Bi-weekly Blog 2

1   Progress

1.2   Build Personas

With the possible requirements we collected from clients and peers, we built two personas with different positions and different needs as our target users.

Our first persona is a Volvo executive who is struggling to collect data from numerous platforms, she wants a platform that can present the company's carbon emissions data in a unified way, preferably with some constructive suggestions for the carbon footprint.

The second role is a Volvo salesman. As a grassroots staff, he wants to use this project to demonstrate the company's efforts to reduce carbon emissions to his customers, thus driving sales.
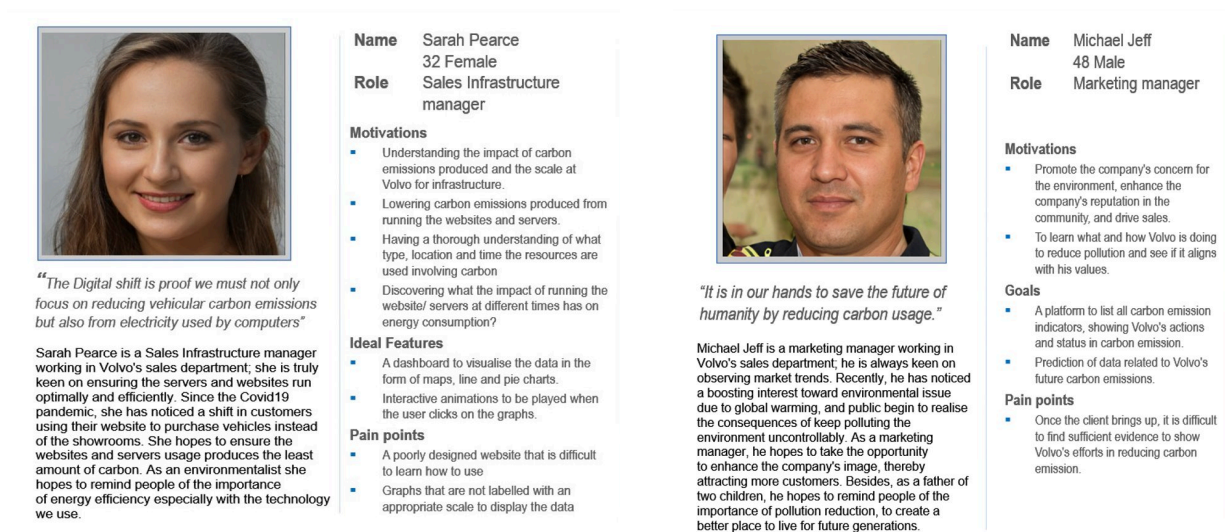

Figure 1:   Persona 1 - Sales Infrastructure manager

Figure 2:   Persona 2 - Marketing manager

1.3   Refine Personas

Before completed the persona part, our tutors suggested that these roles can be further fleshed out by quantifying their habits, so we added the behaviour of being tech-savvy to executives, and set sales as a non tech-savvy man. In this case, we further broadened the range of potential users.

In addition, In order to describe more precisely which parts of our products different users are more interested in in reality, we have set up different scenario for different users.

1.4   Determine Keynote

With a relatively clear understanding of the client, we identified the main objectives of our dashboard as "easy to read" and "easy to use".

1.5 Create Sketches

During the second week, we started working on our prototype. We received two sketches with very different ideas.

The first idea is to display all data for a specific period in a single interface.
Ramit and Sam came up with this idea as they decided to provide high information density to reduce the number of information retrieval, to allow our dashboard to be directly accessible by people with all kinds of needs.
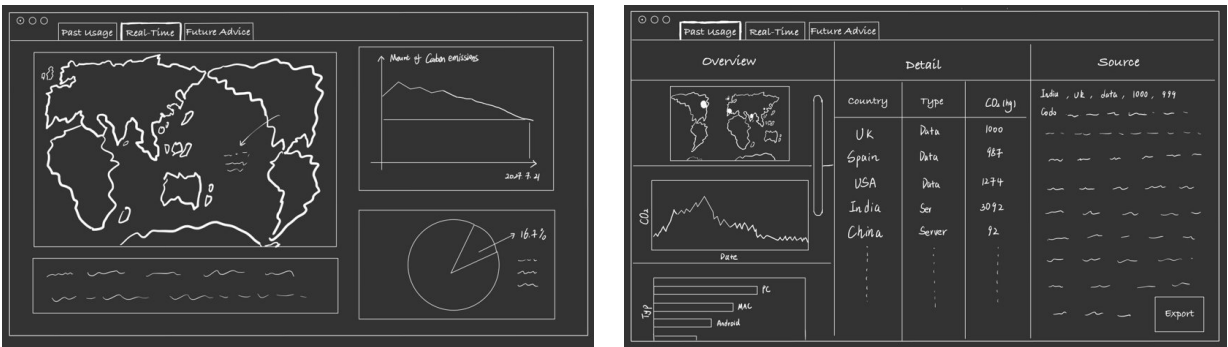

Figure 1 & Figure 2: Sketches from Ramit and Sam

The second idea was raised by William and Tony, their sketches use a clear navigation panel to guide users in their search for the data they need, which brings a better readability of each part of the information.
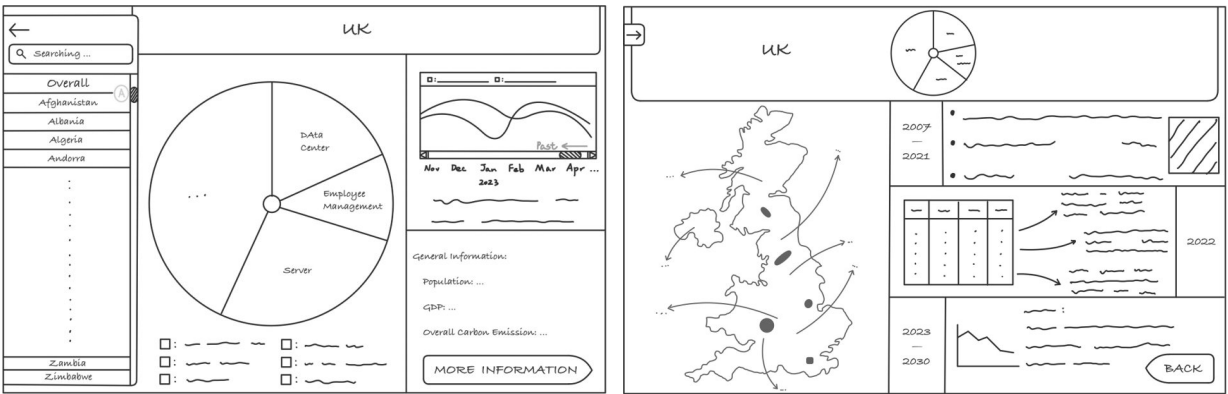

Figure 3 & Figure 4: Sketches from William and Tony

2   Evaluation

The progress of these two weeks is a bit frustrating, because our clients are very busy and cannot respond to our questions in time. In this case, we tried to listed all the potential needs for our dashboard, and checked with the clients after they replied, thus make sure our schedule could be completed on time.
Our team members, clients and TA were all happy with the roles we had set up, and we believed that once requirements gathering was complete, subsequent tasks would proceed smoothly.

3   Plan

Next week we plan to create the prototype based on this week's sketches.

Therefore, we asked each team member to review the "Prototype" part and "Design Principle" part in HCI session, investigate dashboard cases with similar topic and assigned members in pairs to work with the sketch.