

CSE 134B Homework 1

Website Specifications for SunDogs Bullion Marketplace

Zeyu Hu A53079820
Busheng Lou A53080746
Yuchun Li A53063718
Mingxuan Wang A53077257
Kaiyue Yang A53081576

Overview

The users will use our website to get involved in the bullion market, including purchasing and selling all kinds of coins and gold bars. They will need the information like product price and purchasing history to aid their future investment and they also prefer a simple and safe way to do the actual business. Our web need to provide the most recent information of the market. And we provide some quick link to help the novice customer to get into the business and we also provide some profound information for the senior customers to do their analysis.

User Study

Generally, our website expects three kinds of users:

1. Novices:

People who is the novices to gold bullion investment. This kind of people is new to this investment area. Some characters about these people:

- They have not much ideas and experience about how to invest gold bullion and are curious about this area.
- They need some recommend information as tutorial for their first time investment.
- They will not spend much money on gold bullion at first.
- They may prefer low risk investment rather than more challenging ones.
- They may spend money on private consultant

Typical users:

- College students: young, naive, not that much ambitious about money
- Retired women from China(dama): a lot of spare time, crazy about money, susceptible to others

2. Infrequent intermediates:

Know basic knowledge about gold bullion investment.

- They have their own jobs and investment is only an interest or another method to make more money.
- They will not spend much time on it but they want more money.
- Some of them prefer short-term investment

- They need quick view of current trend of gold bullion.

Typical users:

- White-collar: want much money from investment, busy with work

3. Power users:

Know much knowledge about gold bullion investment.

- They have their own ideas about what and how to invest
- They spend almost all their working time on investment.
- Money and time are not the bottleneck.
- They prefer more challenging and high-risk, high-profit investment.

Typical users:

- Professional investor: full-time for gold bullion investing

According to Dr. Ramachandran and Dr. Sajjanan, the statistics of investors information are given below:

Table 1 Age Group and Preference of Gold Bullion

| Age group | Number of persons | Percentage |
|-----------|-------------------|------------|
| Below 20 | - | - |
| 21-40 | 75 | 83 |
| 41-60 | 15 | 17 |
| Above 60 | - | - |
| Total | 90 | 100 |

Table 2 Gender and Preference of Gold Bullion

| Gender | Number of persons | Percentage |
|--------|-------------------|------------|
| Male | 30 | 33 |
| Female | 60 | 67 |
| Total | 90 | 100 |

Table 3 Occupation and Preference of Gold Bullion

| Occupation | Number of persons | Percentage |
|-------------------|--------------------------|-------------------|
| Self employed | 5 | 6 |
| Professional | 60 | 60 |
| Student | - | - |
| Retired | 5 | 6 |
| Business | 10 | 11 |
| Others | 10 | 11 |
| Total | 90 | 100 |

Table 4 Annual Income and Preference

| Annual income | Number of persons | Percentage |
|----------------------|--------------------------|-------------------|
| Less than 1 lakhs | 5 | 5 |
| 1-2 lakhs | 15 | 17 |
| 2-3 lakhs | 20 | 22 |
| Above 3 lakhs | 45 | 50 |
| Total | 90 | 100 |

Table 5 Knowledge about Gold Bullion Investments

| Source of knowledge | Number of investors | Percentage |
|----------------------------|----------------------------|-------------------|
| Friends & relatives | 45 | 50 |
| Financial consultant | 40 | 44 |
| Advertisement | 5 | 6 |
| Others | - | - |
| Total | 90 | 100 |

Table 6 Factors Influencing Gold Bullion Investors

| Factors | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Total | Ranks |
|----------------------|----------|----------|----------|----------|----------|----------|----------|--------------|--------------|
| Safety | 25 | 25 | 15 | 15 | 10 | - | - | 490 | 2 |
| Liquidity | 40 | 20 | 15 | 10 | 5 | - | - | 530 | 1 |
| Collateral purpose | - | 15 | 15 | 5 | 5 | 25 | 25 | 275 | 6 |
| Gifting | - | 10 | - | 5 | 15 | 30 | 30 | 215 | 7 |
| For buying ornaments | 15 | - | 30 | 15 | 15 | 5 | 10 | 380 | 3 |
| Children's Future | - | 15 | 10 | 35 | 5 | 15 | 10 | 335 | 4 |
| High exchange value | 10 | 5 | 5 | 5 | 35 | 15 | 15 | 295 | 5 |

Logical flow diagram

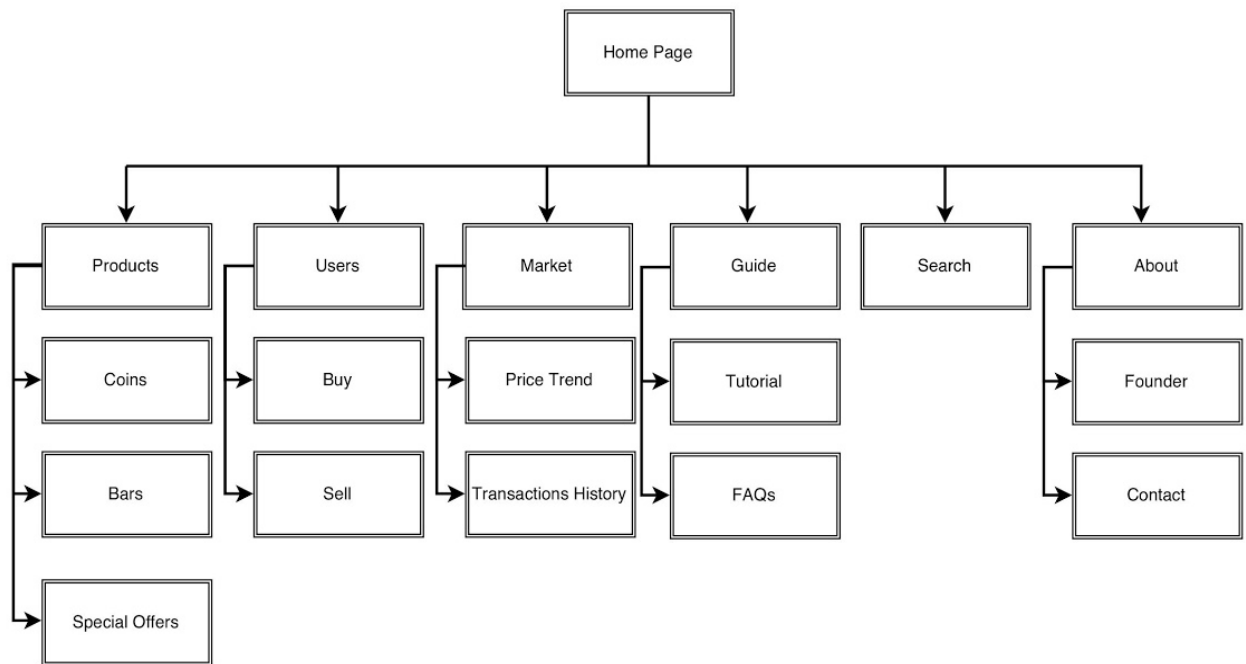


Figure 1 Logical flow diagram

Wireframe

SunDogs



Figure 2 Wireframe of homepage

Special Offers



Buy

Sell



Buy

Sell



Buy

Sell

Metal

Coin or Bar

Coins

Bars

| Gold | Silver | platinum |
|--------------------|--------------------|--------------------|
| <div>BuySell</div> | <div>BuySell</div> | <div>BuySell</div> |
| <div>BuySell</div> | <div>BuySell</div> | <div>BuySell</div> |

Figure 3 Wireframe of product list

Latest news



Price Information



Transaction History

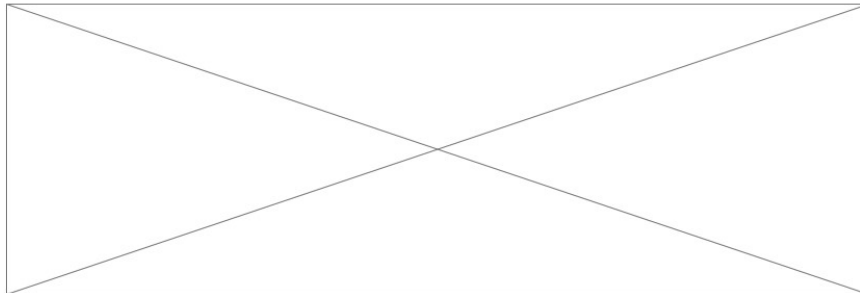


Figure 3 Wireframe of information page

Welcome! XXXX!

Products you buy



Products you are selling



Products you may interests



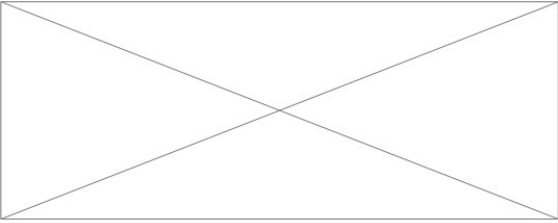
Explore History



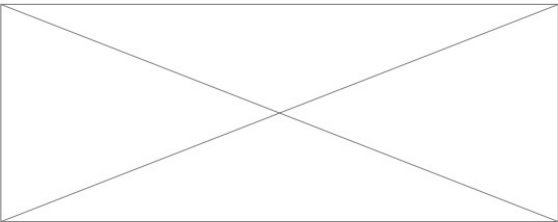
Figure 4 Wireframe of user page

| Products | Market Info | Guide | log in | sign up |
|----------|-------------|-------|--------|---------|
|----------|-------------|-------|--------|---------|

BUY :

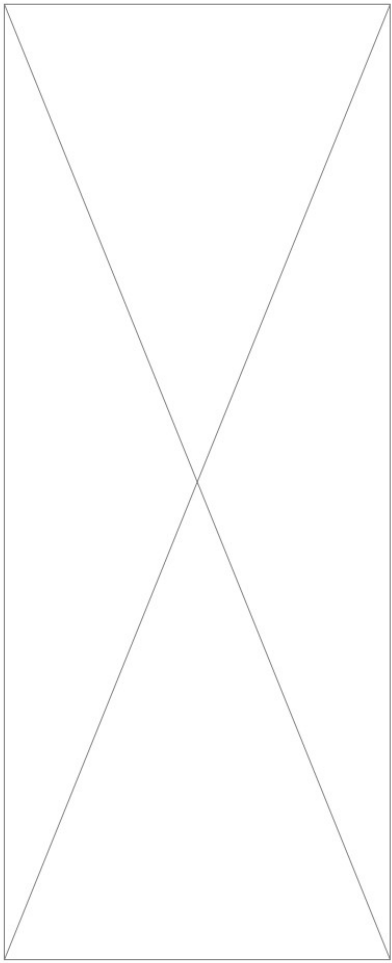
| | |
|----------------|---|
| Before you buy |  |
| When you buy | |
| After you buy | |

SELL :

| | |
|-----------------|---|
| Before you sell |  |
| When you sell | |
| After you sell | |

Ask Your Own Question :

FAQ



SunDogs
Contact Information

Figure 4 Wireframe of user guide

Strengths and Weakness

- Technical Strength:
 1. We designed our page based on the statistical data. From the tables, we find the most users are intermediates, so we provided most information for them at the most significant place.
 2. We used user-centered-driven method to design the logical part of our app. This leads our design to fit in with user's demand and goal as much as possible.
- Technical Weakness:
 1. The statistics we used is only from one paper. So it may be not sufficient to satisfy all users.
 2. We not professional enough in this gold bullion investment area.
- Usability Strength:
 1. Friendly to new users. The new users can easily find guide information in the web app. There are tutorials and famous FAQs in the Guide track, which can lead the freshes using the web app quickly. What's more, new users can find special offers on the web app.
 2. For power user, they can log in to the web app, and then they can find the the products they are selling and the products they have bought. Also, the history of a user will show all the products he/she explored before.
 3. There are also kinds of market information displayed in the web app. When the users click into this track, they can find information about price trend and transaction history.
- Usability Weakness:
 1. We do not have information about many specific types of users, so we cannot design our app for any particular user.
 2. The UI part of our website is not nice enough because we do not have much knowledge about the art and design.

References

Ramachandran, K.K, and Dayana Sajjanan. "Study of Awareness, Perception and Satisfaction Level of Gold Bullion Investors." *International Journal of Management* 5.5 (2014): 14-24. Web.