

Assignment 2

Course ID: SEG 3125

Name: Carl Li

Student number: 300235679

Group Number: 39

Working by myself

portfolio site: <https://ssdxs15.github.io/>

Description:

For my high-fidelity prototype, I intentionally used a simple and clean visual style to ensure that the website is easy to use, especially for users like Emma (a student) and Tom (a business owner), who both prioritize functionality and clarity.

Persona descriptions:

Persona 1: "Tom, the Small Business Owner"

Age: 38

Job: Owns a small retail store

Goal: Wants to fix his point-of-sale laptop urgently

Tech skills: Basic — uses email and Excel but avoids DIY tech fixes

Persona 2: "Emma, the College Student"

Age: 20

Job: Full-time university student

Goal: Needs her laptop fixed before final project submission

Tech skills: Intermediate — uses design software, familiar with web tools

Links to the storyboards:

- <https://github.com/ssdxs15/ssdxs15.github.io/blob/main/storyboard1.png>
- <https://github.com/ssdxs15/ssdxs15.github.io/blob/main/storyboard2.png>

This project used generative AI tools to support the design process in the following ways:

- ChatGPT was used to assist in generating and refining the descriptions of the two user personas based on my initial concepts.
- Doubao AI was used to generate the storyboard images based on layout and interaction ideas that I personally conceptualized.

All AI-generated content was guided by my own design goals, and I used these tools primarily for visualization and support, while maintaining full control over the final design decisions.