

DESN 442

P3

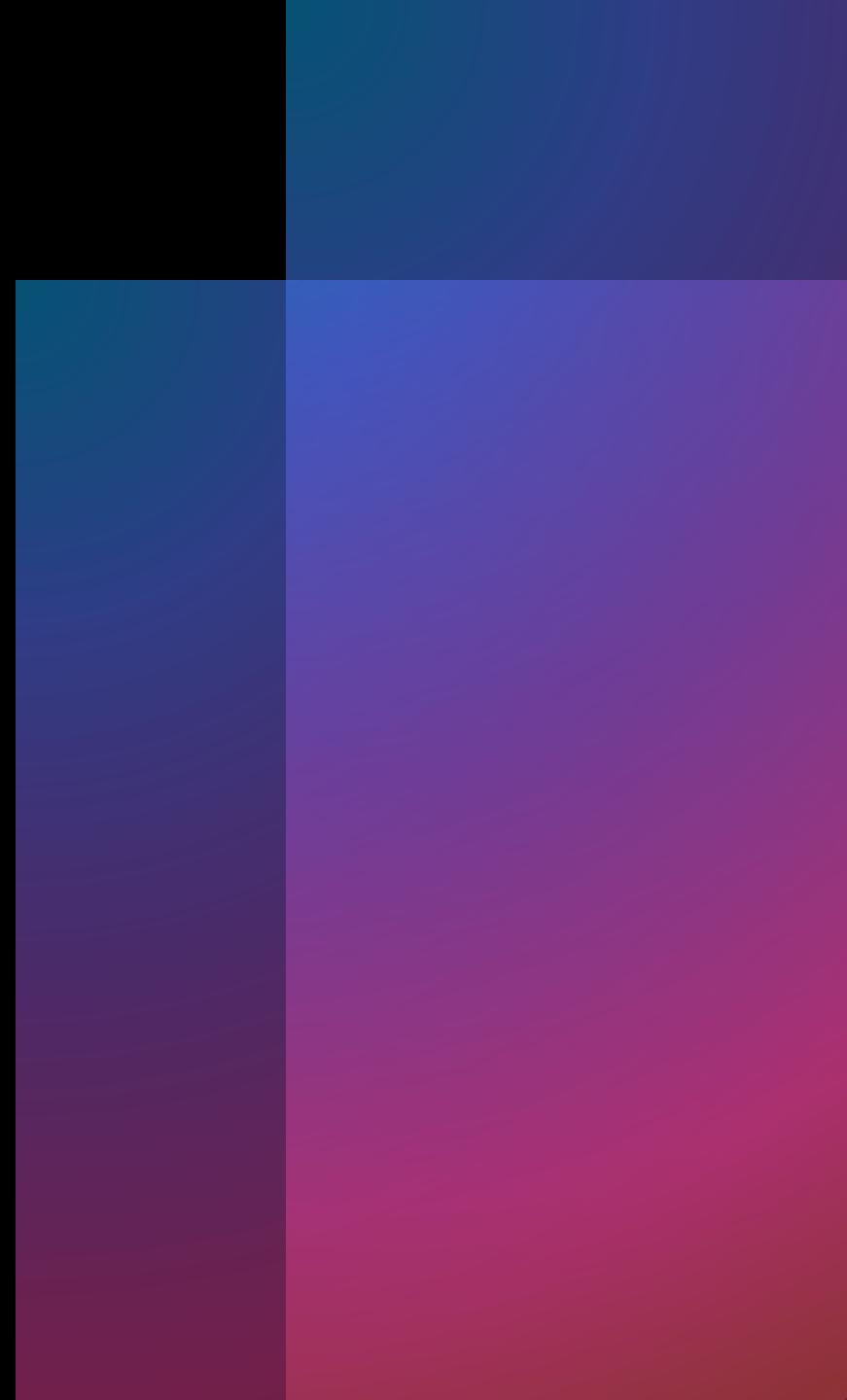
Process

Ryley Goodine



**As a [new viewer to marvel films],
I want to [learn more about the
characters], because they interest
me.**

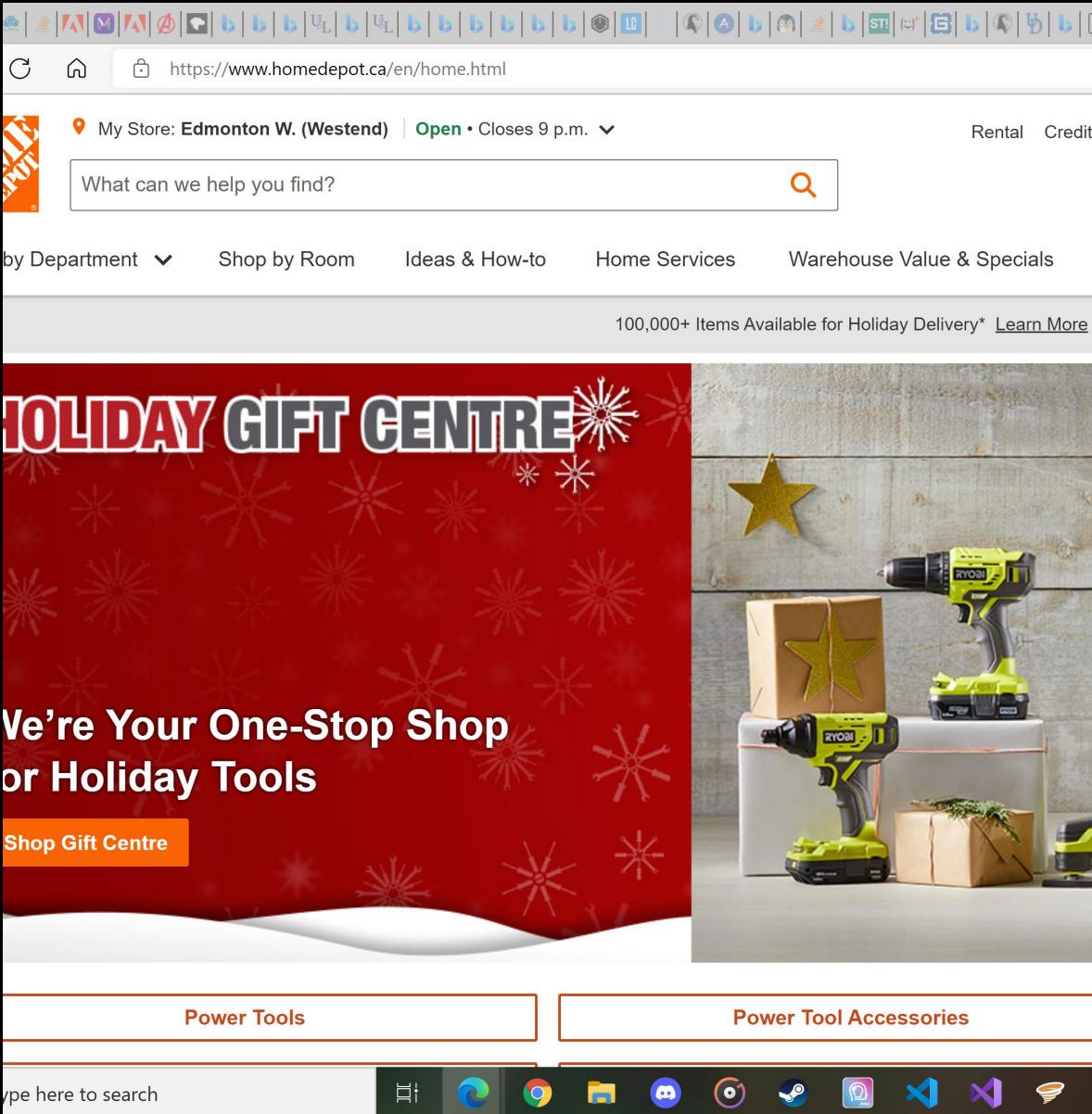
Mockups where chosen



Comparative Analysis

Home Depot - Homepage

- Large search bar at the top of the header
- Banner image that shows latest items
- Home Improvement, Home Renovation, Tools, & Hardware | The Home Depot Canada



The screenshot shows the Home Depot Canada website's search results page for the query "wood". The search bar at the top contains "wood". Below the search bar, there are navigation links for "Shop by Department", "Shop by Room", "Ideas & How-to", "Home Services", "Warehouse", and "Value & Specials". A banner at the top right mentions "100,000+ Items Available for Holiday Delivery*". The main content area features a heading "Lumber & Composites" and two main categories: "Appearance Boards" and "Deck & Fence". A large image of stacked wooden boards is displayed, with a caption: "Start your renovation project off right with our great selection of framing lumber & composites." On the left sidebar, there are lists for "Sheet Goods" (Sheathing Plywood, Waferboards, Hardwood Plywood, Sanded Plywood, Pressure Treated Plywood, MDF sheets, Underlayment, Shop All Plywood, MDF & OSB) and "Deck & Fence" (Deck Boards, Deck Railings, Deck Posts & Accessories, Decorative Screen Panels and Lattices). The bottom of the page includes a "Privacy Statement" link and a search bar.

Home Depot – Search Result

- Enhanced selection for available wood
- Lumber & Composites | The Home Depot Canada

Home Depot – Search Result

Shop by department | Shop by location | Find by product

Rental Credit Services For the Pro Order Status Customer Support Gift Cards Français

 Account / Sign In   Cart



Home Services

Warehouse Value & Specials

Weekly Flyer

100,000+ Items Available for Holiday Delivery* [Learn More](#)

Home •  Plywood > Sheathing Plywood

Sheathing Plywood (11 products)

aggregate type page

Category ▾

Nominal Thickness (in.) ▾

Pressure Treated Wood ▾

Nominal Length (ft.) ▾

Wood Species ▾

See All Filters

Sort by

Recommended ▾

• **Sheathing Plywood -**

In Stock Today at EDMONTON W. (WESTEND) (10)

Hide items not in stock

Plywood | The Home

Depot Canada

Compare

Compare



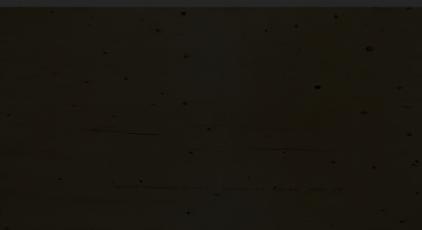
Compare



Compare



Compare



Home Depot - Destination

Shop by Department | Home Services | Warehouse Value & Specials | Weekly Flyer

- [West Fraser 1/2-inch x 4 ft. x 8 ft. Standard Spruce Plywood Board | The Home Depot Canada](#)

Home Services

Warehouse Value & Specials

Weekly Flyer

100,000+ Items Available for Holiday Delivery* [Learn More](#)

1000173236

West Fraser 1/2-inch x 4 ft. x 8 ft. Standard Spruce Plywood Board

Model # 1125STS48 | Store SKU # 1000173236

 (211) | [Write a Review](#) | [Q&A \(5\)](#)

\$33.21 / each

 358 in Stock at [Edmonton W. \(Westend\)](#) | Aisle 23, Bay 022

Qty



Add To Cart

Pick-Up Store: [Edmonton W. \(Westend\)](#)

Delivery options for [T5T 5L5](#)

 PICK UP IN-STORE

 EXPRESS DELIVERY

FREE Pick-Up

Delivered as soon as Dec 16

\$50.00



https://www.walmart.com

Last call! Choose ground shipping by Dec. 20th to have gifts delivered by Dec. 25th [Shop now](#)

7

Reorder My Items

Sign In Account

\$0.00

Walmart

Departments Services

Search everything at Walmart online and in store

Sacramento Supercenter

Walmart - Homepage

Holiday meal must-haves

Serve up a delicious feast with unforgettable savings.

Shop all

Walmart.com | Save
Money. Live Better

Reserve pickup or delivery

See times

Top-trending toys

Holiday like a pro



Type here to search



7:28 PM
-24°C
ENG
2021-12-15

Walmart – Search Result

- More specific filters and sorting based on search result
- [Toys - Walmart.com](#)

www.walmart.com/search?q=marvel

Last call! Choose ground shipping by Dec. 20th to have gifts delivered by Dec. 25th [Shop now](#)

Services marvel

See what's new in the Marvel Universe

Sponsored by Disney

[Shop now](#)

In-store Pickup & shipping Price Brand Departments Speed Sort by

Marvel Eternals Marvel Mania Marvel Mech Strike Marvel Avengers Disney holiday shop

Rollback Clearance

Cloud -24°C



Walmart - Destination

- Gives product information, and location at a given store.
- Marvel Spider-Man Super Web Slinger Role-Play, With Web Fluid, Shoots Webs or Water - Walmart.com



Customer Service Electronics Home Fashion Books Toys & Games Computers

Hello, Sign in
Account & Lists Returns & Orders

Shop Fashion

Buy under \$10

20

fer

ols

\$125⁹⁹

Save on Venustas Women's Heated Jacket

Shop deals from top brands and more

Sign in for your best experience

Sign in securely

Disney | SPOTTED ZEBRA

Dream big in fun jammies

Shop now

-24°C

7:30 AM

Amazon - Homepage

- Amazon.ca: Low Prices – Fast Shipping – Millions of Items

The screenshot shows the Amazon.ca website interface. At the top, there's a navigation bar with links like 'New Releases', 'Gift Ideas', 'Prime', 'Customer Service', 'Electronics', 'Home', 'Fashion', 'Books', 'Toys & Games', 'Computers', and categories for 'Laptops', 'Tablets', 'Desktops', 'Software', 'Hard Drives, Storage & Memory', 'Networking', 'Computer & Tablet Accessories', 'PC Components', and 'PC Gaming'. A search bar is located at the top right. Below the navigation, a large banner features the text 'Handpicked electronics' and 'We've done the research so you don't have to'. It lists categories: Headphones, Laptops, Monitors, Speakers, TVs, and Printers. A prominent advertisement for an Apple Pencil is displayed, stating 'Attaches magnetically. Charges wirelessly. Save on Apple Pencil.' with a 'Shop Now' button. The URL in the address bar is https://www.amazon.ca/Computers-Accessories/b/?ie=UTF8&node=2404990011&ref_=nav_cs_pc.

Amazon – Search Result

- More focused search with inclusion of more results
- [Amazon.ca: Computers & Accessories: Electronics: Accessories, Computer Components, Data Storage & More](#)

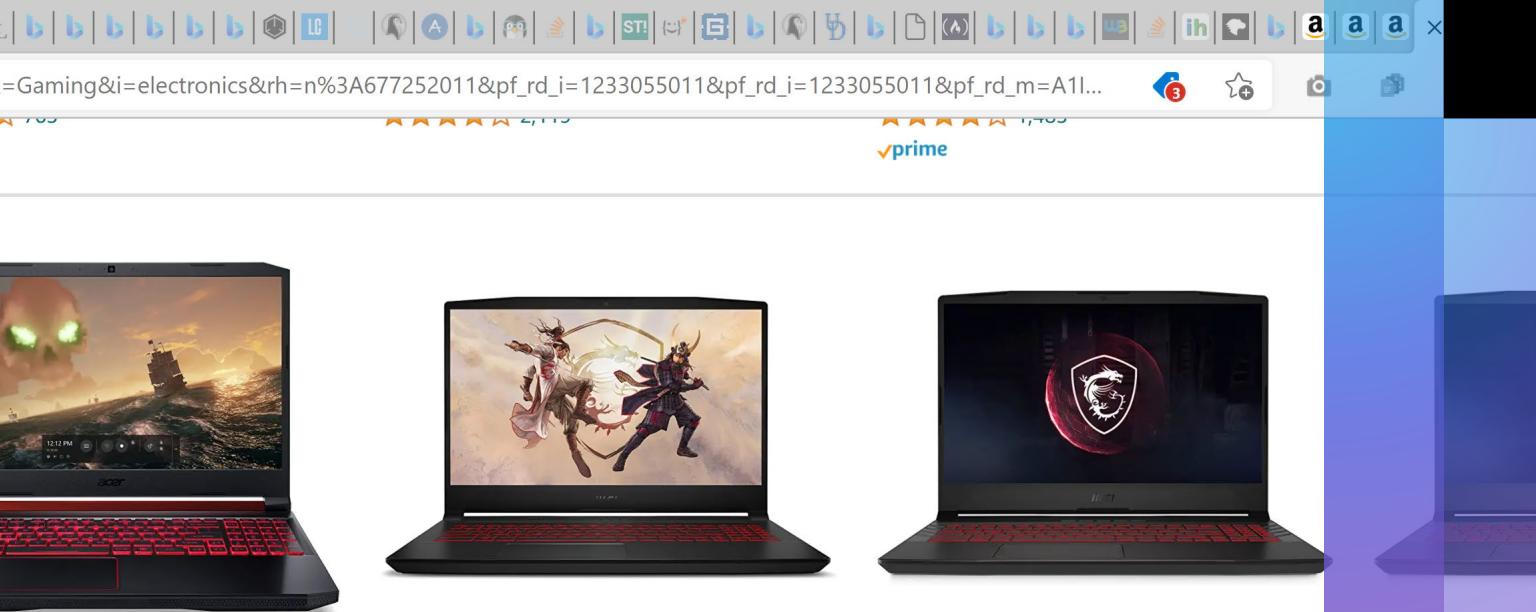
The screenshot shows the Amazon.ca website interface. At the top, there's a navigation bar with links like 'Leases', 'Gift Ideas', 'Prime', 'Customer Service', 'Electronics', 'Home', 'Fashion', 'Books', 'Toys & Games', and 'Computers'. Below this is a secondary navigation bar with categories: 'Tablets', 'Desktops', 'Software', 'Hard Drives, Storage & Memory', 'Networking', 'Computer & Tablet Accessories', 'PC Components', 'PC Gaming' (which is highlighted in blue), and 'Printers & In'. The main content area displays several product categories with images: 'Gaming Laptops' (a laptop), 'Monitors' (a monitor with a Republic of Gamers logo), 'Accessories' (a keyboard and mouse), 'Graphics Cards' (an MSI graphics card box and a card), 'Components' (an AMD Ryzen processor), and 'Networking' (a networking device). At the bottom, there's a section for 'Sellers' with a 'See more' link.

Amazon – Search Result

- [Amazon.ca: Game Hardware: Electronics](#)

Amazon – Search Result

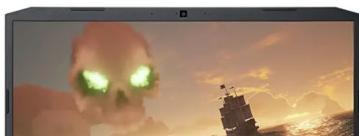
- ### • Amazon.ca : Gaming

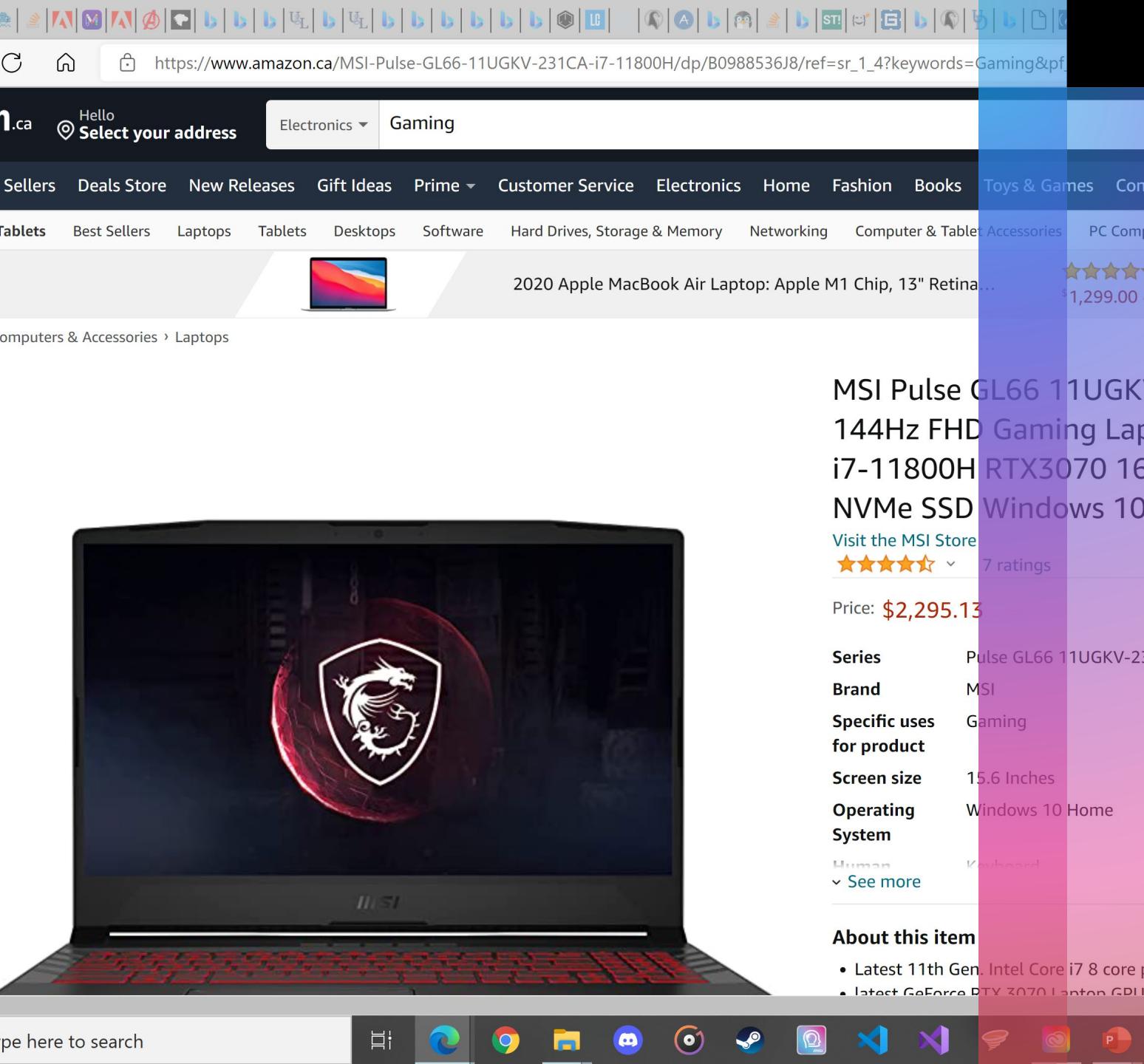


HP 5 Gaming Laptop, 9th Gen
i5-9300H, NVIDIA GeForce
15.6" Full HD IPS Display,
4, 256GB NVMe SSD, Wi-Fi...
 3.749

Get it by Tuesday, Dec 28
Shipping by Amazon
in stock.

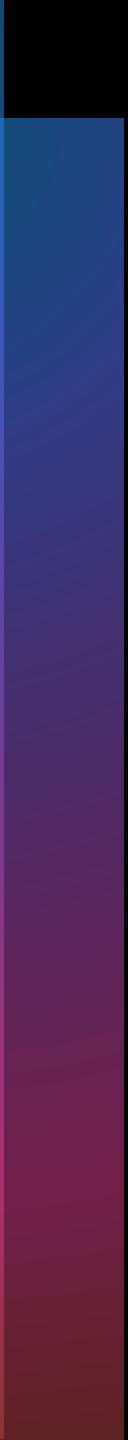
certified: Alexa Built-in



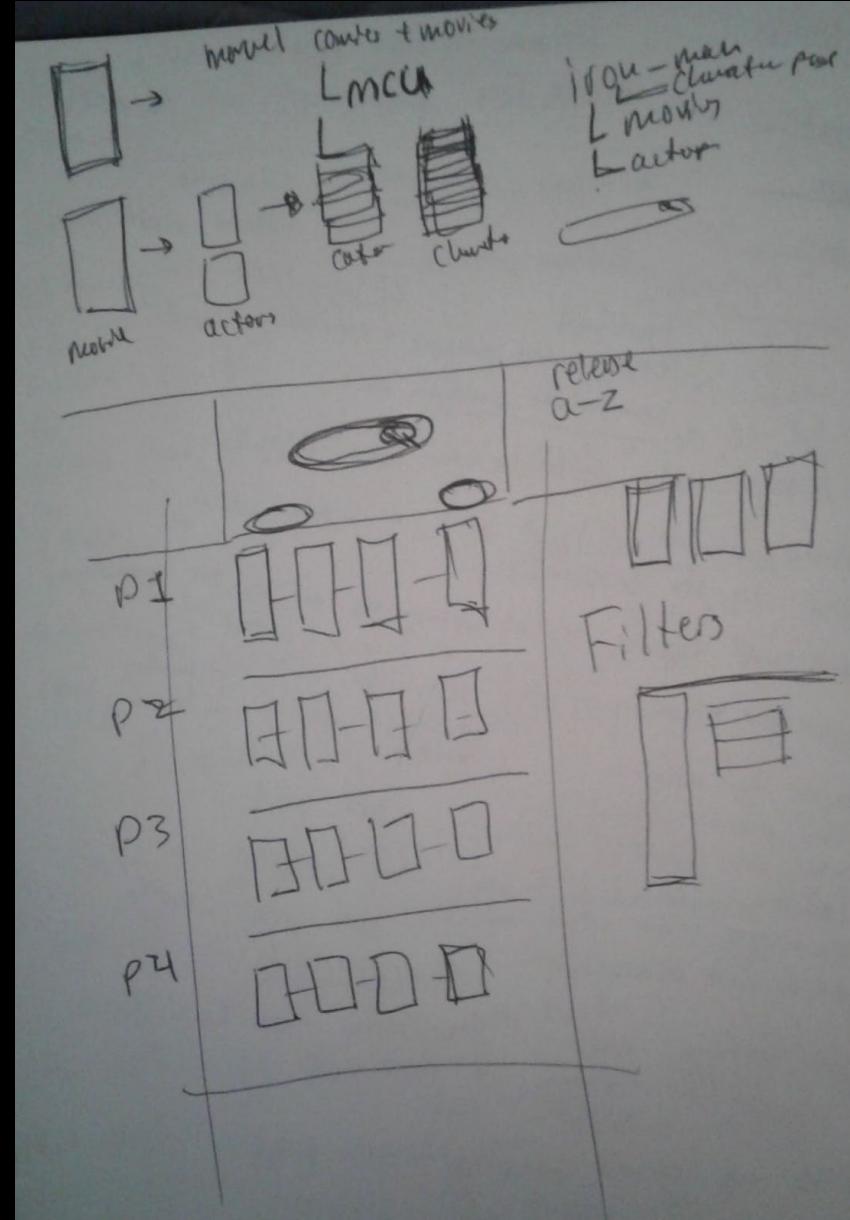
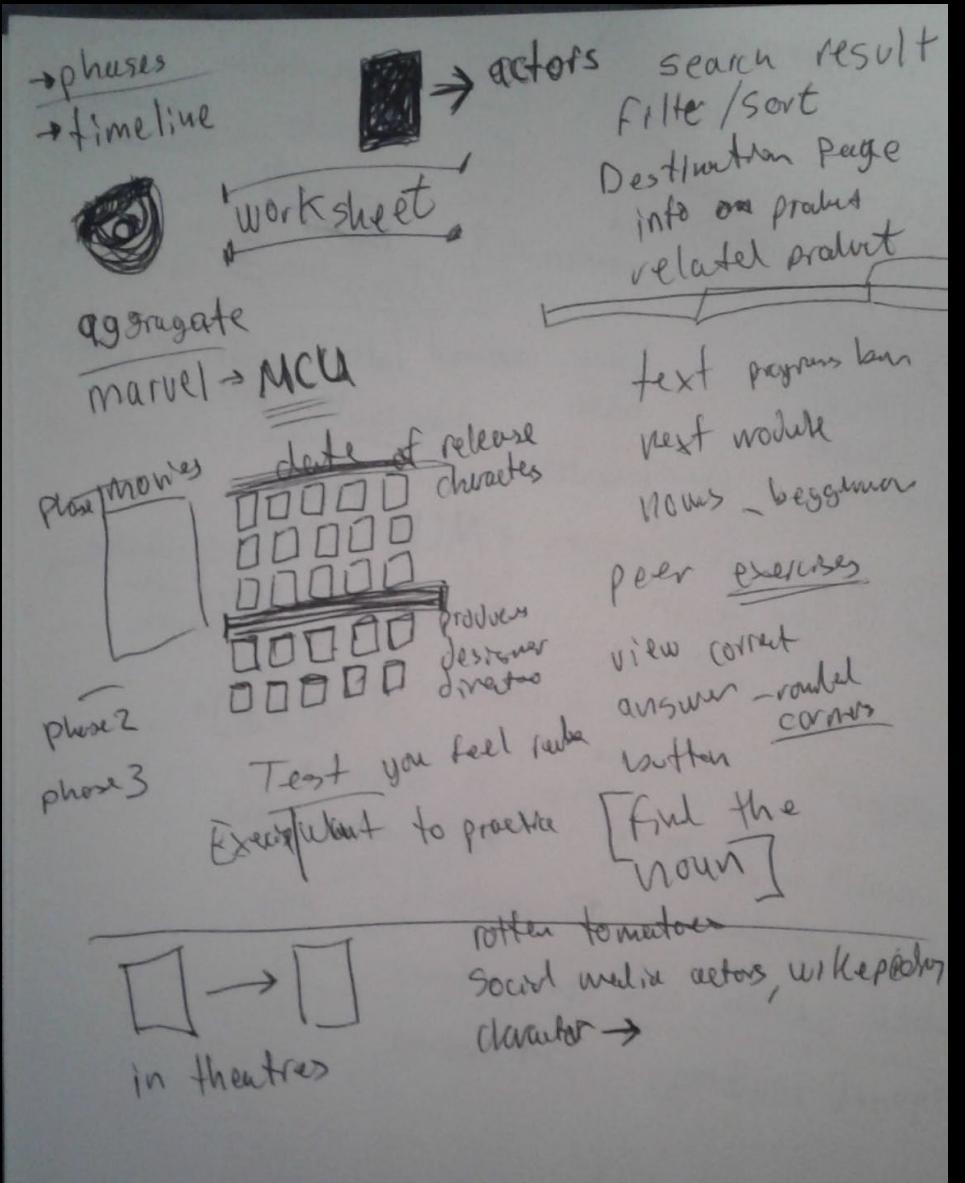


Amazon - Destination

- Amazon.ca Laptops: MSI Pulse GL66 11UGKV-231CA 15.6" 144Hz FHD Gaming Laptop Intel Core i7-11800H RTX3070 16GB DDR4 512GB NVMe SSD Windows 10 Home

A vertical color bar on the left side of the slide, transitioning from dark red at the bottom to dark blue at the top.

Sketches



user statements →

mockup walkthrough

video presentation

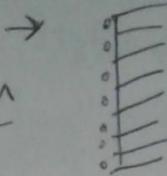
l make presentation
process book → powerpoint?

P3

Marvel

Movies

prototype → video presentation



• presentation
+ process

presentation

Week 14

December 3, in-person

linux
bash

command lines
make of other

aggregate data

how do you search
Marvel movies → MCU

Phases

l movies
l actors :: characters
l date of release
l in timeline

(characters
- num of films
- name)

[\$]

3 pages
l context model
mobile or desktop
mockup or 3 user tests

how its organized
→ destination page

which websites data coming from
required readings 3+ chosen

delete lines containing long set of converted attributes
5. +7 sub-exam ~~attribute~~ stdbuf -eL

quotes → use statement

use benefit over too detailed

methodology - steps went through → card sort → comparative analysis

Argumentation → community train of thought
What was removed was changed add video in presentation
as but as that

sitemap do quiz



P3 search patterns
auto-complete
correct, auto-suggest

search box

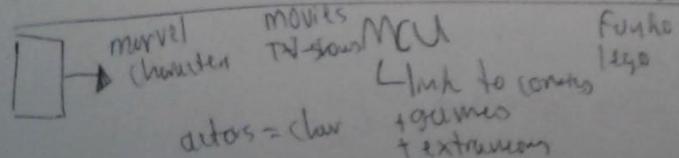
when show no results

Many results
load more in filters more lost
pagination infinite scroll > browsing - granularity of results

- leave what we search for
- results

Showing 54 results for "gta"

Filters, sort, views
Create 2 organize categories (taxonomy)



Facts → book : Author, subject, Date
content model - no standard
don't have to do it

marvel

comparative analysis

search UI

at least 3

homepage
Search result
Destination page

HOME Films

Heroes

Villains

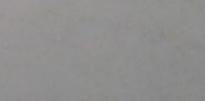
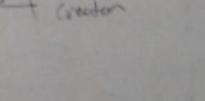
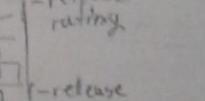
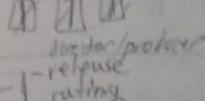
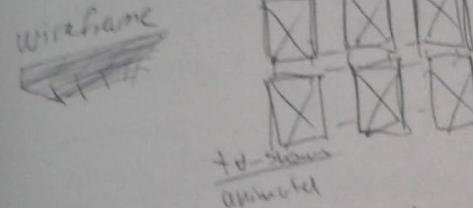
aggregator
youtube trailer

inspiration from aggregation
fastest film movie



film review
synopsis

characters



facets wireframe state title facets

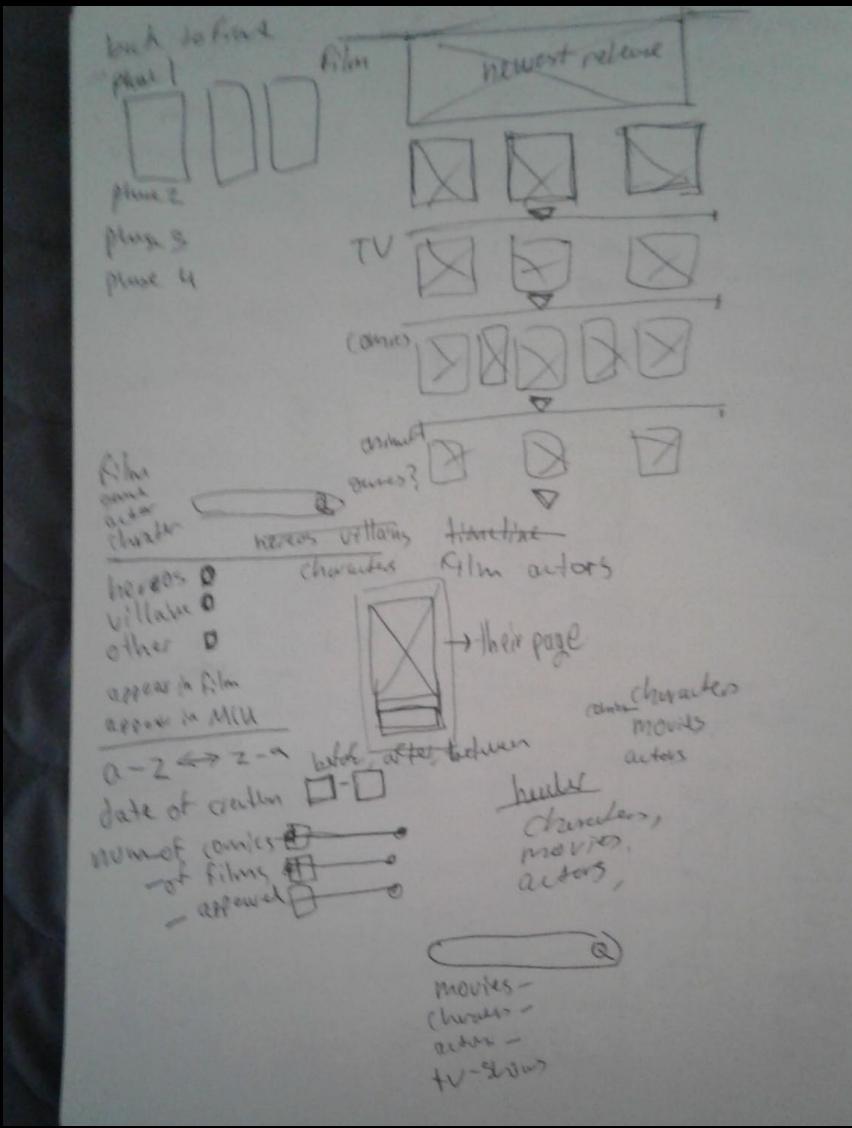
actor character

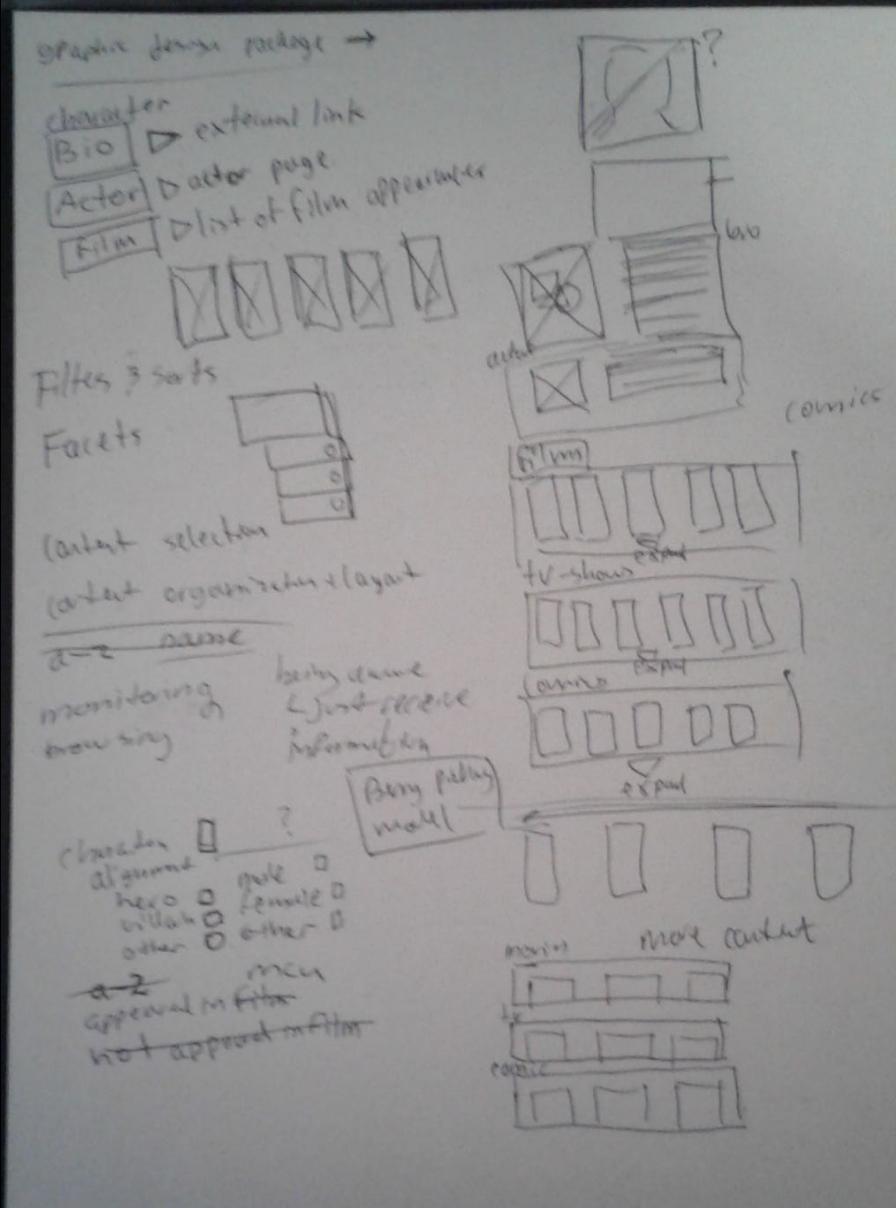
character

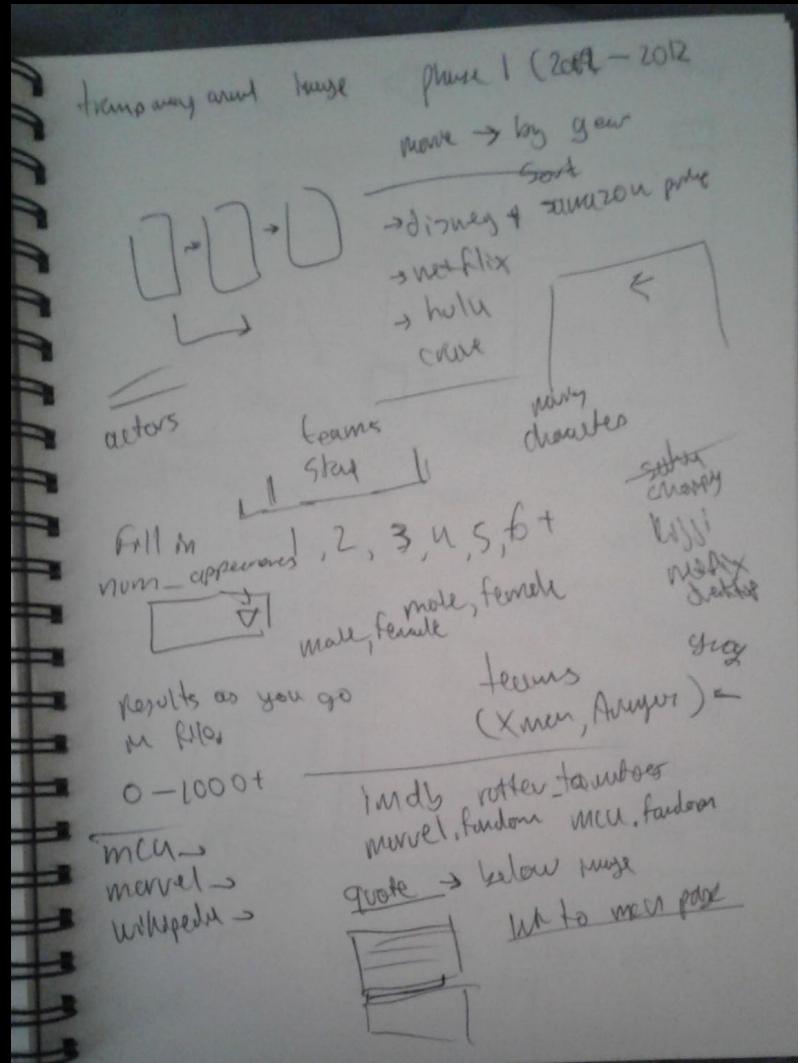
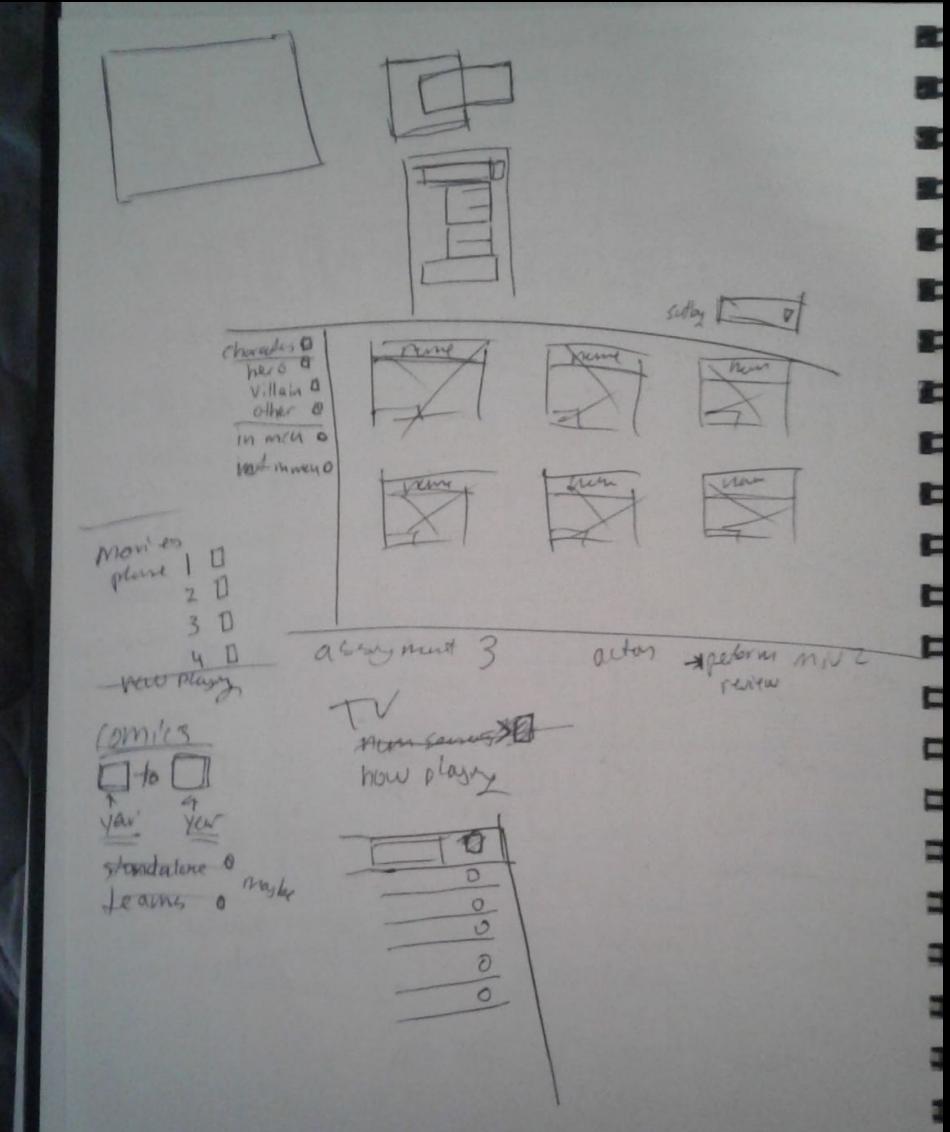
actors

film

movie
show
TV
book
game
comic
character
director/producer
rating
release
creator

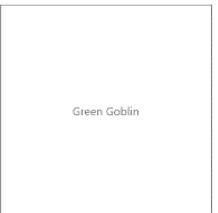
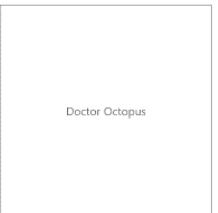
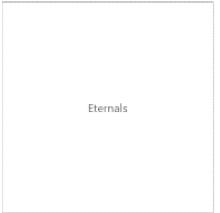






Wireframes

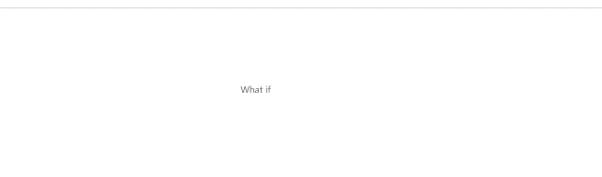
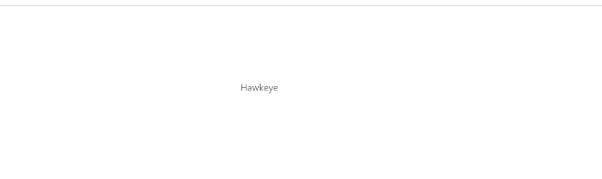
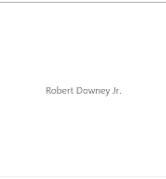
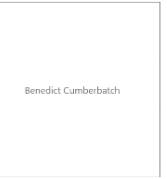
Characters Actors Movies Tv-Shows Comics Advanced search



Sandman

Electro

Hobgoblin



Characters Actors Movies Tv-Shows Comics Advanced search

number_of_results

sort by relevance ▾

Characters

Male

Female

Hero

Villain

Other

Appeared in Movies

Appeared in MCU

Movies

MCU

Phase 1

Phase 2

Phase 3

Phase 4

Other

Tv-Shows

Disney +

Netflix

Amazon Prime

Hulu

Crave

Other

Actors

Male

Female

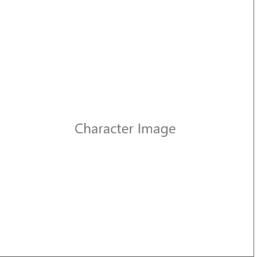
Comics

Teams

Avengers, X-Men, Fantastic Four

Spider-Man
Doctor Octopus
Green Goblin
Hobgoblin
Sandman
Electro
Lizard
Vulture
Venom
Doctor Strange
Iron Man
Captain America

←



quote::character

character bio: short bio from marvel fandom

marvel.fandom

actor: name of actor with link to actor page



appearances in film: list of film appearances, done as image

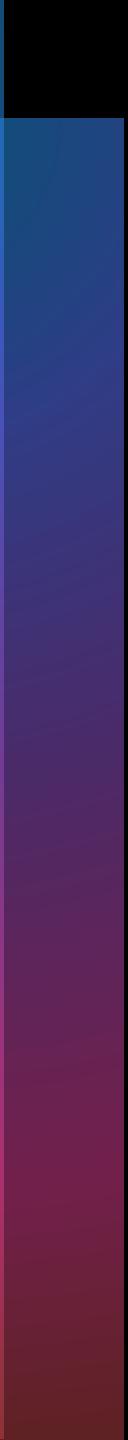


tv-show appearances: listed as images



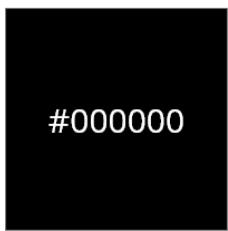
comic appearances: listed as images



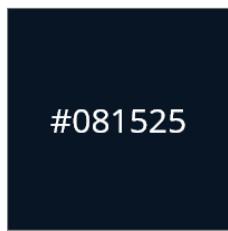


Style Tile

COLOUR PALETTE



#000000



#081525



#960D0D



#E32121



#35B5E3



#FFFFFF

TYPOGRAPHY

Search count: Segoe UI, 40, regular

Main search-bar: Segoe UI, 36, regular

Topic title: Segoe UI, 24, bold

Body: Segoe UI, 20, regular

Actor film: Segoe UI, 15, regular

BUTTONS

Inactive selection



Default State

Active selection



Hover State

Toggle State

sort by relevance ▼

sort by relevance ▲

featured

name: a-z

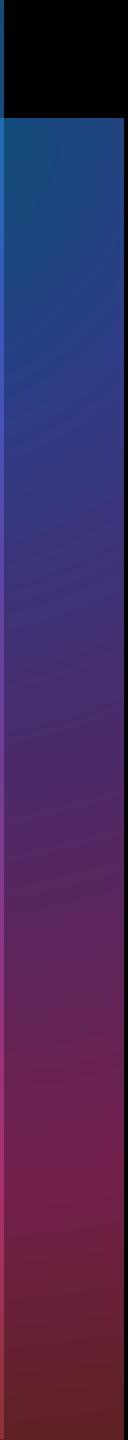
name: z-a

newest

oldest

name: a-z

name: a-z



Mockups

[Characters](#)[Actors](#)[Movies](#)[Tv-Shows](#)[Comics](#)

search

Movies**Characters**

Spider-Man



Doctor Octopus



Green Goblin



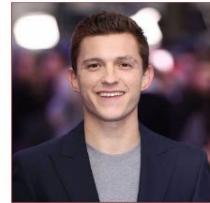
Sandman



Electro



Vulture

Actors

Tom Holland



Samuel Jackson



Alfred Molina



Benedict Cumberbatch



William Dafoe



Robert Downey Jr.



TV



Characters:: 

sort by relevance ▾

Characters

 Male Female Hero Villain Other Appeared in Movies Appeared in MCU

Movies

MCU

 Phase 1 Phase 2 Phase 3 Phase 4 Other

Tv-Shows

 Disney + Netflix Amazon Prime Hulu Crave Other

Actors

 Male Female

Number of Appearances 0

Comics

 Teams

Avengers, X-Men, Fantastic Four

 Standalone

Spider-Man, Deadpool, Iron Man

 Multi-Part Series

Infinity War, Civil War, Secret Invasion

results::2589



Spider-Man



Doctor Octopus



Green Goblin



MJ



Sandman



Electro



Lizard



Vulture



Venom



Doctor Strange



Iron Man



Captain America



Deadpool



Hawkeye



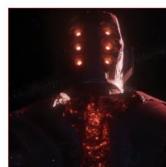
Black Widow



Gamora



Groot



Arihem



Thanos



Black Panther

Doctor



Characters

- Male
- Female
- Hero
- Villain
- Other
- Appeared in Movies
- Appeared in MCU

Movies

- MCU
 - Phase 1
 - Phase 2
 - Phase 3
 - Phase 4
- Other

Tv-Shows

- Disney+
- Netflix
- Amazon Prime
- Hulu
- Crave
- Other

Actors

- Male
- Female

Number of Appearances 0

 0

Comics

- Teams
Avengers, X-Men, Fantastic Four
- Standalone
Spider-Man, Deadpool, Iron Man
- Multi-Part Series
Infinity War, Civil War, Secret Invasion

results::2

sort by relevance ▾



Doctor Strange



Doctor Octopus

Doctor Doom



Characters

Male Female Hero Villain Other Appeared in Movies Appeared in MCU

Movies

MCU

Phase 1 Phase 2 Phase 3 Phase 4 Other

Tv-Shows

Disney + Netflix Amazon Prime Hulu Crave Other

Actors

Male Female

Number of Appearances 0

Comics

Teams

Avengers, X-Men, Fantastic Four

Standalone

Spider-Man, Deadpool, Iron Man

Multi-Part Series

Infinity War, Civil War, Secret Invasion

results::0

sort by

relevance ▾





Characters::Doctor_Octopus



Doctor Octopus



Doctor Octopus (Dr. Otto Gunther Octavius), also known as Doc Ock for short, is a fictional character appearing in American comic books published by Marvel Comics.

> [Wikipedia](#)

Dr. Otto Octavius is a highly intelligent and prideful scientist, better known as the criminal mastermind Doctor Octopus.

> [Marvel fandom](#)

Doctor Otto Gunther Octavius is a nuclear scientist and inventor native to a parallel universe who became known as Doctor Octopus after a set of mechanical limbs of his own design was fused to his body in a lab accident.

> [MCU fandom](#)

Actors



Alfred Molina
Spider-Man: No Way Home



Tom Kenny
Ultimate Spider-Man



Kathryn Hahn
Spider-Man: Into the Spider-Verse

Movies



Spider-Man: No Way Home



Spider-Man 2



Spider-Man: Into the Spider-Verse

TV



Ultimate Spider-Man

Comics



Ultimate Six



Superman vs The Amazing Spiderman



Dying Wish

Appendice

Project 3: Worksheet

Understanding the User and the Search Experience

The goal of this worksheet is to start understanding your user and their experience.

1 Users

1. Identify potential users for your aggregator - primary, secondary, and tertiary users
 - a. Movie fans
 - b. Marvel fans
 - c. People who want to start watching the MCU movies but don't know where to start
 - d. People who want to know more about the characters in the MCU
 - e. People who want to know more about the actors in the films
2. Choose a primary user
 - a. Someone new to the marvel cinematic universe, and wants to learn more about the characters in it.
3. Complete user profile for your primary user:
 - a. Age
 - i. 12-55
 - b. Social environment (group or alone, decision-making position)
 - i. Alone more likely, or possibly as part of a group
 - c. Location
 - i. anywhere
 - d. Educational background
 - i. First year Junior highschool
 - e. Technological skills (especially related to search)
 - i. Familiar with large filter searches
 - f. Physical abilities and disabilities
 - i. No disabilities
 - g. Domain-related knowledge
 - i. none
 - h. Physical environment (home, office, factory, vehicle, on-the-go, etc.)
 - i. home
4. Does your user know what they are looking for or if they are exploring something new (known-item search or exploratory search)?
 - a. Exploring something new
5. Write a user statement related to your aggregator: As a [user], I want to [goal], so I can [benefit].
 - a. As someone unfamiliar with the characters in the marvel movies, I want to learn more information about them because I'm curious.

Go to section 3

2 Activity/Journey

Understanding your user's search journey

- What are they searching for?
 - Information about the characters in the movies.
- Why are they searching?
 - They're curious about the characters, and want to learn more about them.
- Where are they searching? What is the context of use?
- When are they searching?
 - When a new marvel comes out, or when they get curious about marvel characters
- How are they searching?
 - Mixture of browsing and refined search with filters based on heroes or villains, if the character has appeared cinematically, if they are searching actors or marvel characters, what year they appeared on-screen or in comics, who was the creator of the character, producer/director of the film
- Do they want to:
 - Find a few good results?
 - Want to know all the movies the character has been in
 - Find all the potentially good results?
 - Want to know what movies the character has been in, and what comics they've been in as well.
- What would be the frequency of use of the website?
 - Everytime a marvel movie or tv-show gets released
- What would discourage the user to use the website?
 - Dislike or disinterest in marvel comics characters or the marvel films

Using the search results

- What do your users want to **learn**?
 - More about the characters in the movies
- What do your users want to **understand**?
 - Who is in the movies, what characters are played by what actors, what other movies those characters are in, and comic related things.
- What do your users want to **share**?
- What do your users want to **do** (act) once they find the information they were looking for?

- Look at more content of the characters in the films. Or watch movies with that character.

Beyond searching on your aggregator

- Would your user be asking other people about the content related to the content of your aggregator? If yes, who?
 - They would, and those people would have watched the marvel films, or read the marvel comics
- Would your user be monitoring and filtering information related to the topic of your aggregator? If yes, what?
 - If they do not follow the marvel films extensively, unlikely.
 - Filtered information would likely pertain to what characters are in the films, what actor is playing them, and are they a hero or a villain.
- Would your user be using other digital channels or platforms to search for information about your topic.
 - Rotten tomato
 - Marvel handbook
 - Browsing in Disney+
 - Marvel.fandom

Go to section 3

3 Functionalities/Features: What does it mean for your digital product?

Look at all your answers above. Make a list of functionalities or features your digital product should have to address or include all those elements. Don't limit yourself. See this as a brainstorming session, you will filter later.

MCU timeline - can be sorted on: (based on actual times in the films),(chronological film release in theatres)

Might have inclusion of marvel films OUTSIDE the MCU timeline, like Fox X-men and Fantastic 4, Deadpool +other.

Toby Maguire Spider-Man trilogy + Andrew Garfield Amazing Spider-Man

Filter:

- based on date of release
- film rating
- relevant actor or character

1 Interesting quotes/elements

Source 1: [Design a Perfect Search Box. by Nick Babich | by Nick Babich | UX Planet](#)

white space helps direct user attention

provide search button for search box

search box on every page

put where it is expected to be found; upper right corner.

Source 2: [Chapter 7. Faceted Search.pdf - Google Drive](#)

Aggregate fields and search filter functions are already well known to me with my background in computer science.

Conditions for if/else, and, or, not combinations are already known to me, so the research did not provide critical additional information. Everything can be relinked to simple boolean expressions. True or False.

if (a statement) {it is true; perform this task} else {it is not true; perform this task}

if (a and b) {if both a and b are true; perform this task}

if (a or b) {if a is true perform the task; if b is true perform the task; if a and b are true perform the task;}

if (a and not c) {if a is true and c is not true; perform the task}

input fields for user selection; of course they may prove problematic if the user does not understand what they are looking for. Selection boxes or sliders are preferable in limiting user indecision.

2 Functionalities/Features: What does it mean for your project?

Inclusion of all marvel content. comic books, tv-shows, movies.

Create a list of all characters in marvel comics, and have a comparison if they've appeared in any of the films.

Be able to sort comics if they're part of a chronological story of multiple issues, or if they include specific characters.

Show a link between the marvel character and their actor, or actors if multiple people have played the character. Spider-man and Hulk work best as the example.

	Outstanding	Excellent	Good	Satisfactory	Poor	Fail or Missing	Comments
Prototype							
All required elements are present	Yes						Comments:
Quality of Content Model							
UX, UI and IA quality of:							
• Home Page	Yes						
• Search Result Page	Yes						
• Destination page	Yes						
Overall graphic quality and attention to details or user tests	Yes						

Outstanding Excellent Good Satisfactory Poor Fail or Missing
 Exceeds expectations Meets all expectations 1 weakness 2-3 weaknesses Many weaknesses
