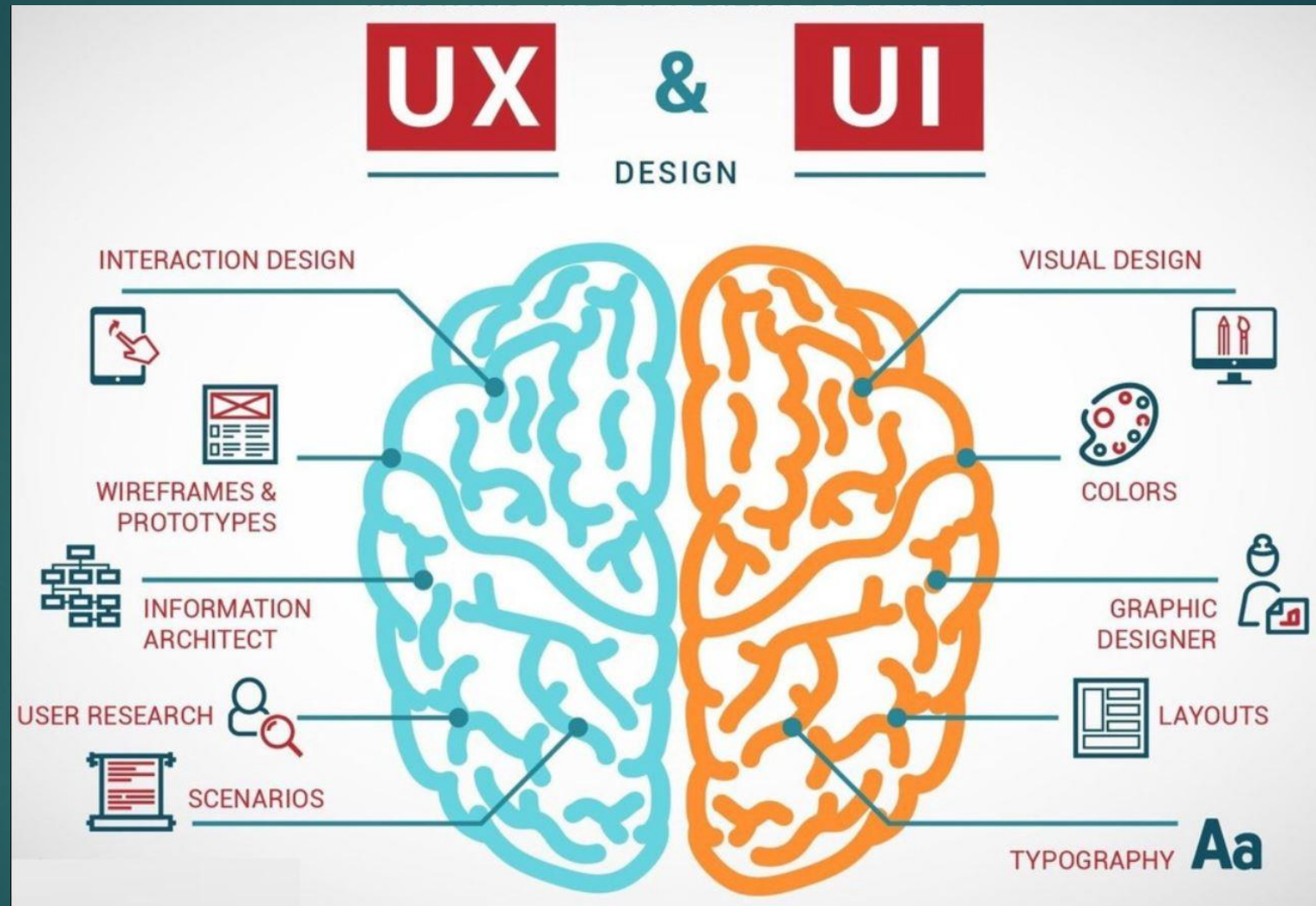
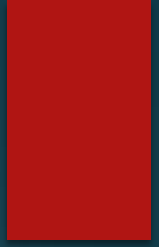


Project Assessment-UX Design Layout



By Saish Kothare

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Interview Questions

Interview Questions: Website

1. What is your purpose on designing a website? (Open)
2. Describe your target audience. (Open)
3. Describe the style of the website you want. (Open)
4. Do you have specific company colors that need to be used? (Closed)
5. Can you provide the Pantone numbers for your company colors? (Closed)
6. Do you have any other materials that the site needs to match with in some way (brochures, press materials.)? (Closed)
7. What do you like most about your current website? (Open)
8. Is there any functionality or options on your current website that you plan to keep other than the contents? (Closed)
9. Are there any websites with designs that you like? (Closed)
10. What about those websites would you like to be incorporated into your website? (Open)
11. Where is your website hosted? (Open)
12. Do you have full access? If yes, can you provide usernames and passwords? (Probing)
13. How will you be managing website upkeep? (Open)
14. Do you have a budget you are trying to meet? (Open)
15. Does your current web host meet all your new website's needs (space, bandwidth, databases.)? (Closed)
16. Do you plan on or need to move to a new host provider? (Closed)
17. Do you need help finding the right web host? (Closed)
18. Do you already have a URL you plan to use? If not, do you need help selecting and registering a good URL? (Probing)
19. Do you have a logo you plan to use, or will one be needed to be created? If you have one, can you provide the original artwork files? (Probing)
20. Do you have a tagline you wish to use, or do you need help creating one for your site? (Probing)
21. How many pages will the finished website be? (Open)
22. How many pages of content will need to be developed? (Open)
23. Will there be any cross promotion of content within the site? If yes, please provide details on content cross promotion. (Probing)
24. Will we be importing and formatting your content, or do you plan to do this? (Probing)
25. Do you or your team need training for making website updates and content publishing guidelines? (Probing)

Site Objectives

	Goal	Objective/Task	Period	KPI
Company Director – Colin	Design a e-catalogue.	1. Evolve new system into a total revamp with the current systems <u>in order to</u> be able to get access to information more quickly. 2. Use email addresses for future promotions. 3. Have some sort of link from the catalogue to our company website.	Lasts after six weeks.	1. Promote e-catalogue within six weeks. 2. Organise 100-120 base items into categories like washing machines, dryers, fridges, beds, and dining furniture. 3. Improve market share by 20%, customers need to feel comfortable and familiar with the product. 4. Expecting 2-5% of sales in the first year as everyone is tight lipped about volumes.
Information Technology Manager – Kym		1. Need to have lots of drop-down selection lists and pop-up menus to make	Not indicated.	1. Run over 300 orders a week across the stores

		<p>the form easy to fill in.</p> <p>2. Need client-side java applets to validate the mandatory fields of the from as well.</p> <p>3. Have hardware inhouse so that they can use it in order to change our business model.</p> <p>4. Need to have lots of drop-down selection lists and pop-up menus to make the form easy to fill in.</p> <p>Need client-side java applets to validate the mandatory fields of the from as well.</p> <p>5. Need a graphics layout person to design each page to so that it really captures the customers attention.</p>		<p>where some of that is just stock replenishment and some special orders.</p>
Purchasing Manager – Warren		None	<p>1. Lasts within few weeks: Negotiations, supplier contracts & prices tied up.</p> <p>2. Within a short</p>	<p>1. Expect 10% volume of orders where they can hit the medium.</p> <p>2. Revise the</p>

			period of time: Need 144 items in printed catalogues.	catalogue 3-4 times per year. 3. Expect all negotiations done and get supplier contracts and prices tied up in legal documents within a few weeks. 4. Need 144 items in printed catalogues in a short period of time <u>in order to set up purchasing agreements.</u>
Sales Manager – Pamela		1. Make changes to the e-catalogue right from the beginning. 2. Need to name and delivery address and phone contact to arrange deliver how they are paying for the goods. A short survey would help give more	Not indicated.	1. Would like transfers of data to the sales systems at least twice daily, so they can see the take up breaks. 2. Start with only a restricted set of items covering the major areas and

		<p>details about customer profile.</p> <p>3. Outsource the e-commerce part of the system to ease worry about the security system.</p> <p>4. Start with only a restricted set of items covering the major areas and then open it out later once they get experience of the channel say 60 items in the e-catalogue.</p> <p>5. Have someone to contact in the sales area for other questions.</p>		<p>then open it out later once they get experience of the channel say 60 items in the e-catalogue.</p> <p>3. Zones around each store needs to attract \$20, \$30 and \$50 charges.</p>
Finance Manager – Fred		None	Not Indicated.	None
Warehouse Manager – Barry		<p>1. Inspect the goods to check them for damage before sending them on.</p> <p>2. Would like to see where goods are within the warehouse whereas to do spot checks for items that go astray.</p>	Not indicated.	<p>1. Revise e-catalogue 6 per year.</p>

Personas

Trevor Phillips

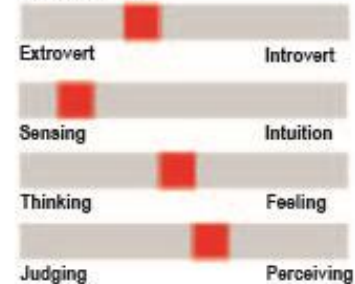


Age: 48
Occupation: IT Technician
Status: Married
Location: Auckland, NZ
Archetype: The Computer Nerd

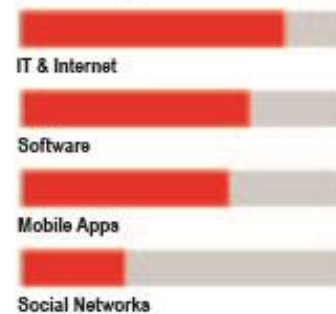
Motivations



Personality



Technology



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Goals:

Measure multiple aspects of life more scientifically.

Frustrations:

Unfamiliar with wearable technology.
Manual Tracking is too time consuming.
Saturated tracking market.

TOBI DAY

Age: 26

Occupation: Record Store Manager

Status: Married

Location: New York, NY

Archetype: The Maestro

Ambitious

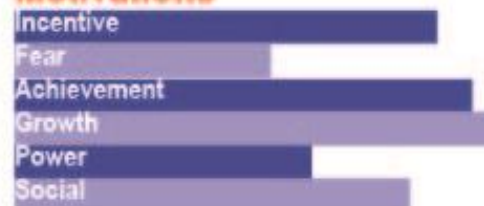
Admired

Focused



"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."

Motivations



Goals

To grow a strong industry reputation.

To build an audio-pro portfolio.

To keep track of everything.

Frustrations

Slow download times.

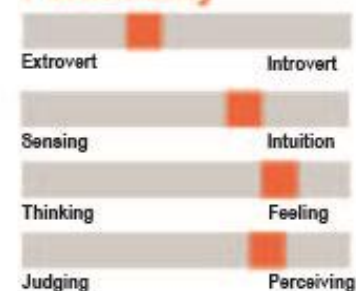
Data crashes.

Poor Communication.

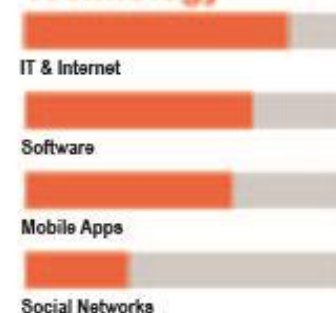
Bio

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

Personality



Technology



Audi

Coca-Cola

SONY



USER PERSONA

John Doe

"I care deeply about animal rights and to help them live happier lives"

ABOUT

John is a graduate student who deeply cares about animal rights. He spares his own time to volunteer at the local shelter and to promote pet adoption. He wishes to order some design artefacts to raise awareness at his school.

Age: 28

Occupation: Ph.D Student

Income: Less than \$50k

Status: Single

Location: Los Angeles, CA

NEEDS

Create designs that promote animal adoption.

Order design artifacts such as posters, badges and buttons to distribute them to students.

Help with the crowdfundings.

SOCIAL MEDIA ACTIVITY

FACEBOOK

INSTAGRAM

TWITTER

SNAPCHAT

FRUSTRATIONS

Some vendors charge way too much for the designs.

Connecting with the local vendors require extra time on his end.

If he ends up not getting the funds, he has to put in his own money.

CURRENT FEELINGS

Stressed Concerned Busy

PERSONALITY

PASSIONATE

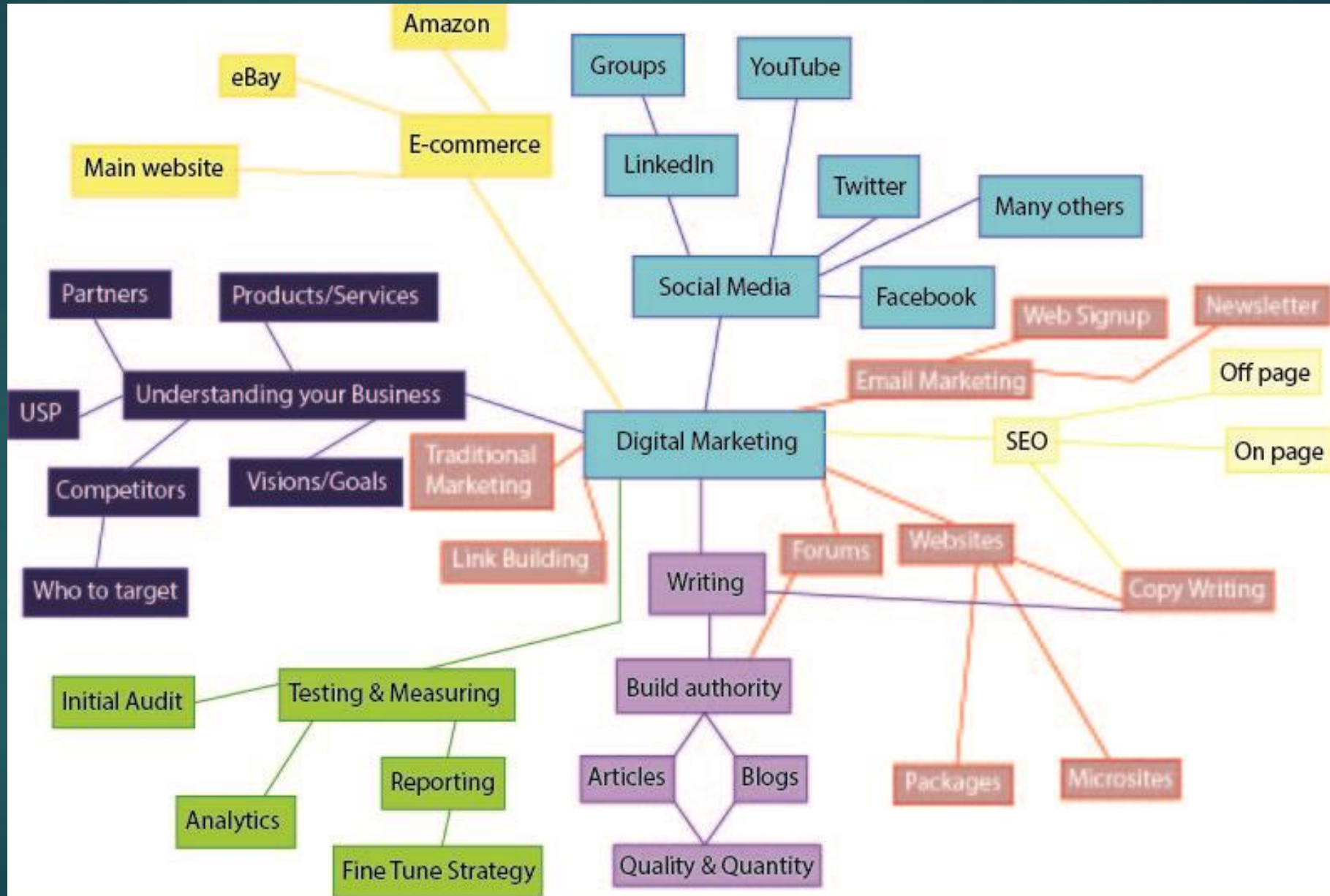
MOTIVATIONAL

GIVING

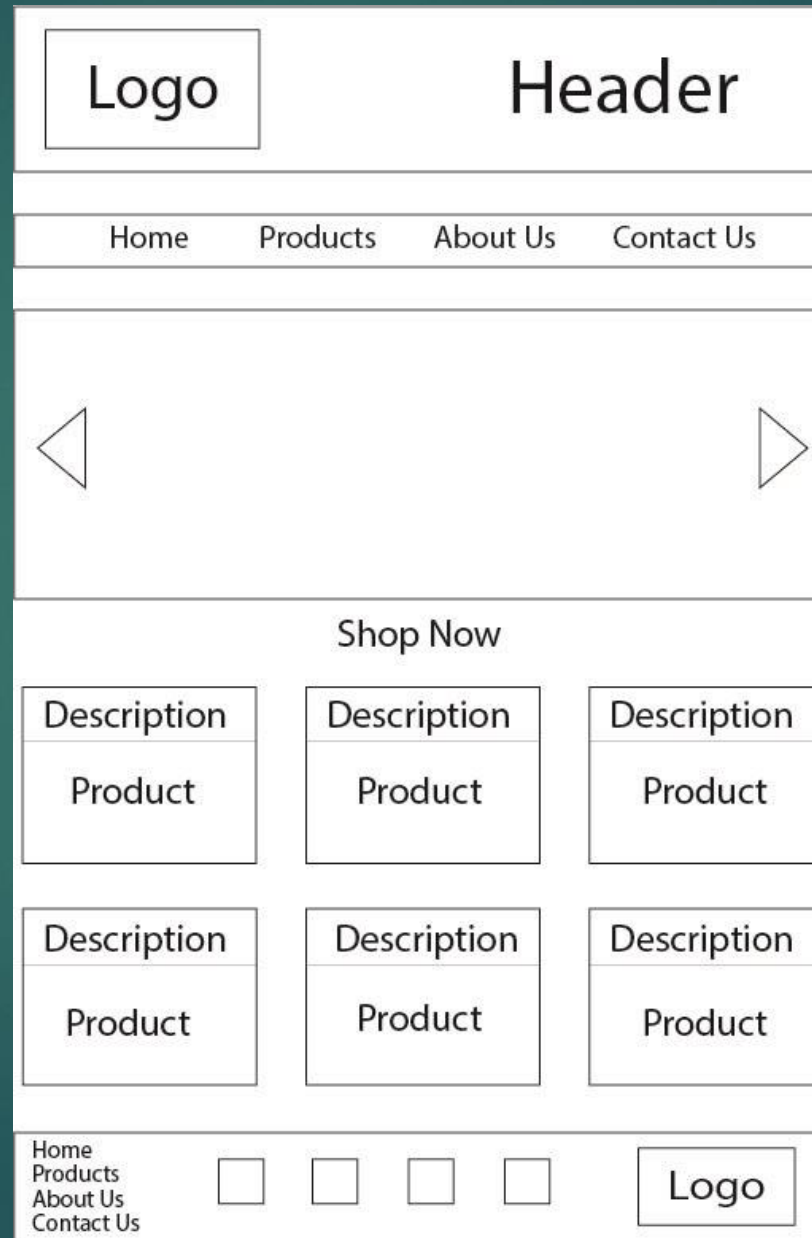
LOVING

OPTIMISTIC

Topic Maps



Wireframes





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Header

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Email

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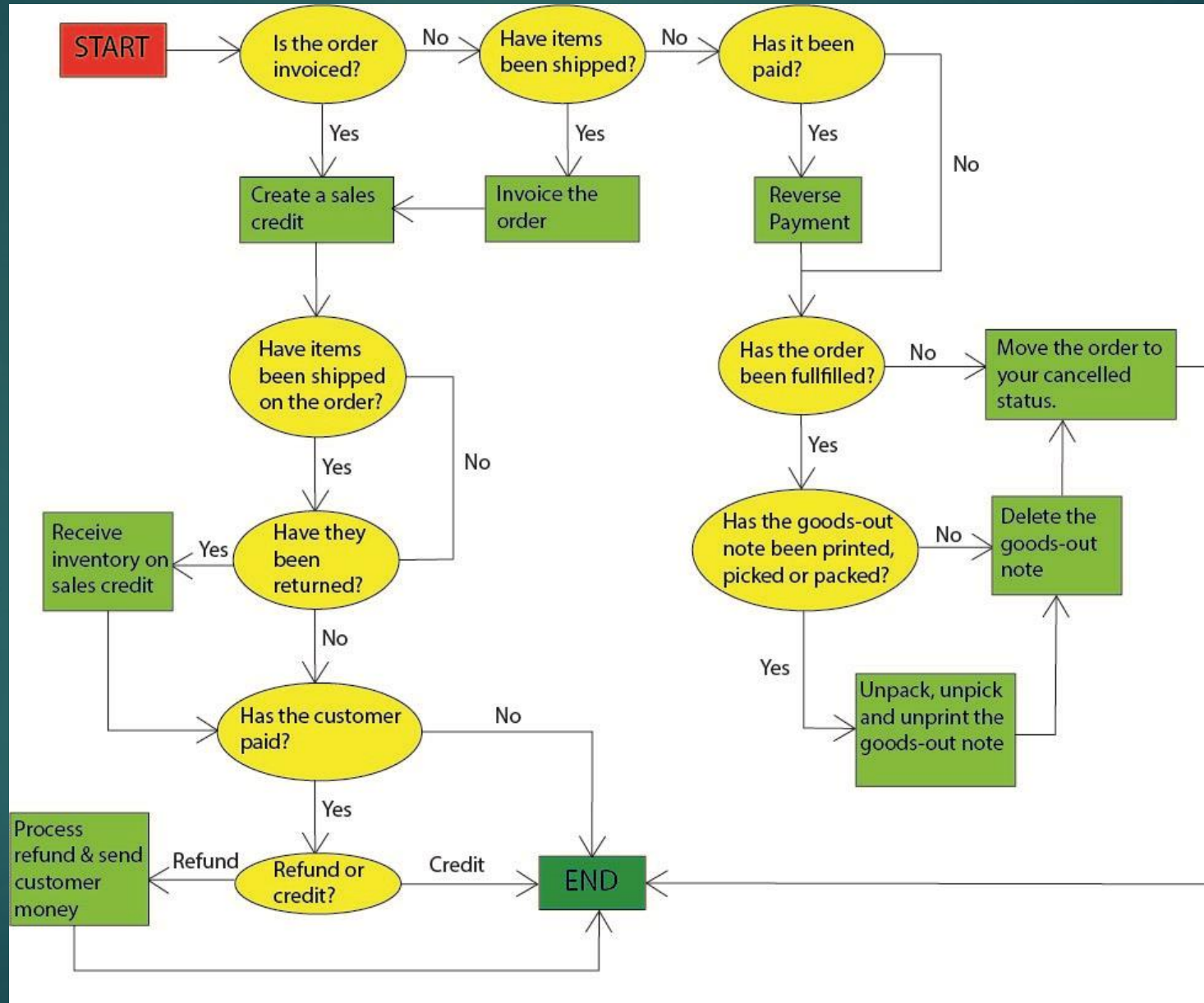
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Flowcharts

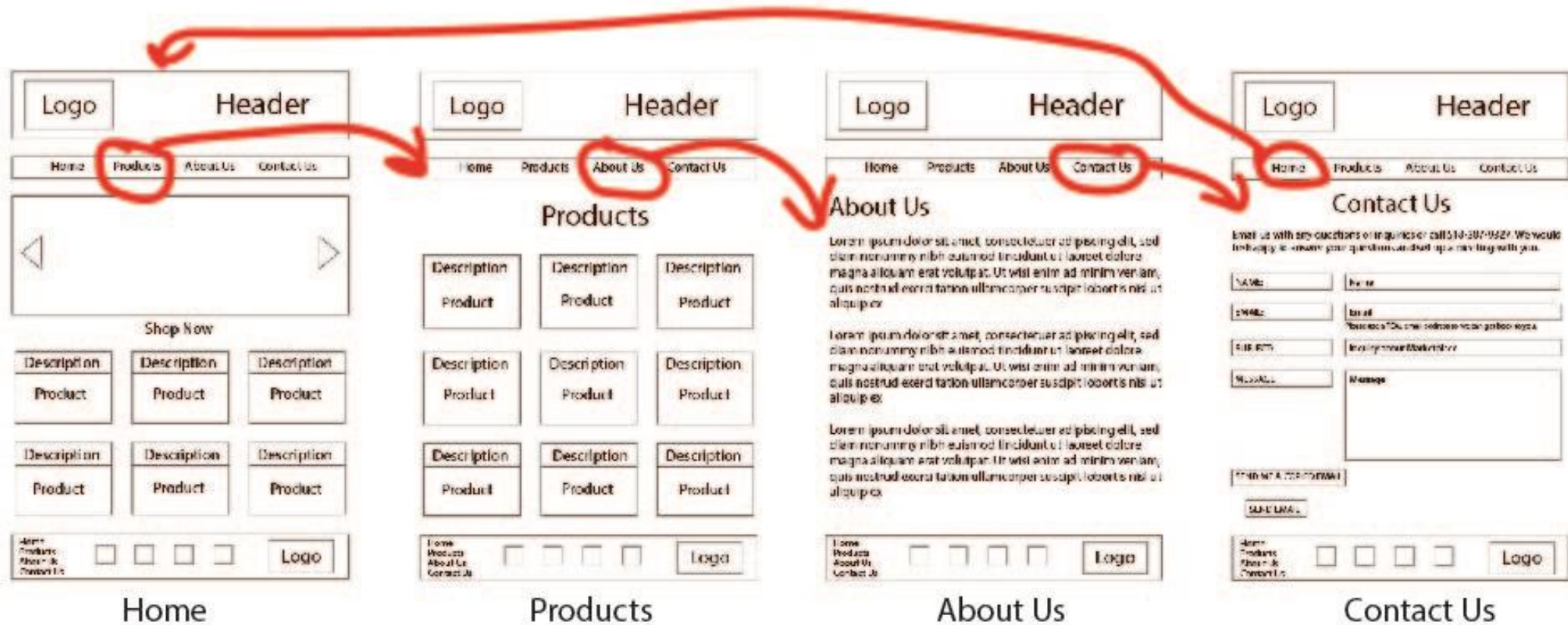


Use Case



Storyboards

My Storyboard



Mockups



Prototype



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\$1349

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Message

Message:

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ASSESSMENT 9-Hosting

What email services are offered, and will this be suitable for the website? Do they have a guaranteed uptime for your site?

The email services offered and will suitable for the websites are:

- a. Gmail
- b. Outlook
- c. Yahoo Mail.

They also have a guaranteed uptime for your site.

What security do they provide?

The security they provide for Web Host are:

- a. Backups and Restore Points
- b. Network Monitoring
- c. SSL, Firewalls, and DDoS Prevention
- d. Antivirus and Malware Scanning and/or Removal
- e. High Availability and Disaster Recovery

The security they provide for Server are:

- a. Access and User Permissions
- b. File Management
- c. Applications and Logins

The security they provide for Coding & Website are:

- a. Passwords and User Access
- b. Plugins, Software Updates, and Backups
- c. Code Reviews
- d. Encryption, Firewalls, and DDoS Protection

The security they provide for Operating System are:

- a. Linux and Unix-Based OS
- b. Windows OS

Do they support scripting languages suitable for “The Market Place”? What Operating system do they use for Hosting?

Yes, they do support suitable scripting languages for the “Market Place”. The operating system they use are Windows OS & Linux/Unix-Based OS.

Hosting

Do they have a backup of your data and site or is this your responsibility? You site will require an eCatalogue and shopping online.

It is my responsibility to have a backup of your data.

What support is offered for databases?

The support offered for databases are:

- a. MySQL
- b. Microsoft Access
- c. Microsoft SQL Server
- d. FileMaker Pro
- e. Oracle Database
- f. dBASE

What disk space is offered?

Disk space is the maximum amount of data a disc, disk, or drive is capable holding. Disk capacity is displayed in MB (megabytes), GB (gigabytes), or TB (terabytes). All types of media capable of storing information have a disk capacity, including a CD, DVD, floppy disk, hard drive, memory stick/card, and USB thumb drive.

Is there an email service provided? Are they backed up?

Yes, there is an email service provided and are backed up.

Does the host provider allow you to test the performance of the site?

Yes.

Give details for each of the items above and provide a recommended hosting provider for your site.

.net.au is my recommended hosting provider for my site.

.net: \$4.00
.com: \$5.00
.org: \$8.00



The End!!!