with white, which creates a contrast. In addition, I kept the valid information in IA and personas' needs for the website so that the website I made is an effective and professional website in line with the theme.

In order to achieve a clear and usable design page, I retained the concise framework of the major website, so that the user will display a light blue font when clicking on the navigation. This means that the user will clearly understand where the page is assigned, which brings a good user experience. In addition, the familiar sense of science and technology will make users understand that the theme of the website is about physical objects, which brings a high degree of information relevance.

Reference

Major website:

https://new.siemens.com/cn/en.html

Wikipedia page:

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