

STAGE 01

COSC 3P94 Course Project

Created by TEAM E

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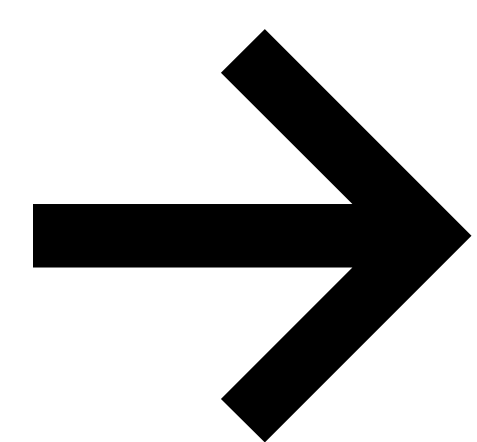
Maddy Kwan (6644009)

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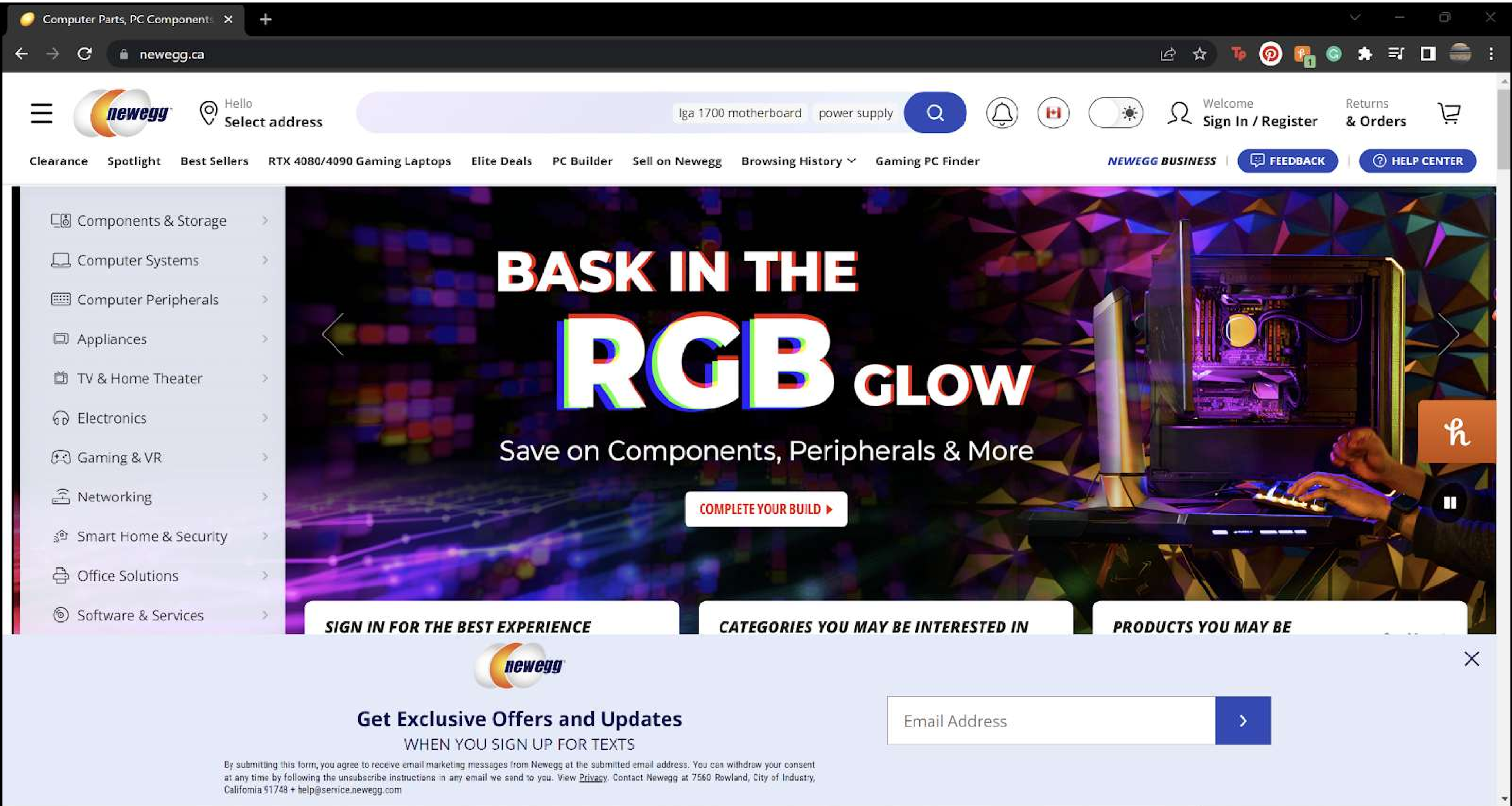
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03 — WEBSITE ANALYSIS



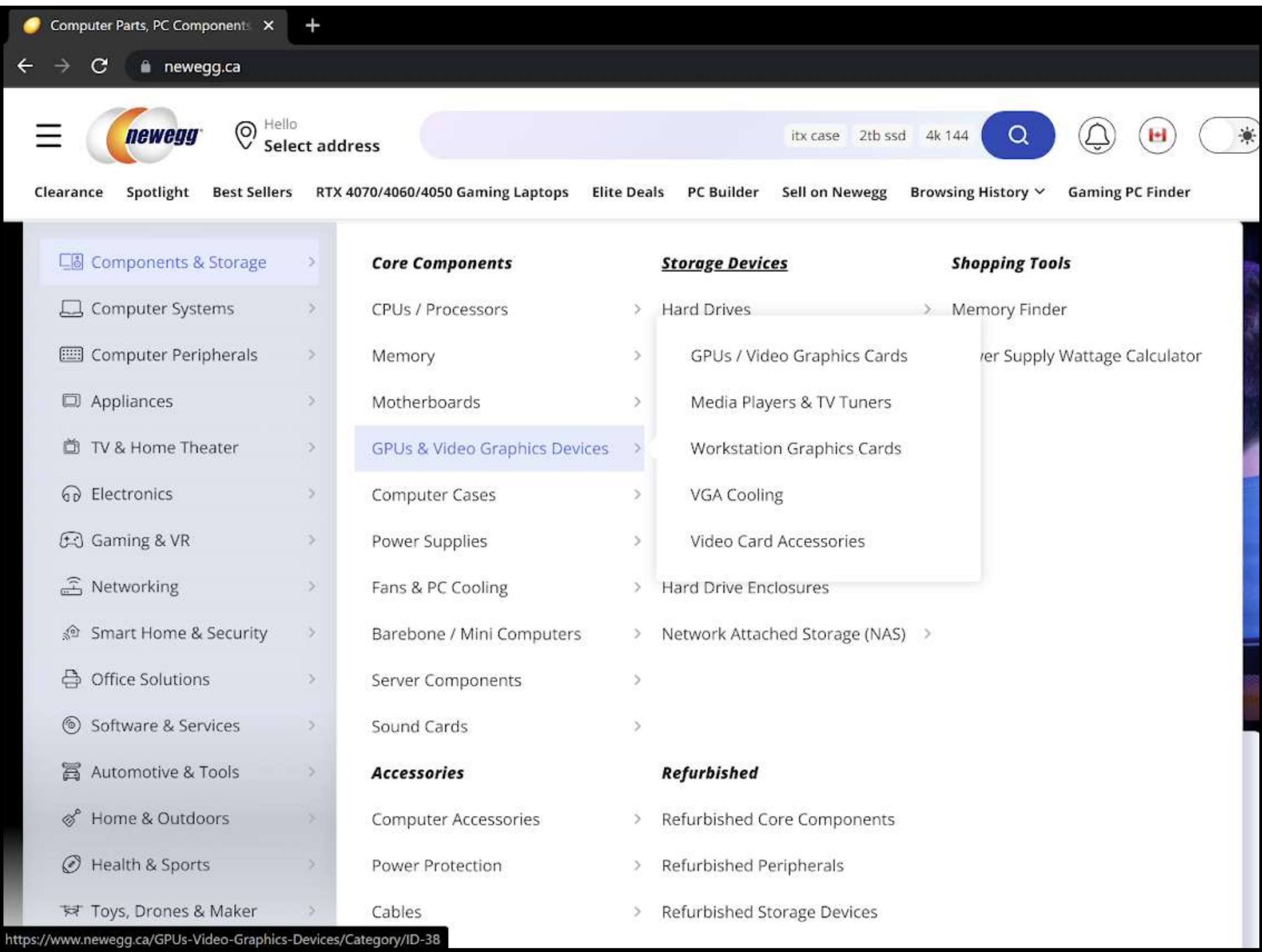
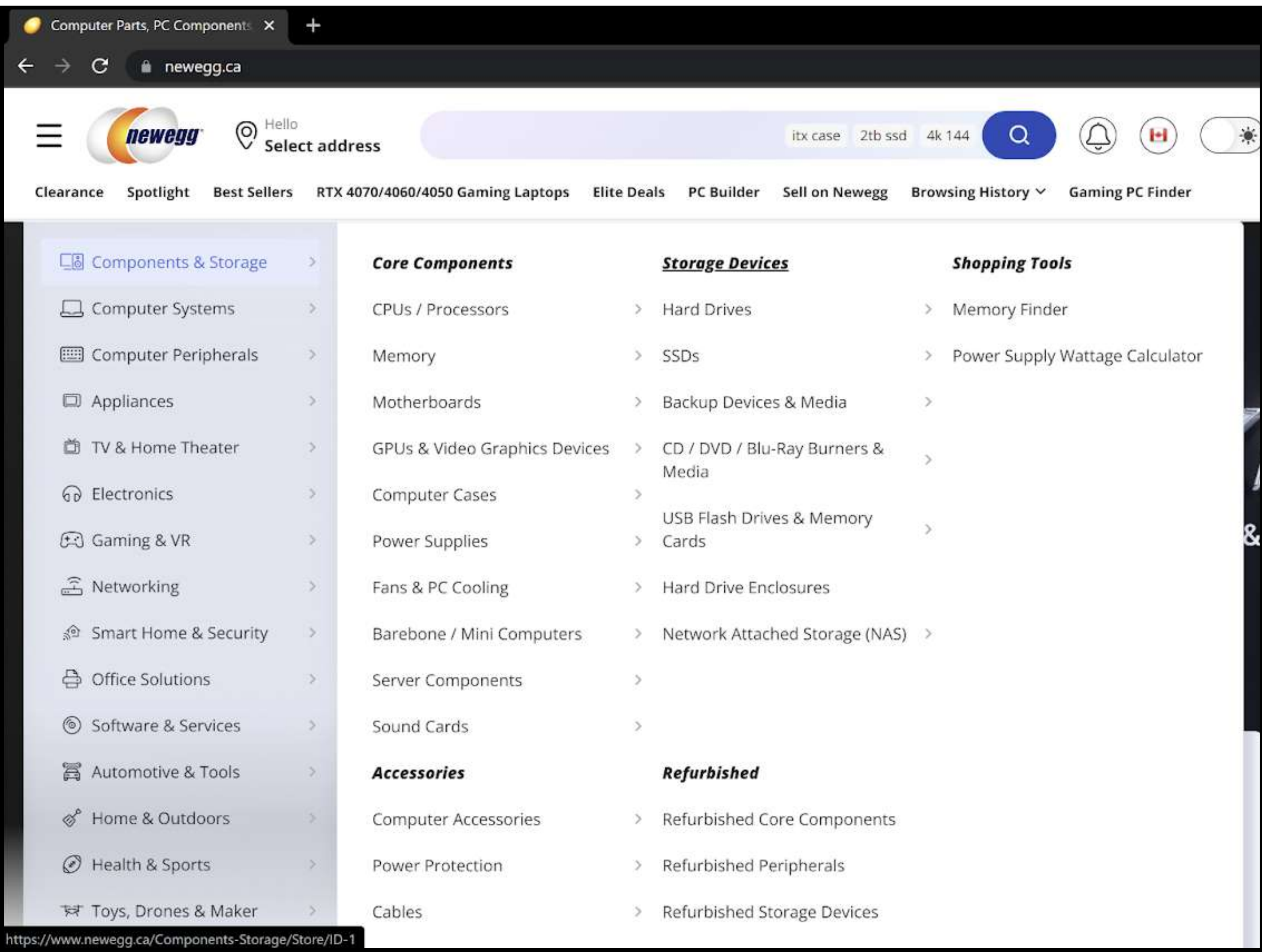
HOME PAGE

The main page of NewEgg features two main menu sections: the left-hand navigation and the top navigation. Users can also click on the 3 lines at the top left to bring down another menu pop-out. The search bar at the top provides an easy way for users to search around the entire website. To the top right corner, users can find their cart, account access, and some setting customizations like dark mode, notifications, and language/location. For this analysis, we will focus on the product purchase pipeline using the category menu, search system, and the PC builder tool.

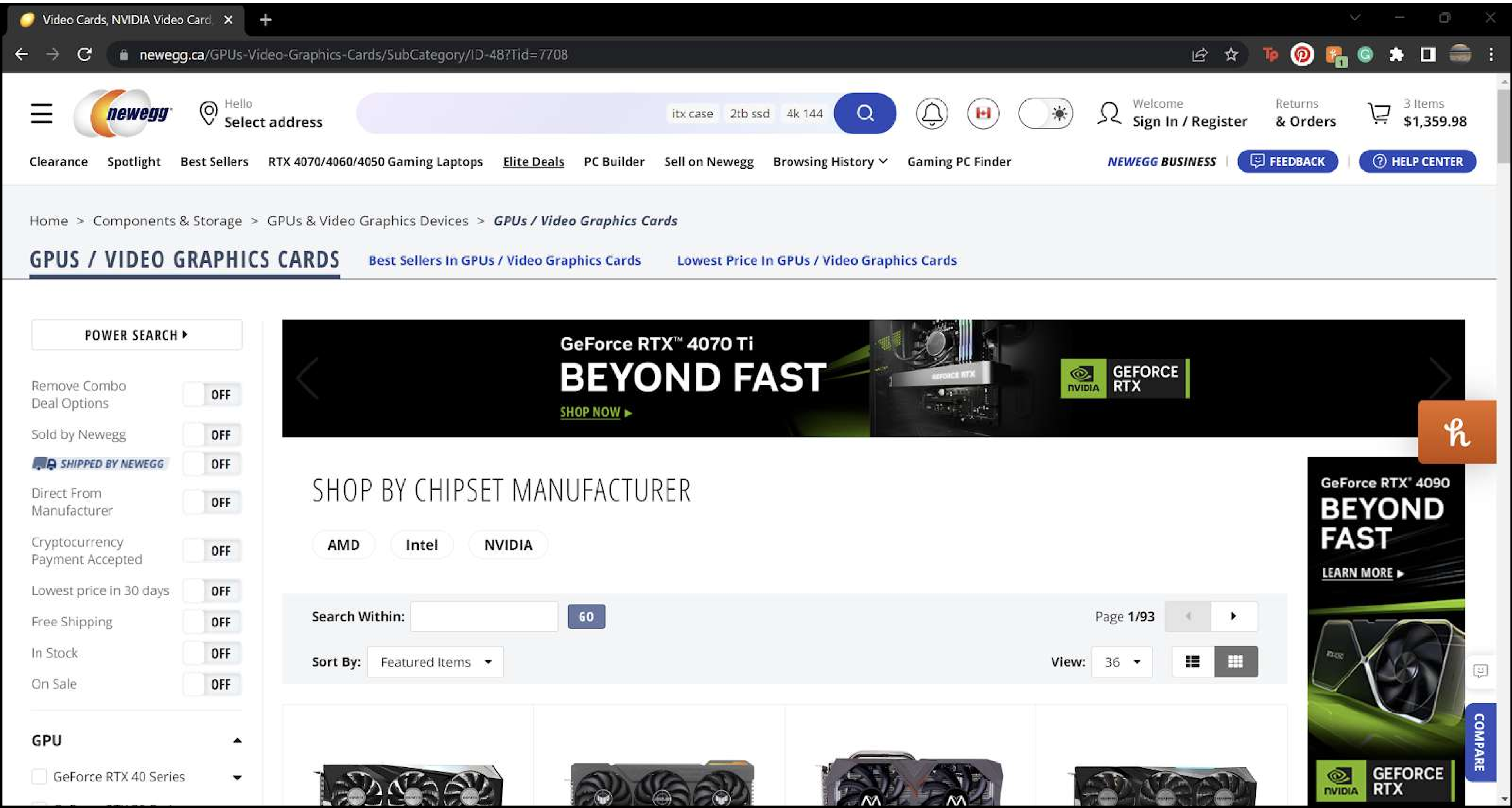


CATEGORY MENU

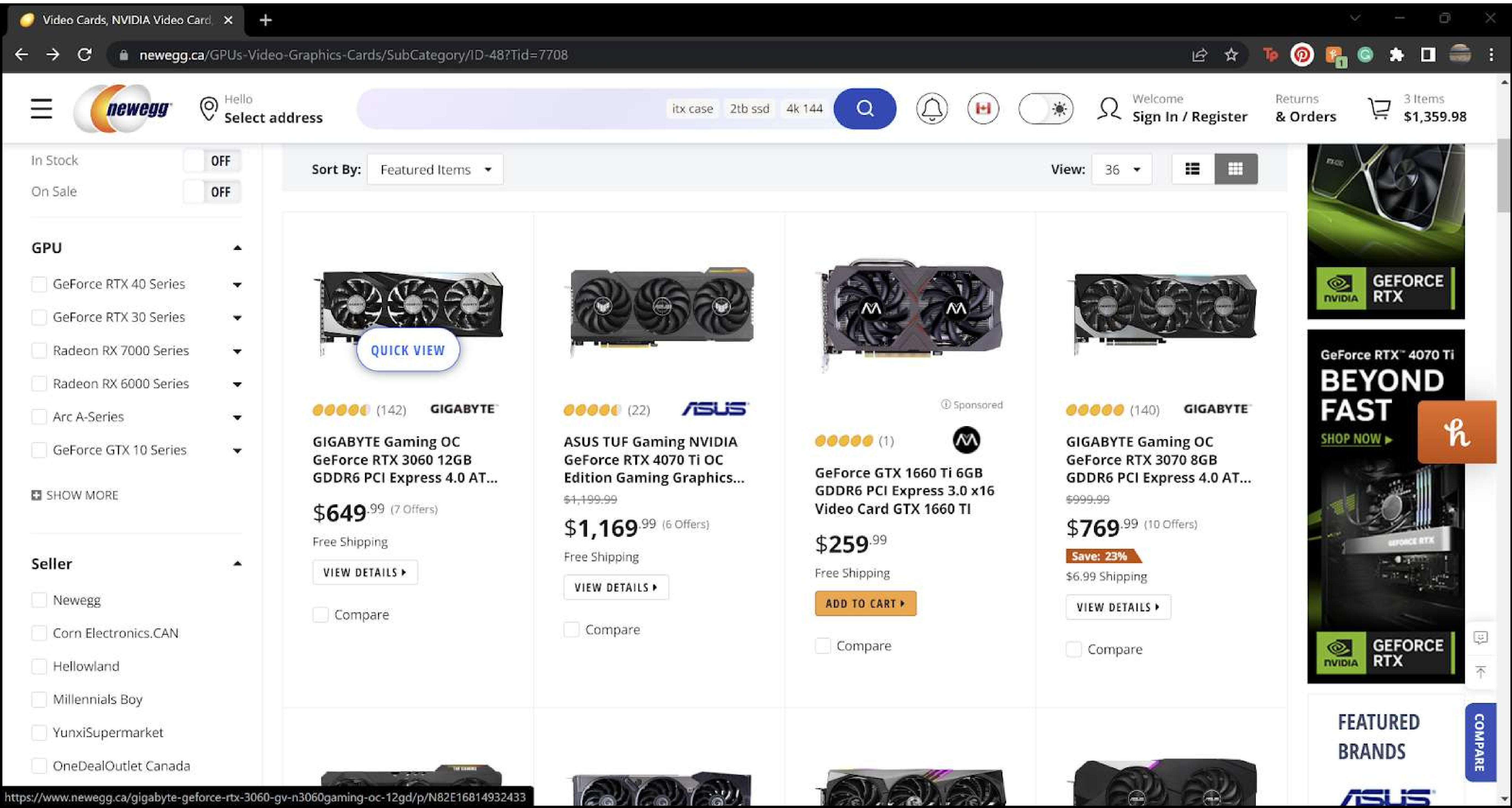
To access the category menu, the user must hover over their desired category, which will open a pop-out window showing the more specific components. Then, options with another grey arrow will specify the exact components users can select to view.

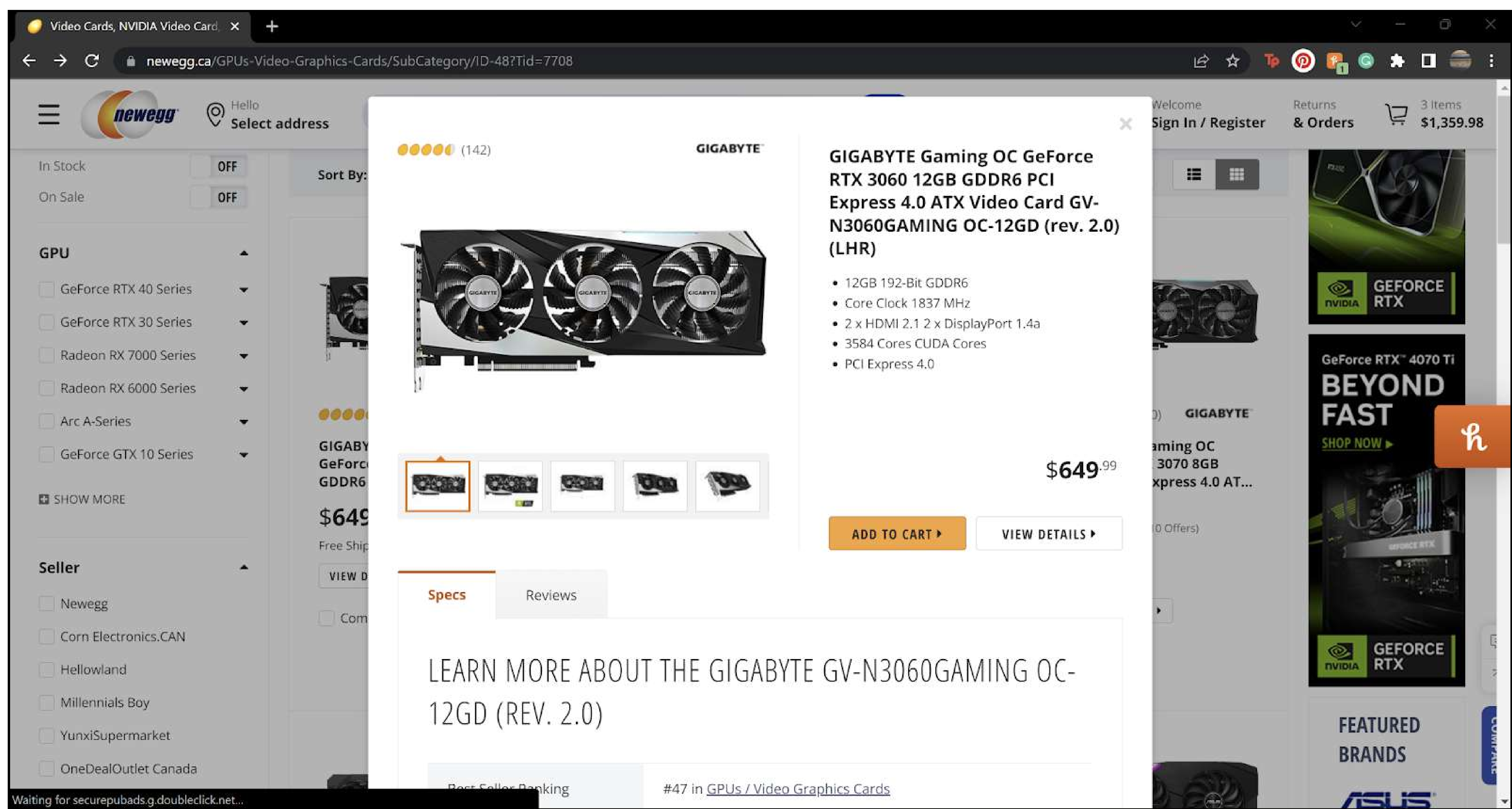


From here, the user will be brought to the browsing page where they can control the filters on the left-hand side. Over top of the products available, there are sorting and search options to further narrow down the products displayed.

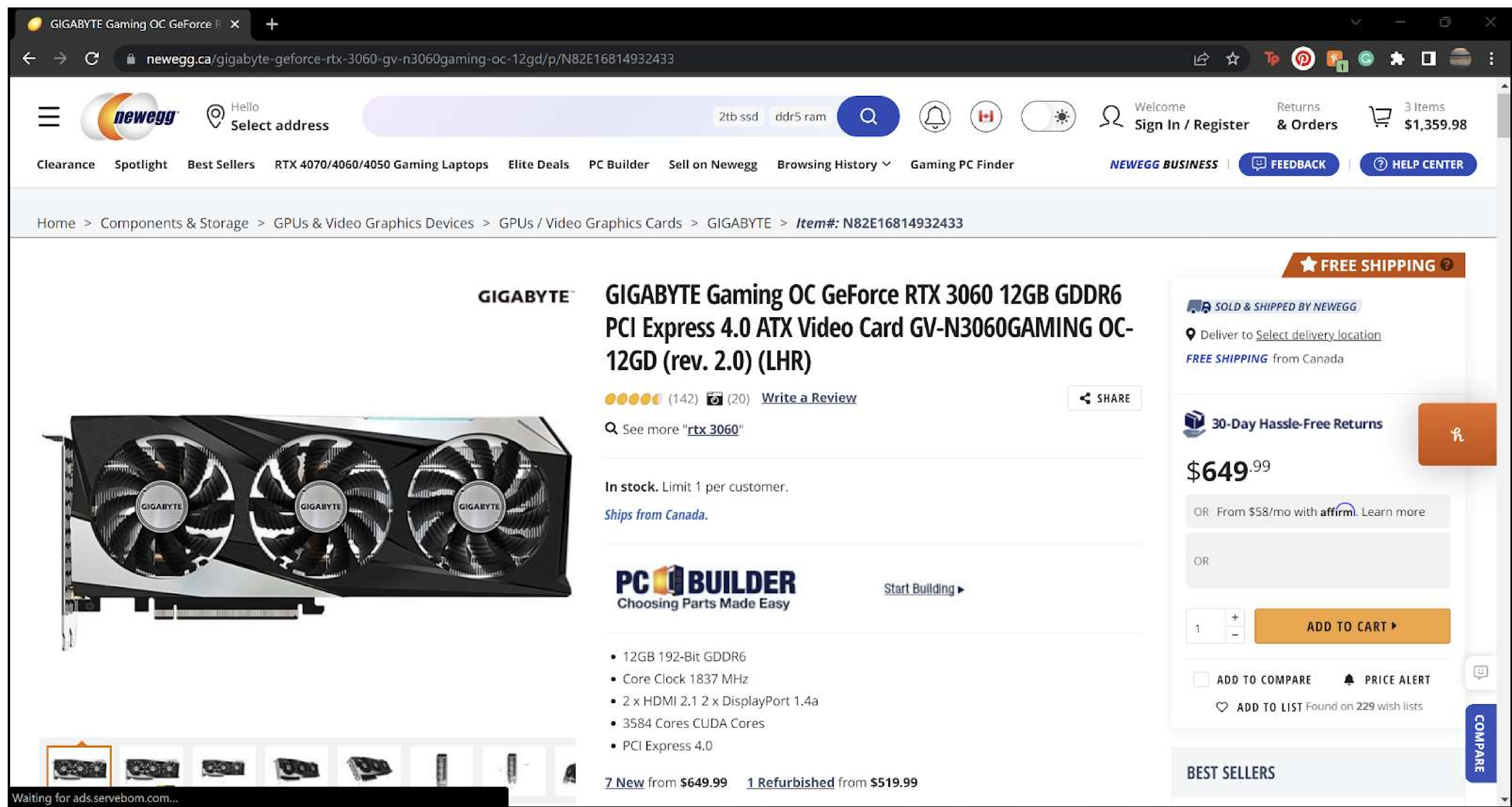


The user can hover over the desired product and select Quick View. This will bring up a pop-up window that allows them to browse specs, reviews, and pictures and then add them to their cart.

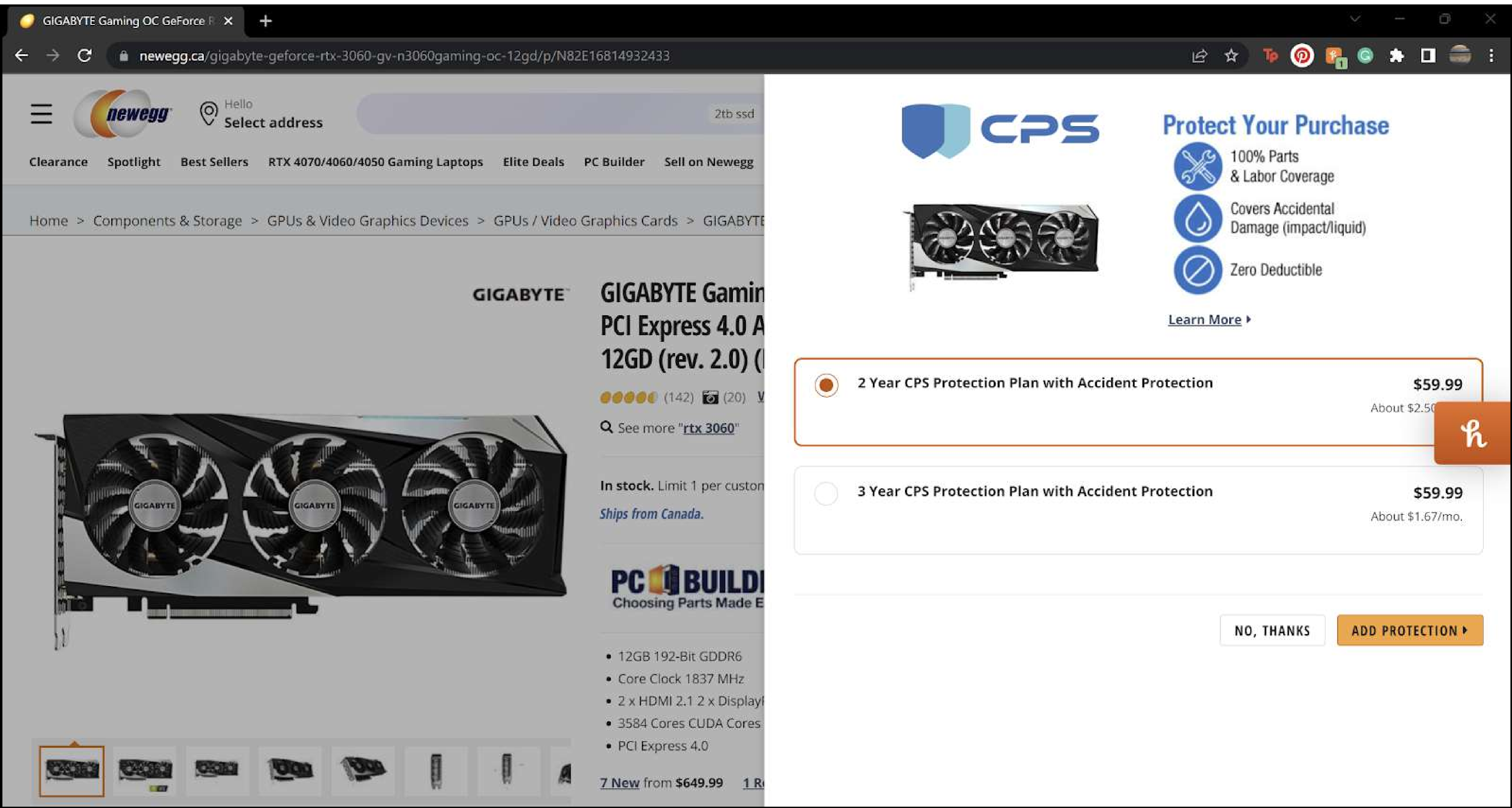




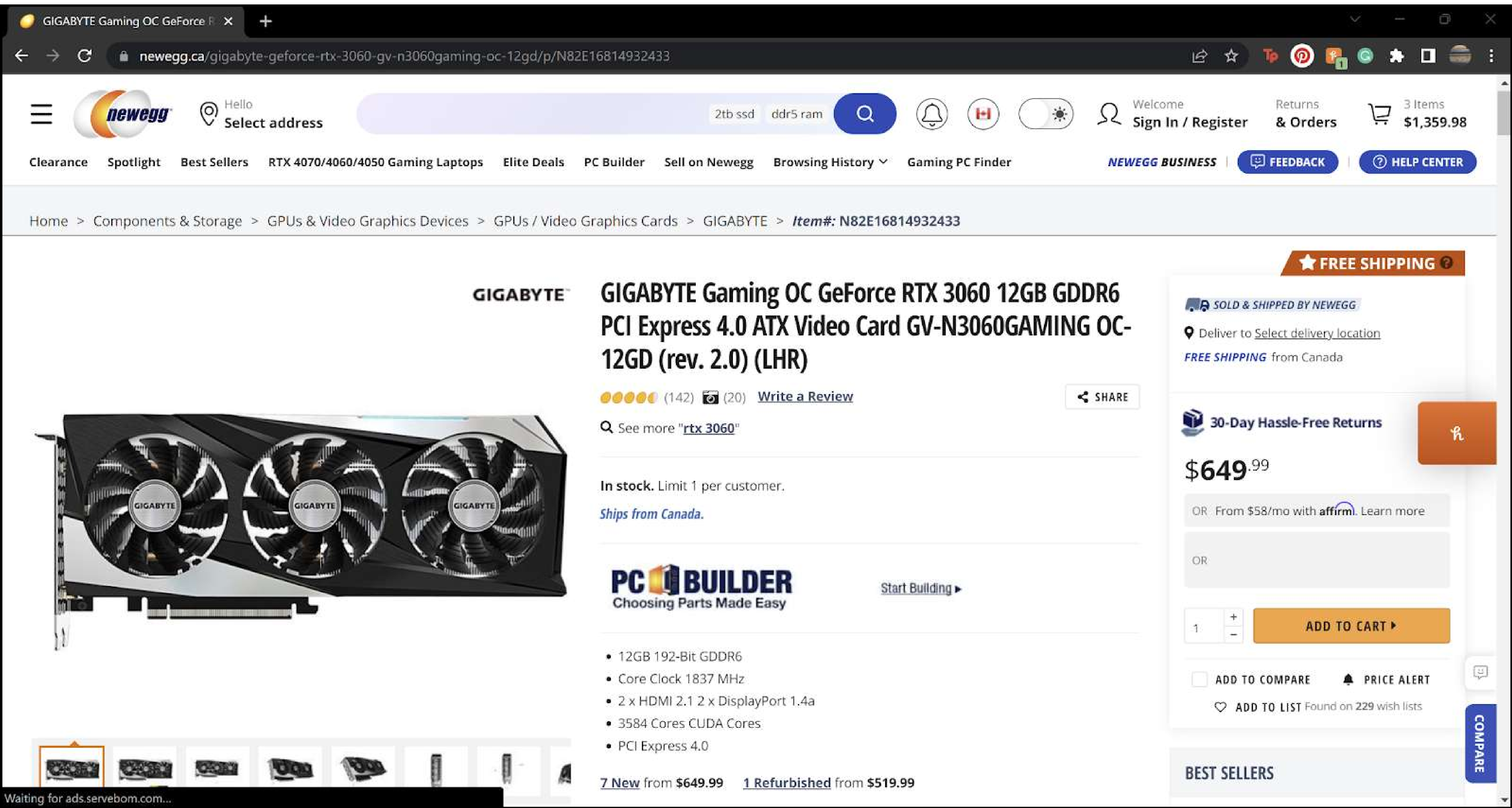
Alternatively, they can access the product page by clicking view details or on the product title to have a more extensive view, including shipping details, deals, and more.



When they add to the cart, they are first given an option for a protection plan to be added on.

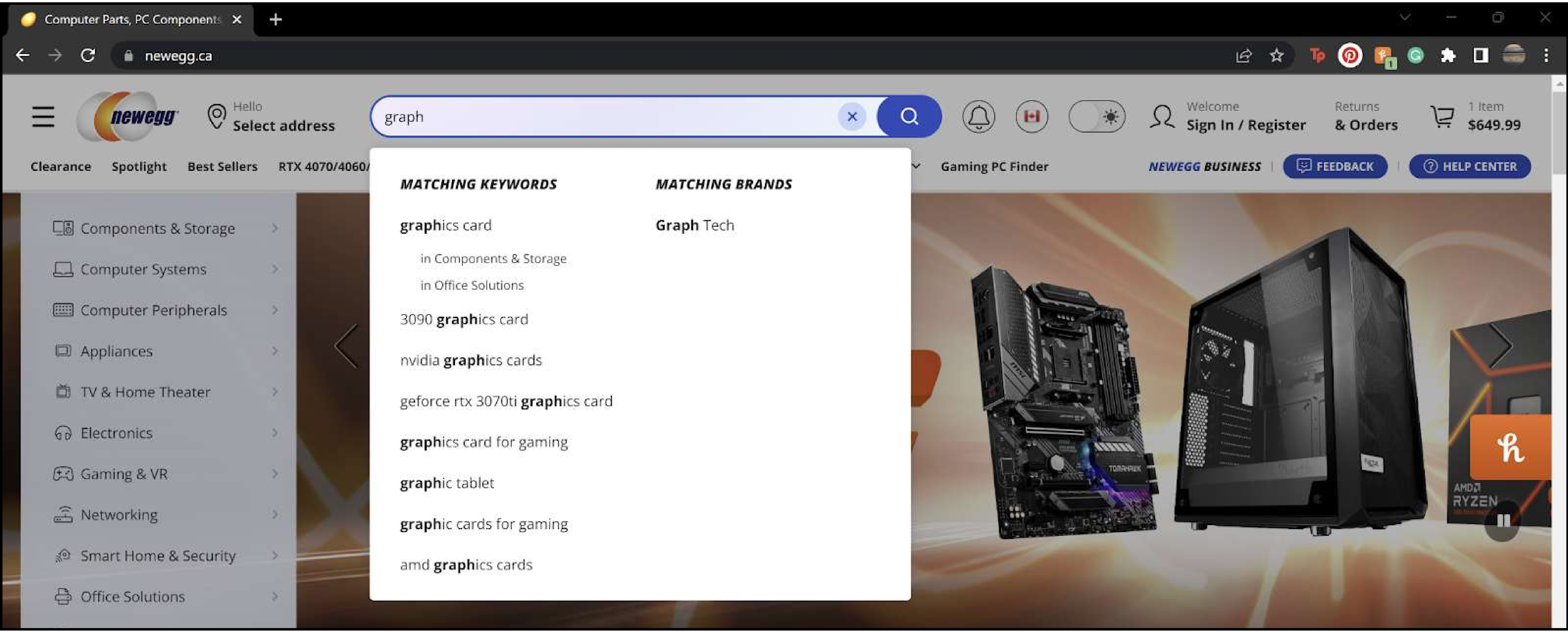


Then, they are presented with a confirmation window to let them know their item has successfully been added to their cart.



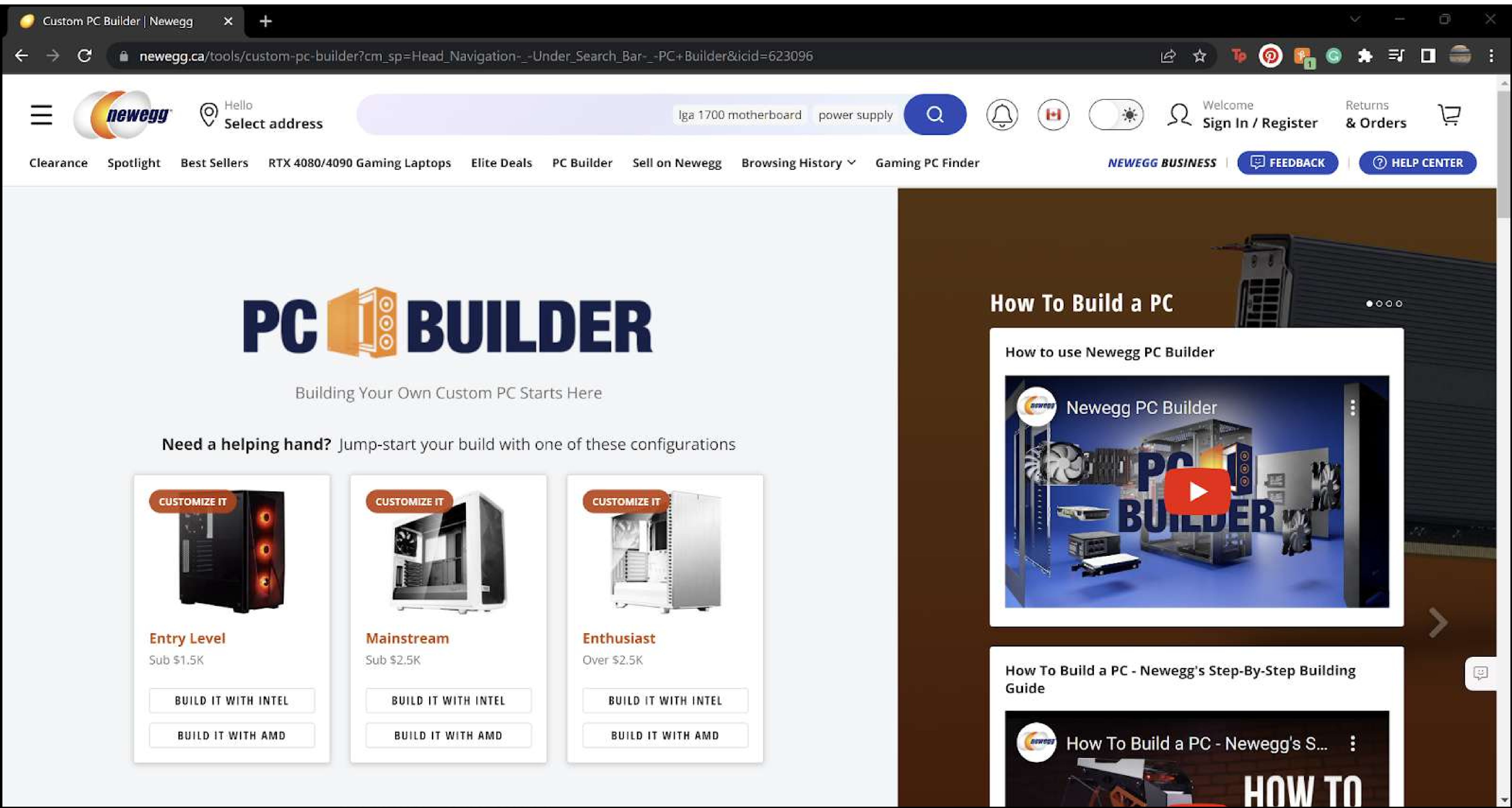
SEARCH SYSTEM

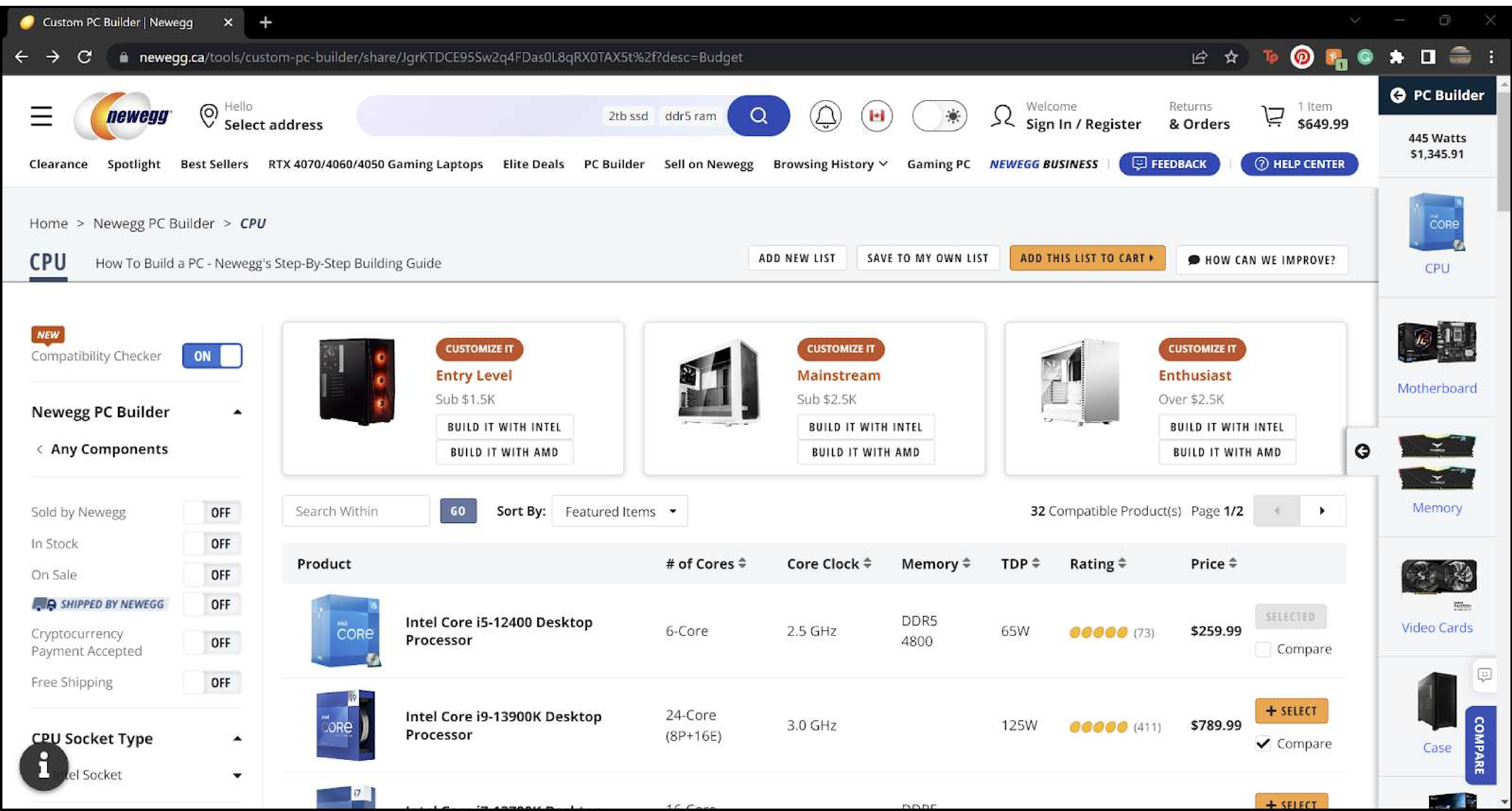
The user can also use the search bar at the top of the screen to find specific items. When they begin typing, a keyword match will suggest possible searches to help the user further.



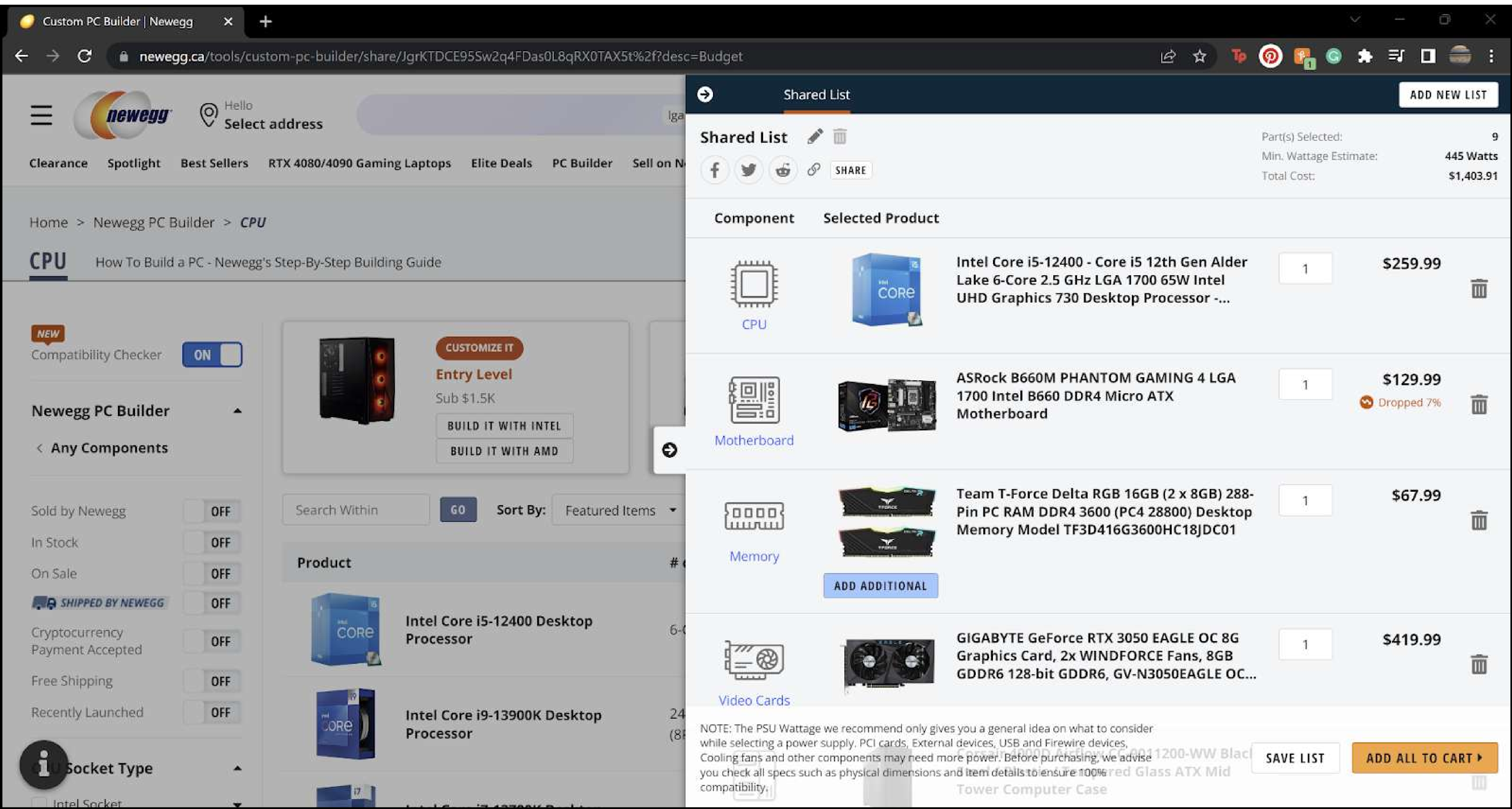
PC BUILDER

Clicking on the PC Builder option on the top navigation allows the user to access the custom PC Builder. On the page, they have video tutorials on the right to provide more information on how to build a PC and utilize the PC Builder tool. On the left side, the users can begin their build by selecting a price budget starting point and customizing from that base.



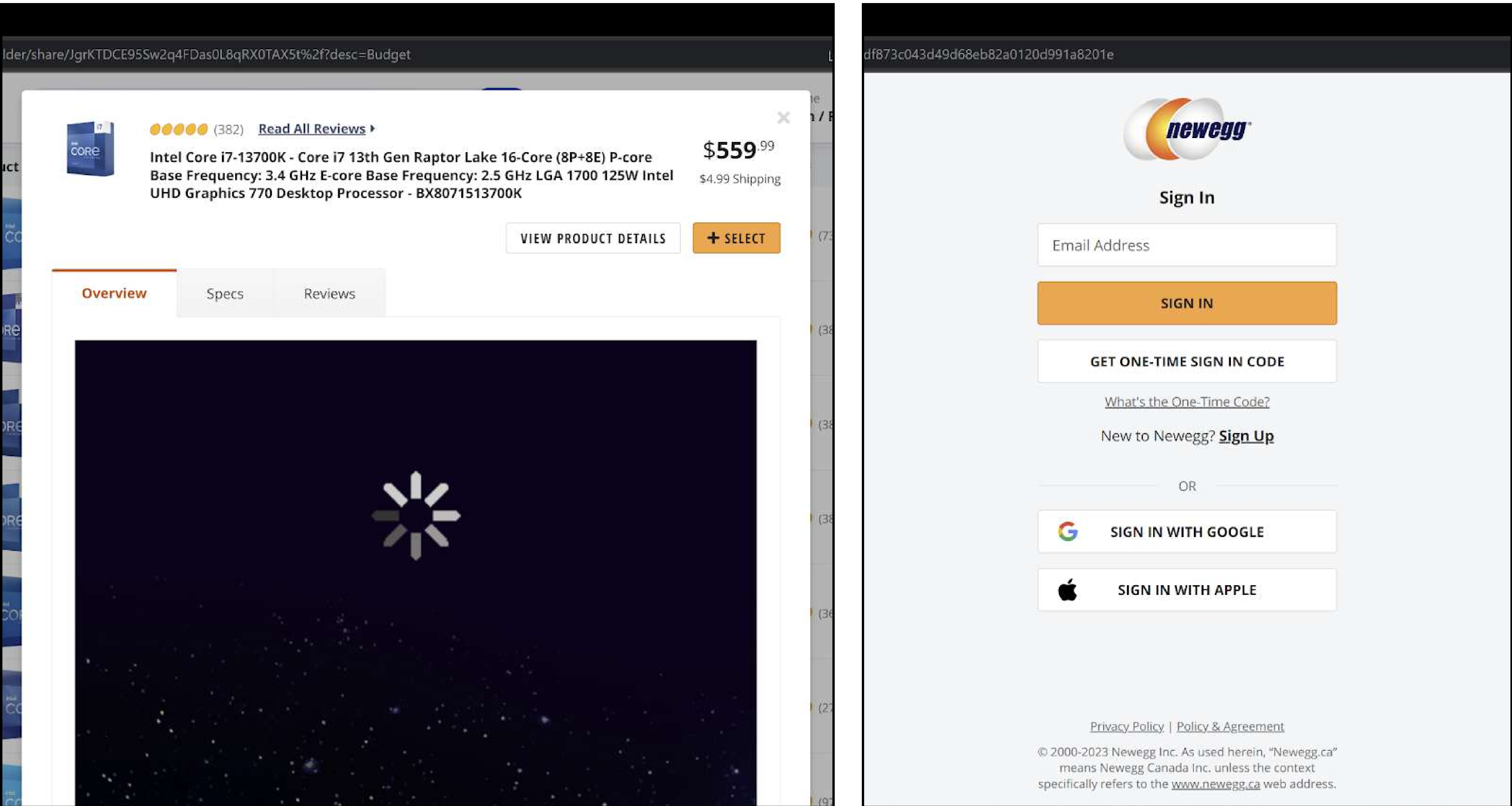


The prebuilt options will automatically slot in products for each necessary component (displayed on the Shared List window to help users know what components they need). Like the free search browsing window, the PC builder browsing features filters and sorting systems, with the bonus of compatibility checkers to ensure the parts you buy work with your PC set up in the Shared List.

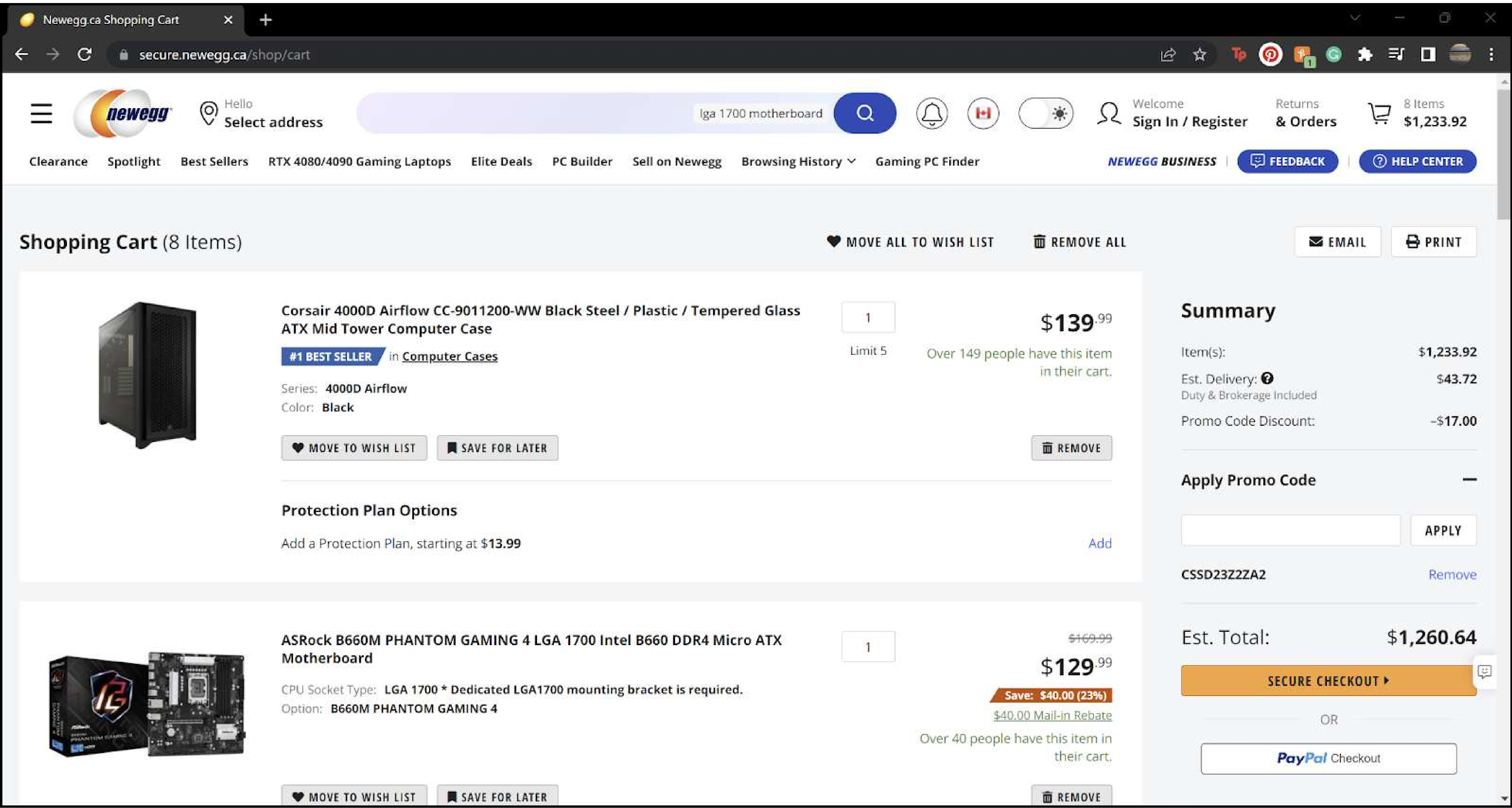


Users can customize the components in the PC on the right by clicking "select" on their desired product.

They can also click the product for a quick view window and read more details, specs and reviews before selecting. In this mode, the user must sign in to change their products.

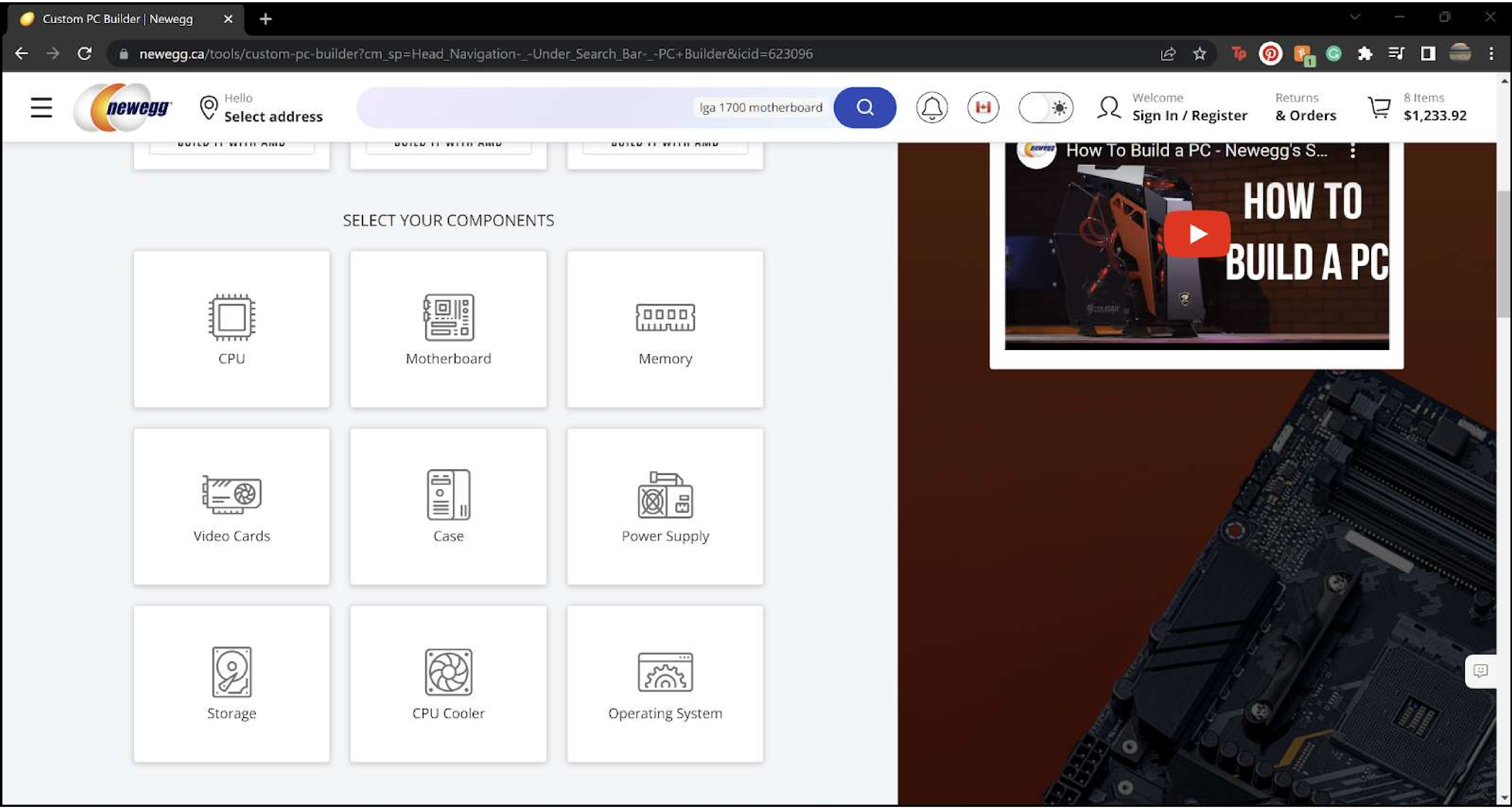


Once the user is satisfied with their choices, they can select add all to cart, which will bring them to their cart and show that all components have been successfully added.

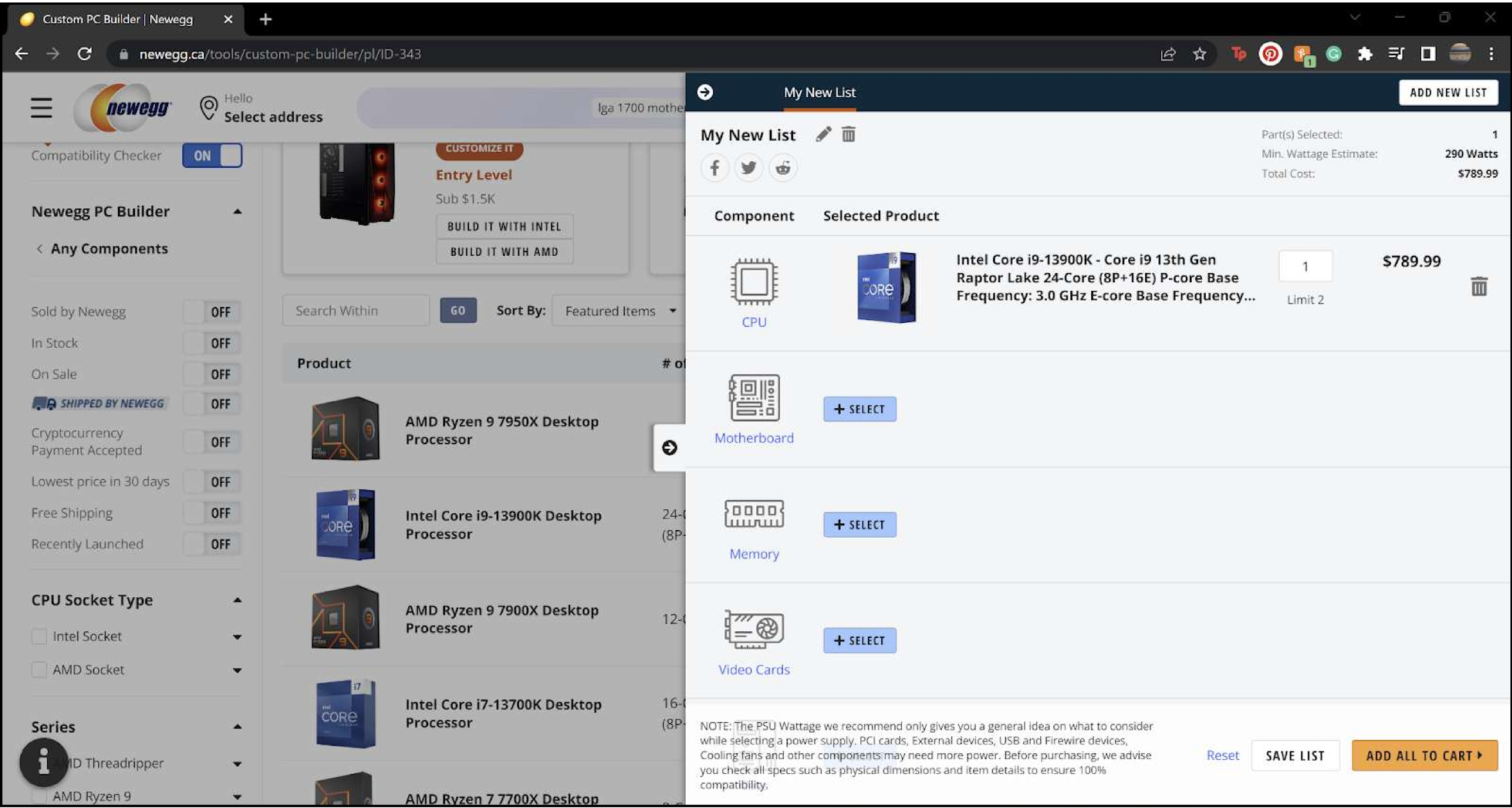


BUILD A PC FROM SCRATCH

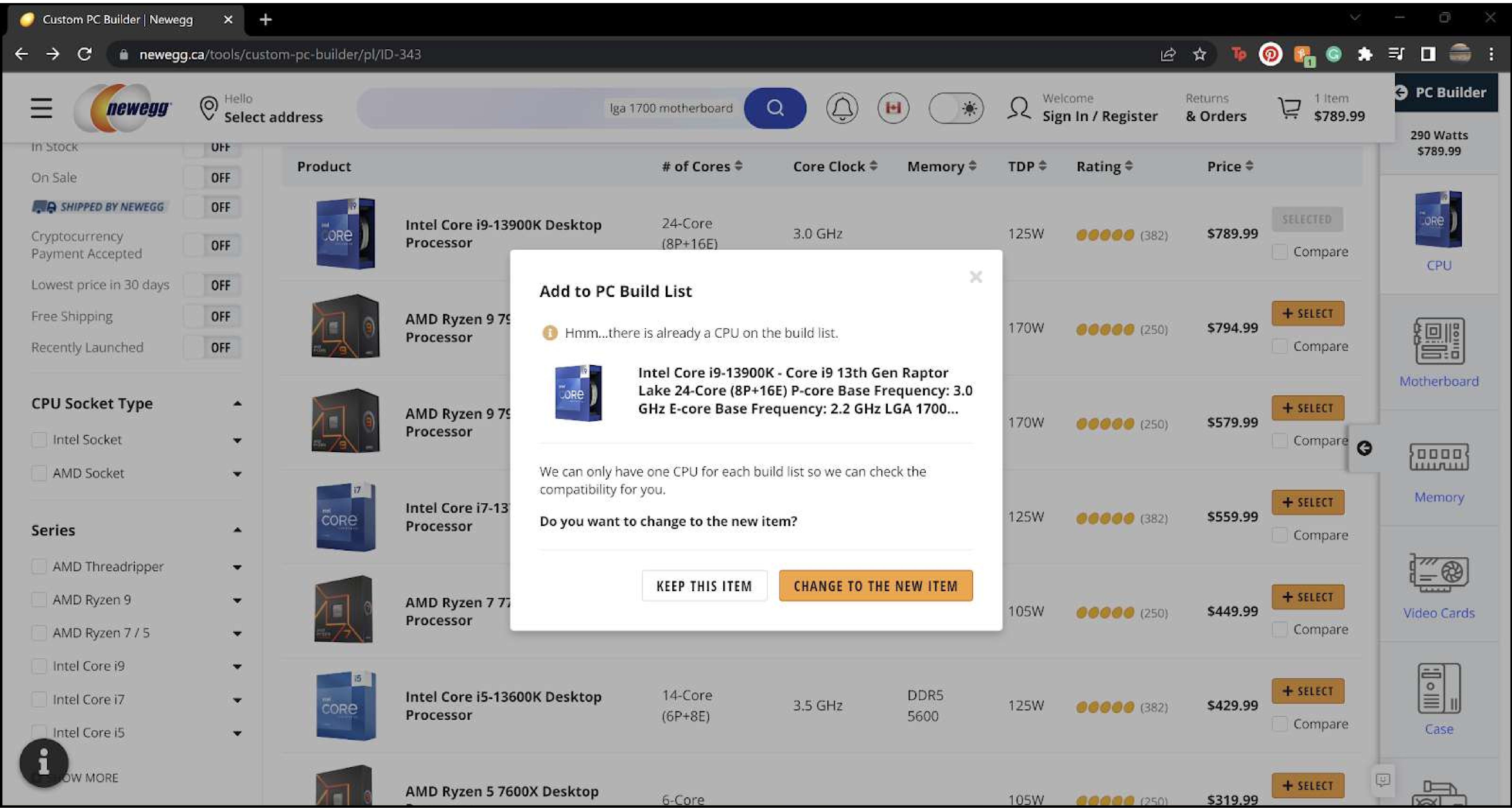
Alternatively, the user can choose to build their PC from scratch by scrolling below the pre-buils and selecting a component to start with.



Similar to the pre-built but the Shared List is empty for the user to fill with whatever they would like. They also do not have to fill out each section; they can choose which components they need and which they do not.

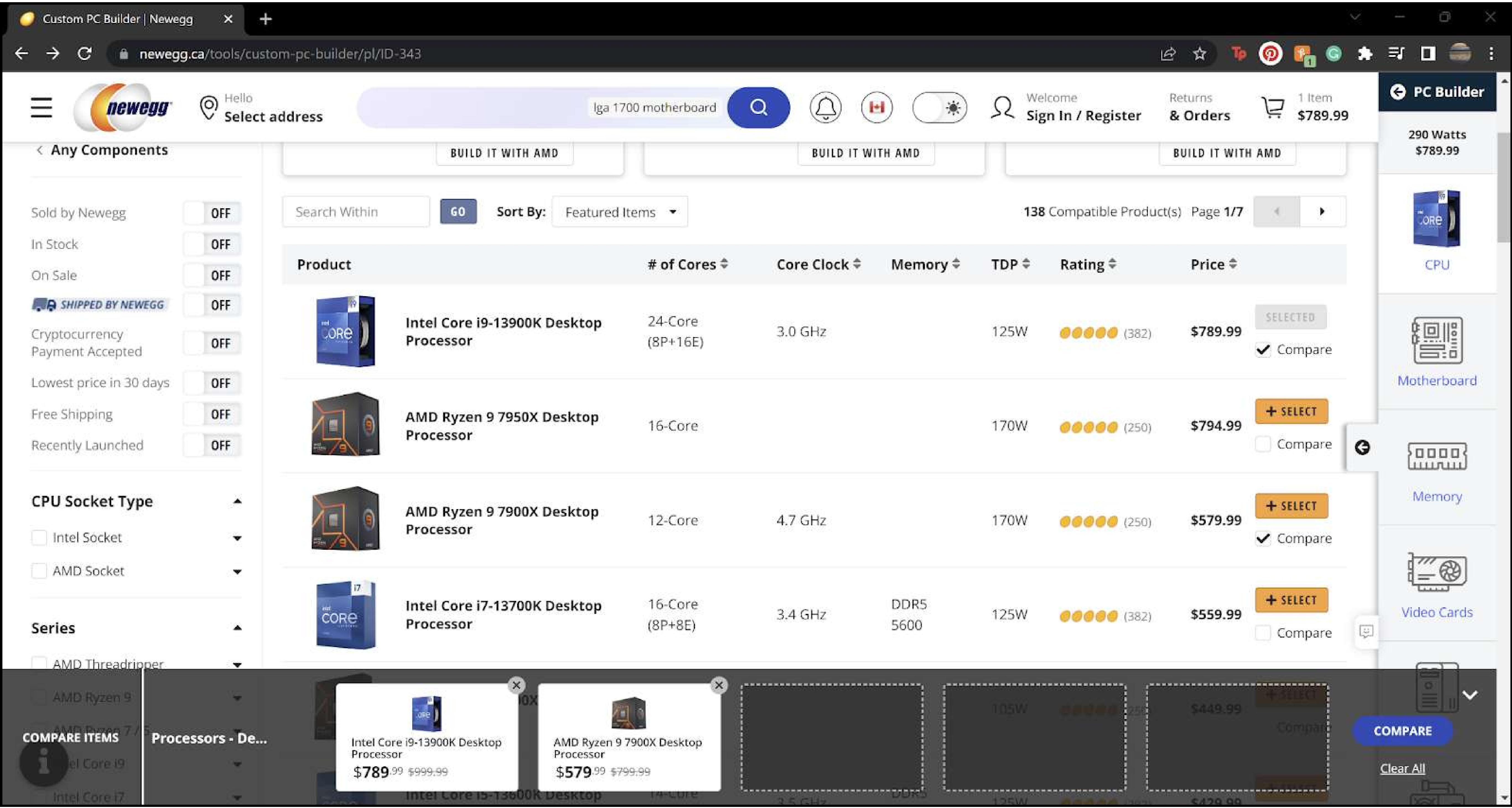


If they have already chosen an item in their build that would overlap, a notification pops up to check and confirm which items the user wants to select.

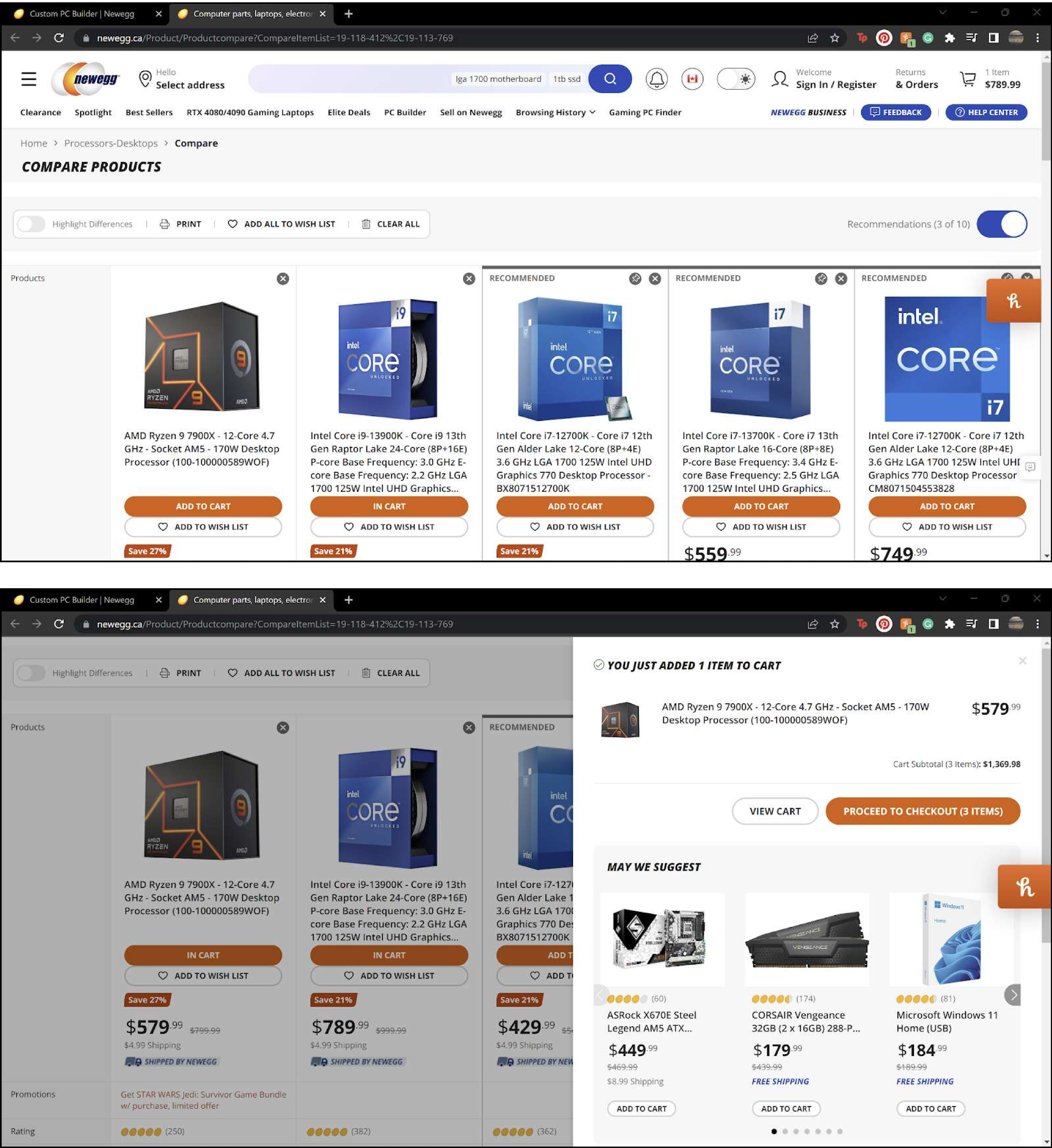


PART COMPARISONS

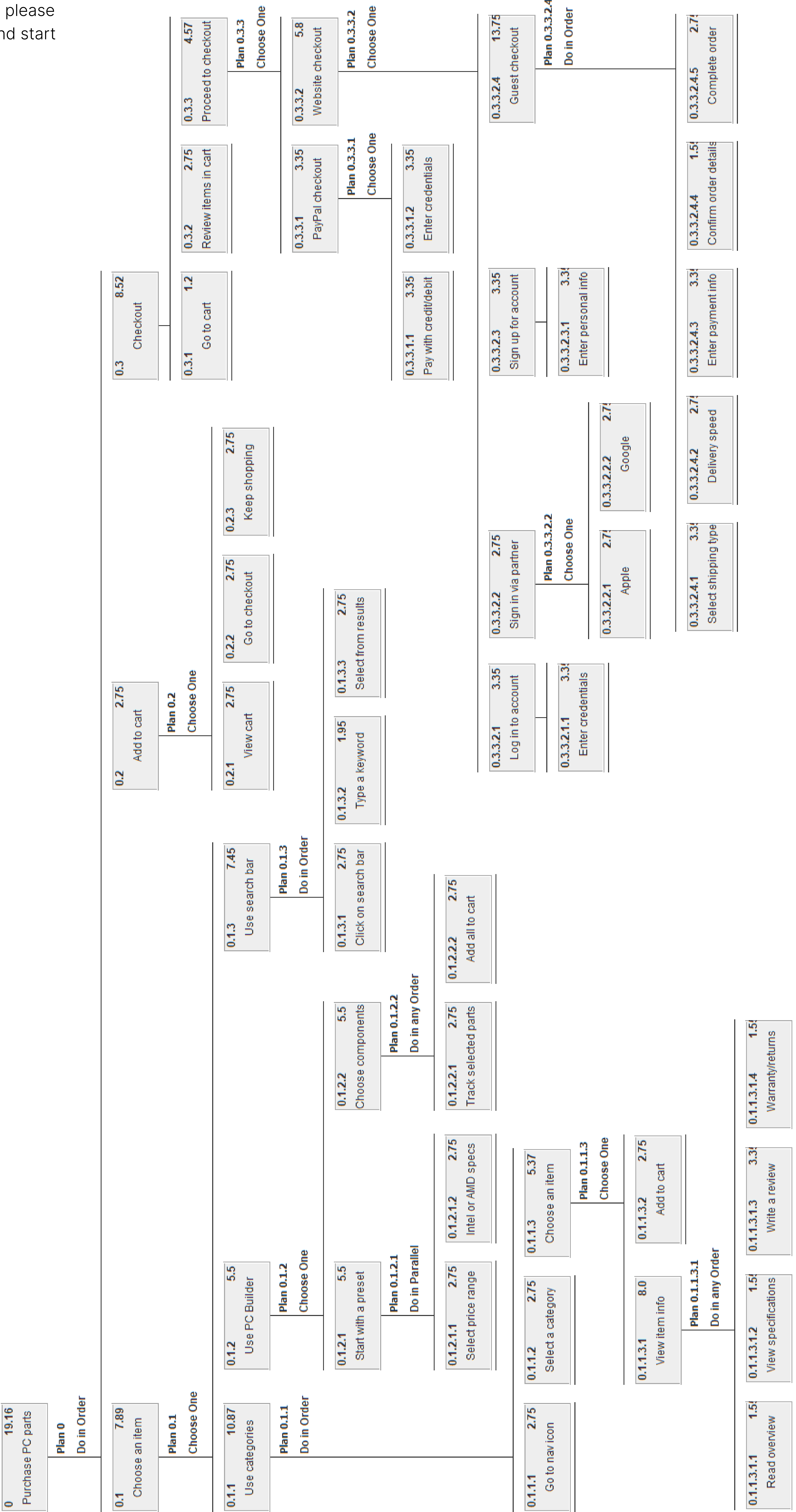
If a user is unsure about a product, they can select the compare checkbox below the item, and a comparison bar will pop up at the bottom of their screen.



After clicking compare, the user will be brought to a comparison page in a separate tab where they can see the differences in price, rating, specs, and compatibility. From here, they can choose to add their desired item to their cart or a wish list.



* To understand this HTA, please turn the page sideways and start from the left.



EXCELLENCIES

NewEgg's site acts as a good bridge between beginners and experienced PC builders. They use a lot of guidance, videos, and visual icons to help lead the users to where they need to be and what they need to look into buying. Specifically, in the PC builder, the side list of components makes it super easy to keep track of what items you have selected and which items you still need to look for and choose. It is out of the way enough that the user can still focus on the task at hand while still having that reminder on the side. The Pc Builder also has many resources to help the user, like tutorial videos and a FAQ at the bottom of the page. The compatibility checker is also a great design choice as it helps ensure people buy the right components for their needs and PC. It is well integrated with the checkbox and bottom bar that pops up from the bottom. The only downside is that it takes the user to a new page for the comparison rather than being a pop-up window. There is also good use of constraints; for example, when the user chooses a new component already selected in their build, the site will warn them to make sure they know this is happening and that they must choose one. Lastly, the colour coordination on the site is very well thought out. For example, blue buttons indicate going to another page or from one place to another, while orange buttons are for accepting or choosing items. These signifiers help build a consistent language for buttons used on the site.

DETRIMENTS

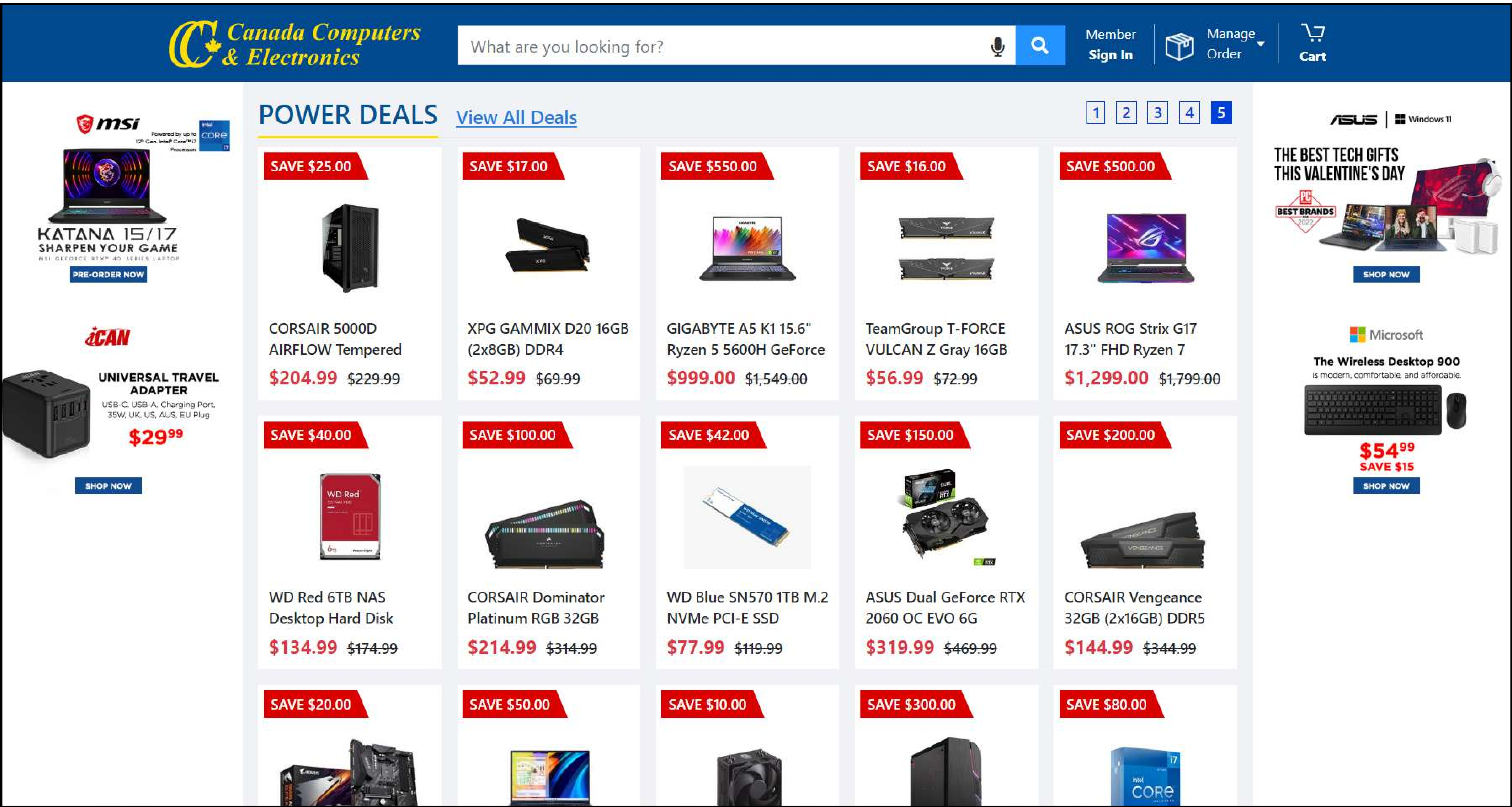
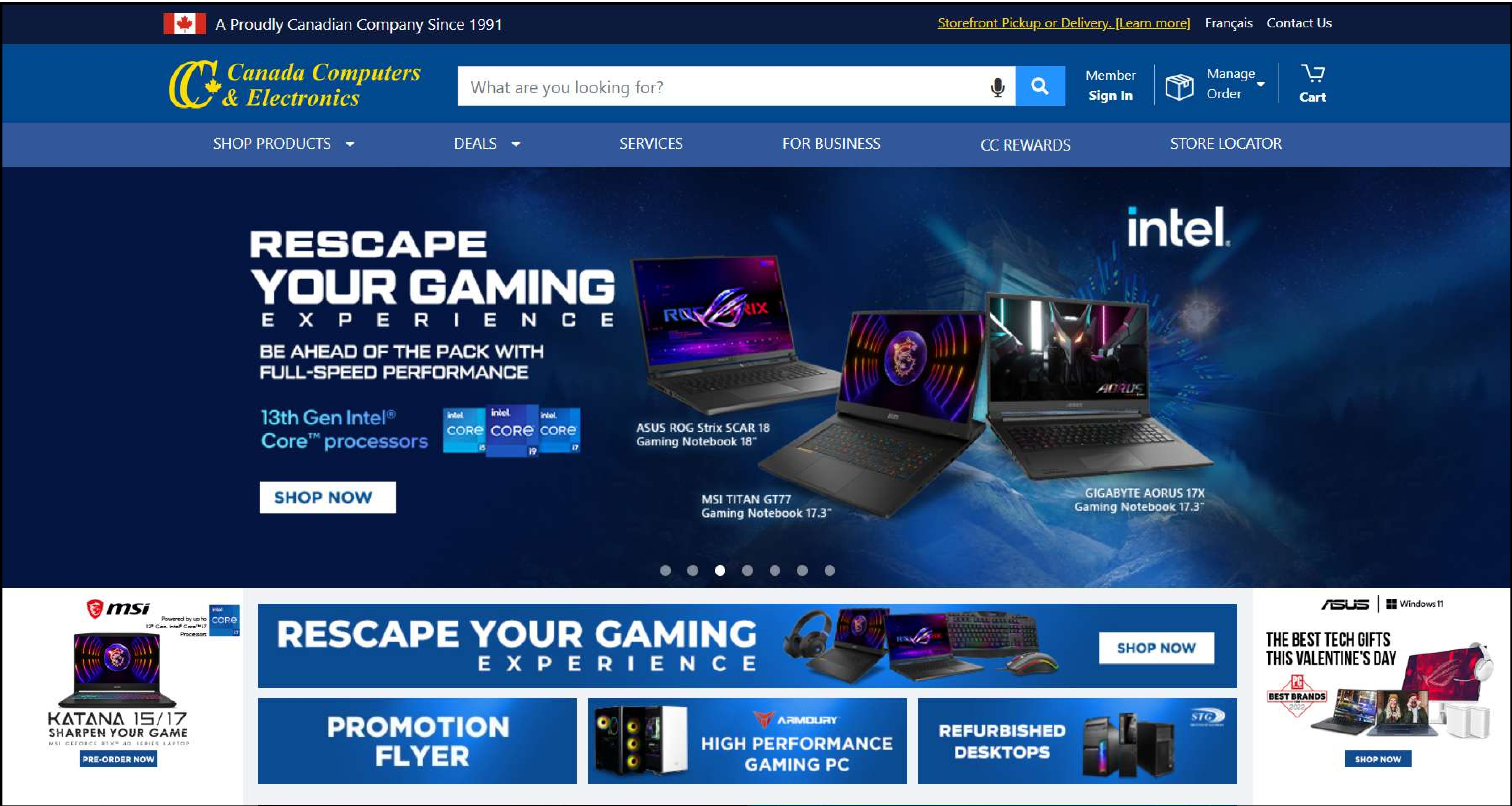
Some of the things we think NewEgg can improve on are the menu layout on the main page. The top nav menu does not follow a very logical layout, and if the page is smaller than the length of the menu options, a tiny and hard-to-move horizontal scroll appears to let users see the rest of the options. On top of that, the left side menu is slightly outset from the side of the screen, making it confusing whether it is a proper menu or part of the banner. In addition, the sandwich menu, which features almost everything on the left side menu, is a pop-down window menu that will essentially cover the lefthand menu. Having both is very confusing and overwhelming when a user first drops into the page. Another issue we noticed was with the PC builder pre-built versus starting from scratch. When a user tries to switch an item with a pre-built, it requires the user to sign in to an account, whereas, in the scratch version, there is no requirement to do so. This can be very frustrating for users just dropping in for a one-time purchase, especially since the payment system offers guest checkouts, requiring no sign-in.

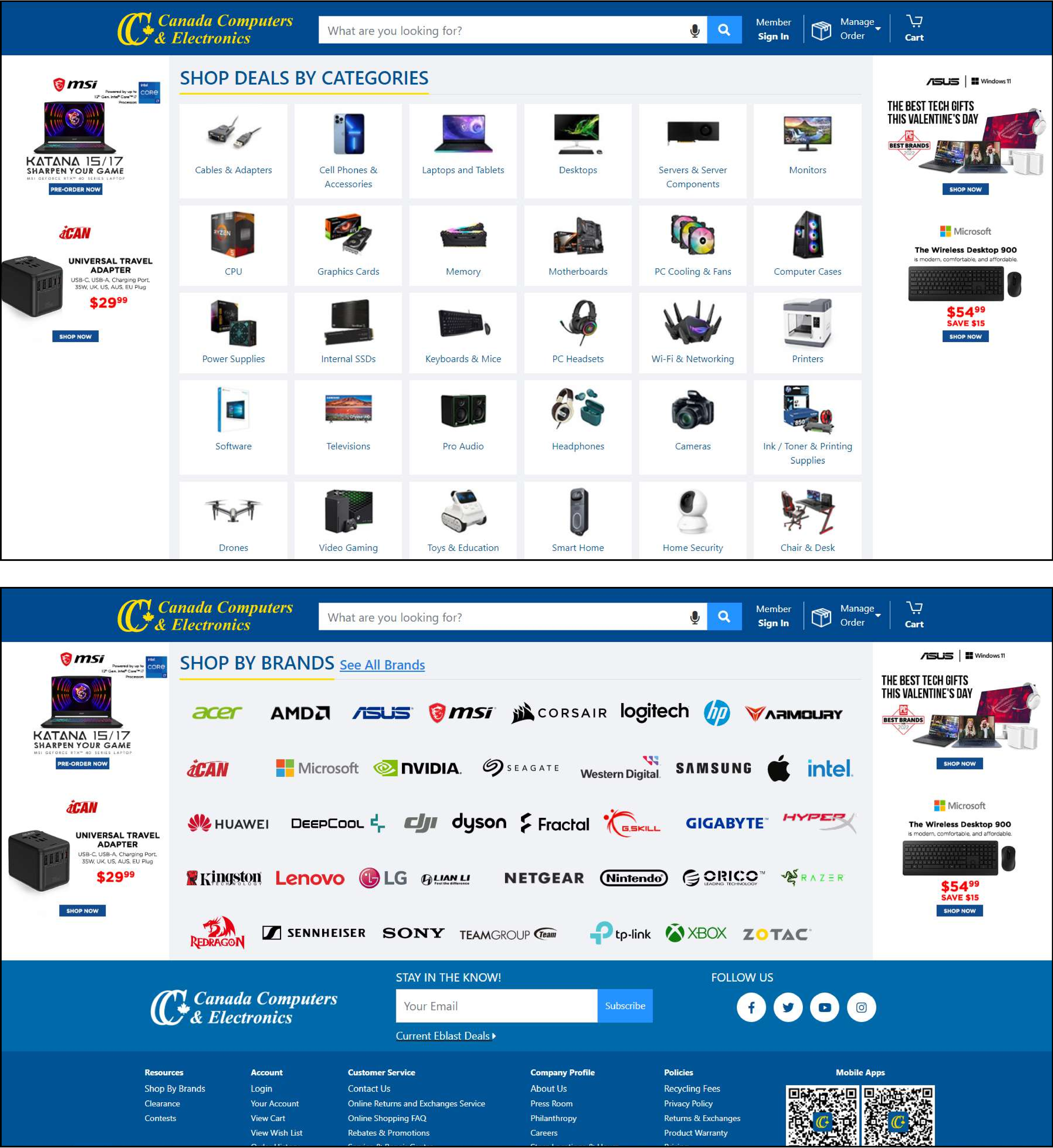
IMPROVEMENTS

To improve the website, we suggest removing the left-side navigation menu on the main page and using only the sandwich menu and a more condensed version of the top navigation menu. Then they can use the banner for advertising top-selling categories like spotlights or the RTX gaming laptops, which otherwise do not need a separate category. We also recommend that item comparison be handled in a pop-up window similar to how the quick view shows a condensed version of the product pages. This way, the user can see the comparison but stay on whatever page they were browsing on.

HOME PAGE

The home page of Canada Computers is organized into five sections. The top bar features the logo, search bar, account access, manage order, shopping cart, and navigation menu. The main carousel banner shows the information on deals and promotions. The power deals section highlights the biggest markdowns, sales, and limited-time offers. The categories section sorts the website’s inventory according to individual parts/components, “ready to buy” items and accessories). Finally, the brand section contains a list of brands that Canada Computers works with.



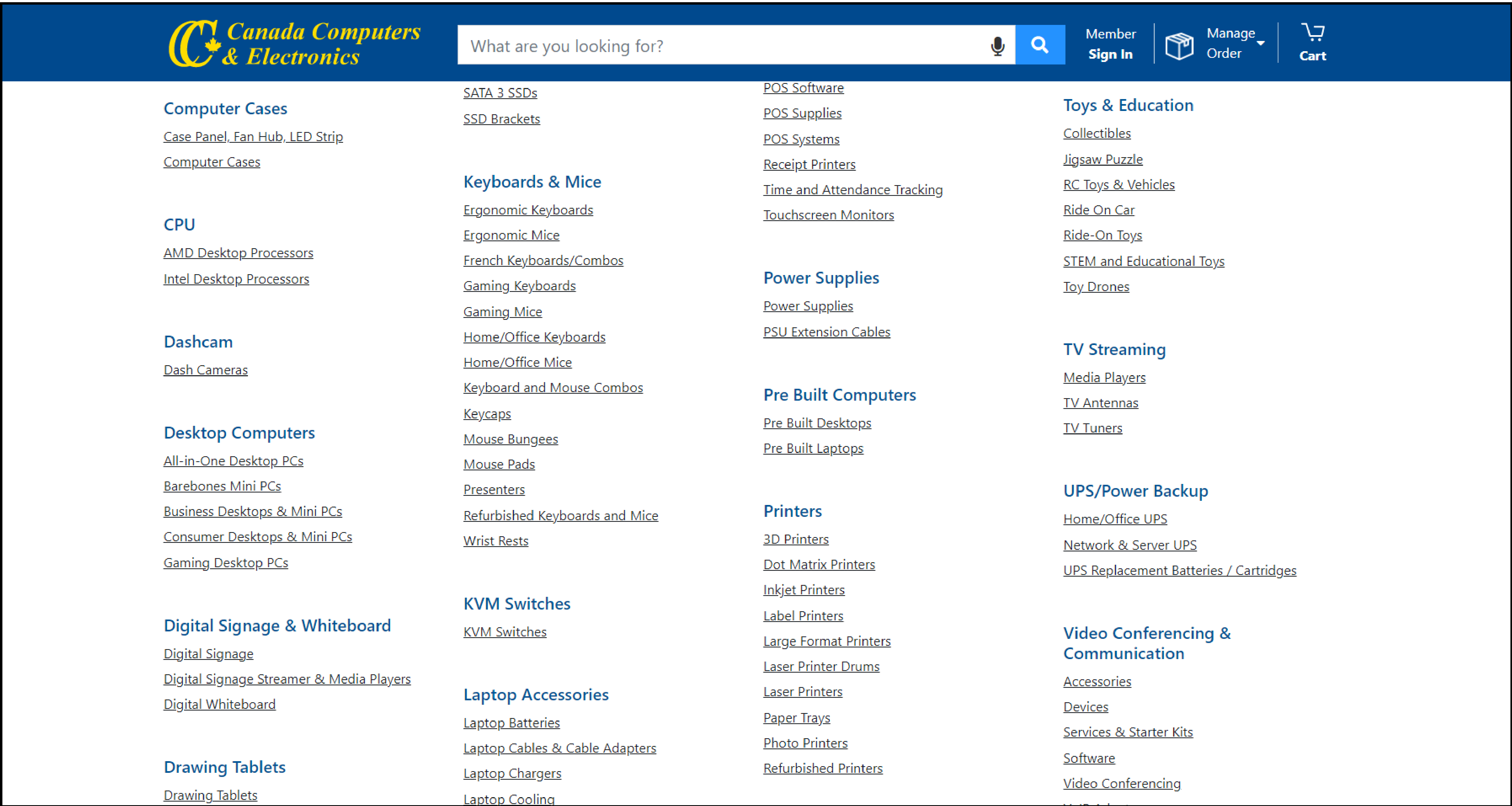
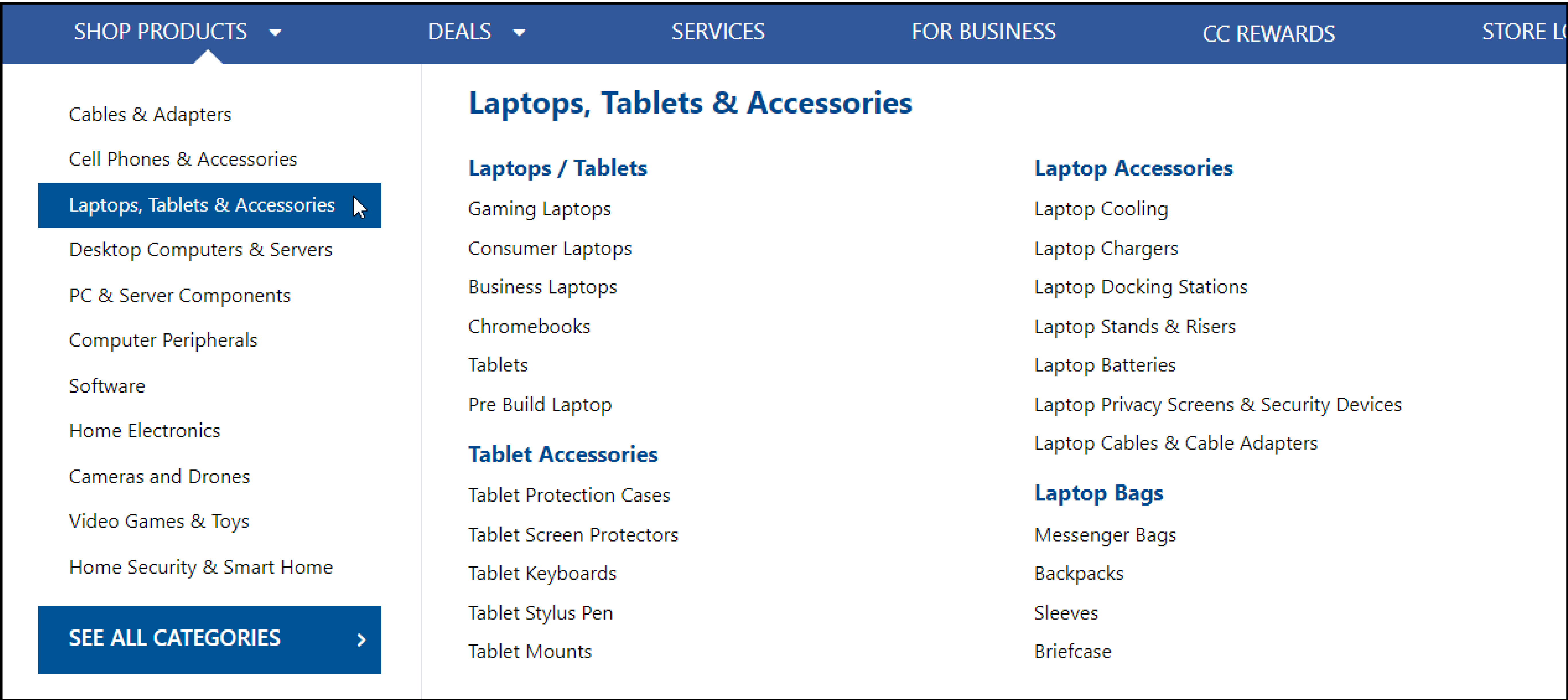


NAVIGATION

Canada Computers employs a standard and a dropdown system for its navigation menu, which appears and hides based on whether the user scrolls up or down along the page.



The navigation menu contains six tabs. **Shop Products** is a dropdown menu with categories for products, which are filtered by type and can be expanded into additional categories. **Deals** is a dropdown menu that highlights any sales or ongoing promotions for products). **Services** leads to a page with information on tech services that Canada Computers offers for desktops and laptops, as well as which brands are supported for service. **For Business** lists products suitable for corporate environments and payment plans for businesses looking to purchase products in bulk. **CC Rewards** is Canada Computers’ in-house loyalty program and provides information for customers looking to become members. **Store Locator** is a store finder system for other Canada Computers locations based on current location, postal code or province.



MENUS FOR PC PARTS

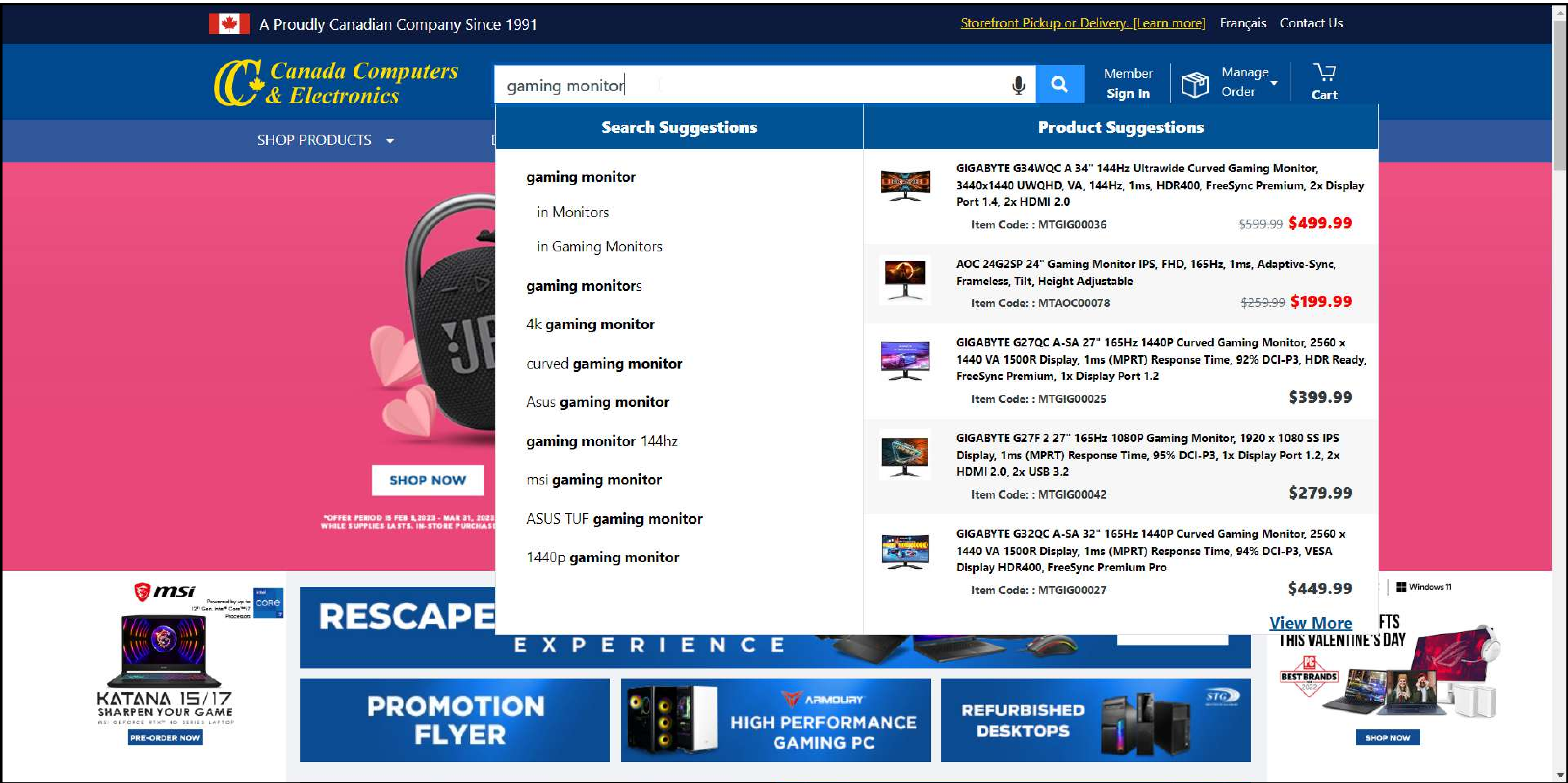
Within the **Shop Products** tab, there are five categories that are suitable for users looking to buy PC components or pre-built systems: **Cables & Adapters**; **Laptops, Tablets & Accessories**; **Desktop Computers & Servers**; **PC & Server Components**; **Computer Peripherals**.

PROCESS ANALYSIS

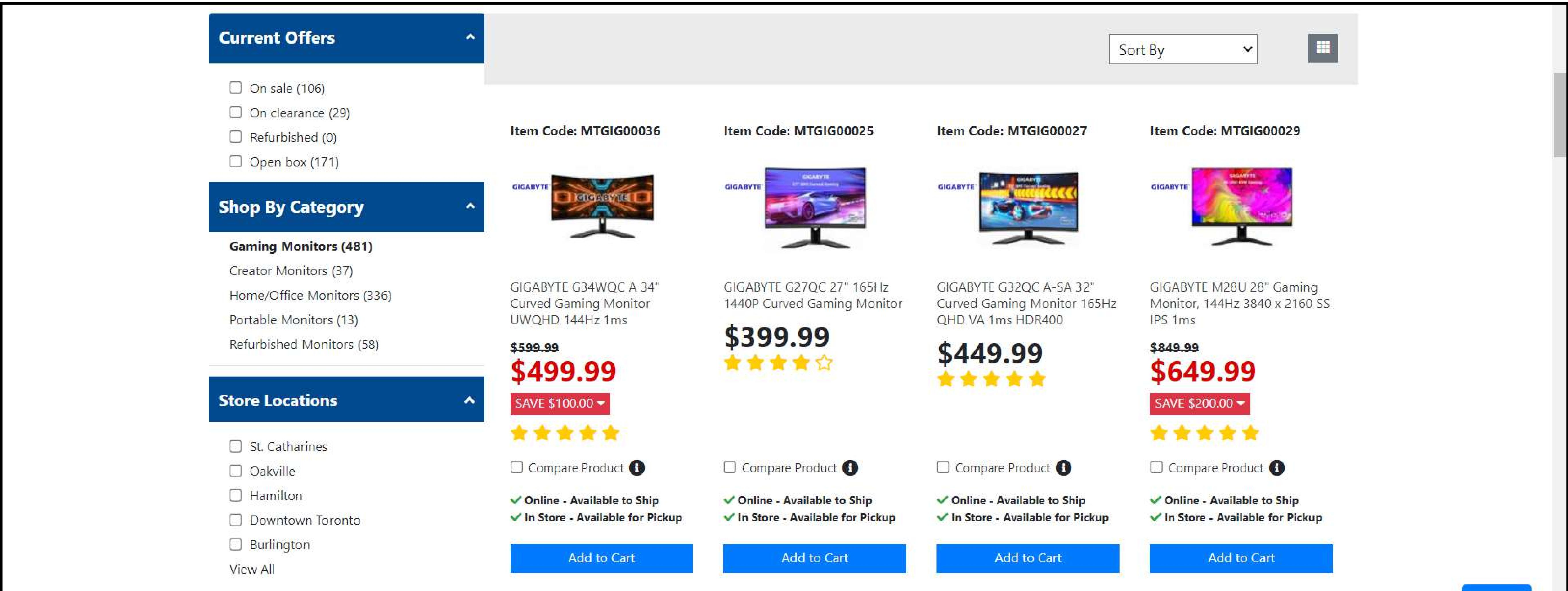
To better understand how Canada Computers organizes the process for consumer purchases, we mapped the steps that users need to take visually with screenshots. We selected a gaming monitor as the main product that the user would be interested in purchasing, followed by others to supplement the analysis.

Step 1: From the home page, go to the search bar and type “gaming monitor”.

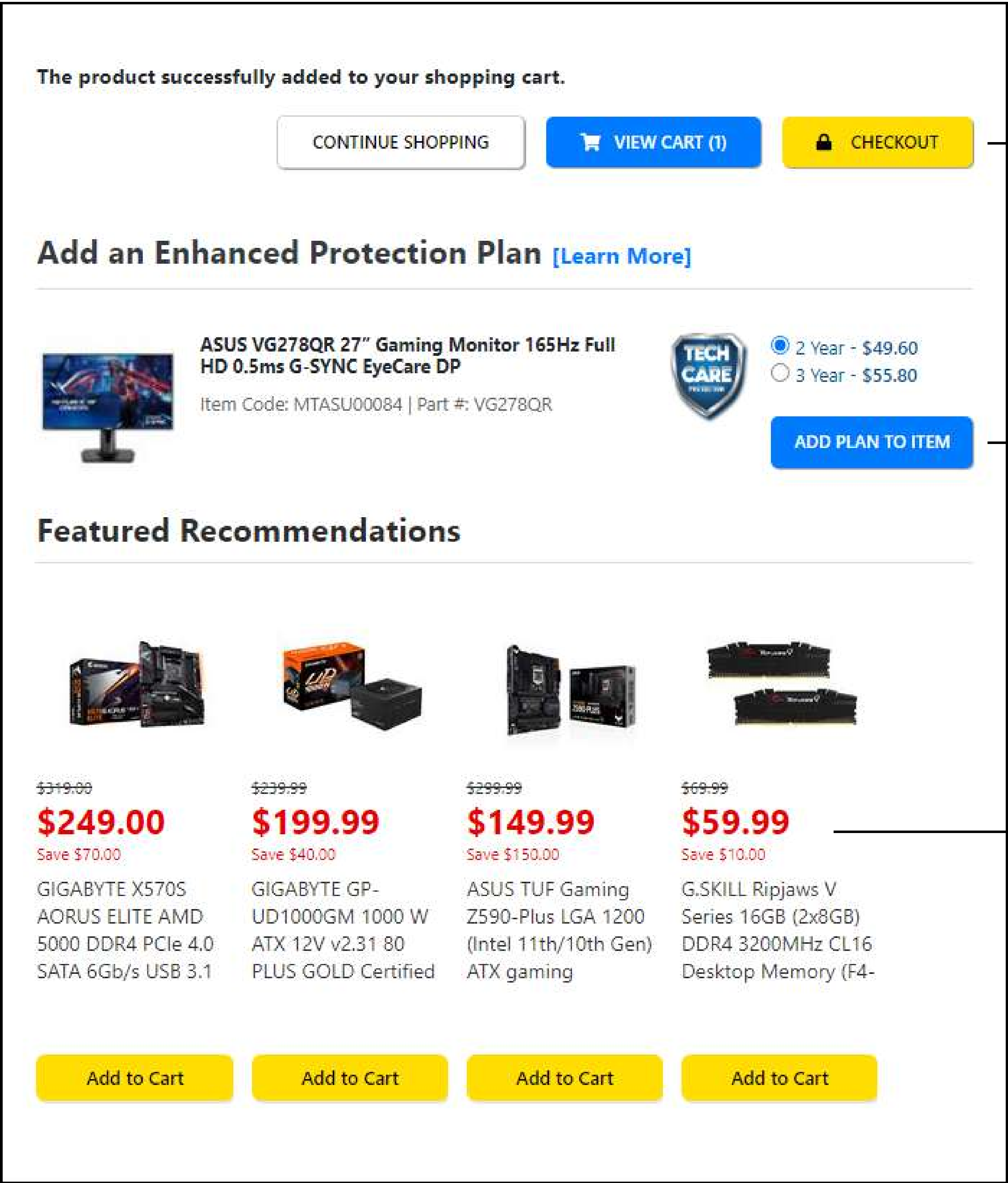
ALTERNATIVE METHOD: Go to the navigation bar > Shop Products > Computer Peripherals > Gaming Monitors.



Step 2: Select a monitor to learn more about by clicking on the thumbnail. Details are expanded on a separate page.



Step 3: Add to cart using the **Add to Cart** button. From here, you can either continue shopping for more parts, view your cart or checkout directly. On this screen, you can also select whether you wish to add a protection plan for the monitor, which is a service offered by Canada Computers.

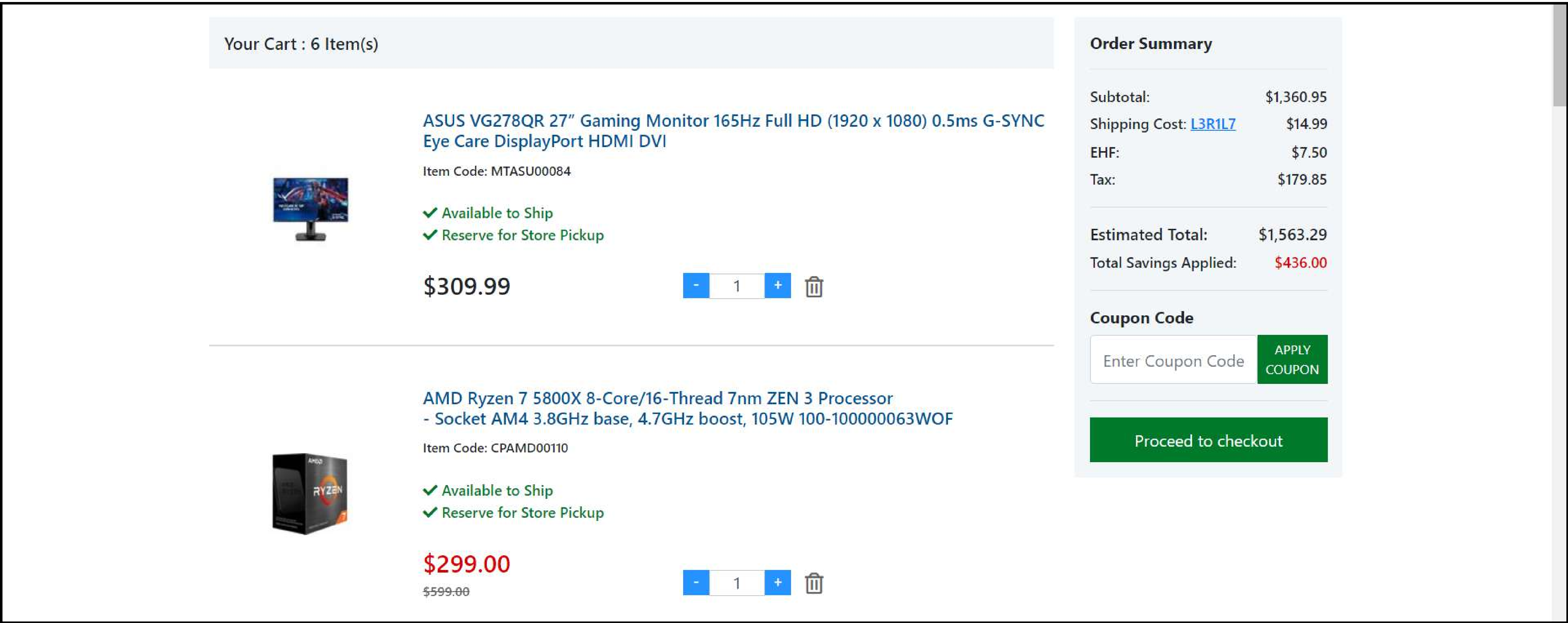


Select the next steps once an item has been added to the cart.

Add a protection plan on the product, courtesy of Canada Computers.

Browse through featured product recommendations based on the items in the cart.

Step 4: When all items have been put in your cart, select the **Cart** icon on the top right of the navigation bar to start finalizing the order.



Step 5: Click **Proceed to Checkout** and select one of the three available options: sign in as a returning customer, create an account as a new customer or do a guest checkout.

Secure Checkout

Returning Customers

Username:

Password:

[Forgot your Password?](#)

LOGIN

New Customer Sign-Up

Create a new account today, you'll be able to easily place orders and keep track of the status of your recent orders and much more.

CREATE AN ACCOUNT

Guest Checkout

* Required field

Email Address*:

First Name*:

Last Name*:

Mobile Phone*: - -

CHECKOUT

Step 6: Select between delivery or in-store pickup for the order. Subsequent payment screens will vary based on which option is chosen.

Checkout

Shipping

1 Shipping 2 Payment 3 Review 4 Confirmation

Select Shipping Method

☒ Delivery

☐ Reserve for Store Pickup

Shipping Address

Address*:

Apt/Suite #:

City*:

Province*:

Country*:

Postal Code*: (leave out spaces)

Order Summary

Subtotal:	\$1,360.95
EHF:	\$0.00
Taxes:	\$0.00
Total:	\$1,360.95
Your Savings:	\$436.00

[EDIT MY CART](#)

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Canada Computers & Electronics

PROUDLY CANADIAN

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Checkout

Shipping

1Shipping

2Payment

3Review

4Confirmation

Select Shipping Method

Delivery

Reserve for Store Pickup

Pickup Order

Select a store location for pickup that meets the availability of product(s) in your shopping cart. You may have to adjust your order to have more pickup store locations shown or place separate orders for other store locations.

St. Catharines (7.7 km)

Oakville (37.1 km)

Hamilton (38.9 km)

Downtown Toronto (39.0 km)

Burlington (39.1 km)

Etobicoke (40.2 km)

Get Direction

Check other stores

Order Summary

Subtotal:

\$1,360.95

EHF:

\$0.00

Taxes:

\$0.00

Total:

\$1,360.95

Your Savings:

\$436.00

EDIT MY CART

IN-STORE PICKUP DISCLAIMER:

Your order will be transferred to your selected Canada Computers store for pickup and purchase the following business day. Once your order is ready for pickup, our store staff will notify you by email and/or text notification with your "Pickup Number". [Learn more.](#)

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PROUDLY CANADIAN

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Payment

1Shipping

2Payment

3Review

4Confirmation

Payment Information

Credit Card

VISA

VISA

MasterCard

AMERICAN EXPRESS

Credit Card

Cardholder Name* :

Tany

Dourev

Credit Card* :

Billing Address

6562 Mary Drive
Niagara Falls, L2H0B5
Ontario, Canada

Order Summary

Subtotal:

\$1,360.95

Shipping Cost:

\$14.99

EHF:

\$7.50

Taxes:

\$179.85

Total:

\$1,563.29

Your Savings:

\$436.00

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Checkout

Payment

1Shipping

2Payment

3Review

4Confirmation

Payment Information

Pay In-Store

Canada Computers will contact you via phone or e-mail regarding changes or updates to your order. Please enter your phone number and e-mail address below.
(*) Required fields

Phone* :

123-456-7890Ext: 000

Email Address* :

td21sq@brocku.ca

Order Summary

Subtotal:

\$1,360.95

Shipping Cost:

\$0.00

EHF:

\$7.50

Taxes:

\$177.90

Total:

\$1,546.35

Your Savings:

\$436.00

EDIT MY CART

IN-STORE PICKUP DISCLAIMER:

Your order will be transferred to your selected Canada Computers store for pickup and purchase the following business day. Once your order is ready for pickup, our store staff will notify you by email and/or text notification with your "Pickup Number". [Learn more.](#)

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Step 7: Once confirming that your order and payment details are correct, select **Place Order**. Canada Computers will send a confirmation email to confirm that they have received the order.

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Checkout

Review

1Shipping

2Payment

3Review

4Confirmation

Pick Up Location

St. Catharines
285 Geneva St. Unit G3 (Fairview Mall)
St. Catharines, L2N 2G1
Ontario, Canada

EDIT PICK UP LOCATION

Additional Information

(123)456-7890
td21sq@brocku.ca

Customer Information

Tany Dourev
(289)696-5354
tanydourev@gmail.com

Order Summary

Subtotal:

\$1,360.95

Shipping Cost:

\$0.00

EHF:

\$7.50

Taxes:

\$177.90

Total:

\$1,546.35

Your Savings:

\$436.00

EDIT MY CART

IN-STORE PICKUP DISCLAIMER:

Your order will be transferred to your selected Canada Computers store for pickup and purchase the following business day. Once your order is ready for pickup, our store staff will notify you by email and/or text notification with your "Pickup Number". [Learn more.](#)

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PLACE ORDER

Canada Computers & Electronics

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Order

Description	Qty	Unit Price	Ext. Price
ASUS VG278QR 27" Gaming Monitor 165Hz Full HD (1920 x 1080) 0.5ms G-SYNC Eye Care DisplayPort HDMI DVI	1	\$309.99	\$309.99
AMD Ryzen 7 5800X 8-Core/16-Thread 7nm ZEN 3 Processor Socket AM4 3.8GHz base, 4.7GHz boost, 105W 100-100000063WOF	1	\$299.00	\$299.00
TeamGroup T-FORCE VULCAN Z 16GB (2x8GB) DDR4 3600MHz CL18 Gray Desktop Memory (TLZGD416G3600HC18JDC01)	1	\$56.99	\$56.99
GIGABYTE GeForce RTX 3060 EAGLE OC 12G (rev. 2.0) LHR Graphics Card. 2X WINDFORCE Fans, 12GB 192-bit GDDR6, GV-N3060EAGLE OC-12GD G20 Video Card	1	\$499.99	\$499.99
SAMSUNG 970 EVO Plus M.2 NVMe PCI-E 1TB Solid State Drive, Read:3,500 MB/s, Write:3,300 MB/s (MZ-V751T0B/AM)	1	\$129.99	\$129.99
Cooler Master Hyper 212 RGB Black Edition CPU Cooler w/ LGA1700	1	\$64.99	\$64.99
Subtotal:			\$1,360.95
Shipping:			\$0.00
EHF:			\$7.50
Tax:			\$177.90
Grand Total:			\$1,546.35

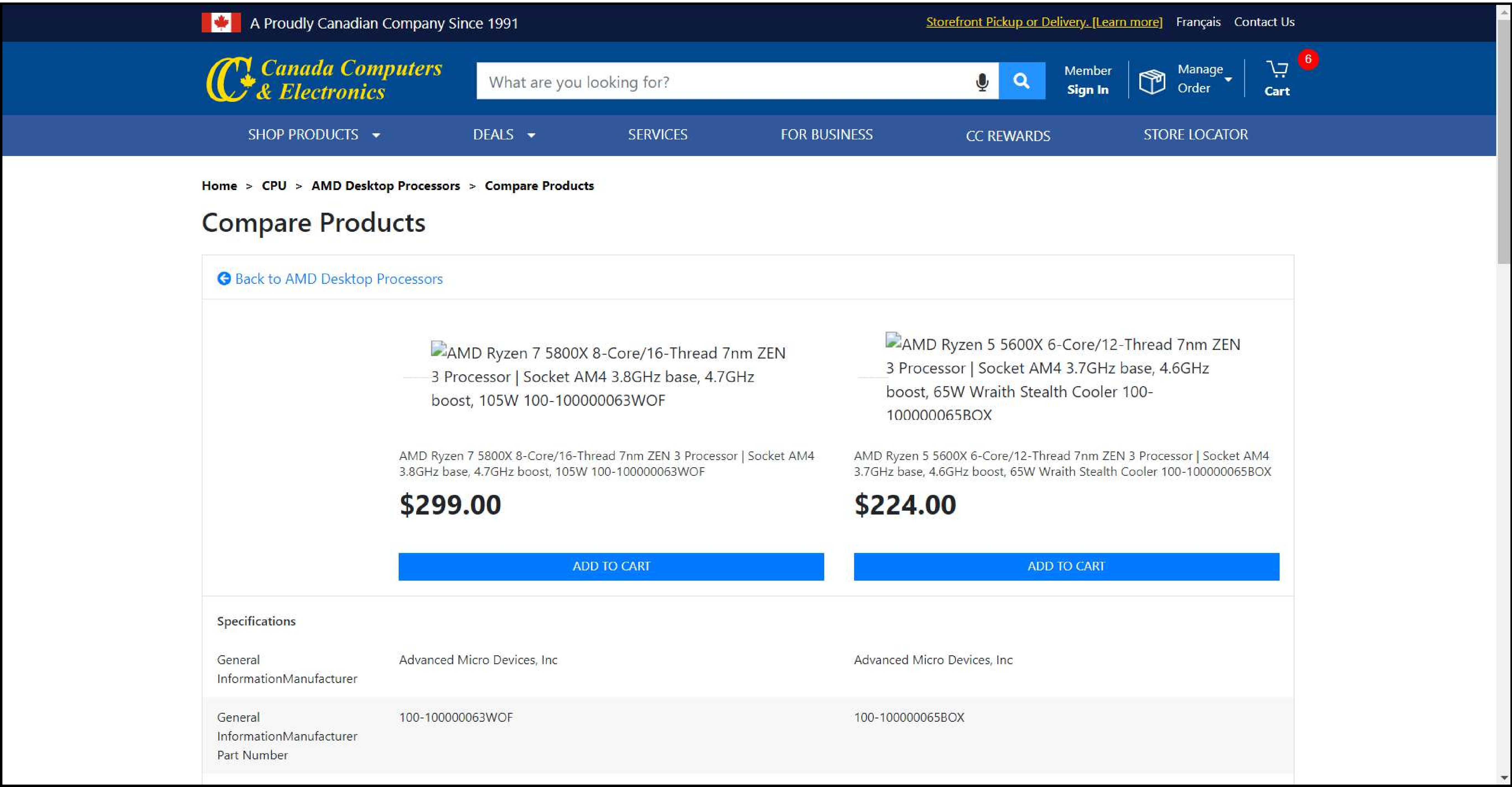
GO BACK

PLACE ORDER

If you wish to see the status of your order in the future, there is a **Manage Order** button on the navigation bar that requires your order number (sent via email), and the email address used.

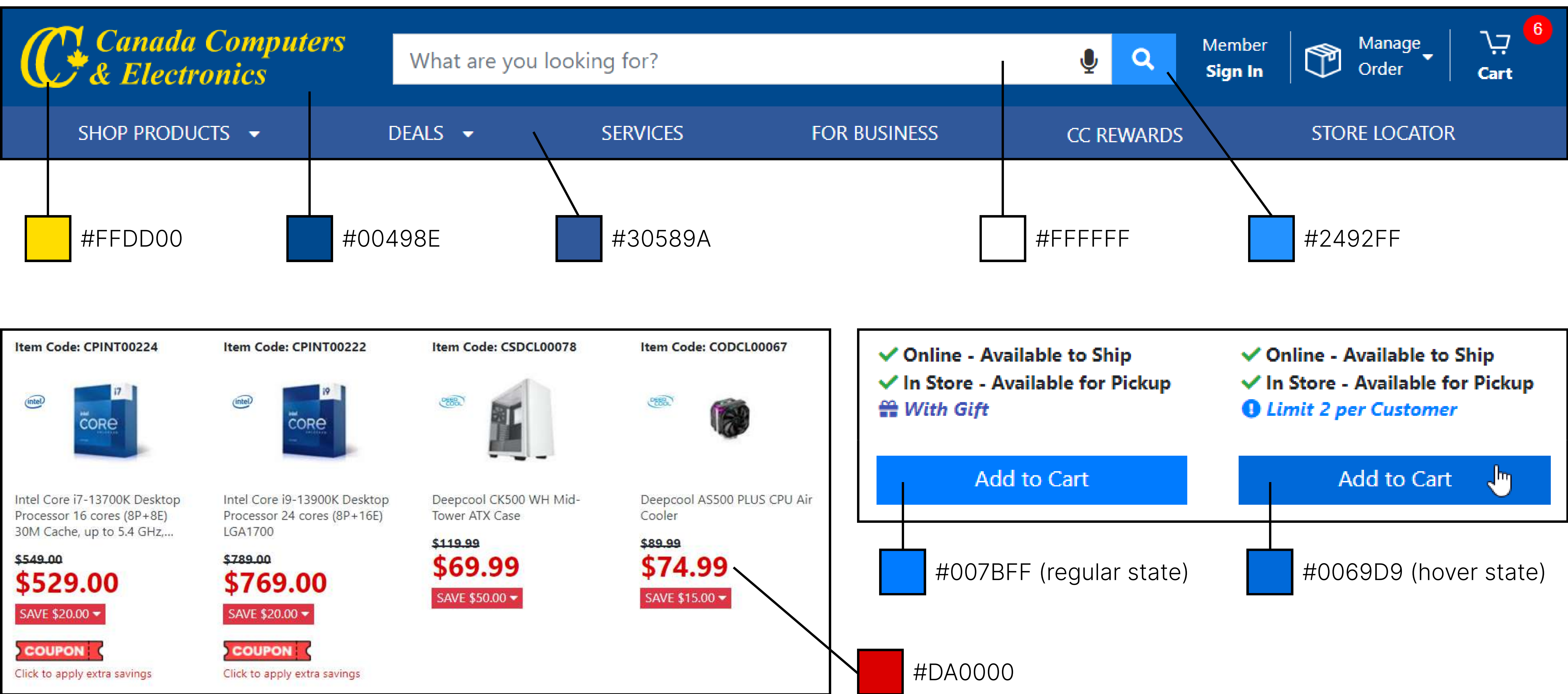
COMPARING PRODUCTS

The **Compare** option helps users see the differences between products if they aren't familiar with the specifications or if the product title doesn't reveal enough information. Unfortunately, image thumbnails on the Compare page don't always load, so users are occasionally required to recognize products based on their descriptions if the images aren't there.



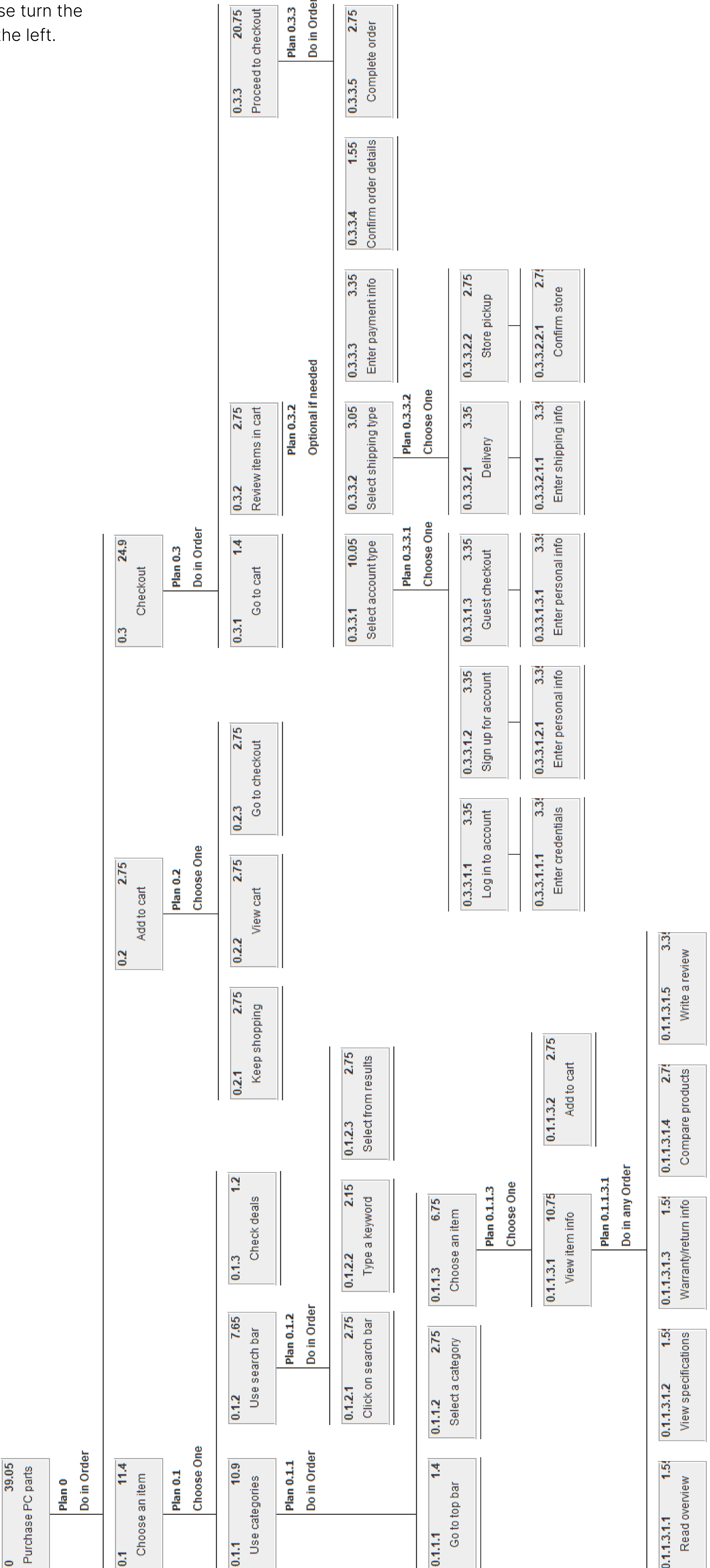
COLOURS AND HOVER STATES

Canada Computers employs a consistent colour palette across all pages, in addition, to hover states for buttons and accent colours for important text (such as discounts and price changes).



02 / HTA & KLM

* To understand this HTA, please turn the page sideways and start from the left.



Canada Computers is a Canadian electronics seller with an emphasis on making the user experience for users as smooth as possible. Not only does this company sell laptops, pre-built desktops, and components for custom PC builds, but it also includes other technology such as phones, home cameras, virtual reality systems, and exclusive services for businesses (technical support, discounts, licenses). Apart from its vast inventory of products, Canada Computers boasts an organized, streamlined and simple-to-use website for users of various demographics. The shopping process for electronics has been refined to the max, featuring direct comparisons between products, thumbnails with clearly-visible price information and an integrated payment system that doesn't redirect users to a third-party service. If the phrase "get in, get out" for shopping were a website, Canada Computers would be it.

POSITIVES

From the home page alone, users are able to gain insight into the structure of the website quickly. The use of categories to organize products and a robust filtering system makes it extremely convenient to sort through the results - a function that can either be intuitive when done right or outright frustrating when done incorrectly. The variety of brands supported by Canada Computers provides a good list for users to choose from, eliminating the issue of seller bias that automatically restricts inventory range. When viewing an item, the page itself carries a consistent layout structure that is reflected in everything from the image thumbnails to the overview and specifications. Marketing material is taken directly from the manufacturer's website to avoid discrepancies with incorrect information. Protection plans courtesy of Canada Computers are entirely optional, not forcing the user to pay additional for a service that is either unwanted in the first place or too expensive for their budget. The checkout system consists of four simple steps: shipping options, payment, a final review and the official confirmation that the order has been placed. Interface details are also taken into consideration; the colour palette is consistent across all pages, making use of colour-based hover states and responsive signifiers to inform users that the device through which they are accessing the website has not crashed. Prices and discounts are large in font size, using black and red, respectively, to differentiate them from other text-based elements. Layouts make good use of margins and padding, giving breathing room to the content.

IMPROVEMENTS

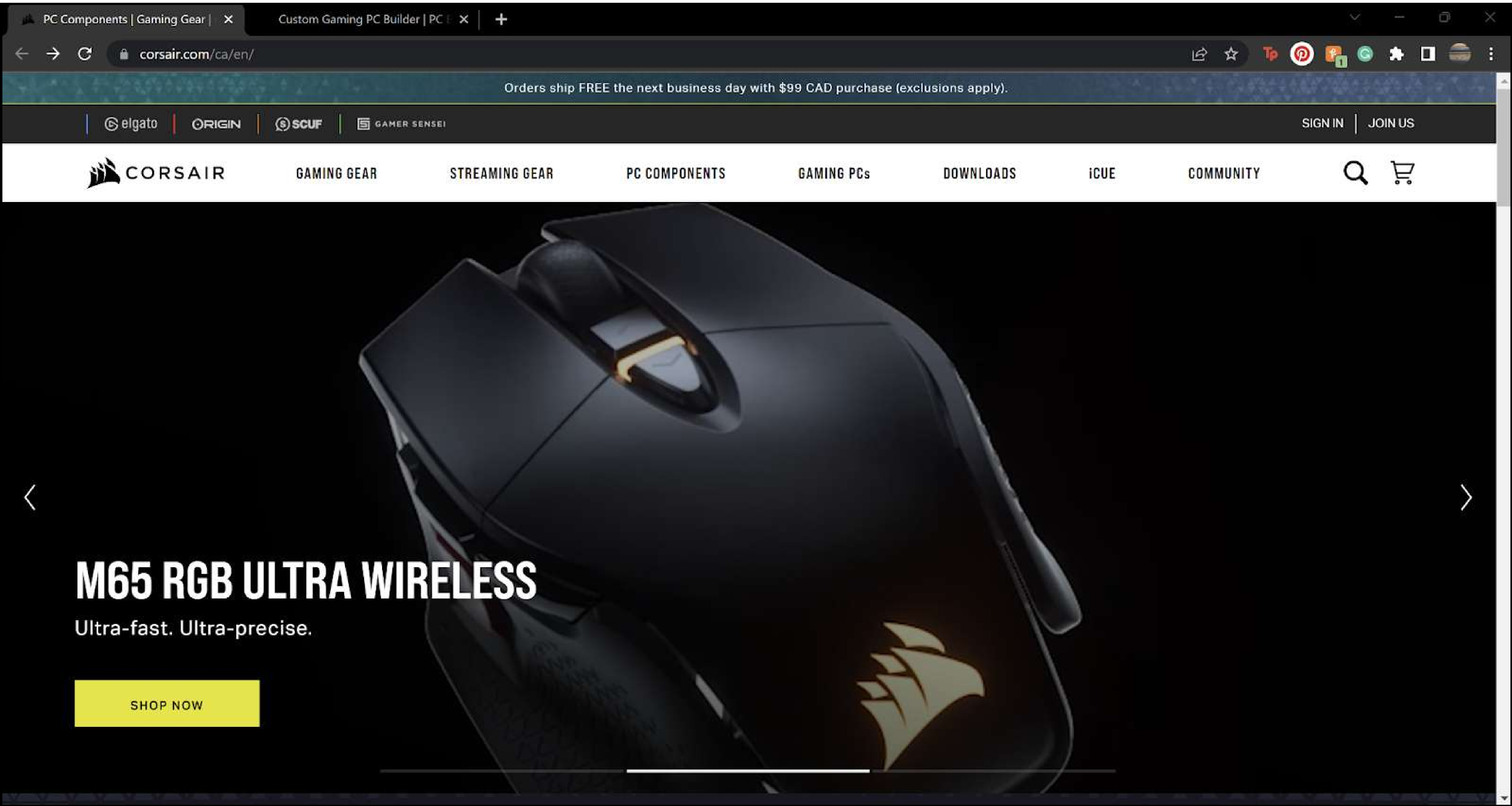
While Canada Computers seems like the dream electronics website from this critique, it has one flaw that affects PC builders: the lack of help or FAQ sections for the process. There is the assumption that users have a minimum of intermediate fluency or understanding of/with technology; therefore, those new to PC-building or unaware of which components they'll need are left to rely on other parts of the internet for help. Canada Computers resembles a warehouse with one worker rather than a small boutique with five ready to assist - there is a lot of stock to choose from, but good luck finding the items on your list if it's your first time visiting. This website would greatly benefit from having a guide for PC-building if the company was more oriented towards selling laptops/PCs and components only, but it might not be practical given Canada Computers carries various types of technology in its inventory.

OVERVIEW

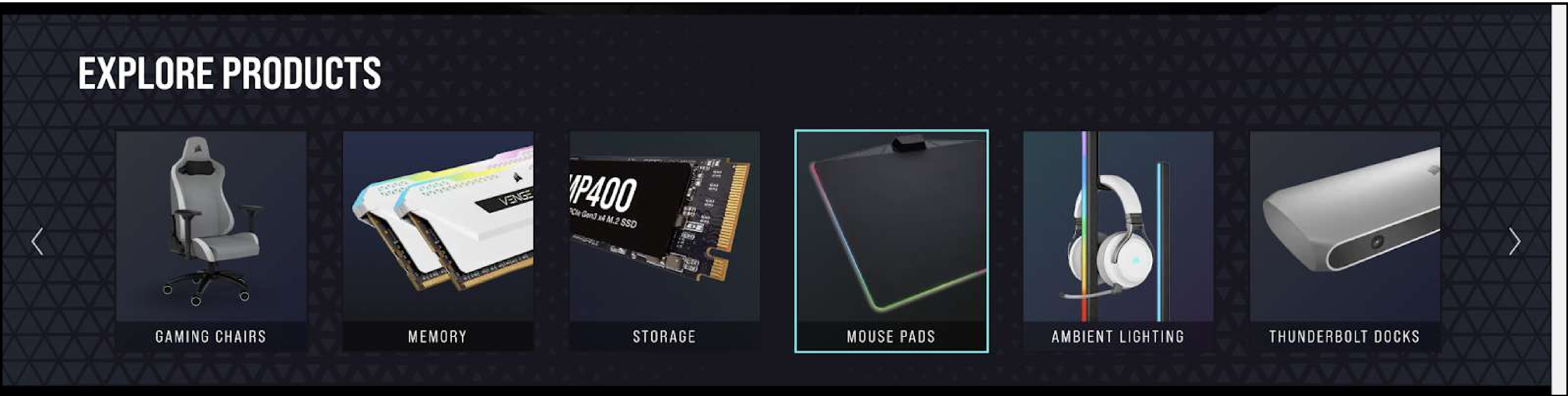
Corsair is a gaming-centred PC component shop where people can purchase gaming gear, PC components, and PC configuration software. One standout feature that Corsair provides is a PC Builder that guides the user through the steps of building their own PC with instructions on the necessary parts and direct access to purchase them. They also have a Community section where people can talk in forums and get involved in the company community. For the sake of this analysis, we will focus on the site's shopping, browsing, and PC Builder.

HOME PAGE

The main page features a large full-width banner for advertisements and promotions. At the top, there is a navigation menu that allows users to click on each category to explore further the categories (see **Category Search**), a search icon at the far right (see **Manual Search**), and a cart to access **Checkout**.

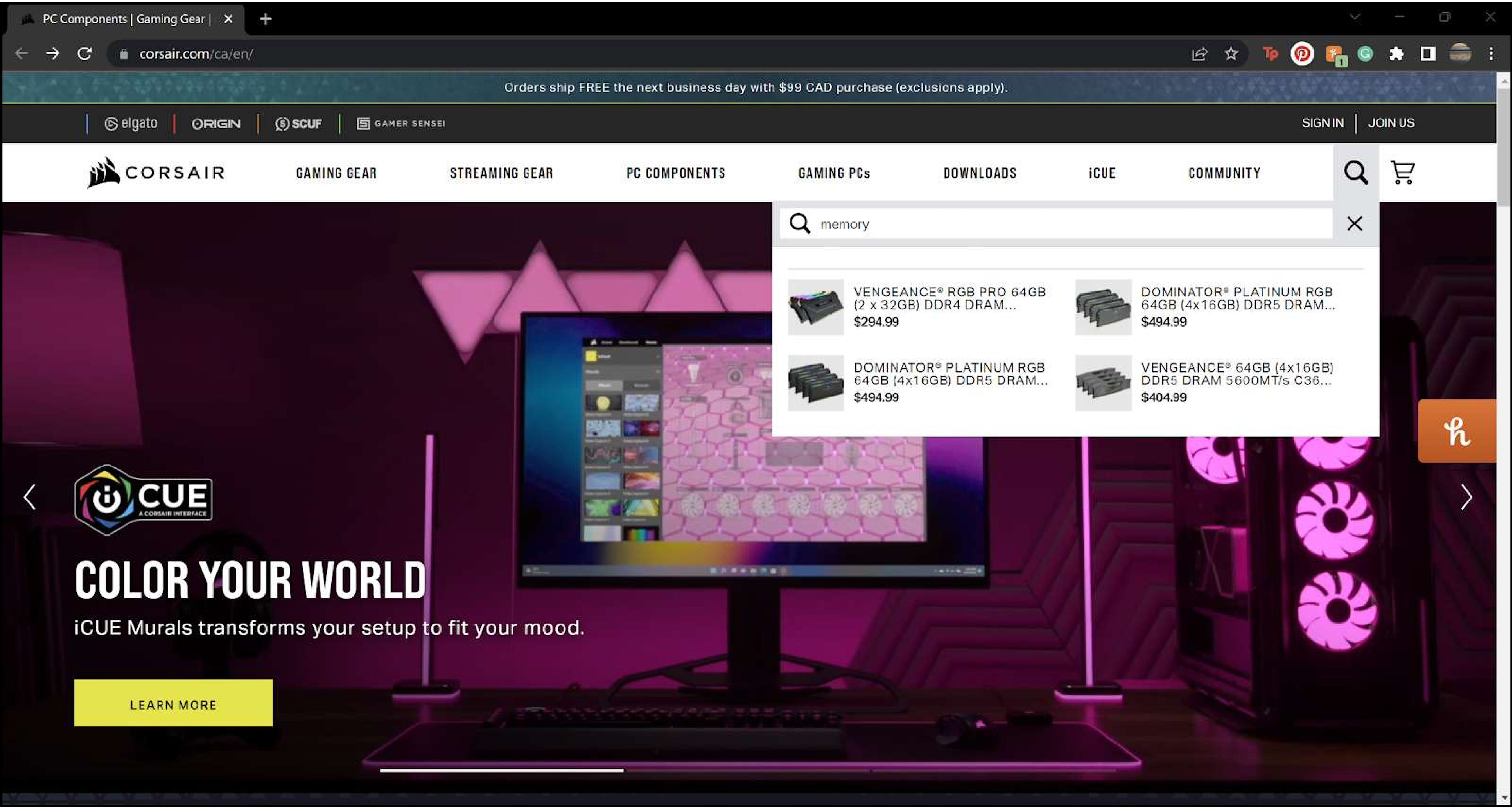


If you scroll down on the main page, you can see some top recommended products that users can browse through. You can find more tiles and banners for the various offerings like sales, gaming coaching, and game-to-lighting integration software.

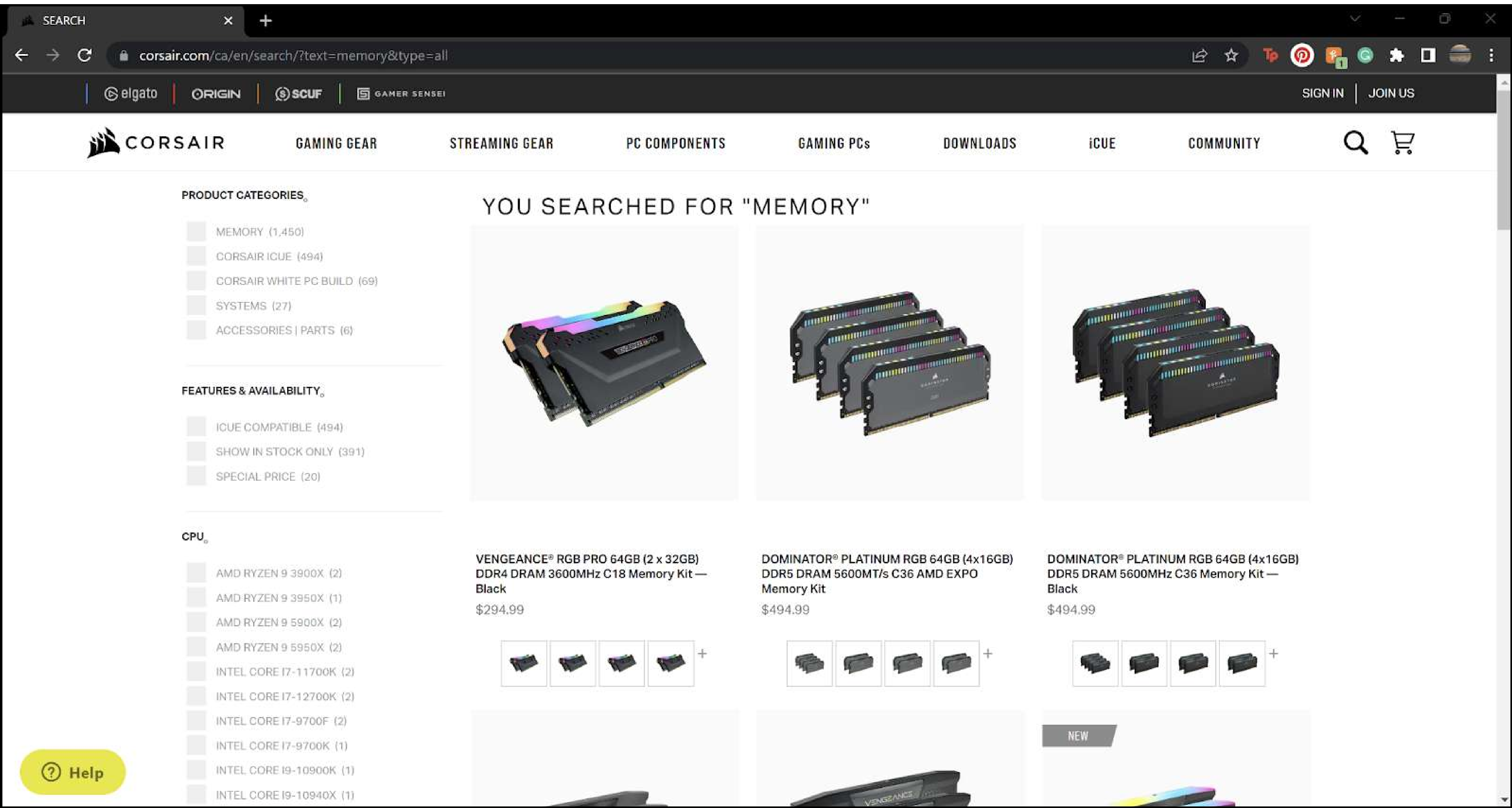


MANUAL SEARCH

The icon on the top right indicates a search bar which will pop out when you click it. It is a good signifier while still staying out of the way to decrease clutter on the page.

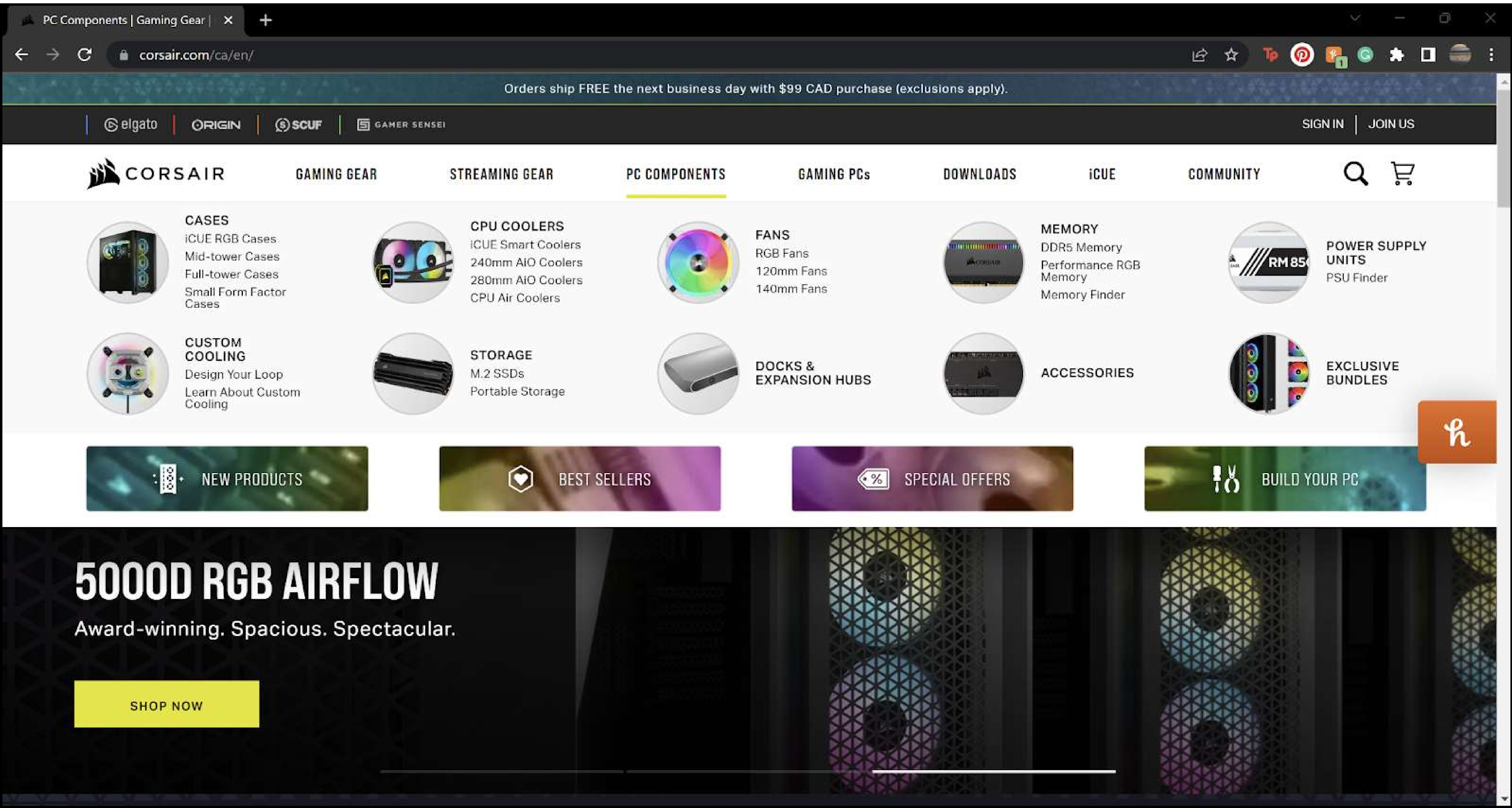


When you enter a searched product, you will be brought to a new product page where you can begin browsing the specific items. Limited and very specific filters are on the left-hand side, and no sorting is available. In addition, the only way to add to the cart is if you click on the product further to find the specific item page and then click add to the cart.

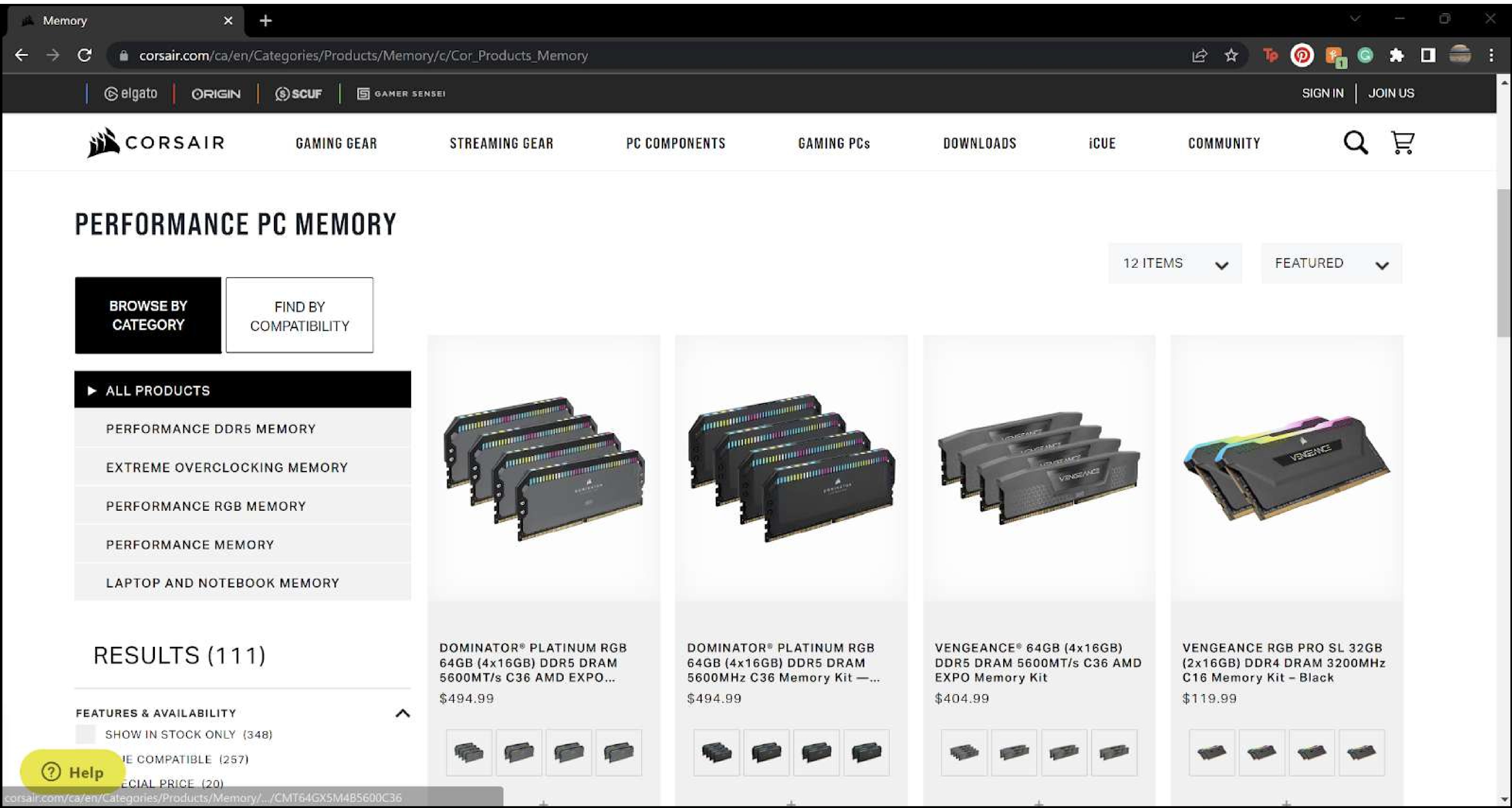


CATEGORY SEARCH

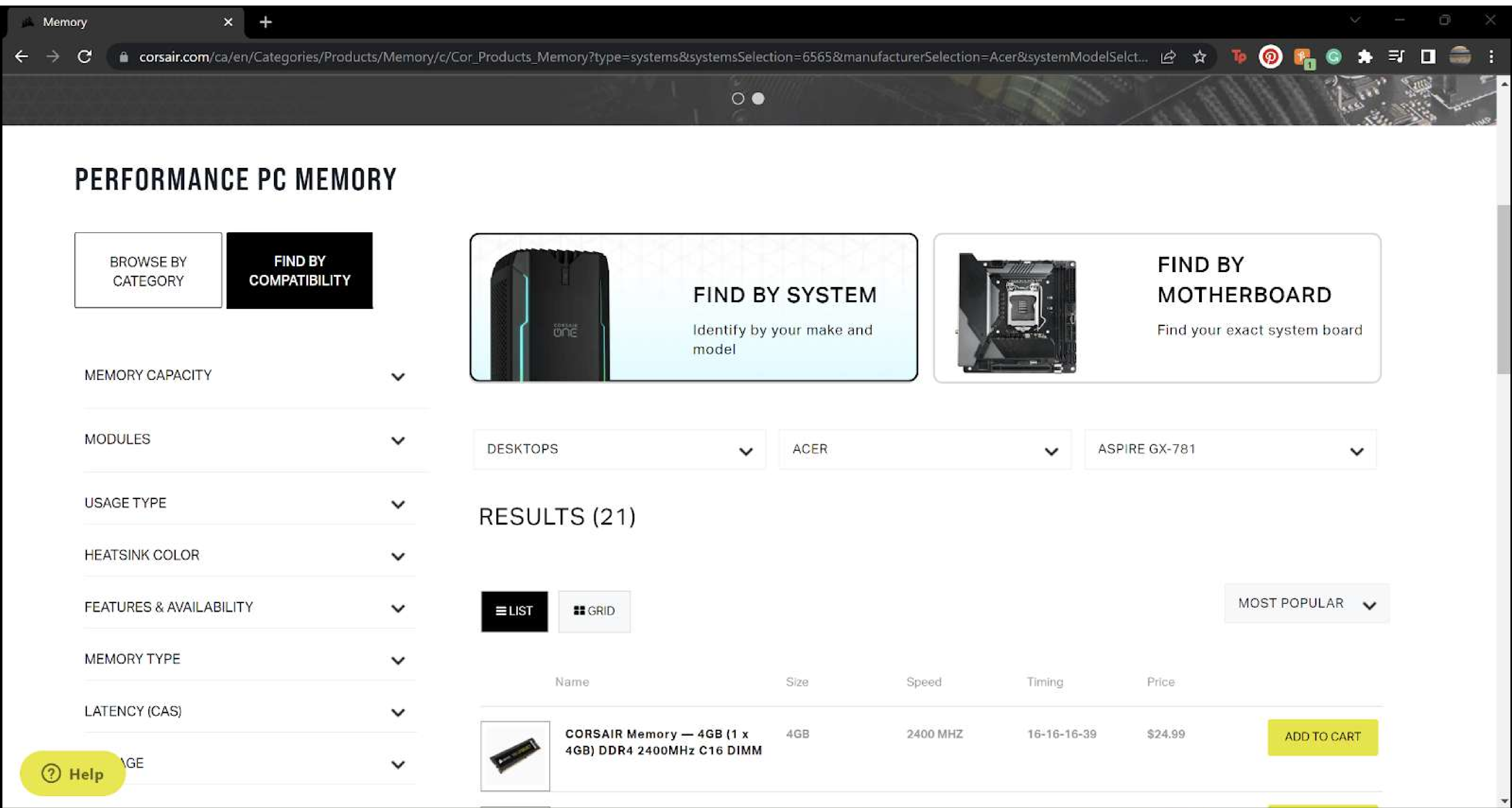
Alternatively, you can find products via the category menus at the top navigation bar. To access, you click the top-level menu option and then select the more specific product type from the pop-out menu, each with a title and a picture to help users find their way to the right spot.



Here you can see all the products under that category, filters to the left, and sorting options at the top right. The filters include check boxes and an option to Browse by Category or Find by Compatibility.

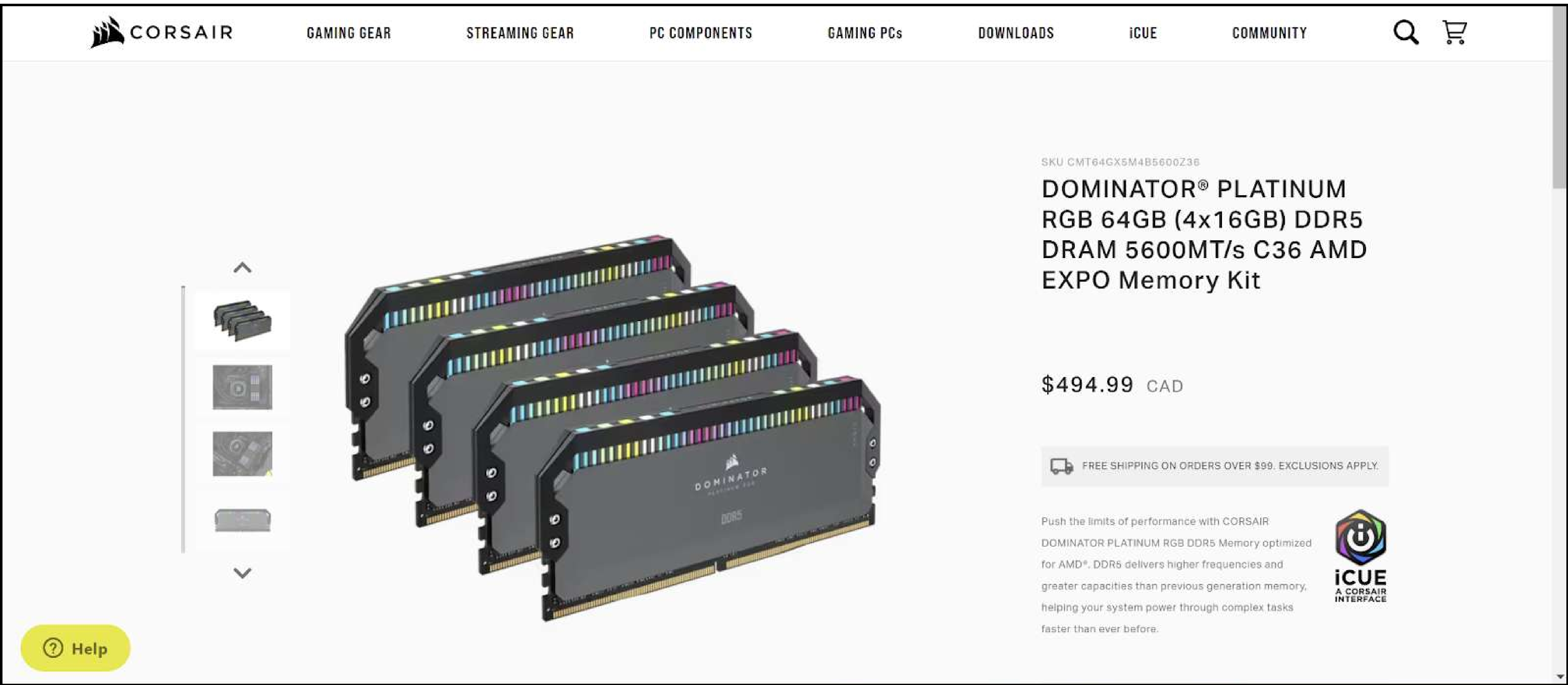


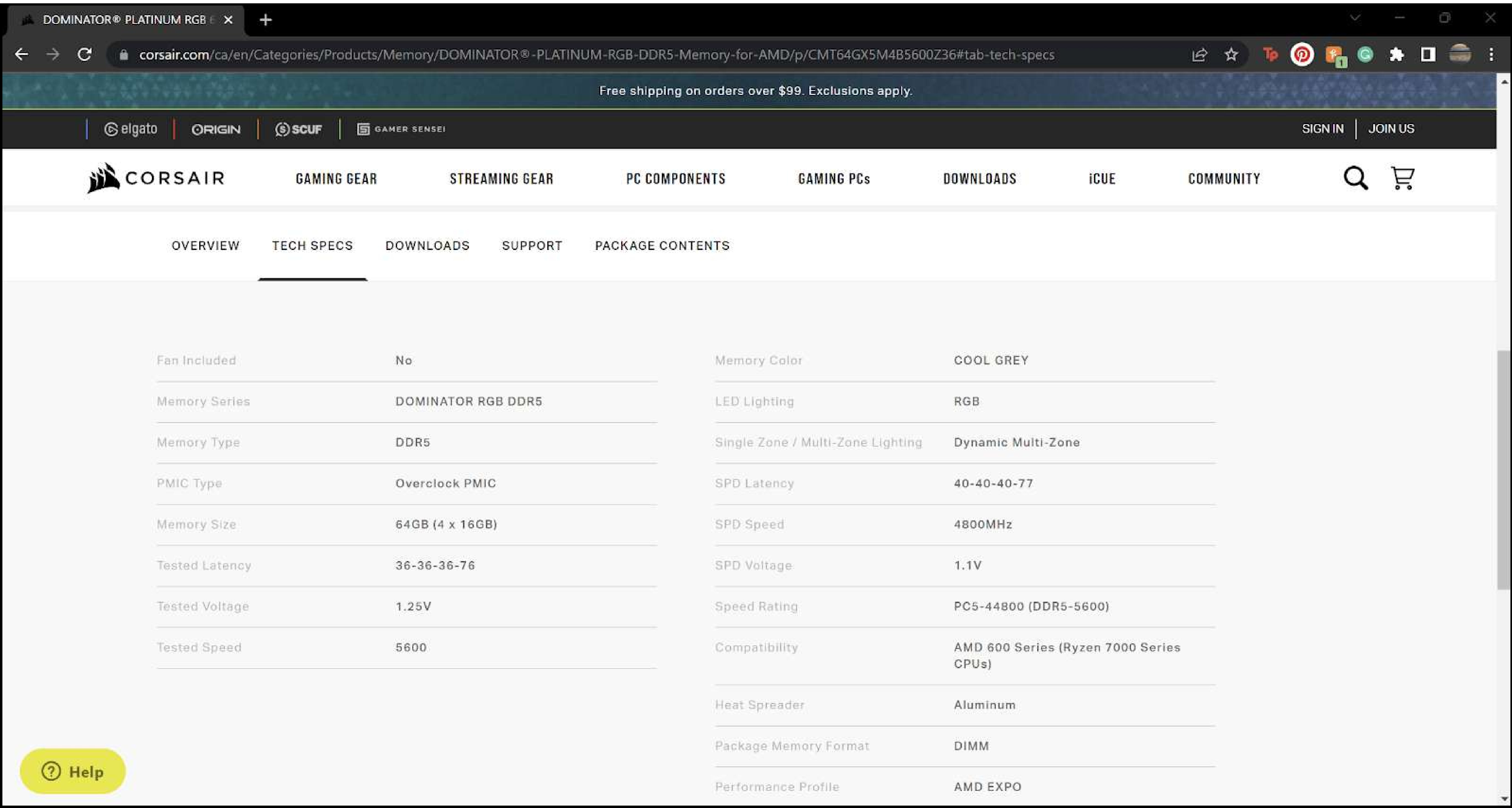
In the Find by Compatibility option, the user can search either by the system or motherboard specifications to narrow down their search.



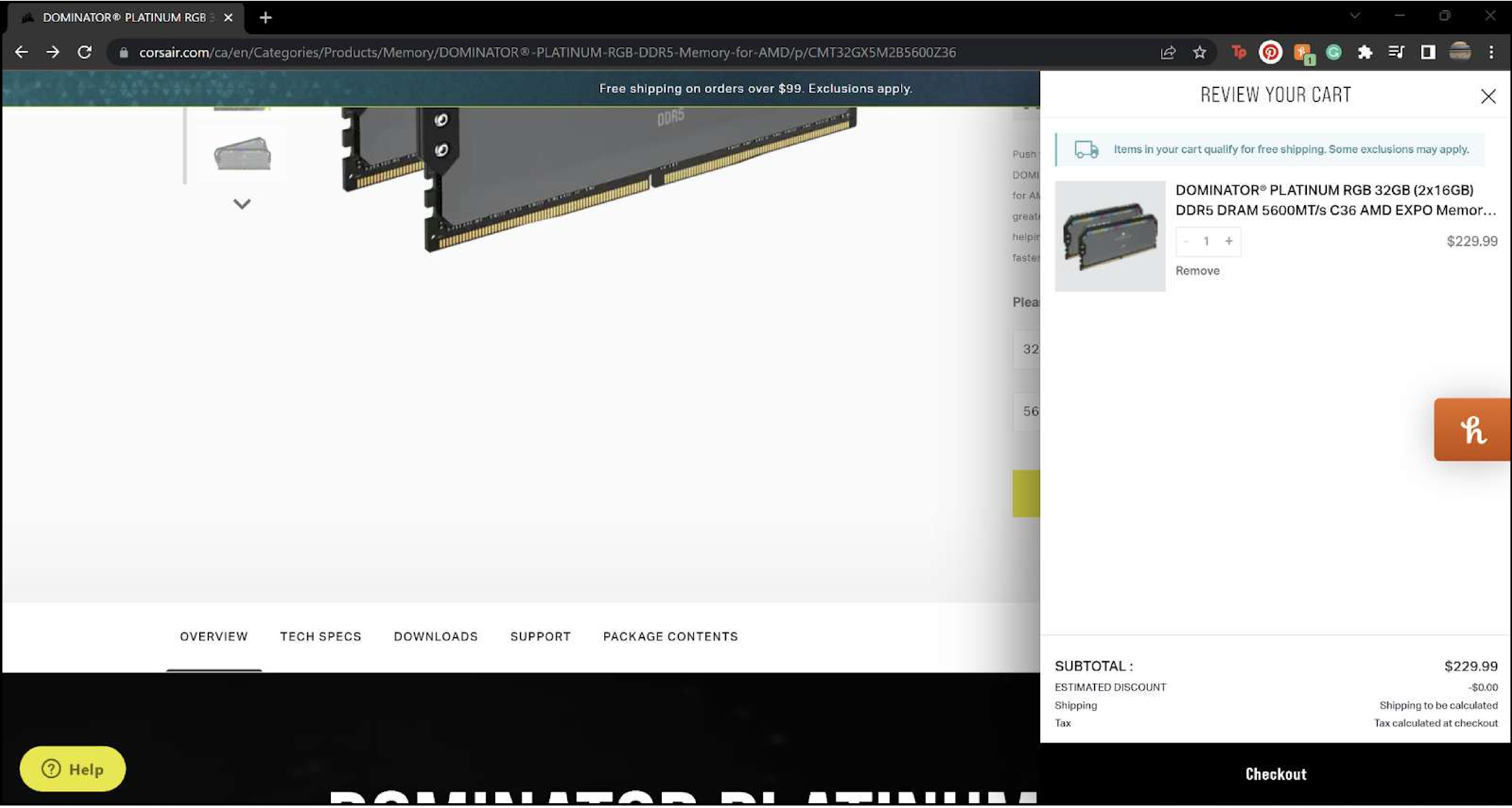
ITEM PAGE

On the Items page, users can see a preview photo of the product item, the title, and a short description of the product. It also shows the price and the shipping deals. If the user scrolls down more, they can find the customization and the button to add to the cart or find a retailer. Scroll down further, and the user will see the tabs to view an overview, specs, relevant downloads, support and package contents.



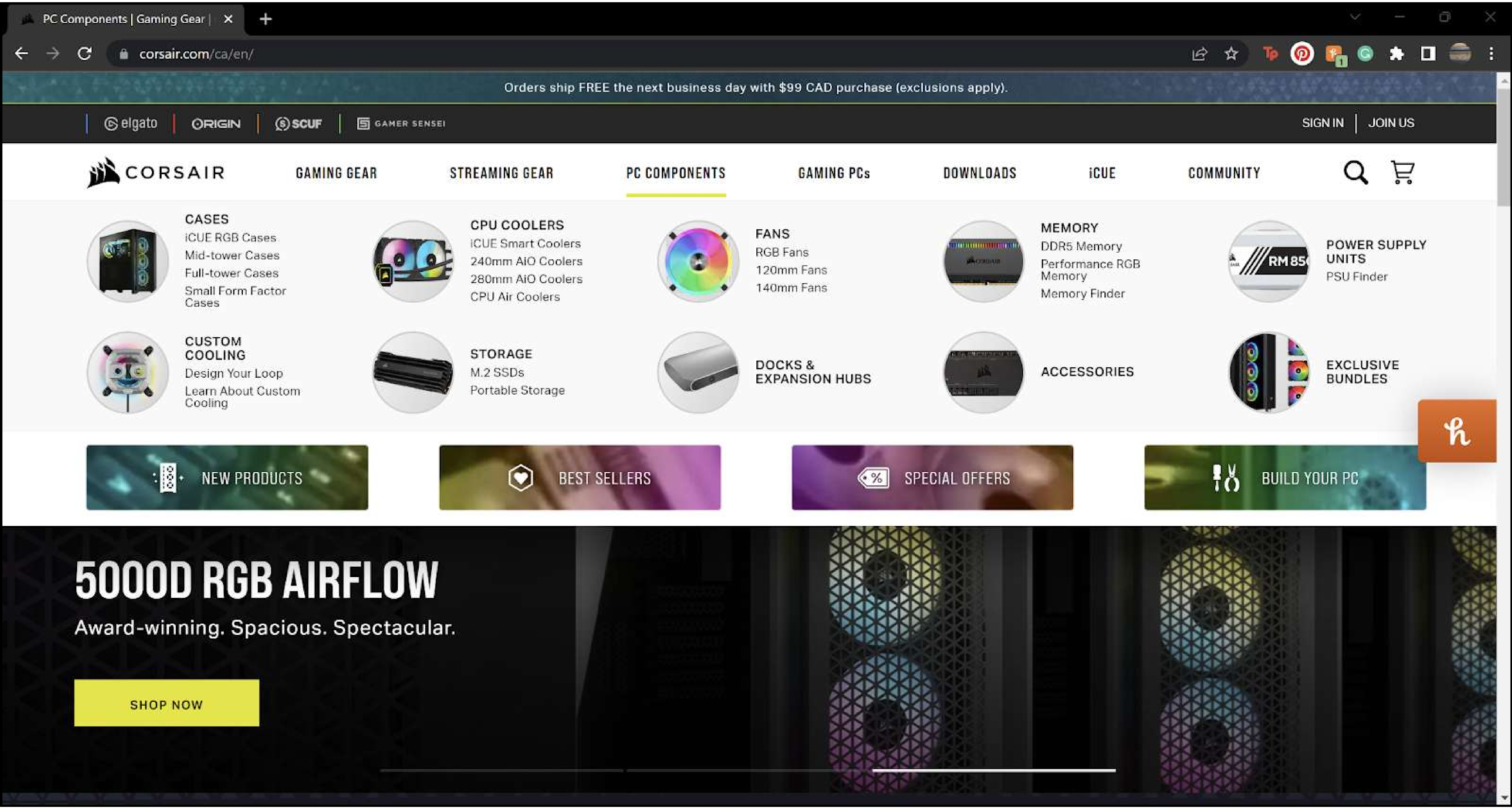


If the user clicks add to cart, a confirmation window will pop out from the right side (the side with the checkout cart) and show the user that their item has been successfully added. They can choose to checkout from there or continue shopping.

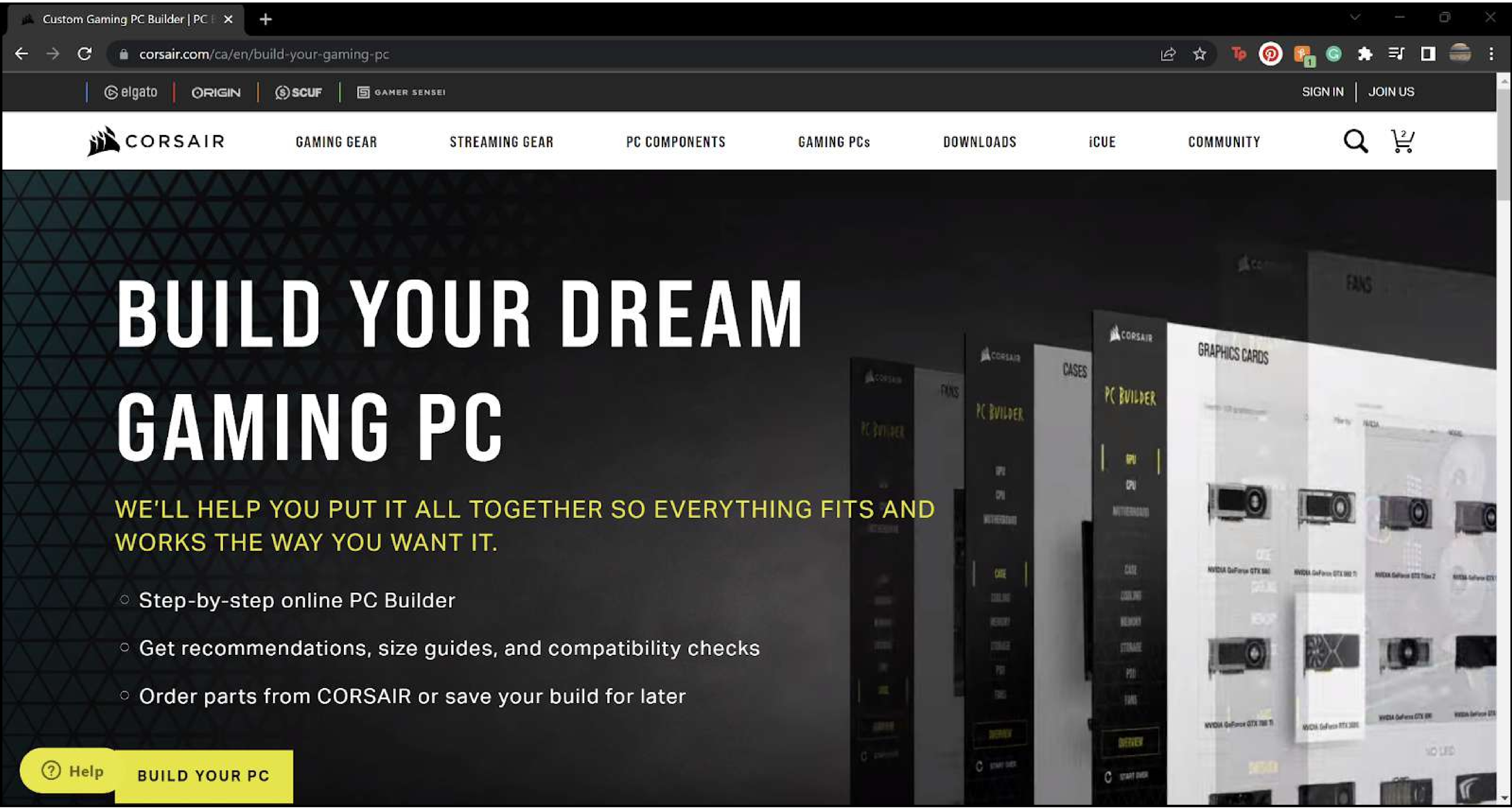


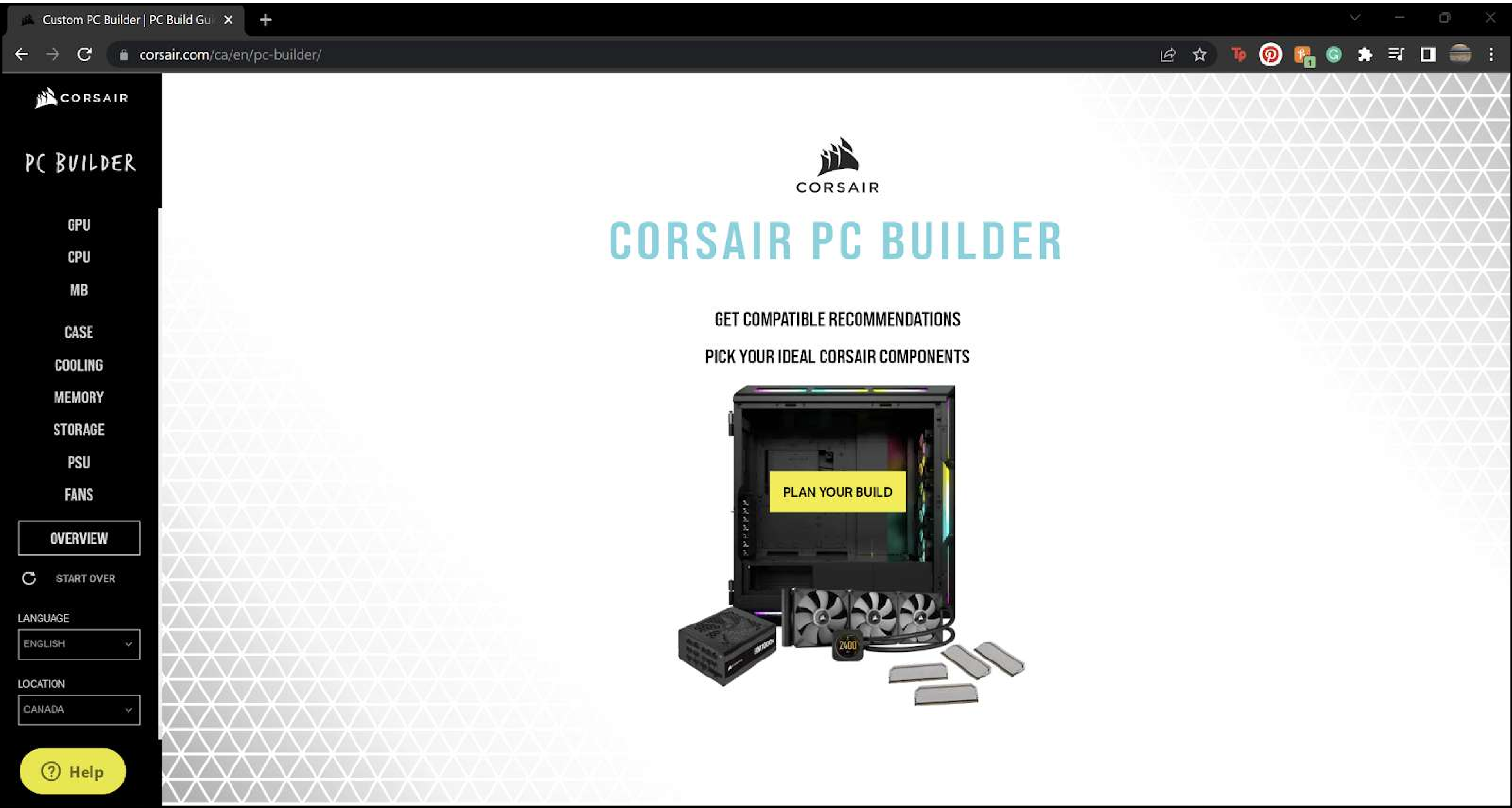
PC BUILDER

If you are not confident in PC building or want extra guidance, Corsair has a PC Builder option under PC Components that guides users step by step through the process.

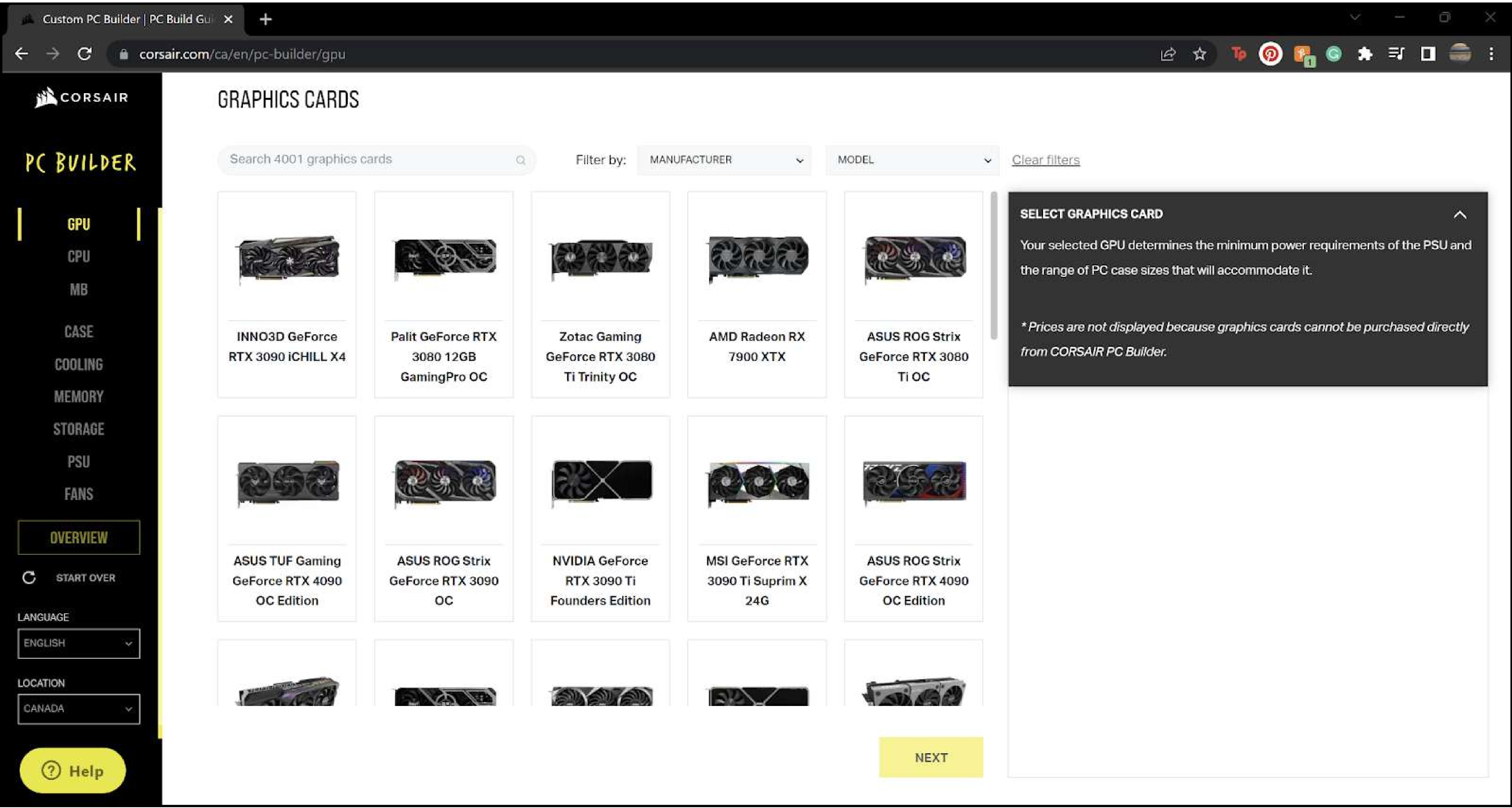


Once they click, they are brought to another page with some literature and helpful info on how to build a PC. The yellow Build Your PC button also leads them to the PC Builder page.

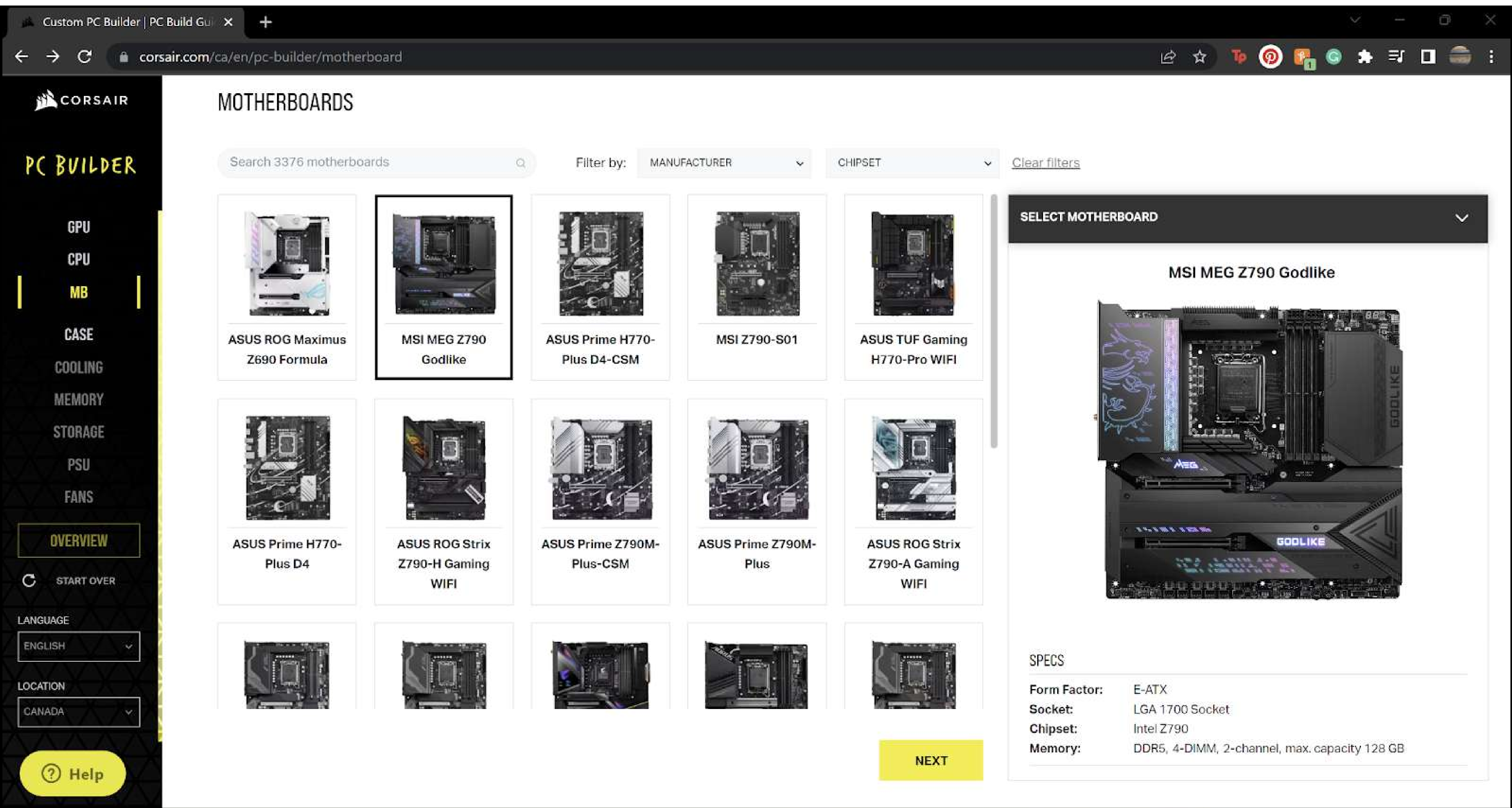




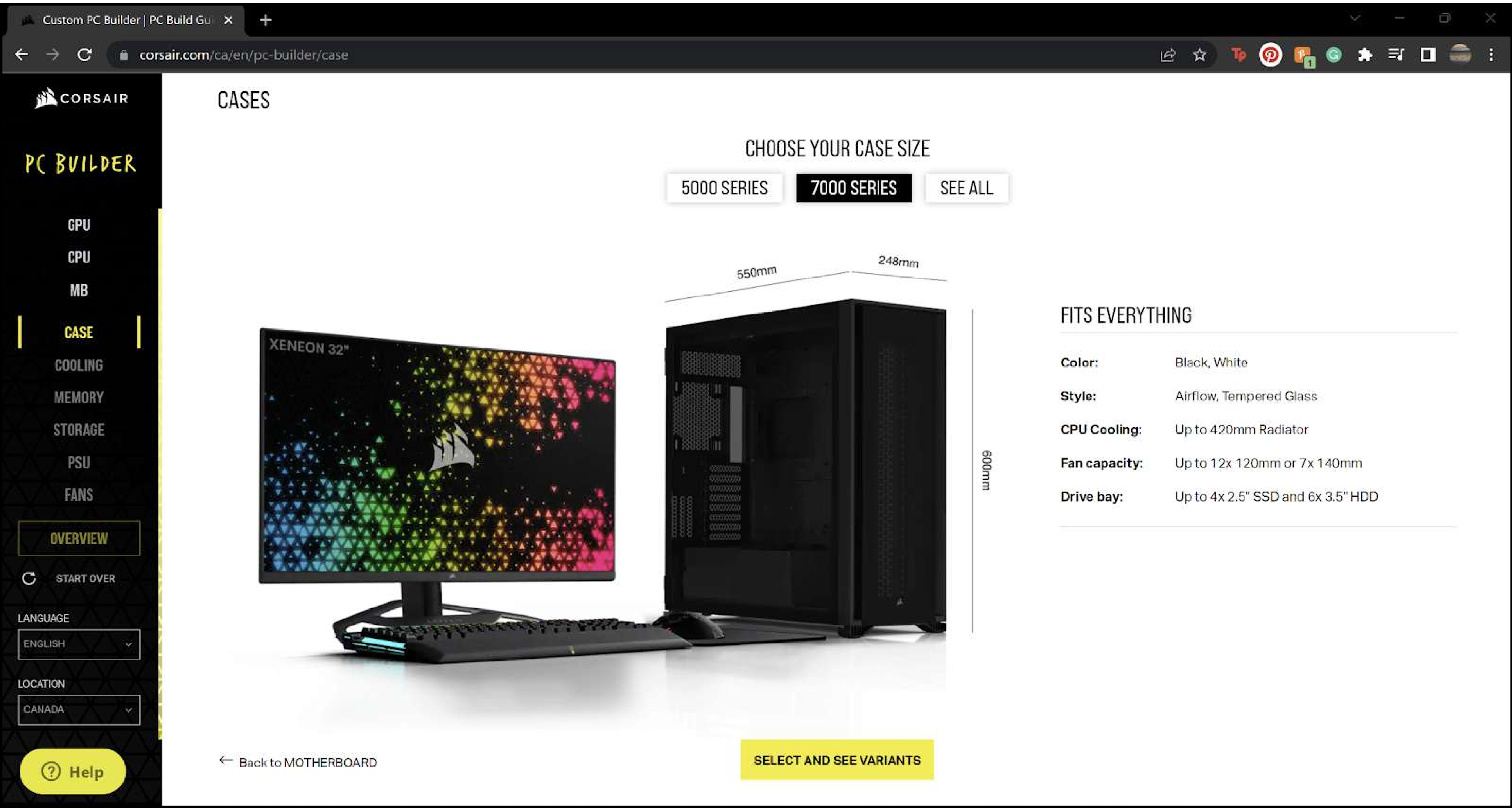
The PC Builder is laid out with a left-side menu bar that shows users where they are during the process. They can see upcoming tasks or components and highlight which component they are looking at currently. On the main portion of the page, the leftmost half holds all of the options for products similar to the search system, with a search bar up top and a set of filters; no sorting is found here. On the rightmost side is a tip toolbar for information about the component they are trying to pick.



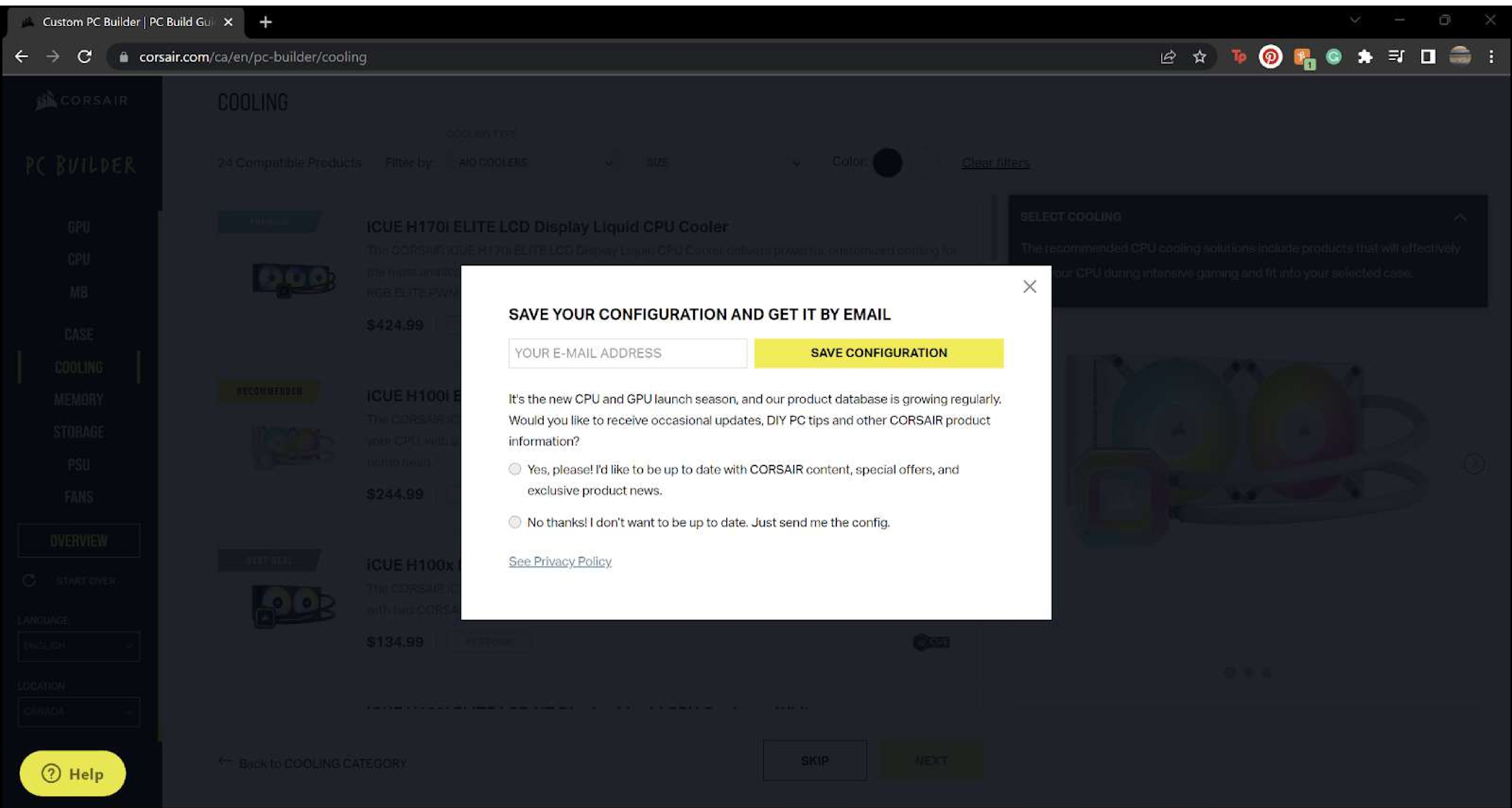
When a user clicks on a product, the tip box closes and is replaced by the product overview, listing specs, and a closer view of the item in question. The user can select next to confirm the choice.



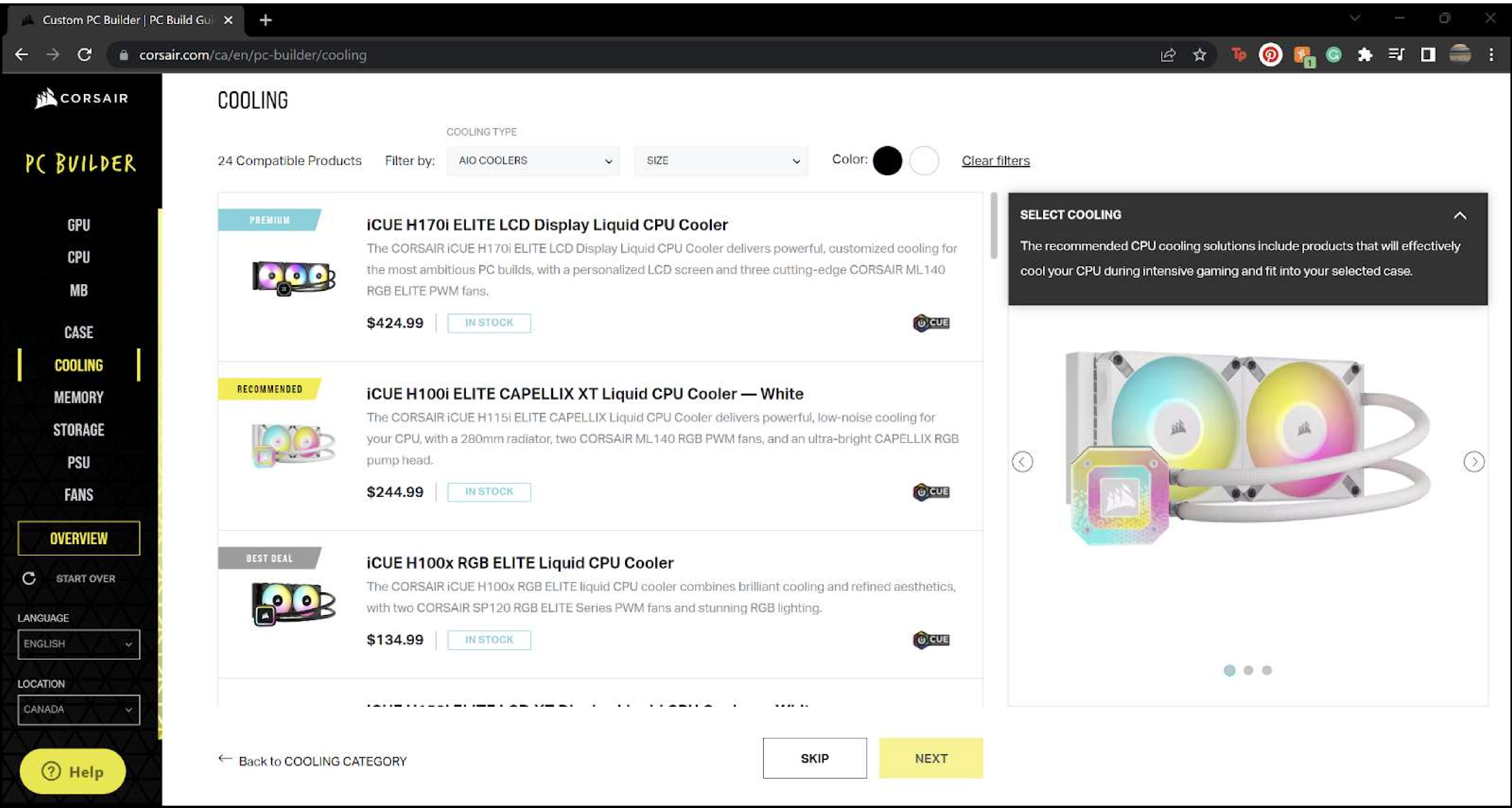
Visual-based items like cases or cooling fans are shown through diagrams that can change in time for users to see what they may look like beside a screen. Then, of course, there are also the specs, but they are offset to focus on the visuals before returning to the regular product displays.



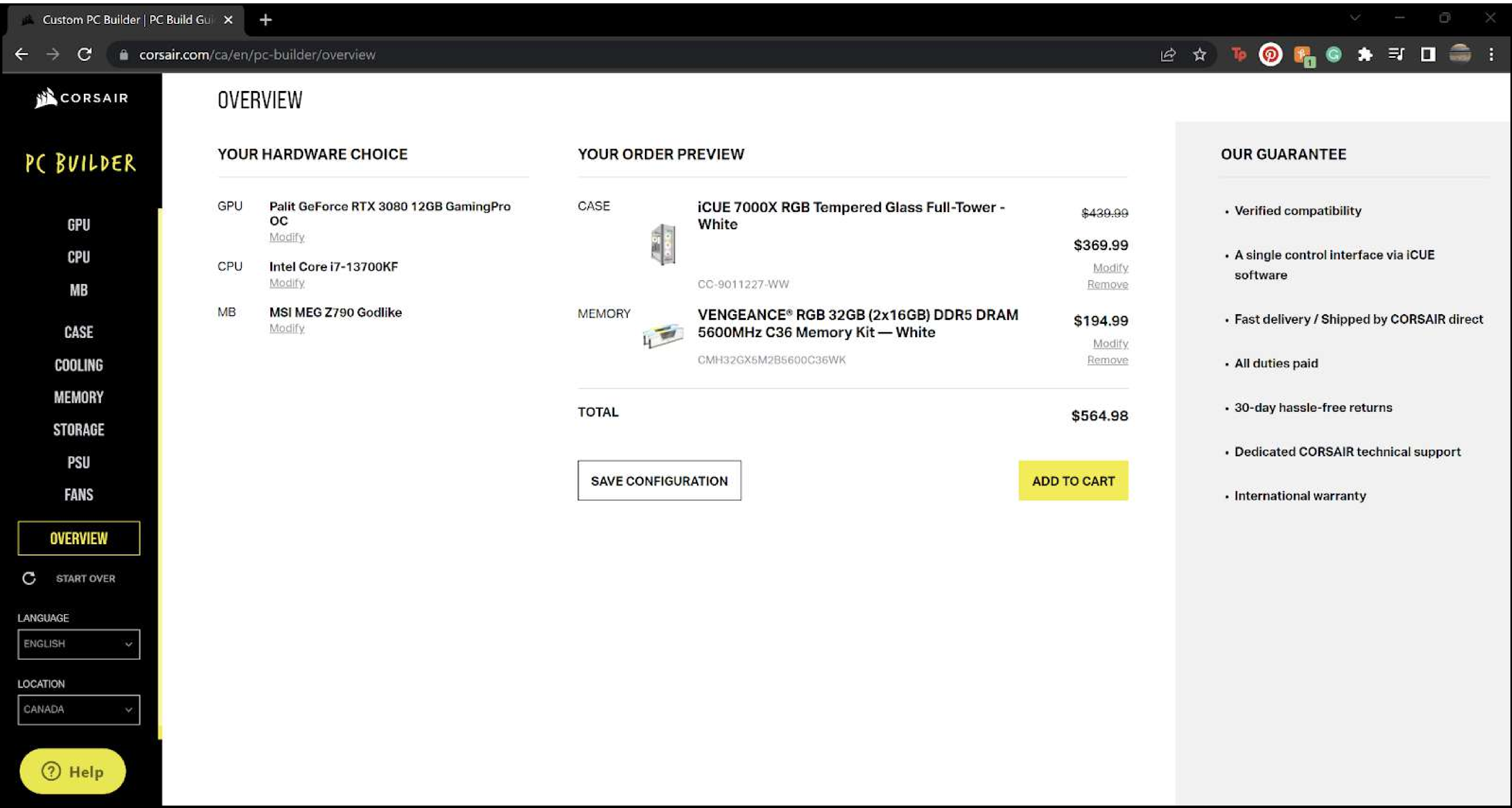
Mid-process, the user will receive a prompt to save their configuration via email to not lose their progress. This is an optional step.



Certain products show up with recommendations or premium tags to help further assist users with their choices if they are unsure of products. Users can see if the item is in stock and the price of these components (excluding GPU, CPU, or MB).

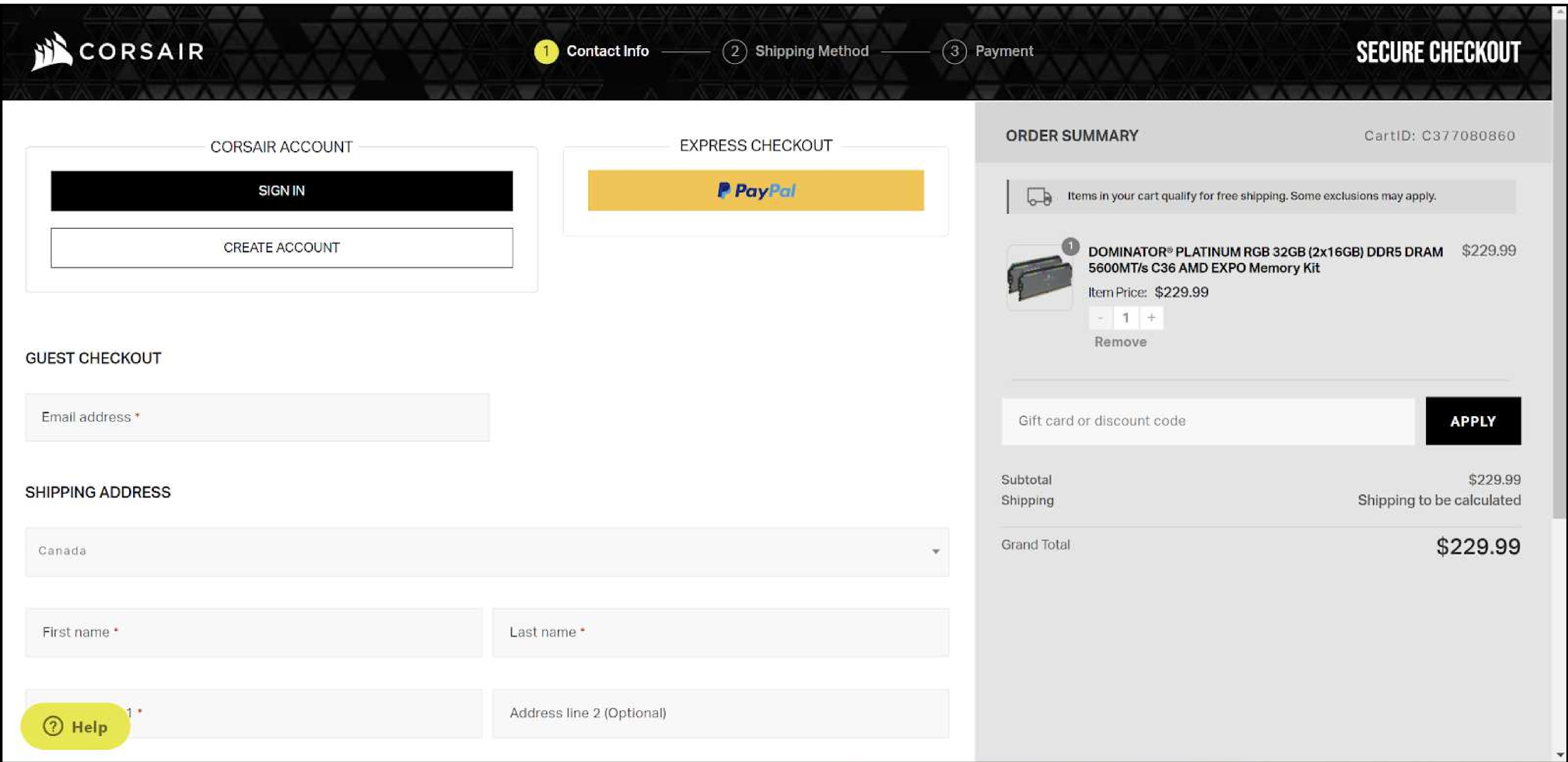


You can see an overview of your chosen items at the end of your purchase and add them directly to your cart. Each is labelled with its component type, a small thumbnail of the item and the prices. You also can modify or remove them at this point before you continue.



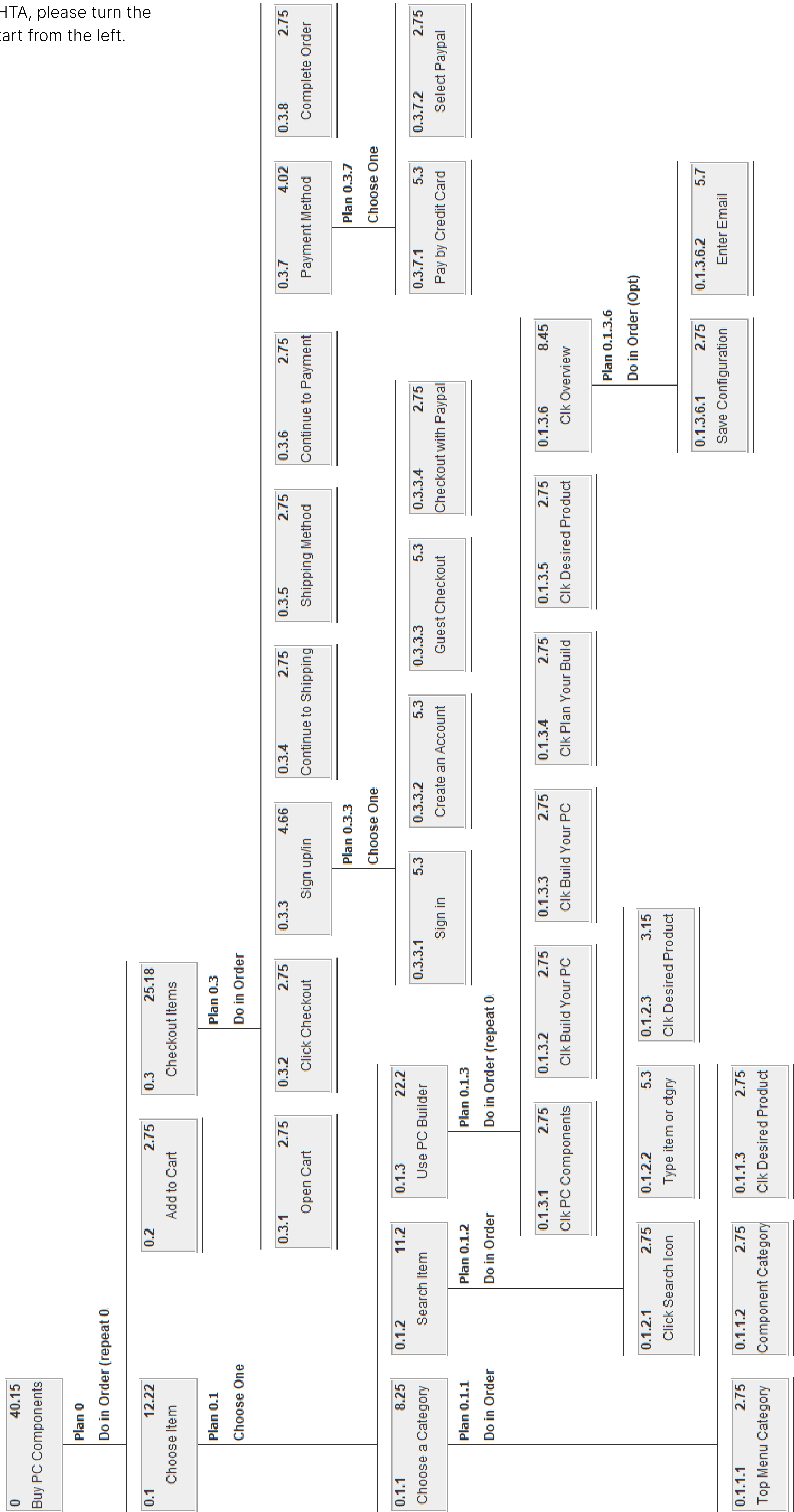
CHECKOUT PROCESS

At checkout, the user is directed step by step through the Checkout Process, starting with the contact info to payment. There are options to sign in, create an account, use PayPal, or simply use the guest checkout. They can also input any discount codes or gift cards on the right panel where the order confirmation is available.



03 / HTA & KLM

* To understand this HTA, please turn the page sideways and start from the left.



EXCELLENCIES

Corsair's website is great for beginners and novice PC builders, especially gamers. The site utilizes a lot of helpful tips and guidance through the Tip boxes in the PC Builder to an easy-to-find Help button at the bottom left-hand of the screen. In addition, much of the website's design uses step-by-step guidance to ground the mental model of what users must do on the website itself. For example, in the PC builder, the sidebar acts as an action plan for the user, leading them through each component they must choose and buy. It flows logically, starting with the hardware that defines the computer's specs and then to the additional customization, which will rely on said specs. Another example of this guidance is in the checkout, where each step is highlighted in yellow to indicate where in the checkout process the user is. The website is also extremely visual, with drop-down menus featuring clear images of each product type if a user doesn't know it by name. Even in the PC Builder, all products are visually displayed, with some items like cases being blown up to fill the screen so the user can see details change more precisely. Additionally, the product browsing options (category or compatibility) are very helpful for those users who are less knowledgeable about system compatibility. Finally, the cash-out system provides great feedback when adding to your cart as a pop-out bar displays the newly added item to tell the user that their action was successful.

DETRIMENTS

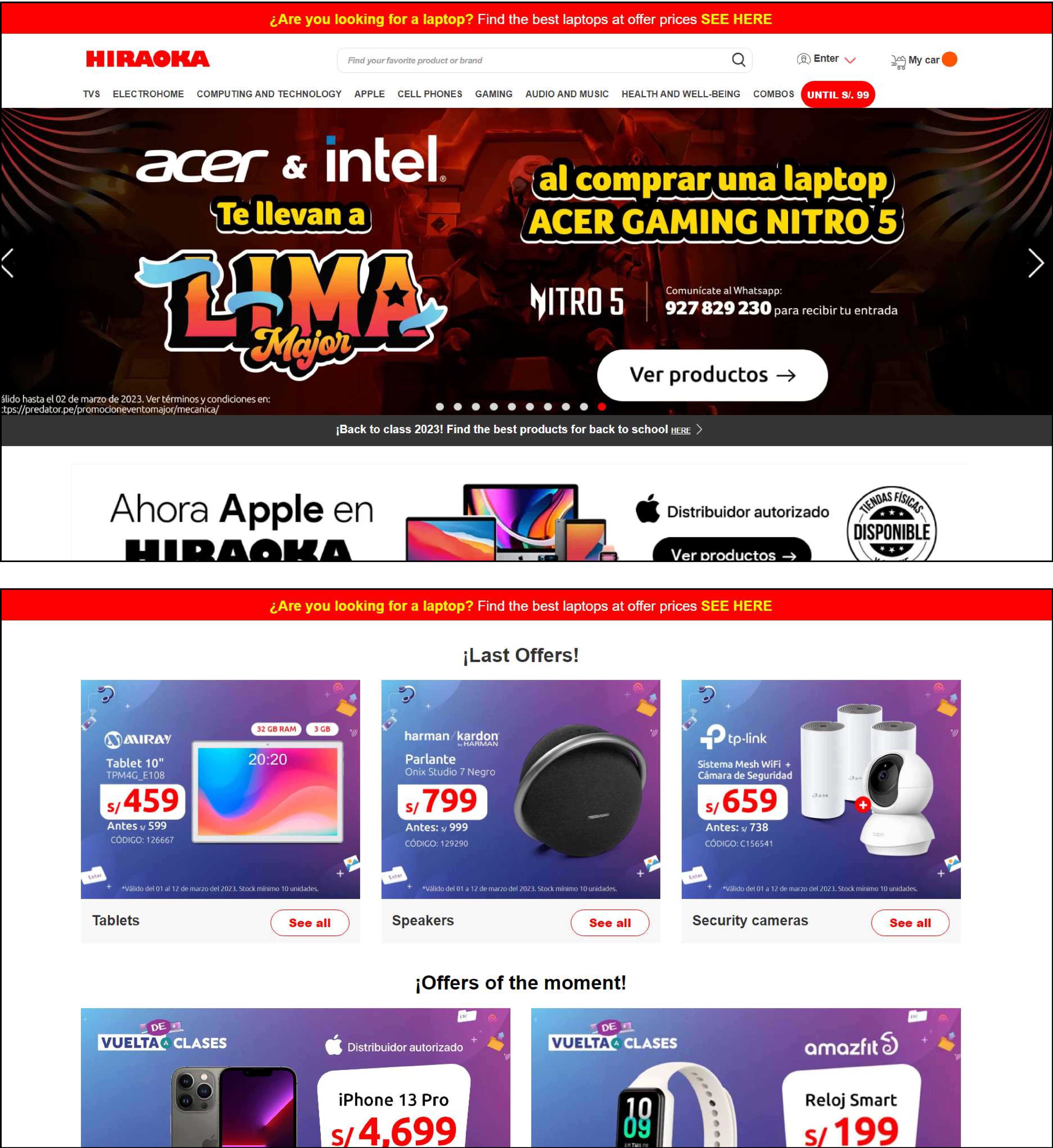
One of my main detriments to the Corsair website was the lack of cohesion. When users use the search system to find a product, the product browsing page they are brought to has minimal filters (only covering make and models rather than prices, specs, etc.), and there are no sorting options. However, when you search through the category system, the page you are brought to is filled with helpful filters, sorting and even a search-by-compatibility option. In addition, the way to add to a cart changes across the site with no clear, consistent signifiers. On the product searches and category listings, a small grey plus icon sits at the bottom of each product tile but does not add to the cart. To add an item, the user must go to the product page and scroll to find the add to cart button (which is sometimes not there if the product is out of stock). However, in the search by compatibility option, users can click a direct add-to-cart button instead of directly from the browsing page. This problem also arises in the PC Builder, as products are not clearly “added” when you select them. Currently, the process highlights a selected item, and then the user must click next, but with no feedback to ensure they selected properly, the system leaves the user confused and looking for confirmation. Additionally, the actual product page focuses heavily on the visuals for the product but hides away important things like specs, pricing, customization and more, requiring the user to scroll to find these things. There is also currently no way to compare products together. With specs being inconvenient to find and not immediately visible, the process can be much more tedious for users.

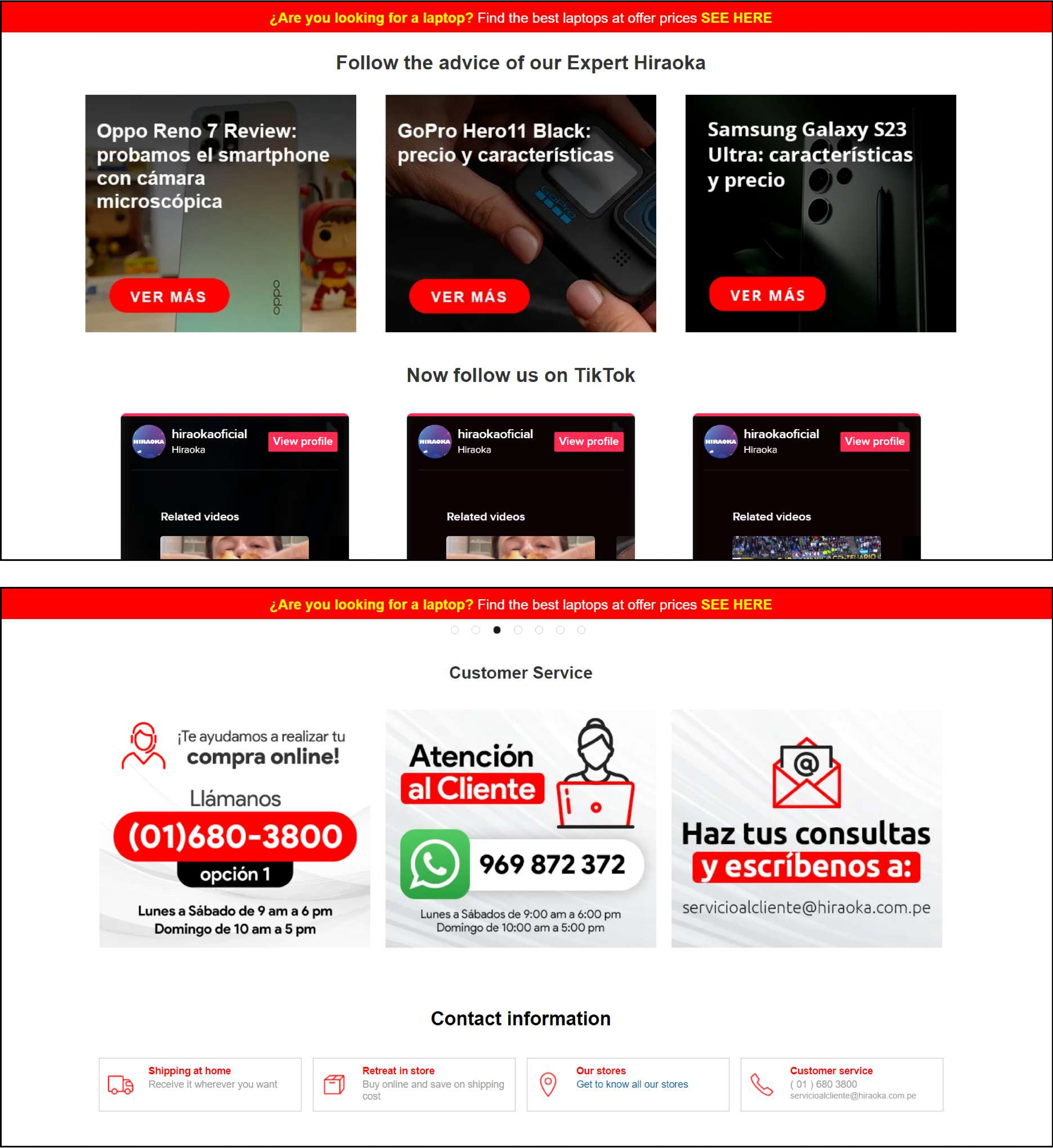
IMPROVEMENTS

To solve many of these detriments, we suggest that Corsair unify its interfaces by having a consistent product browsing page for both the searching and the direct category browsing. This way, the user does not need to relearn different models and can work off the same features (sorting, filters, adding to cart). We would also suggest making the price info more visible to users, including when things are out of stock. The PC builder in the fan section does an almost perfect job of this, save for the fact that you cannot click add to cart there. This way, users do not need to click a separate page to find this information, nor scroll down to figure out it is on the same page, just hidden lower. In the PC Builder, more feedback is needed. Similar to the confirmation feedback when adding to the cart, the PC Builder should have some sort of visual confirmation, either a colour difference on the left guidance menu to signify a selection had been made (especially since steps can be skipped for optional products) or a side “checkout window” to see which items were selected.

HOME PAGE

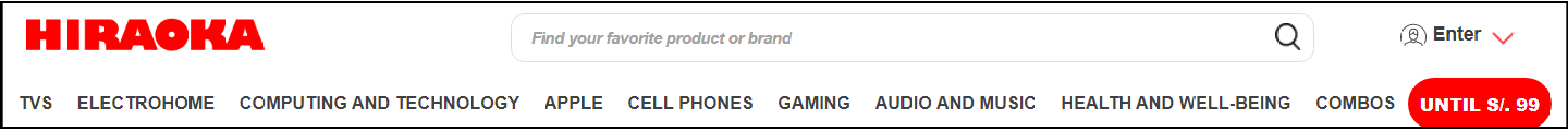
Hiraoka's home page (translated from Spanish) features a carousel banner that promotes sales and discounts based on certain promotional periods (ex. back to school, holiday shopping). As a certified distributor of Apple products, Hiraoka has an entire section underneath the main banner to direct interested users to the respective page. Benefits of shopping on the website, current offers/deals, expert reviews from Hiraoka specialists and information on customer service are directly placed on the home page for easy access.



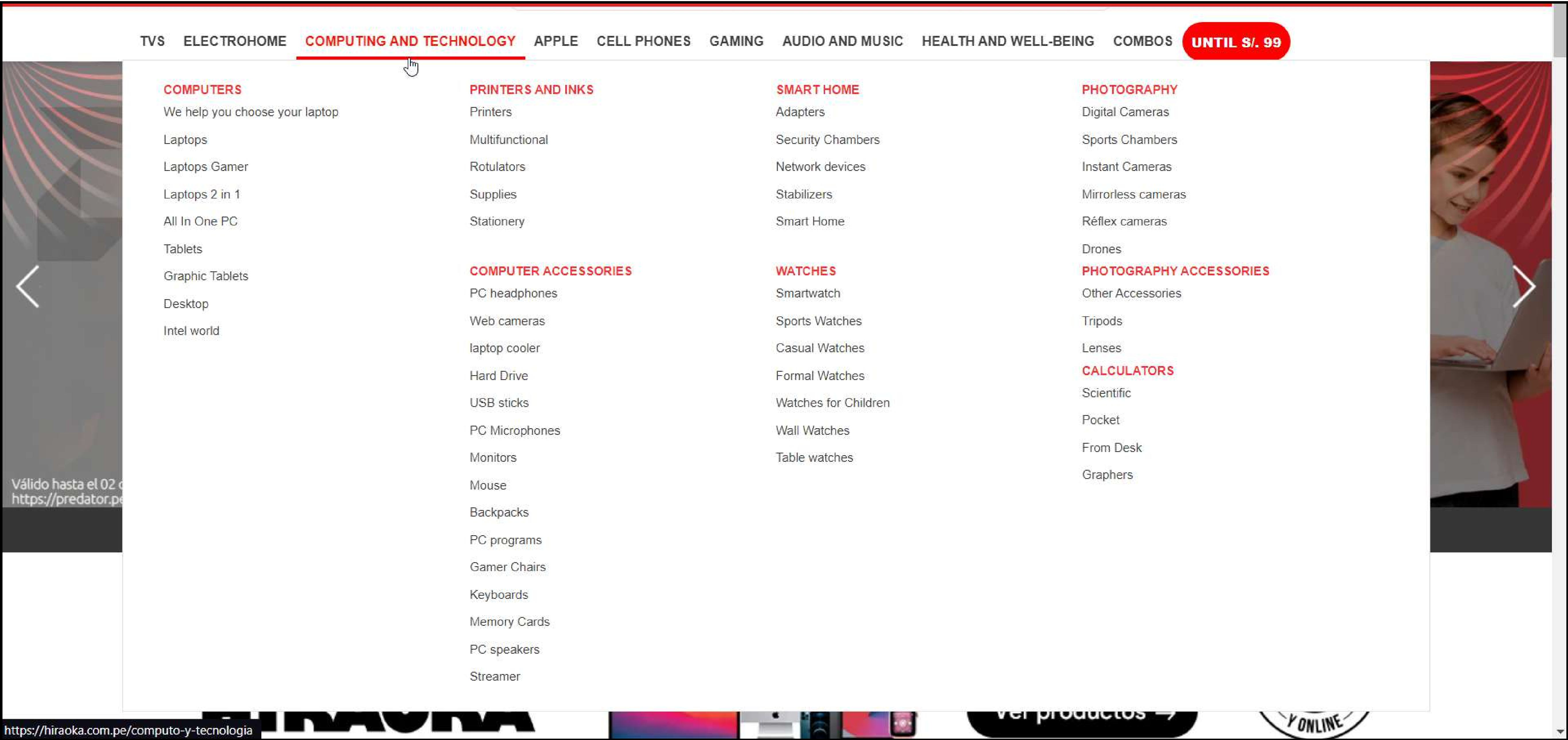


NAVIGATION

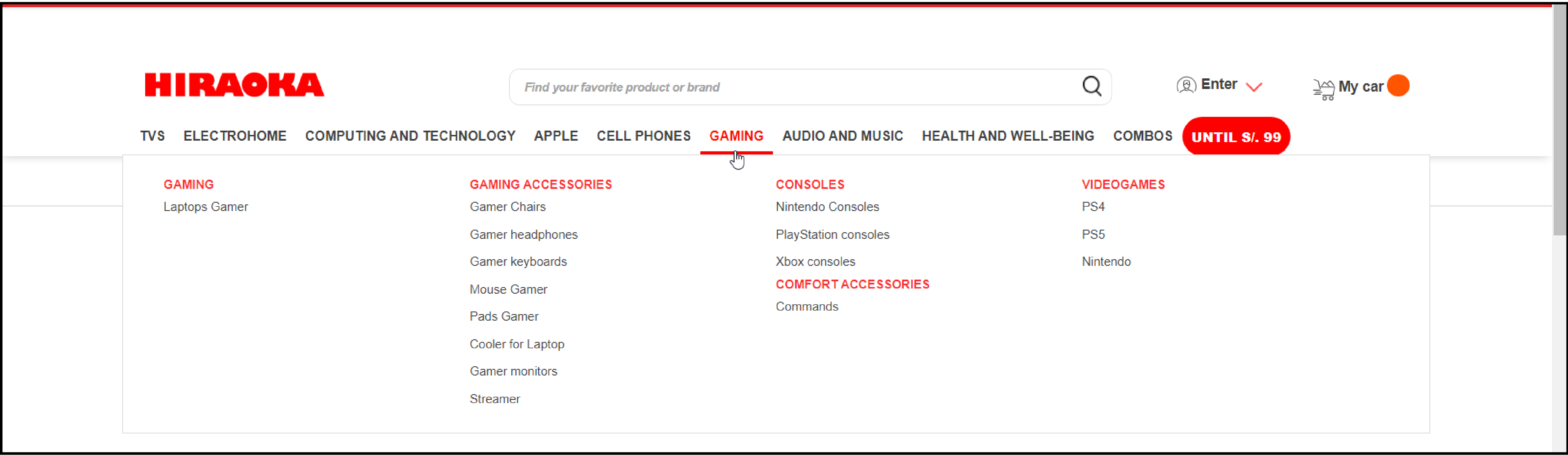
On the Items page, users can see a preview photo of the product item, the title, and a short description of the product. It also shows the price and the shipping deals. If the user scrolls down more, they can find the customization and the button to add to the cart or find a retailer. Scroll down further, and the user will see the tabs to view an overview, specs, relevant downloads, support and package contents.



Within the **Computing and Technology** tab, users can choose to browse for laptops, gaming laptops, all-in-one PCs and desktops. Although desktops have their own individual section, the only available options are Apple's iMacs - likely due to the emphasis Hiraoka places on being a certified Apple product distributor. **Computer Accessories** is where computer components and accessories are located.



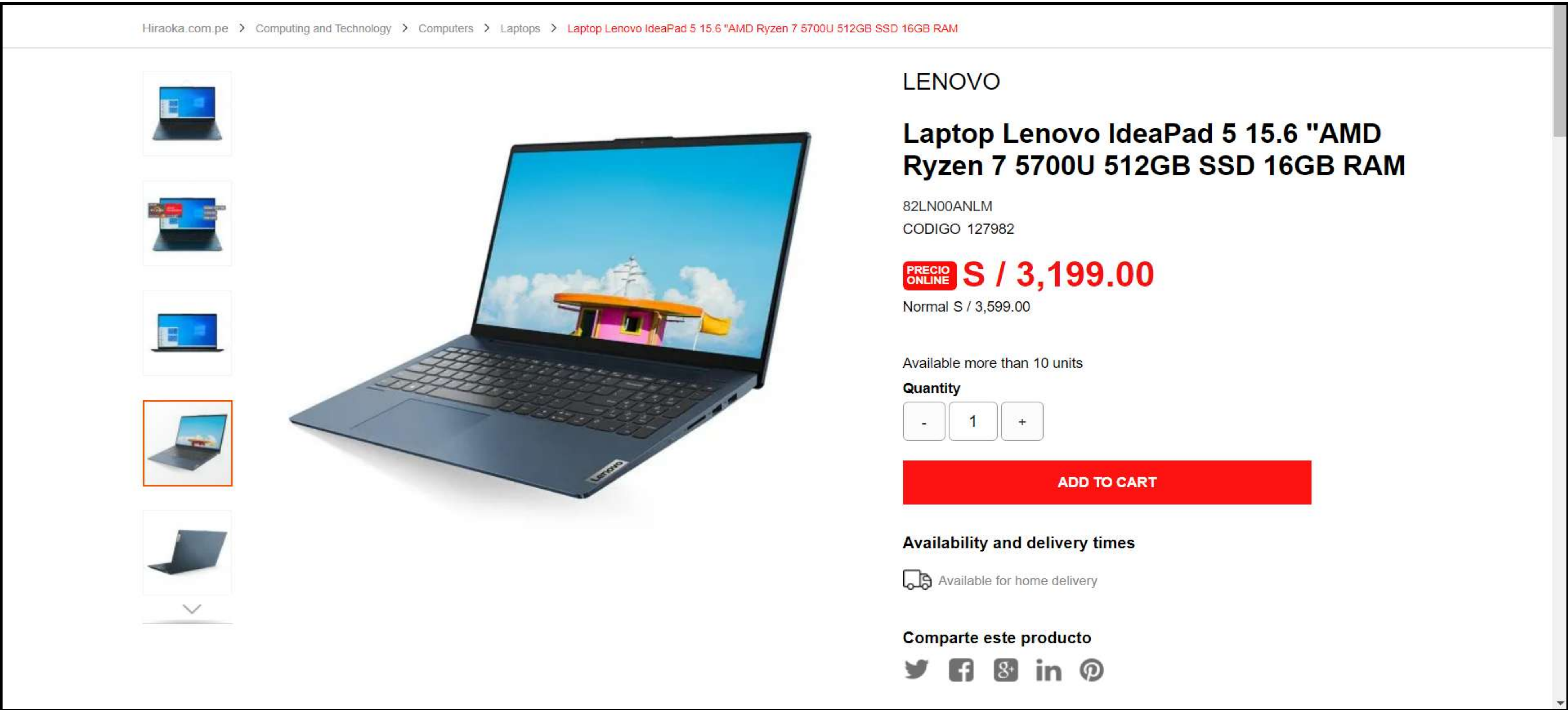
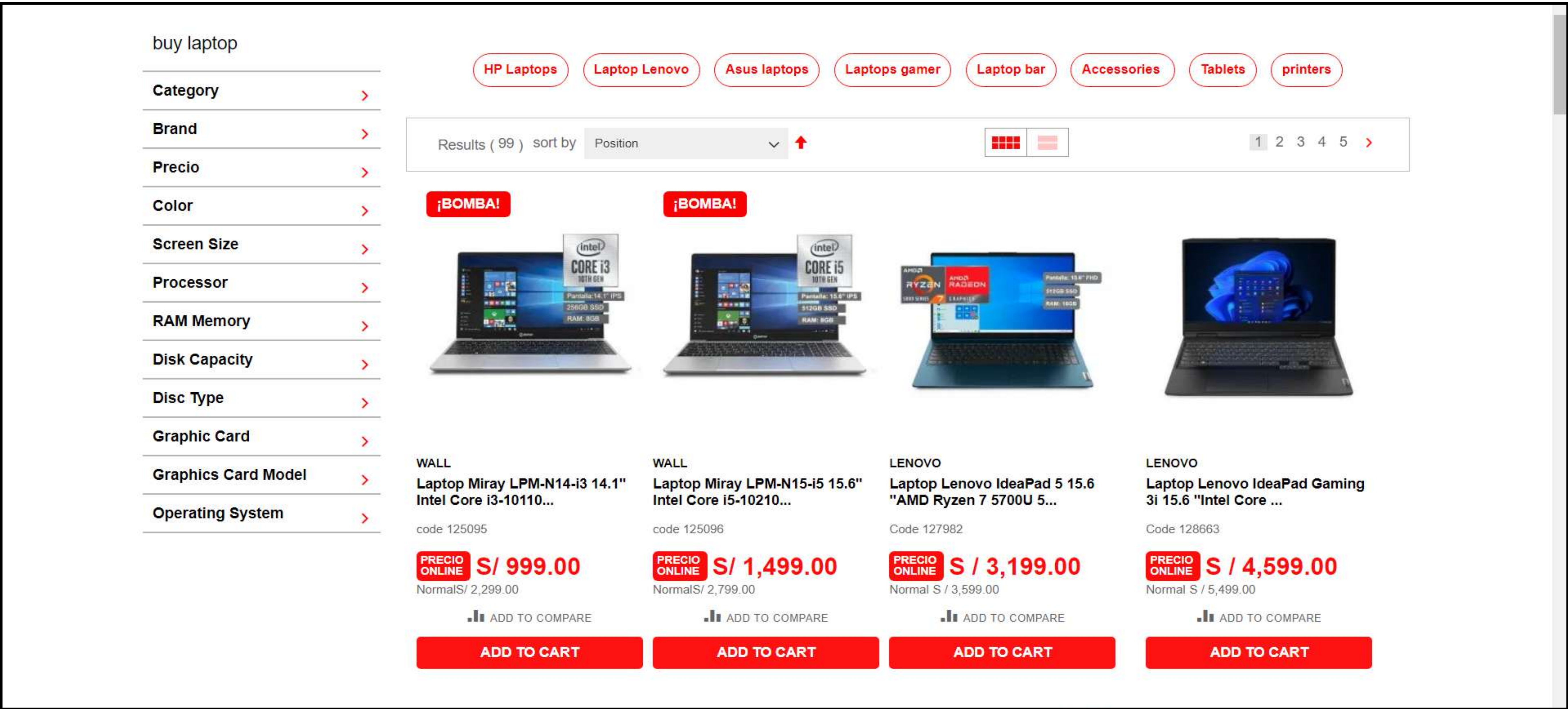
The **Gaming** tab contains gaming laptops, in addition to gaming accessories such as keyboards, headphones, monitors, mice and cooling devices for laptops.



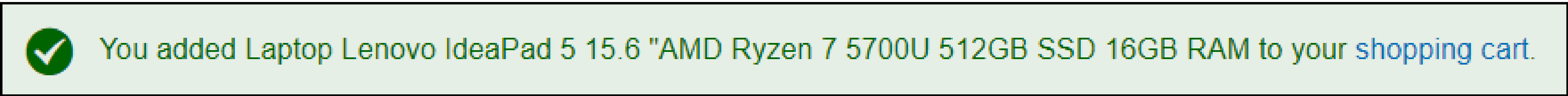
Unlike other websites we analyzed, we noticed that there is no option for gaming PCs. The search function also returns no relevant results for keywords such as "gaming desktop" or "PC for gaming." This means that users are required to either choose a laptop with gaming capabilities, build their own/order parts online, or go to other Peruvian tech sites such as Compu Palace.

ITEM RESULTS

Users can sort through item results using the filters on the left sidebar to find their ideal product. The thumbnails for each item contain an image, item code, price information, a comparison option and a button to add to the cart.



Once the user has added an item to their cart, a green notification will appear above the product to signify success.



PAYMENT PROCESS

Hiraoka offers the option for users to log in to an existing account or create a new account when it comes time to pay for the items in their cart.

New customers

Creating an account has many benefits:

- Make purchases quickly and safely.
- Access the best offers and promotions.
- Have the best service and the guarantee that characterizes us.


CREAT YOUR ACCOUNT

registered customers

Email address *

Password *

☐ No soy un robot


reCAPTCHA
Privacidad - Términos

GET INTO

DID YOU FORGET YOUR
PASSWORD?

To create a new account, users must fill out a form containing personal information before being able to select a shipping/delivery method and payment method.

Create new customer account


Personal information

Name *

Paternal surname *

Date of birth *

dd / mm / yyyy



Document Type *

Document number *

Cellular *

(51)

Please verify the correct entry of your ID. This will facilitate delivery of your order, changes use of guarantees and technical service

With your correct cell number we can contact you to delivery of your order

Login information


Email *

Your email will be used as your user

Password *

Password strength: No password

☐ No soy un robot


reCAPTCHA
Privacidad - Términos

* Campos obligatorios

☐ I accept the use of my information to additional purposes, I want to receive the best promotional offers.

☐ I have read and accept the Terms and Conditions , Personal data protection policies *

Create your account

¿Are you already registered? Access here

HIRAOKA

Sign up at hiraoka.com.pe to:

- Make purchases quickly and safely.
- Access the best offers and promotions.
- Have the best customer service and the guarantee that characterizes us.

Like Canada Computers, Hiraoka allows users select whether to deliver the selected product(s) directly to their home or pick-up from a store location nearby.

ShippingPayment methodData ConfirmationPaymentOrder Received

Shipping address

one. How do you want us to send your products

Home office

You choose the date

Retreat in store

Your order in 2 days

* Retirement in store is free.

2. Where do you want to receive your product

Name *

Joquin

Paternal surname *

De Losada

Maternal last name

Eg: Doe

Department *

Lima

Province *

Please select a province

District *

Please select a district

Via

Avenue

Road Name and Number *

Eg: My Address 1234

Housing

Department / Interior Number

Dept / Interior

Address name *

Ej: Casa Mama

Zone

Select the area

Zone Name

Zone / Apple / Lot

Contact number *

* Please check that the data placed here is correct to better locate you

* You can name each address you register to locate it more easily by clicking on it

Order summary

Shopping cart

S / 7,195.00

subtotal

Shipping

Not yet calculated

Total Order

S / 7,214.00

Laptop Miray LPM-N14-i3 14.1 "Intel Core i3-10110U 256GB SSD 8GB RAM Silver

Quantity: 4

S / 3,996.00

Home office

You choose the date

Retreat in store

Your order in 2 days

You can withdraw your order after 2 days of placing it.

We will be confirming you to your email when the order is ready for withdrawal.

* Retirement in store is free.

2. Where do you want to receive your products

Choose the store of your preference

Miraflores

Hours subject to branch availability

Name: Miraflores

District: Miraflores

Department: Lima

Address: Av. Petit Thouars 5273, Miraflores, Lima.

Province: Lima

Phone: 2136800

Hours from Monday to Friday: from 10:00 a.m. at 8:00 p.m.

Saturday hours: from 10:00 a.m. at 8:00 p.m.

Sunday hours: from 10:00 a.m. at 7:00 p.m.

Total Order

S / 7,214.00

Laptop Miray LPM-N14-i3 14.1 "Intel Core i3-10110U 256GB SSD 8GB RAM Silver

Quantity: 4

S / 3,996.00


44

HELPER QUESTIONNAIRE


For users who need help selecting a product or don't understand tech specifications, they can complete the website's helper questionnaire. Fundamental questions about the product's usage are asked, which provide a list of results that match the user's answers/preferences. Explanations are given for each product as to why it suits the user's needs. There is also an information icon embedded to display additional information should the user need clarification on what each answer is meant to represent.

I would love to find the perfect Windows computer for


please choose one



Personal use




School




Job

What use will you mainly give your computer?


Choose as many as you want




Watch videos




Playing video games




To enter Chats and Social Networks



For surfing the Internet and online shopping




for creative tasks




For productive tasks

What kind of games do you prefer to play?


please choose one



MOBA or MMORPG online games such as League of Legends or World of Warcraft




Arcade and action games that are not played online




Strategy games or Puzzles

What best describes your gaming needs?


please choose one



High Specs: GPU and 4k display for 40+ FPS



Medium Specs: Decent GPU and FPS



I don't want to pay for a dedicated GPU.

How much do you expect to spend on your new device? (Price in PEN)

Your selection:


1000 S/- 51000 S/

1000 S/


51000 S/

Would you like any of these features?


please choose one



2-in-1



Touch screen




Portability

Based on the answers selected by the user, Hiraoka will make a product recommendation and provide additional options if the recommended one is not suitable for the user’s needs.

← BACK

Our main recommendation for you:



Laptop Gamer Acer AN515-57-57US 15.6" Intel Core i5 11400H 512GB SSD 8GB RAM GTX 1650

S/ 2,999.00

Attributes according to your requirements:

+ Ideal for personal use


+ great for playing

+ Category: Main Product

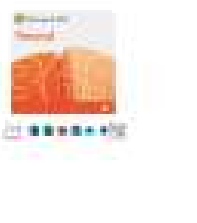
MORE ATTRIBUTES

COMPARE


Unleash the power of your W11 device:



Microsoft 365 Family (ESD) - 15 months
S/ 349.00
[Eliminate](#)




Microsoft 365 Personal (ESD) 2021 - 12 meses
S/ 209.00
[add to cart](#)




Microsoft Office Home and Business (ESD) 2021
S/ 999.00
[add to cart](#)

Summary:



Laptop Gamer Acer AN515-57-57US 15.6" Intel Core i5 11400H 512GB SSD 8GB RAM GTX 1650
S/ 2,999.00



Microsoft 365 Family (ESD) - 15 months
[Eliminate](#)
S/ 349.00

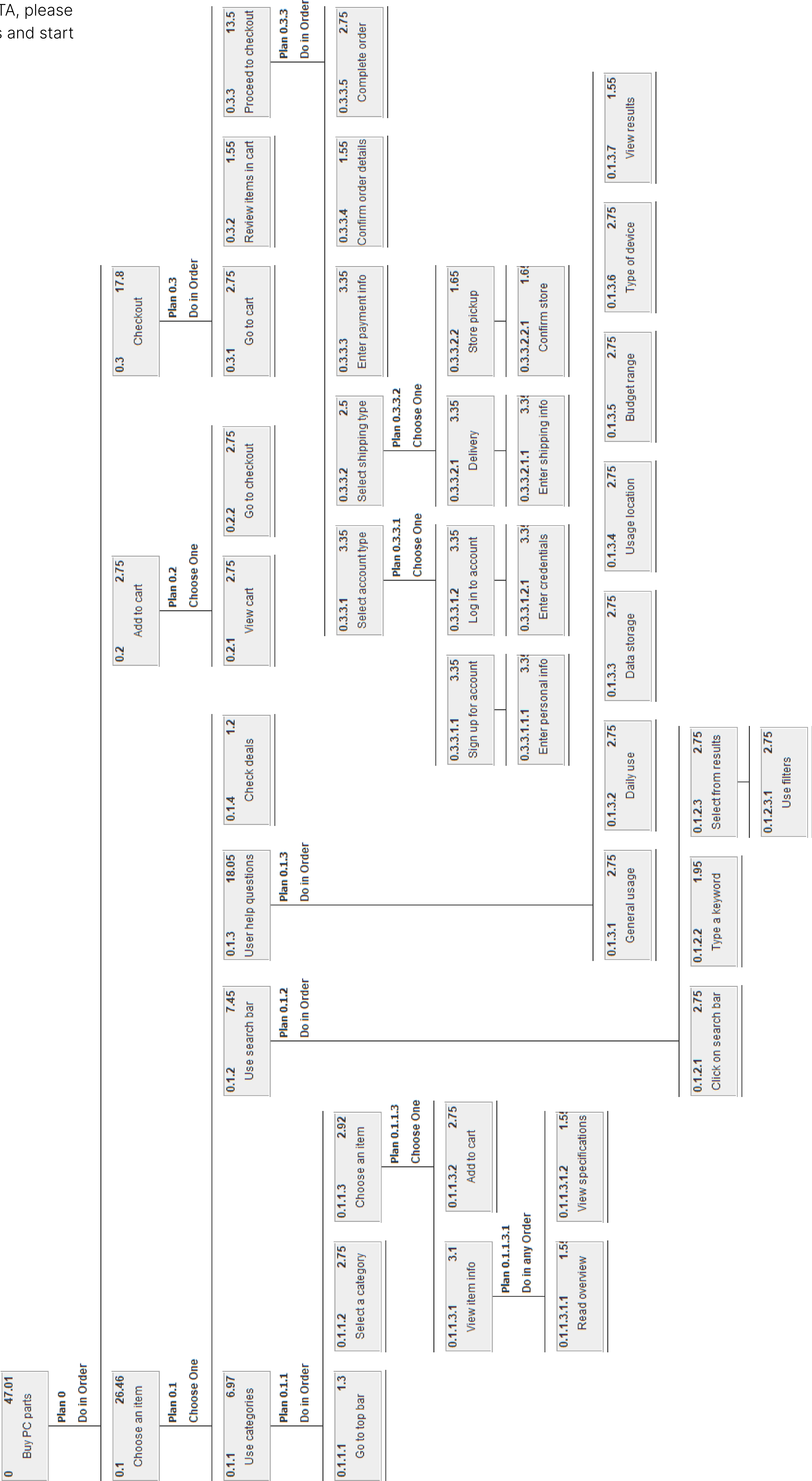
Total cost:

S/ 3,348

[go to product](#)

46

* To understand this HTA, please turn the page sideways and start from the left.



The final website we chose to analyze is a Peruvian website store called Hiraoka. The website is part of a medium size retail company in Peru known to sell tech gadgets to people who might want them. They are the Peruvian equivalent of Best Buy in Canada or the US but only operate in a few places in Peru.

POSITIVES

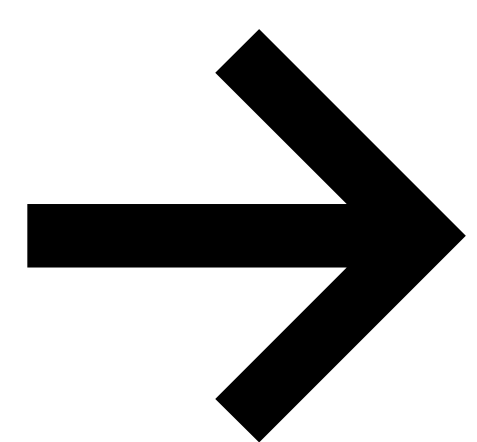
When buying a new laptop, most users should have a relatively easy time doing so. For starters, if the user isn't experienced in the best laptop specs, they can complete an easy, straightforward guide under the "Computers" subsection of the main computing and technology navigation dropdown called "We help you choose your laptop." The guide will ask the user basic questions about what they'll use the laptops for. Once the user answers the questions, the user would be taken to a list of laptops that the website would be a good fit for the user based on their answers, with bullet points next to each one with explanations on why it fits the user's answers. On the other hand, if a more experienced user decides to use the website to buy a new laptop, they can easily customize the different laptop parts on the left-hand side of the screen. This allows people with more experience to easily weed out laptops that don't fit their requirements so they can look at a smaller pool later.

Another part of the website that is quite useful is the fact that all of the laptop categories are split into subcategories like; 2-in-1, Gaming, Apple, etc. So if a user is already interested in buying a general-use laptop or an apple product, they can go to the related subpage and start their search. If the user already knows what type of laptop they want to use then this variety of categories allows them to reduce the number of products they need to filter through either for themselves or when using the filter options on the left-hand side.

IMPROVEMENTS

Even though there are a few good things that the website does, there are some more concerning problems for the more experienced people or people that want to buy PCs instead of laptops. This is because there are no options to buy PC parts on the website, while all of the prebuilt PC tabs currently do not have any options appearing on the site. This means users either need to buy a laptop that doesn't have the customizability of a PC or would go to amazon or similar websites to find what they want. This can be annoying for the more experienced users, meaning they must go to smaller store vendors that might have different high standards than a company like Hiraoka. At the same time, an inexperienced user trying to buy a new computer would be required to go to other websites or smaller single-store vendors that, depending on their integrity, might attempt to scam the user. This is something that I had heard sometimes happens from a couple of friends who had this happen to them when they wanted to buy new things.

49 — SURVEY & RESULTS



Our user survey was created with the intention of gathering information on two main topics: users' perspectives on online shopping and their experiences with shopping for PC parts. Consisting of 16 questions, we gathered 33 responses and were able to identify key trends that helped shape the goals of our personas.

SECTION 1: Respondent Information

1. Let's start off with a fake name - what do you want us to call you? Please keep it appropriate!
2. How old are you?
 - ☐ Under 18
 - ☐ 18-23
 - ☐ 24-30
 - ☐ 31-40
 - ☐ Over 40
3. What is your gender?
 - ☐ Male
 - ☐ Female
 - ☐ Non-binary
4. What is your occupation?

SECTION 2: Shopping Habits

1. On a scale of 1-10, how would you rate your technological skills?
2. How often do you shop online for electronics?
 - ☐ Very often
 - ☐ Every 2-4 months
 - ☐ 1-2 times a year
 - ☐ Very rarely
 - ☐ Never
3. When you shop online for electronics, what is important to you? Check all that apply.
 - ☐ Categories that sort the type of products available.
 - ☐ Being able to clearly see prices and discounts.
 - ☐ A good filtering system for search results (ex. by price, brand, type).
 - ☐ The ability to compare products and see technical specifications.
 - ☐ A help or FAQ (frequently asked questions) section.
 - ☐ A payment system directly embedded into the website.
 - ☐ Other
4. What is the most frustrating part of online shopping?
5. When using a new website, what's your go-to for help? Check all that apply.
 - ☐ The website's FAQ section (frequently asked questions).
 - ☐ The chatbot pop-up in the bottom corner.
 - ☐ Anything that looks like a "help" button.
 - ☐ Reddit or another social media.
 - ☐ I ask a friend to take a look.
 - ☐ I mess around and find a solution by myself.
 - ☐ Other

SECTION 3: Experience, PC Building & Interests

1. From day to day, do you use a laptop or a PC (desktop)? Check all that apply.

- ☐ Laptop
- ☐ PC
- ☐ Other (ex. tablet, phone)

2. What do you use your laptop or PC for? Check all that apply.

- ☐ School
- ☐ Work
- ☐ Gaming
- ☐ Watching movies/shows
- ☐ Other

3. How often do you buy a new computer?

- ☐ Every year
- ☐ Every 1-3 years
- ☐ Every 4-5 years
- ☐ 6+ years
- ☐ I don't buy laptops/PCs.

4. What are the three (3) most important things to you when shopping for a laptop or PC?

5. Do you have any experience with building a custom PC?

- ☐ Yes, I've built one for myself before.
- ☐ Yes, but it was my friend's and not my own.
- ☐ No, but I want to learn how it's done.
- ☐ No, I don't have any experience.

6. If you answered "No, I don't have any experience" on the previous question, does a pre-built PC sound better?

- ☐ Yes, a pre-built PC would be more suitable for me.
- ☐ No, I'd still prefer to assemble all the parts myself.
- ☐ I don't have an opinion on this.

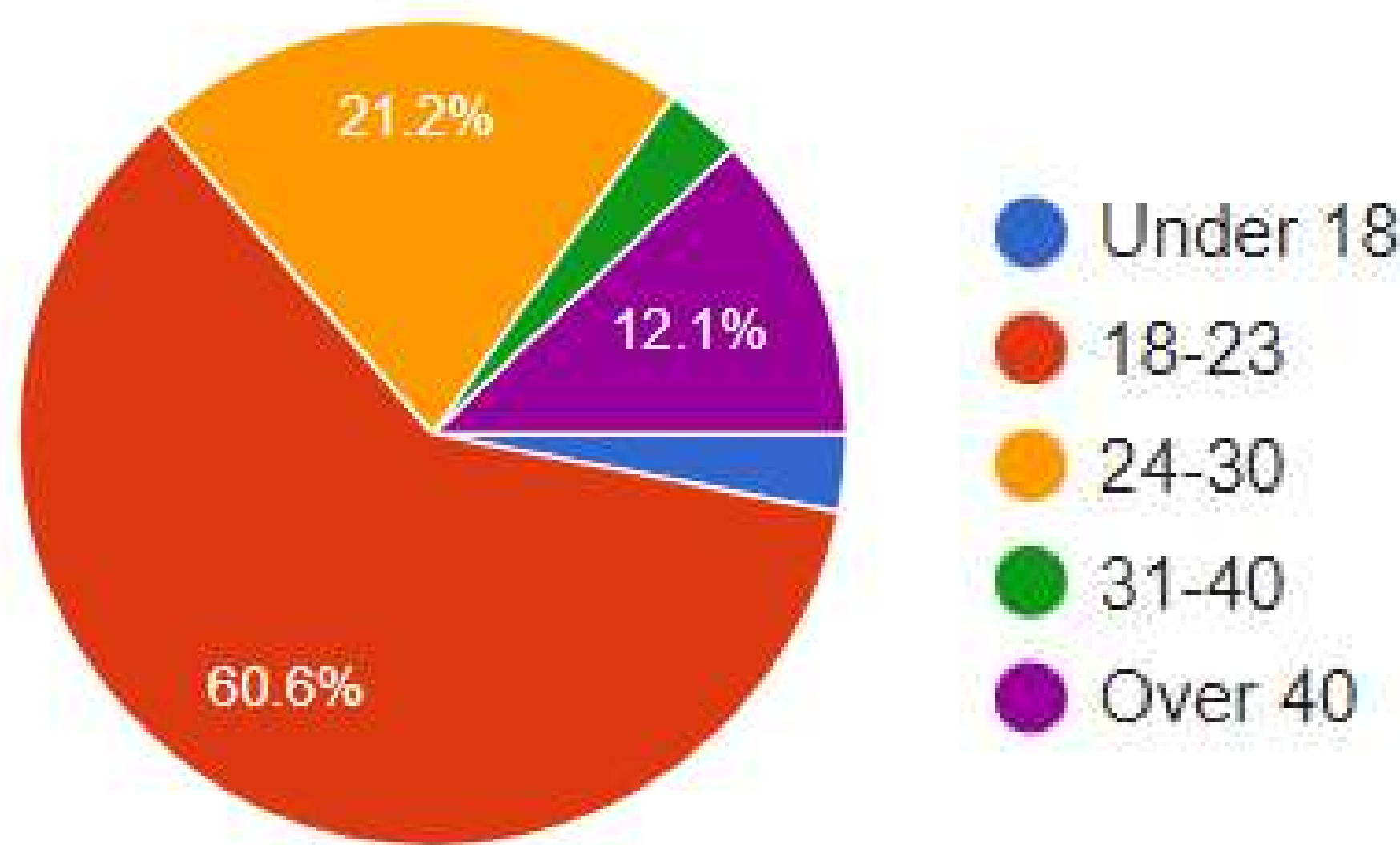
7. Final question! If PC building was the easiest thing in the world and you could build your dream one right now, what would your budget look like?

- ☐ Very minimal. I don't care for the newest or most expensive parts, so I'm okay with anything that works decently.
- ☐ Average, but still on the low side. I might spend extra money on one part, but the rest should be as cheap as possible.
- ☐ Medium to high range. I'd be willing to spend extra money on parts that are more important to me, such as a good graphics card or a curved 4K monitor.
- ☐ Money? Not a problem in the slightest. I want the newest version of everything and I don't care how long it takes to arrive.

02 / RESULTS

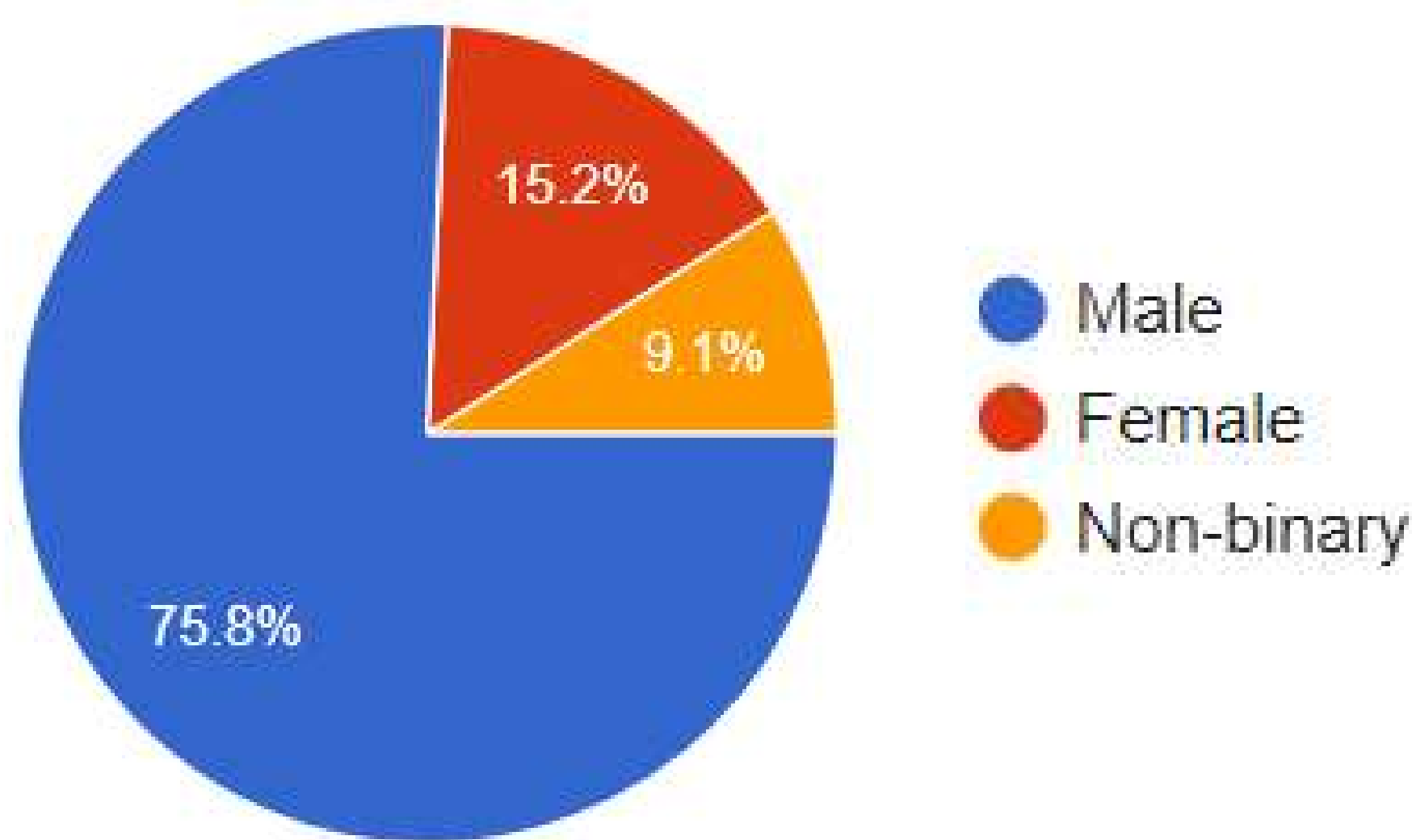
Q1: How old are you?

- Majority of respondents are 18-23 (59.4%), second is 24-30 (21.9%), third is over 40 (12.5%).
- Indicates a younger demographic (mostly university/college students).



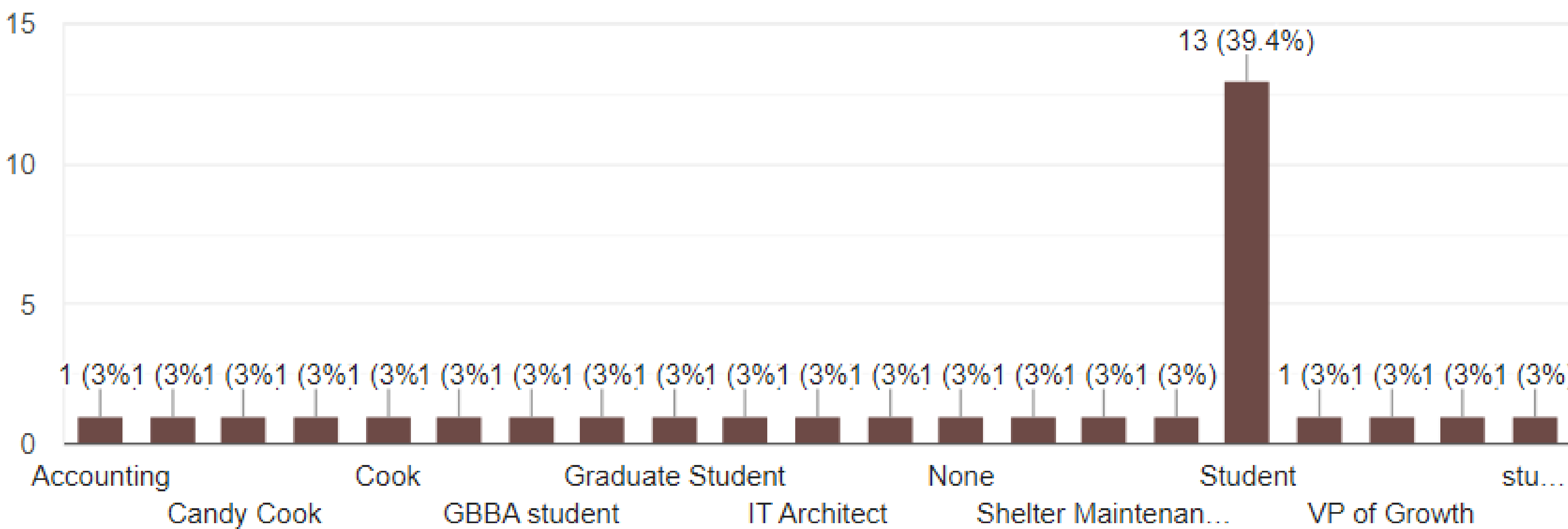
Q2: What is your gender?

- Majority of responses are male (75%), second is female (15.6%), third is non-binary (9.4%)
- This does not affect the website’s design in any way, as it’s common knowledge that the gaming industry is still heavily dominated by men and design in general is *not* regulated by gender.



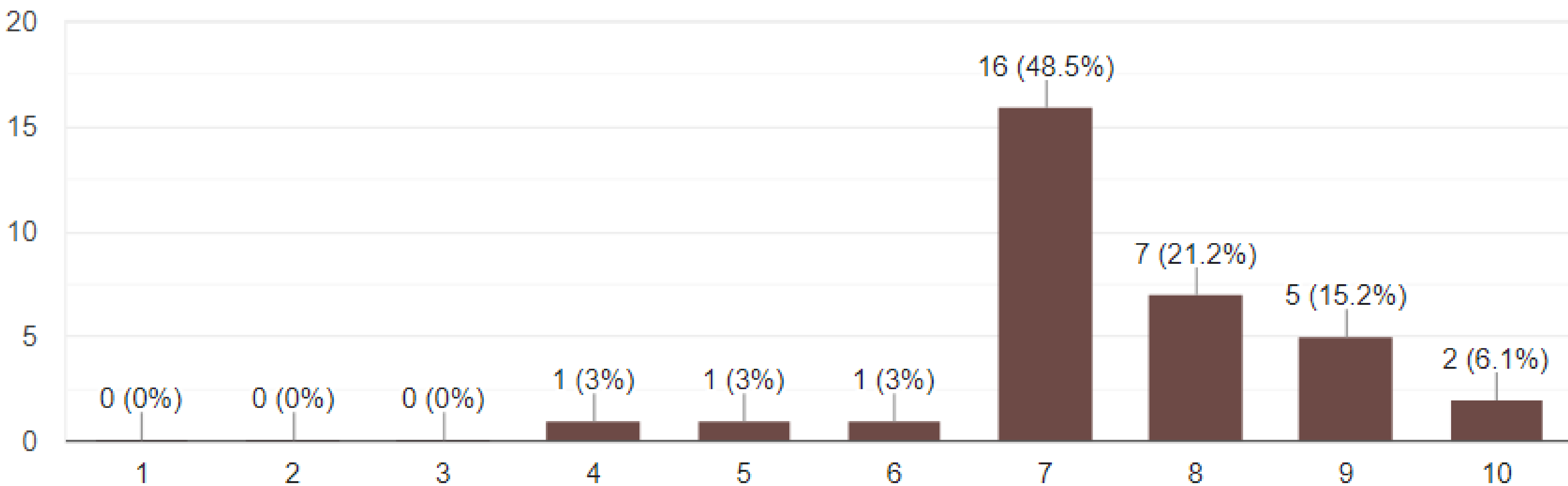
Q3: What is your occupation?

- Majority of responses are students (37.5%), other responses include some design-based fields, IT fields, business fields, customer service fields.



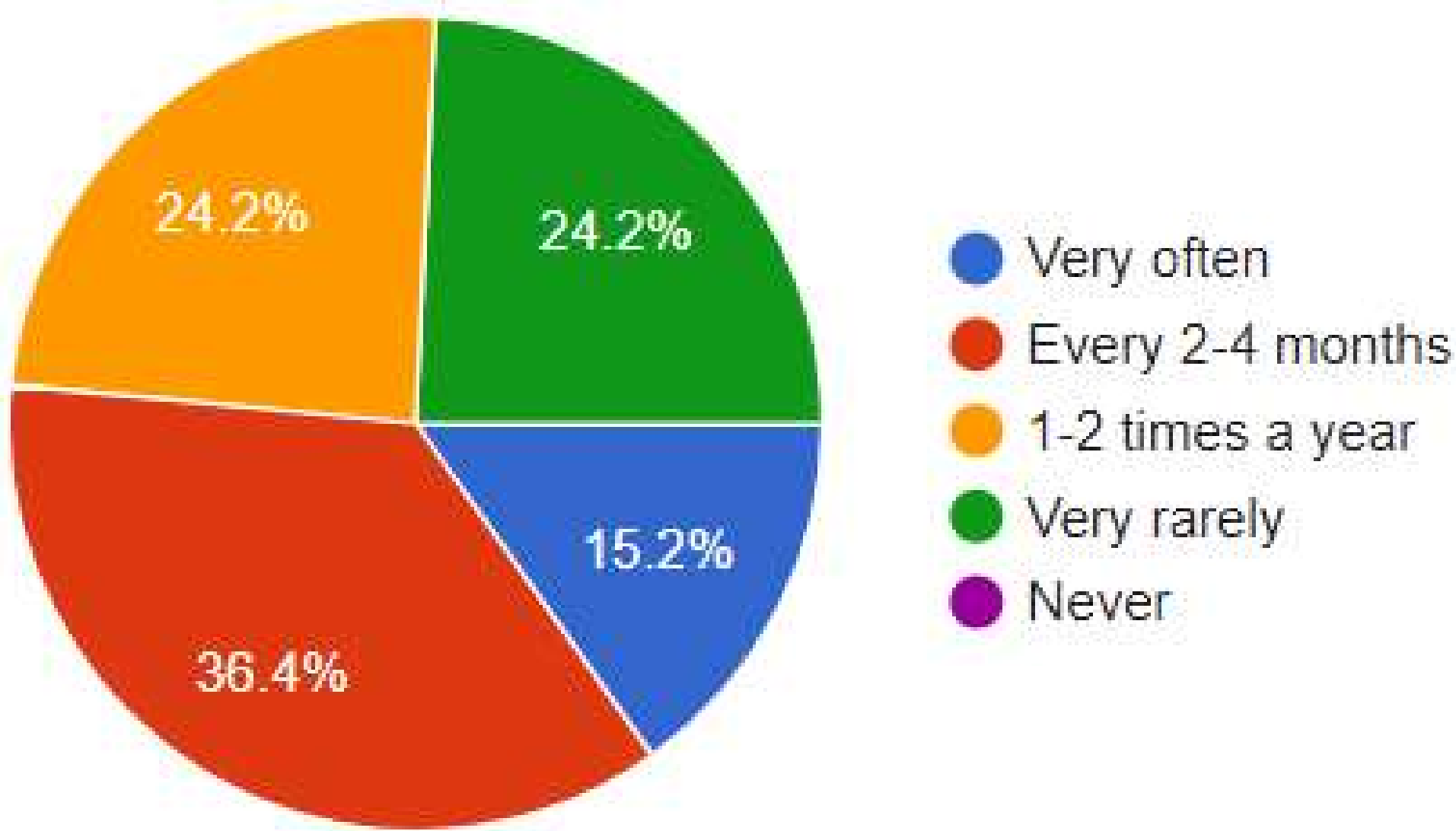
Q4: On a scale of 1-10, how would you rate your technological skills?

- Majority of responses range between 7 to 9 (50%, 18.8%, 15.6%).
- Indicates a fairly tech-savvy demographic, but a few respondents ranked themselves between 4 and 6.
- Websites will need to be as simple as possible to cater to those few with less technological fluency.



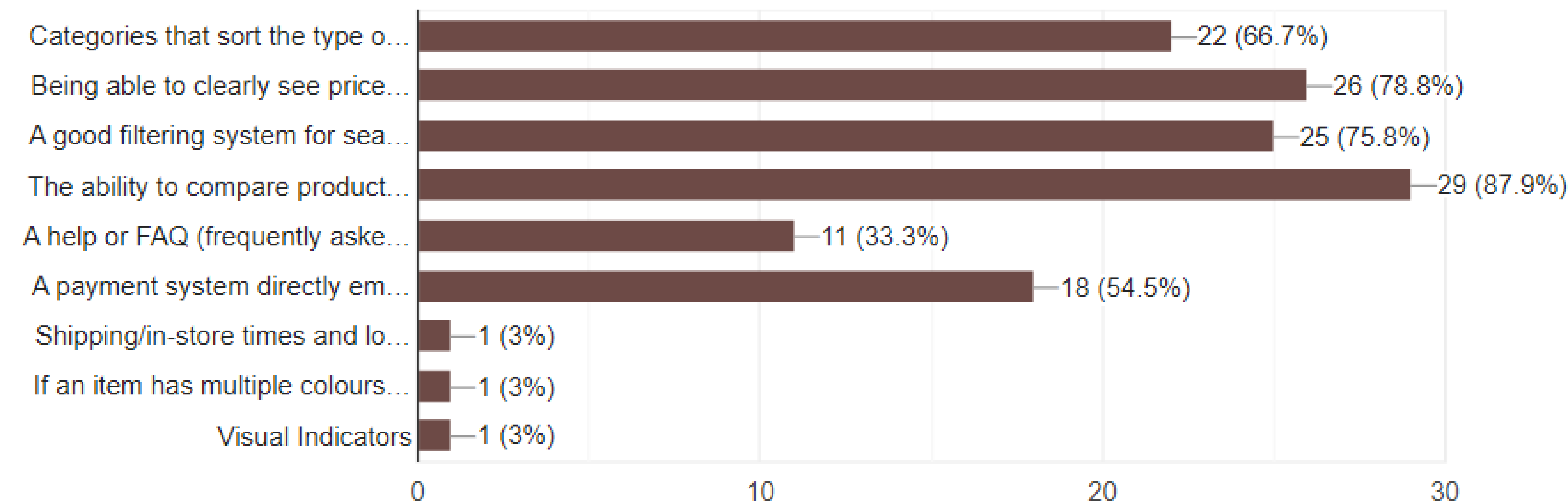
Q5: How often do you shop online for electronics?

- Majority of responses are every 2-4 months (36.4%), second is 1-2 times a year (24.2%) and third is very rarely (24.2%).
- Assumption can be made that respondents are either buying mid-range electronics that are not designed to last a long time or are buying electronics that have a longer lifespan.
- Only 15.2% of respondents buy electronics very often.



Q6: When you shop online for electronics, what is important to you? Check all that apply.

- Majority of responses are concerned with the ability to compare products and see technical specs (87.9%), being able to clearly see prices and discounts (78.8%), and a good filtering system for products on the website (75.8%).
- Having an embedded payment system that doesn't lead you to a third-party website seems to also be a popular function (54.5%).
- Emphasis on correct information for products, possibly cross-reference needed directly from the manufacturer website.
- Prices and discounts should make use of larger font size or different colours to set them apart from other elements on the website.

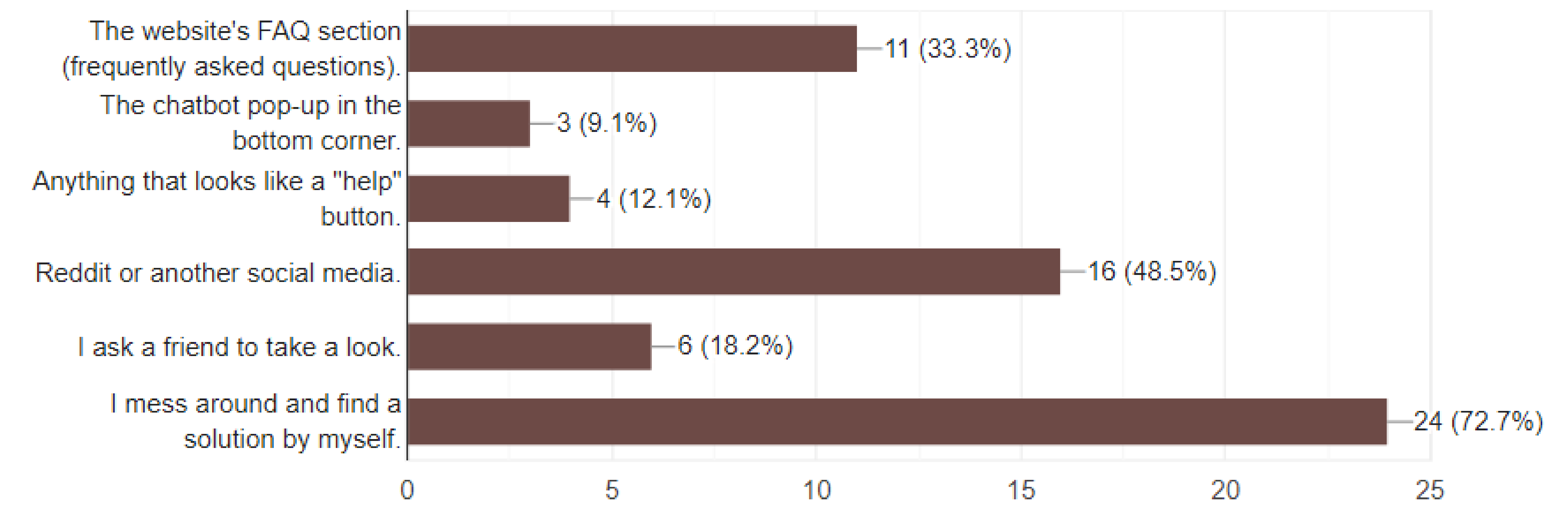


Q7: What is the most frustrating part of online shopping?

- Product specifications that vary from the manufacturer website.
- Lack of information regarding additional subscriptions or paid licenses to use a product.
- Issues with shipping and selecting delivery options.
- Mismatched tags and a bad filtering system that doesn't sort items properly.
- Comparison features that aren't intuitive and add too many steps to the process.
- Too many brands and no explanation what the differences are between them.
- Inventory status of products not being updated on the website.
- Lack of information regarding which products are compatible with each other.
- Untrustworthy or biased reviews that don't reflect the product properly.

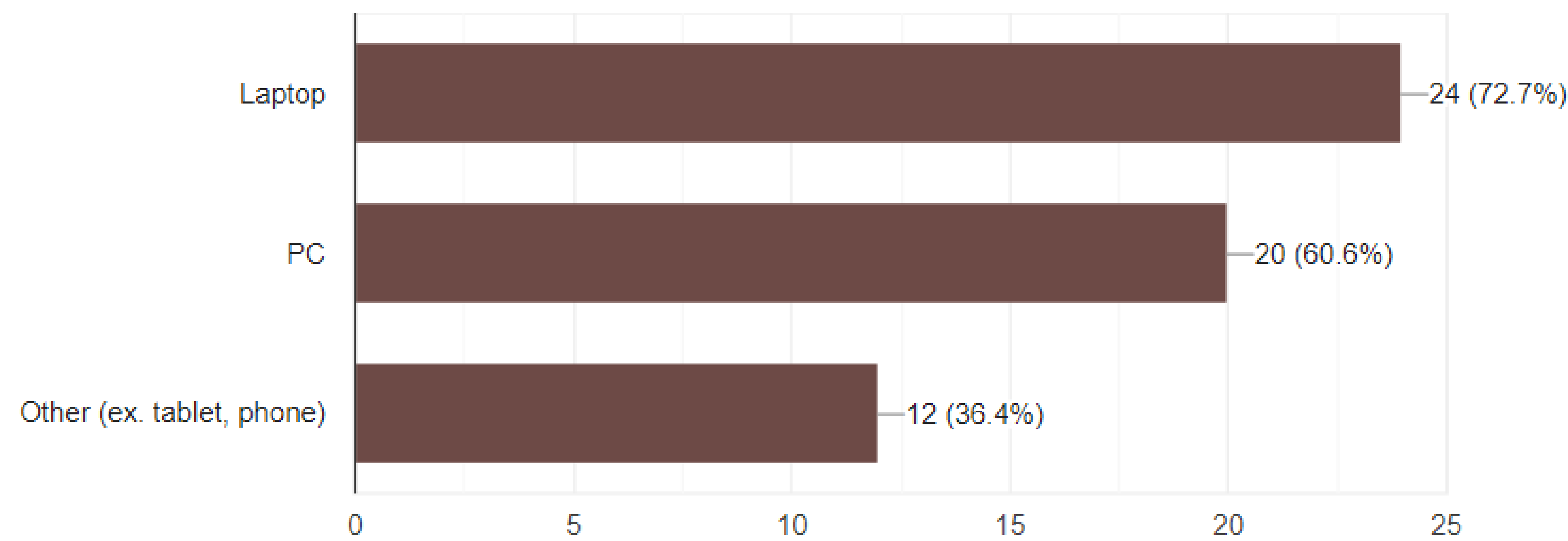
Q8: When using a new website, what's your go-to for help? Check all that apply.

- Majority of responses involve respondents finding solutions by themselves and not relying on external help (72.7%).
- Reddit and social media seemed to be a popular help method (48.5%), as well as the FAQ section of a website (33.3%).
- Implies that respondents are fairly independent and would prefer to be given time to figure it out alone.



Q9: From day to day, do you use a laptop or a PC (desktop)? Check all that apply.

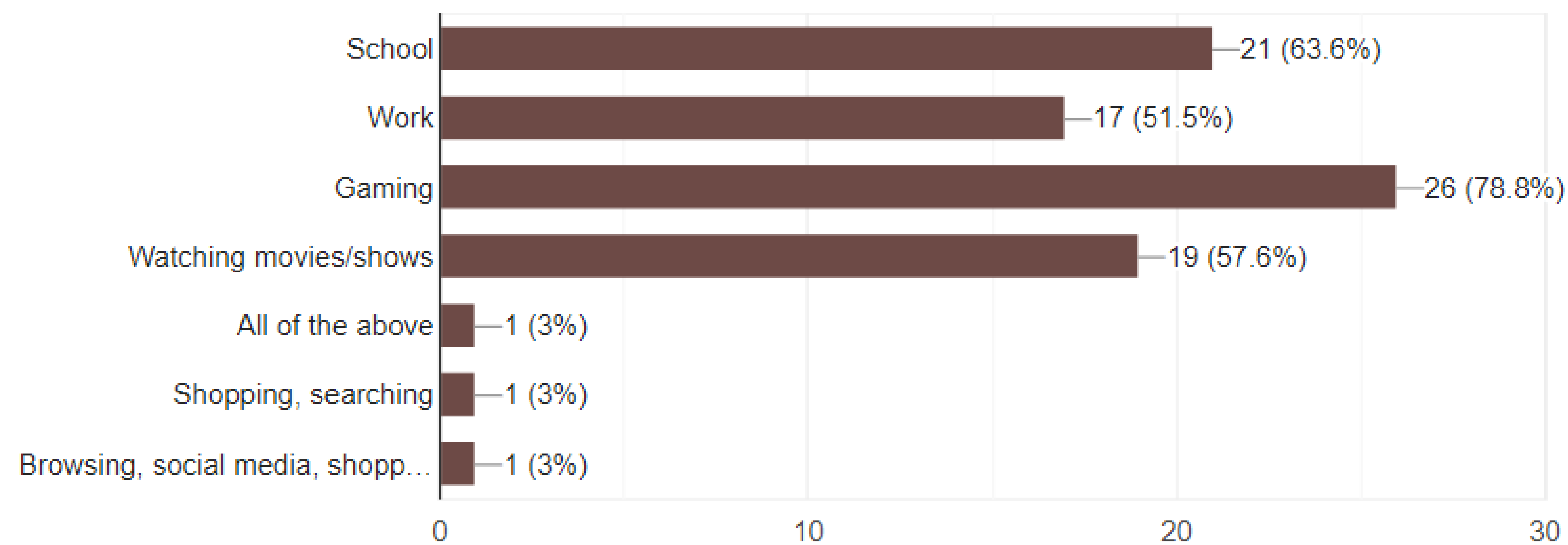
- Majority of responses are laptop (72.7%), second is PC (60.6%).
- There is a possibility that some respondents are using both (laptop for school, PC at home).
- Only 36.4% of respondents used other devices like tablets and phones.



Q10: What do you use your laptop or PC for? Check all that apply.

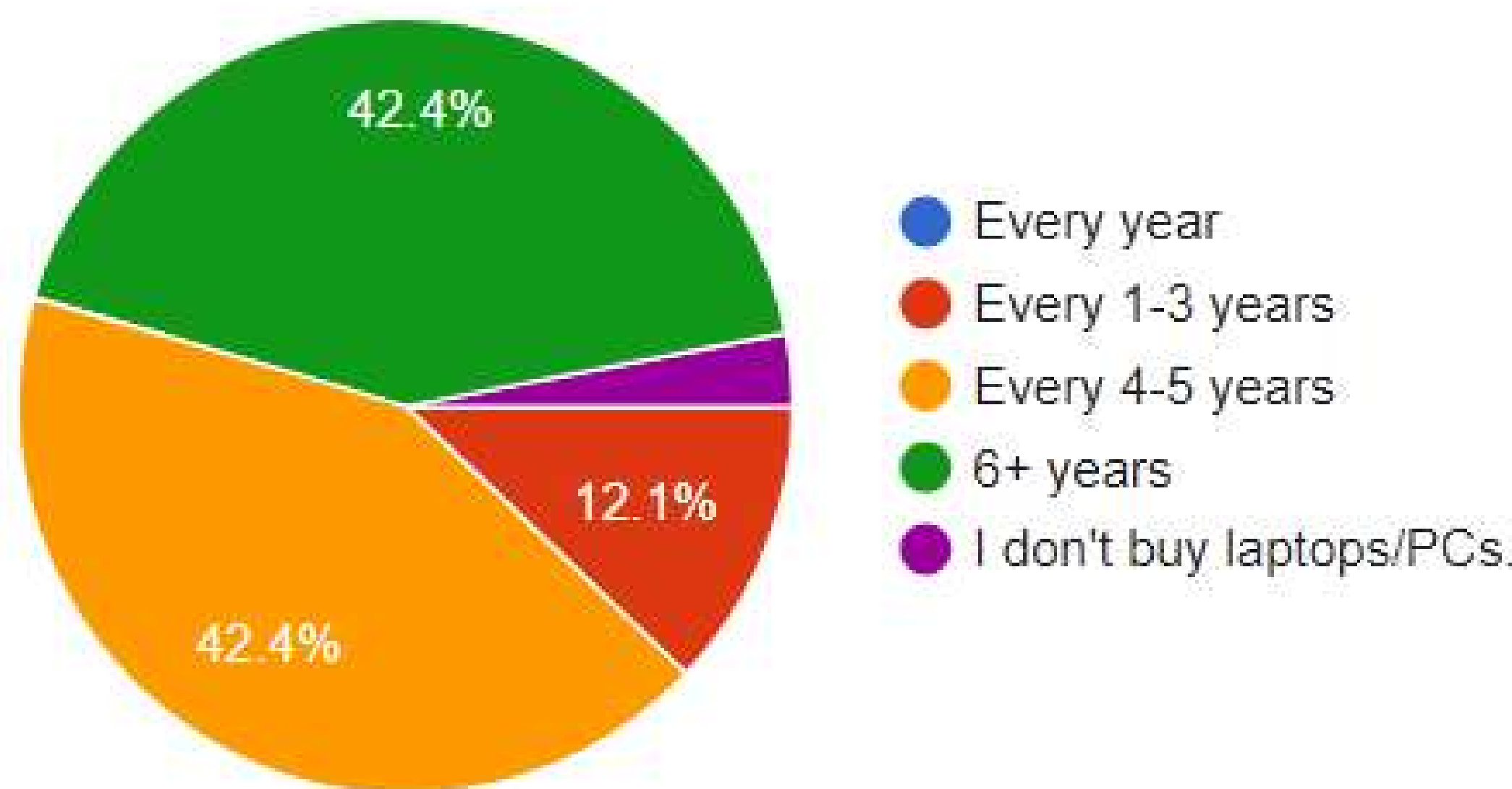
- Majority of responses are gaming (78.8%) and school (63.6%), watching movies/shows (57.6%) and work (51.5%) are secondary uses.
- Other uses include shopping, browsing the internet, social media.
- Implies that laptops/PCs used need to have good specifications and be graphics-powered in order to run the software required.

(Supporting graph on next page) →



Q11: How often do you buy a new computer?

- Majority of responses are every 4-5 years (42.4%) and 6+ years (42.4%), second is every 1-3 years (12.1%).
- Assumption can be made that respondents are buying computers or components that will last a long time and don't require constant maintenance/repairs.
- Possible influence of warranties and protection plans.

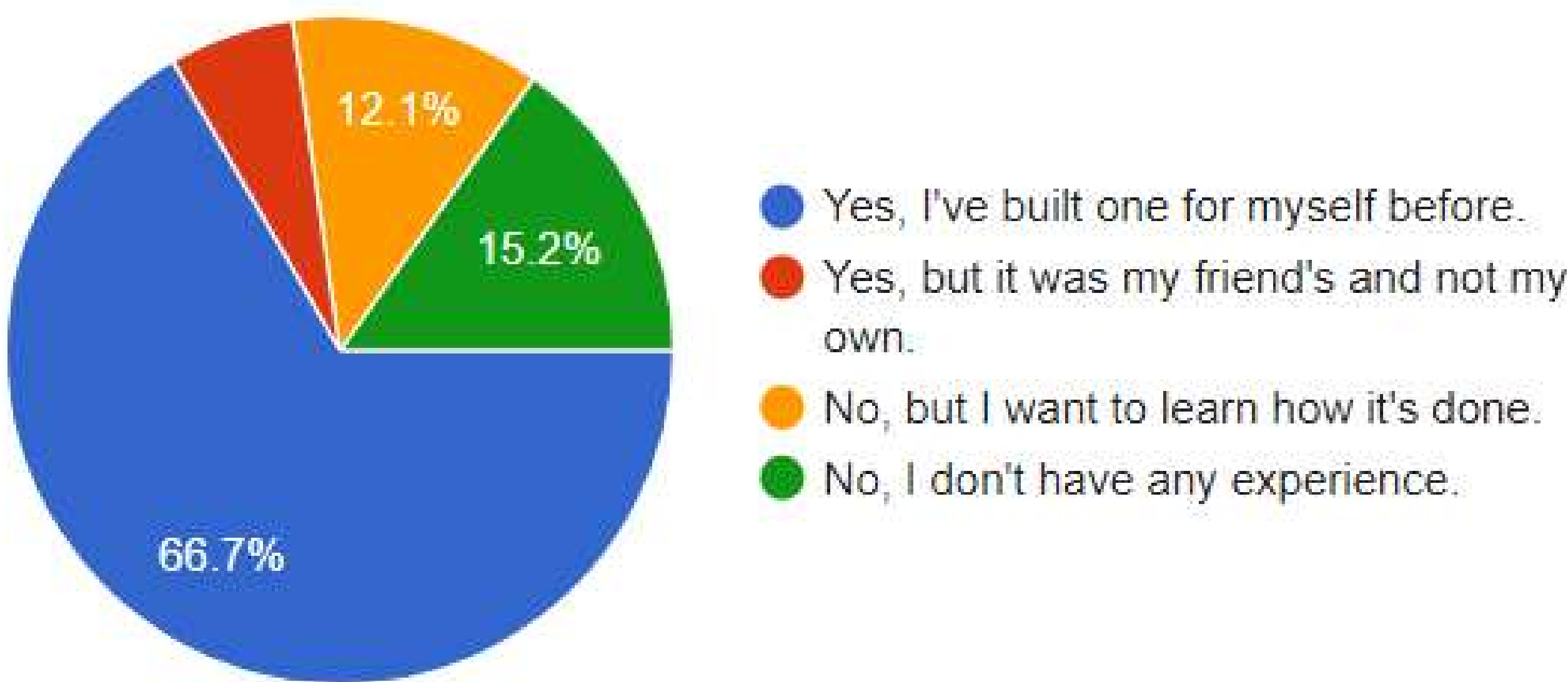


Q12: What are the three (3) most important things to you when shopping for a laptop or PC?

- Emphasis on quality, specifications, reliability, warranty, price.
- Importance varies based on the needs of the respondents.
- Pre-built options, comparison features and filters for searches.
- Good reviews that are unbiased and accurately reflect the product.

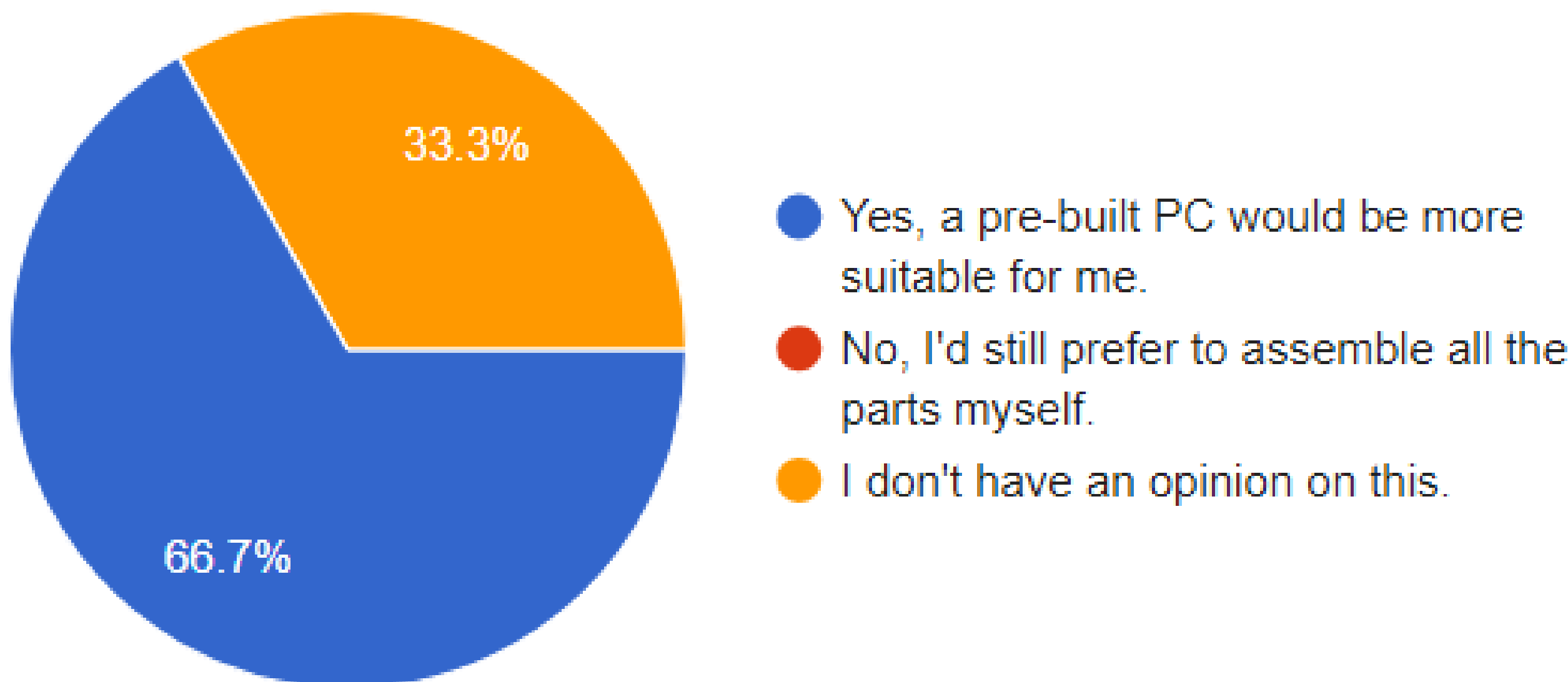
Q13: Do you have any experience with building a custom PC?

- Majority of respondents have built PCs for themselves (66.7%).
- Only 15.2% said they don't have any experience, 12.1% want to learn how to build a PC.
- Implies the need for tutorials and help sections that explain the process, what is needed, how PC builds works, information for beginners.



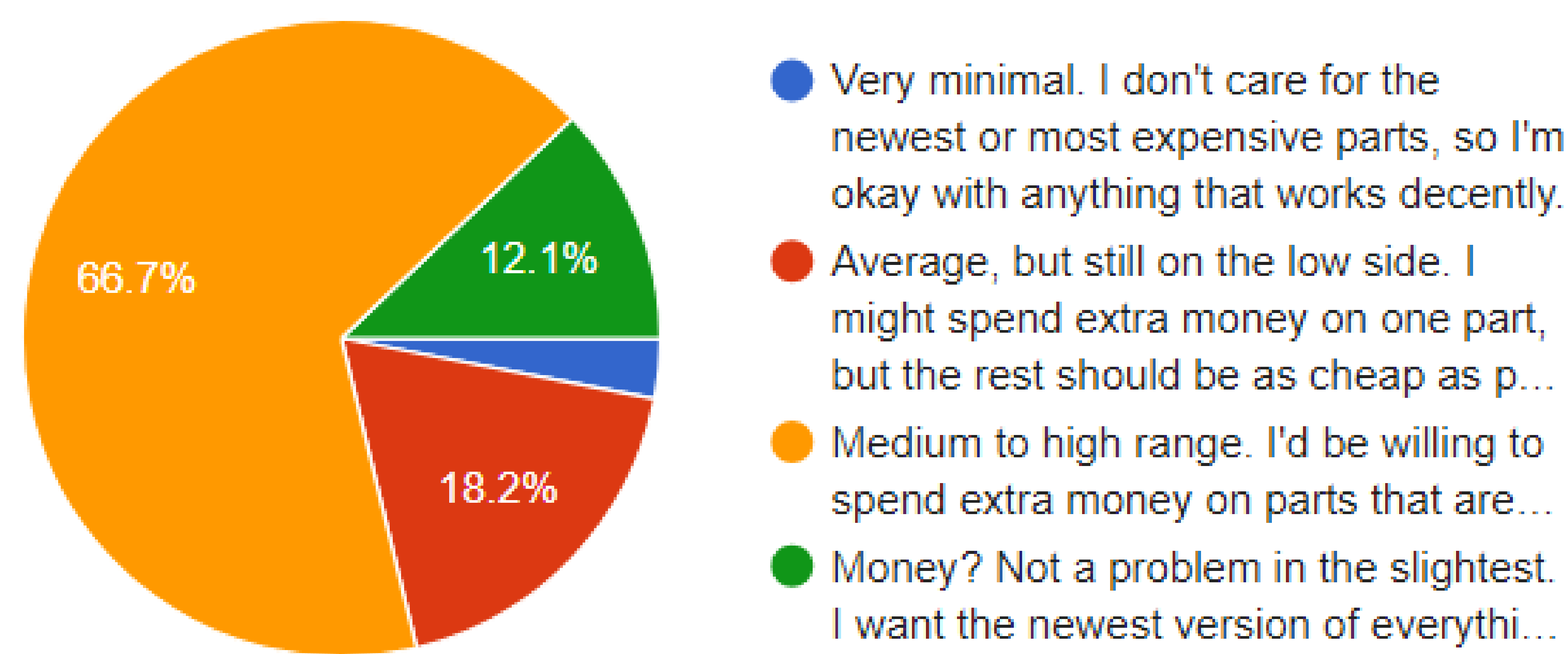
Q14: If you answered "No, I don't have any experience" on the previous question, does a pre-built PC sound better?

- Limited responses due to this being an optional question.
- 6 respondents (66.7%) preferred having a pre-built PC option available to them.
- 3 respondents (33.3%) had no opinion on the question.
- There were no respondents that preferred to build a PC themselves with no past experience.

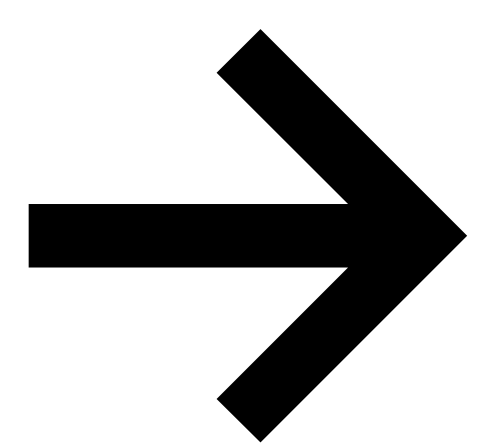


Q15: If PC building was the easiest thing in the world and you could build your dream one right now, what would your budget look like?

- Majority of responses would have budgets in the medium to high range, with some extra spending on certain parts that are more important (66.7%).
- Second is average range/on the low side (18.2%), third is no limits on money (12.1%).
- Implies the need for a variety of products and price ranges to suit budgets of all kinds, since not everyone will have the money to spend on expensive parts and might simply be looking for something that works decently.



57 — USER PERSONAS



01 / PERSONA GROUPINGS

Once we analyzed the survey results, we noticed several similar groupings highlighted by respondents' answers. Common trends such as technological fluency based on occupation, usage based on age demographics, and the relation between those with PC building experience versus those without, made it easy to understand what user goals we would be catering our website to. This also helped us define our primary and secondary personas based on the archetype groupings.

The following are the persona groupings that we noted:

<p>NON-STUDENT USERS</p> <p>Age range: 18-23, 24-30</p> <p>Gender: Male, non-binary</p> <p>Occupation: Auto parts clerk, candy cook, cashier, cook, produce worker, artist, shelter maintenance work, unemployed</p> <p>Technological fluency: 7-10</p> <p>Mainly uses: Laptop, PC, other (tablet, phone)</p> <p>Usage: Gaming, watching movies/shows</p> <p>Experience with PC-building: Yes (100%)</p>	<p>LOWER TECH FLUENCY USERS</p> <p>Age range: 18-23</p> <p>Gender: Male</p> <p>Occupation: Student</p> <p>Technological fluency: 4-6</p> <p>Mainly uses: Laptop, other (tablet, phone)</p> <p>Usage: School, gaming, work, watching movies/shows</p> <p>Experience with PC-building: Divided experience</p>
<p>STUDENT USERS (F)</p> <p>Age range: 18-23</p> <p>Gender: Female</p> <p>Occupation: Student</p> <p>Technological fluency: 7</p> <p>Mainly uses: Laptop, other (tablet, phone)</p> <p>Usage: School, gaming, work, watching movies/shows</p> <p>Experience with PC-building: Mostly no experience</p>	<p>STUDENT USERS (M)</p> <p>Age range: Under 18, 18-23, 24-30</p> <p>Gender: Male</p> <p>Occupation: Student</p> <p>Technological fluency: 7-9</p> <p>Mainly uses: Laptop, PC, other (tablet, phone)</p> <p>Usage: School, gaming, work, watching movies/shows</p> <p>Experience with PC-building: Most have experience, very few have none</p>
<p>INDUSTRY WORKERS</p> <p>Age range: 24-30, 31-40, Over 40</p> <p>Gender: Male</p> <p>Occupation: Game producer, software engineer, IT, customer service, marketing</p> <p>Technological fluency: 7-10</p> <p>Mainly uses: Laptop, PC, other (tablet, phone)</p> <p>Usage: Work, gaming, watching movies/shows</p> <p>Experience with PC-building: Yes (100%)</p>	<p>INDUSTRY PRE-BUILT USERS</p> <p>Age range: 24-30, Over 40</p> <p>Gender: Male, female</p> <p>Occupation: VP of Growth, UX/UI designer, Accountant</p> <p>Technological fluency: 7</p> <p>Mainly uses: Laptop, other (tablet, phone)</p> <p>Usage: Work, gaming, watching movies/shows, browsing internet, shopping, social media</p> <p>Experience with PC-building: No</p>

We decided that the **male student user** grouping and the **industry workers** grouping would be our **primary personas**, since both rely heavily on the use of computers and are likely to be more familiar with the process of buying PC components. The remaining four groupings are secondary - with these personas, we plan to emphasize the need for simple, easy to navigate, PC-building features on our website.



RICHARD WALKER

BIOGRAPHY

Richard is a 23 year-old graduate student studying game design after doing his undergrad in computer science. He is an avid gamer and loves figuring out how things work by taking them apart and examining their intricacies. He’s been building his own PCs since he was in high school in order to have a fully customized and personalized build for his needs. He loves to game late at night with his RGB lights glowing in his bedroom. Richard is constantly looking for new ways to upgrade and improve his PC setup with new components or aesthetic-looking parts.

PERSONAL INFORMATION

- 23 years old
- Male
- Graduate student
- PC enthusiast
- Gamer

PERSONAL GOALS

- ✓ Have the best performance for gaming.
- ✓ Keep up to date with the latest technology and trends.

IMMEDIATE GOALS

- ✓ Easily compare components from different manufacturers.
- ✓ Find components that are extremely powerful and are still compatible with his current build.

HABITS & INTERESTS

- Buys tech fairly frequently (willing to spend the extra money on good quality tech).
- Uses PC for school and work.
- Interest in gaming, shows, etc.

FRUSTRATIONS

- Getting confused by contradicting listings on various sites.
- Inability to find a super niche product.
- Having to manually compare components.
- Hidden price additions (unclear warranty, extra shipping, etc).

SKILLS

- Technologically savvy.
- Has built a PC before.
- Knowledgeable in general technology and PC-related technology.

SOCIAL

- Independent.
- Doesn’t like to ask for external help unless online.
- Most friends are gamer-related and PC enthusiasts as well.



JIN XIAN

BIOGRAPHY

Jin is a 31 year-old industry worker specializing in information technology. Having studied at Yale University and graduated with honours, he has been working full-time as a technical specialist for the past five years and made a name for himself thanks to his quick-witted problem-solving skills. He enjoys staying up to date on new technology trends, including video games, the use of different mediums to provide entertainment and upcoming computer components on the market. While his work schedule doesn't always leave him time for gaming, Jin enjoys playing with friends on the weekends and plans to build a new custom PC for working at home.

PERSONAL INFORMATION

- 31 years old
- Male
- IT worker
- Technical specialist
- PC enthusiast

PERSONAL GOALS

- ✓ Stay up to date on the newest technology in the market.
- ✓ Further his career in the IT field.

IMMEDIATE GOALS

- ✓ Build a new PC build with more powerful components than his current build.
- ✓ Understand the current trends in PC customization and optimization.

HABITS & INTERESTS

- Spends a lot of time focusing on his career.
- Likes to attend tech conferences and talks about upcoming technology.
- Enjoys video games for the purpose of analyzing how new systems and technology is being implemented.

FRUSTRATIONS

- Finds it annoying to deal with inefficient filtering systems for products on websites.
- Estimates not being accurate for shipping fees.
- Notices that a lot of information for products tends to vary from the manufacturer's description.

SKILLS

- Very technologically fluent, in-depth understanding of computer systems.
- Strong time management and workflow organizational skills for client projects.
- Able to problem solve efficiently.

SOCIAL

- Enjoys socializing with coworkers, but also requires alone time to focus on work.
- Plays video games with friends on the weekends.



AMIRA DAHBI

BIOGRAPHY

Amira is a 24 year-old artist who runs her own online business for stickers and art prints. Unlike her siblings, she is the first person in her family who hasn't graduated from a post-secondary institution and decided that pursuing a career related to her artistic talents would be a better use of her time. Ever since starting her business, she has been working from her phone and tablet; however, she recently moved into a new apartment and has an extra room suitable for a home office. Her interest in buying a computer stems from the need for something that can handle graphics-based programs, in addition to the fact that her tablet is getting on in age and she has already noticed problems with it.

PERSONAL INFORMATION

- 24 years old
- Female
- Artist
- Self-employed

PERSONAL GOALS

- Expand her business to reach a global audience instead of just a local demographic.
- Explore new art styles that could be fitting for her brand identity.
- Make a living as an artist.

IMMEDIATE GOALS

- Move her business operations from her tablet to her new home office.
- Buy a computer that can handle graphics-intensive software (ex. Photoshop, Krita).
- Be able to connect her tablet to the computer.

HABITS & INTERESTS

- Enjoys browsing the internet and visiting markets for art inspirations.
- Always carries her tablet around in case she wants to draw on the subway home or in the park.
- Constantly forgets chargers when leaving a venue.
- Has a visual interest in intricate jewelry-making.

FRUSTRATIONS

- Doesn't want to be spending too much money on a computer with pricey parts that she doesn't need.
- Is more familiar with tablets and phones, doesn't have as much knowledge of PC components.
- Gets overwhelmed when there are too many products to choose from and can't sort them.

SKILLS

- Artistically-talented, good at digital art.
- Familiar with small-device interfaces and how to optimize them to suit her business needs.
- Business-oriented and frugal with money.
- Proficient with social media marketing for her art.

SOCIAL

- Independent, prefers to tackle a problem on her own before reaching out to others for help.
- Extrovert who enjoys being around people and is able to communicate her thoughts/emotions easily.
- Active on social media, always chatting with other art creators.



ELIZABETH THOMPSON

BIOGRAPHY

Elizabeth is a 21 year old, fourth-year university student and a remote part-time worker. She is a hard worker and a very methodical person. Elizabeth has always been the type to take her time and really understand a process before jumping head first. In her downtime, she likes to play video games, alone and with friends, or watch Netflix was cozied up in bed. She has had her laptop for over 6 years, and though it can run most games and work software, she has been struggling with laggy video and slow processing. Now that she is graduating, Elizabeth hopes to learn more about the inner workings of PCs so she can invest in a good computer that will last her long and serve her needs for good graphics and heavy processing.

PERSONAL INFORMATION

- 21 years old
- Female
- Undergraduate student
- Gamer
- Digital worker

PERSONAL GOALS

- ✓ Be able to play games with high-quality graphics and fast processing times.
- ✓ Optimize her workflow when using intense software.
- ✓ Learn about PC Building and the computer purchasing process.

IMMEDIATE GOALS

- ✓ Compare prices and specs to find the best fit for her needs.
- ✓ Build a laptop that will last a long time.

HABITS & INTERESTS

- Shops for electronics infrequently.
- Uses a laptop typically for school, work, gaming, or entertainment.

FRUSTRATIONS

- Not being able to find the products she needs.
- Not knowing what the product she is browsing actually is.
- Confusing language and mismatched information from actual manufacturers.

SKILLS

- Technologically savvy.
- No experience building a PC, but interested in learning about the process.
- Methodical, good at browsing and comparing items with detailed patience and precision.

SOCIAL

- Generally independent, problem solver
- Will turn to friends or external help if she is truly stuck.



HENRY LONGERS

BIOGRAPHY

Henry is a 21 year-old business student at Purdue University who plays football for the school’s varsity team. He likes to occasionally play video games as a way of relaxing, especially on days when he feels stressed and overwhelmed about schoolwork and football practice. Recently, he decided to buy a laptop that would let him work on assignments during the long bus rides to rival schools - this way, he can stay up to date and avoid falling behind in his courses. Despite enjoying games, he is not a regular gamer and would settle for a mid-tier laptop within his budget.

PERSONAL INFORMATION

- 21 years old
- Male
- Undergraduate student
- Athlete

PERSONAL GOALS

- ✓ Stay on top of assignments and coursework while playing varsity sports.
- ✓ Manage his mental health properly amongst his busy schedule.

IMMEDIATE GOALS

- ✓ Find a mid-tier laptop with decent specifications.
- ✓ Use it primarily for schoolwork and assignments.
- ✓ Choose a model that can run games when he wants to play for an hour or two.
- ✓ Find a laptop that doesn’t require maintenance.

HABITS & INTERESTS

- Sociable personality allows him to make a lot of connections with friends and business people.
- Enjoys watching sports broadcasts while doing homework.
- Tends to struggle with time management as both a varsity athlete and a full-time student.

FRUSTRATIONS

- Estimates not being accurate for shipping fees.
- Price conversions from USD to CAD are not done automatically on sites that he likes to shop from.
- He gets confused about technical specifications on products and can’t tell the difference.

SKILLS

- High athletic skill (varsity athlete).
- Business-oriented and knowledge about how to save/invest money.
- Low technological fluency.

SOCIAL

- Extrovert that enjoys socializing.
- Plays video games with friends occasionally.
- Likes playing sports leisurely with friends on days off.



TIANNA NDAIYE

BIOGRAPHY

Tianna is a 43 year-old marketing coordinator for a global communications firm. Mother to two children, she works three times a week from the office and spends the other two in her home office, doing presentations and chatting with clients over video calls. In her spare time, she enjoys watching home renovation shows and is always planning the house’s next improvement, much to her husband’s amusement. Recently, her time online has been spent outside of the realm of interior design and on websites for gaming computers. Her son, who is entering his first year of university, is looking for a pre-built PC setup that is suitable for game design projects and Tianna has agreed to help him find one.

PERSONAL INFORMATION

- 43 years old
- Female
- Marketing coordinator
- Mother

PERSONAL GOALS

- ✓ Support her son’s entry into university in whatever way she and her husband can.
- ✓ Be an involved and loving mother to her children.
- ✓ Maintain a balance between her work life and home life.

IMMEDIATE GOALS

- ✓ Help her son find a pre-built gaming computer that is suitable for his university projects.
- ✓ Stay within a set price budget.

HABITS & INTERESTS

- Has an interest in home renovation and is often looking up new ways to spice up the house’s interior decorations.
- Pinterest is her go-to social platform for everything.
- Likes to spend time outdoors with her husband and sons during the weekends.

FRUSTRATIONS

- Gaming computers are often expensive, so she would prefer a budget filtering option to stay within the amount set.
- Doesn’t know anything about PC components, feels lost when trying to navigate tech websites.
- Dislikes when popups for email campaigns and rewards program offers constantly appear.

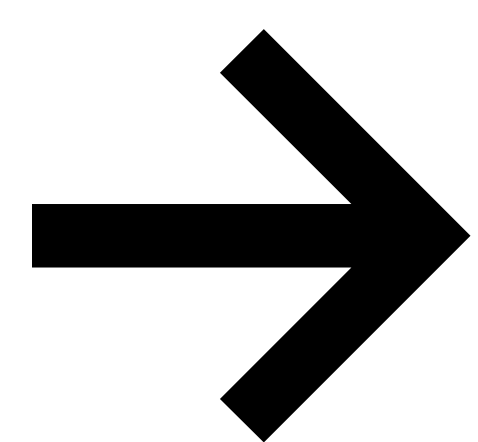
SKILLS

- Business-oriented and frugal with money.
- Strong communicator and well-versed with client interactions.
- Quick to adapt to situational changes at work and at home with her family.
- Handy with tools and paints, enjoys home renovation challenges.

SOCIAL

- Extroverted with colleagues and friends, but needs some “quiet mom time” now and then.
- Spends a lot of time answering emails and messages, tries to avoid work-related topics on her days off.

65 — WEBSITE WIREFRAMES



WEBSITE NAME

LAPTOPS DESKTOPS GAMING PC BUILDER COMPONENTS DEALS STORE LOCATOR

<

>

SUPER SALES

ITEM NAME

\$333.33 ~~\$555.55~~

☐ Compare Product

ADD TO CART

ITEM NAME

\$333.33 ~~\$555.55~~

☐ Compare Product

ADD TO CART

ITEM NAME

\$333.33 ~~\$555.55~~

☐ Compare Product

ADD TO CART

ITEM NAME

\$333.33 ~~\$555.55~~

☐ Compare Product

ADD TO CART

VIEW MORE →

Don't want to start from scratch? YOU DON'T HAVE TO!

Our PC Builder helps you put together the perfect PC step by step, so you don't have to worry about missing a thing!

With guides, tips and compatibility checking, your new PC will be easy to customize for your specific needs.

PC BUILDER →

FIND BRANDS

VIEW ALL BRANDS →

FOOTER CONTENT

66

Our proposed PC-building website will take into consideration the research, data, and analysis that was preformed in the previous sections in order to facilitate the best, seamless user experience for a PC purchasing flow.

Starting with the **home page**, we wanted to ensure the primary personas needs were being met by designing the landing page as efficiently as possible for locating where they want to go. Users will load into the website and immediately see the seven main **navigation categories** relevant to the purchase flow. We included a specific **Gaming** tab to accommodate the large demand for gaming related computers. In addition, we learned from our analysis that websites like NewEgg (though effective in providing categories) displayed far too many options at once, making the site feel cluttered and unreadable. To combat this, we simplified the top navigation menu and included a banner carousel and tiles to organize advertisement/promotional information on the page.

Below the carousel banner is a section that will highlight the website’s top discounts and promotional deals on products - we titled this **Super Sales**. All of the websites we analyzed featured a section like this, so we decided that it would be appropriate to feature on our design due to its effectiveness at communicating important information. If a user were to follow the **View More** link, they would be taken to a page that displays all discounted products with the filter **On Sale** selected.

Using a split container layout, the **PC Builder** section and the **Find Brands** section are two features inspired by Corsair and Canada Computers respectively. We found it very intuitive to link the PC Builder on the home page, as it’s a feature we emphasize heavily for users who have no experience with PC building or don’t understand enough about components to do a custom build. By listing the major brands that our website sells the products of, users can quickly search for products from a specific manufacturer and view their inventory through a simple click.

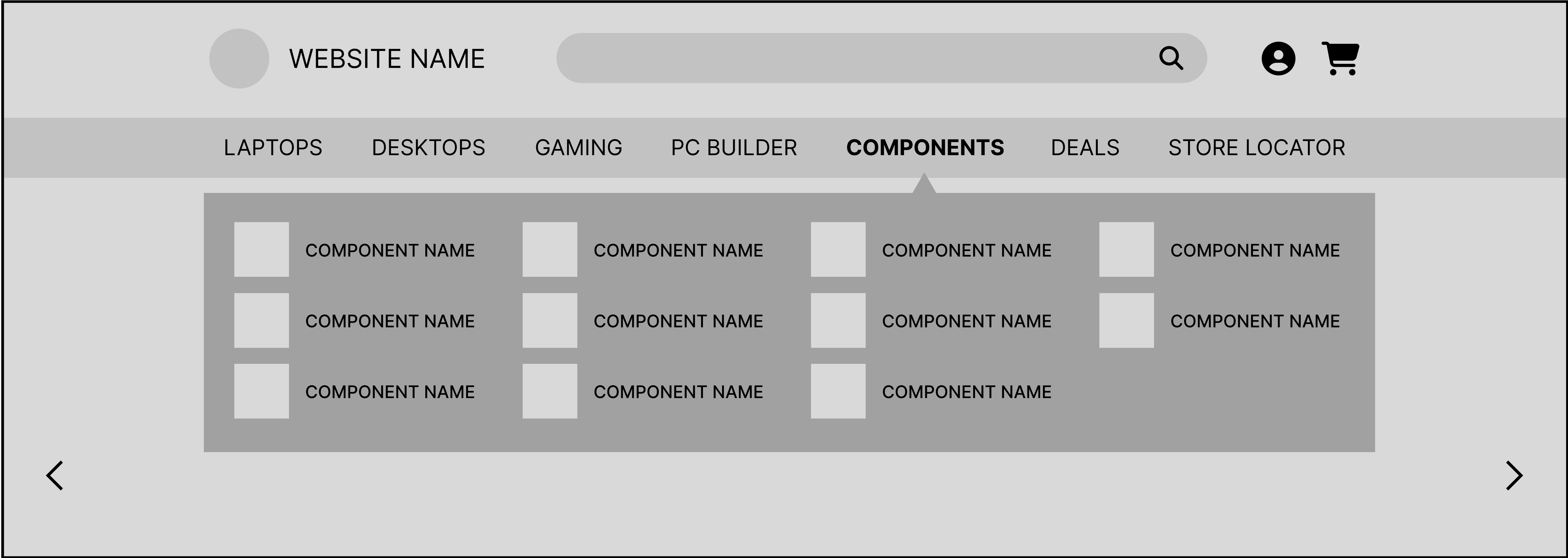
The **footer** on the home page will contain additional links to pages related to customer service, our “company profile” and information about the site, policies and other resources that might interest the user.

02 / NAVIGATION MENU

For our **navigation menu**, we wanted to avoid confusion and difficulties locating items around the site. On top of the search system up top, each category in the main navigation system when hovered over will drop down a larger list of sub categories and item specifics. This will be organized so that users can find exactly the products they need or browse the required category without strain. We have also included a **Deals** category so users can find the best prices already sorted immediately off of the main page (on top of the main page tile preview).

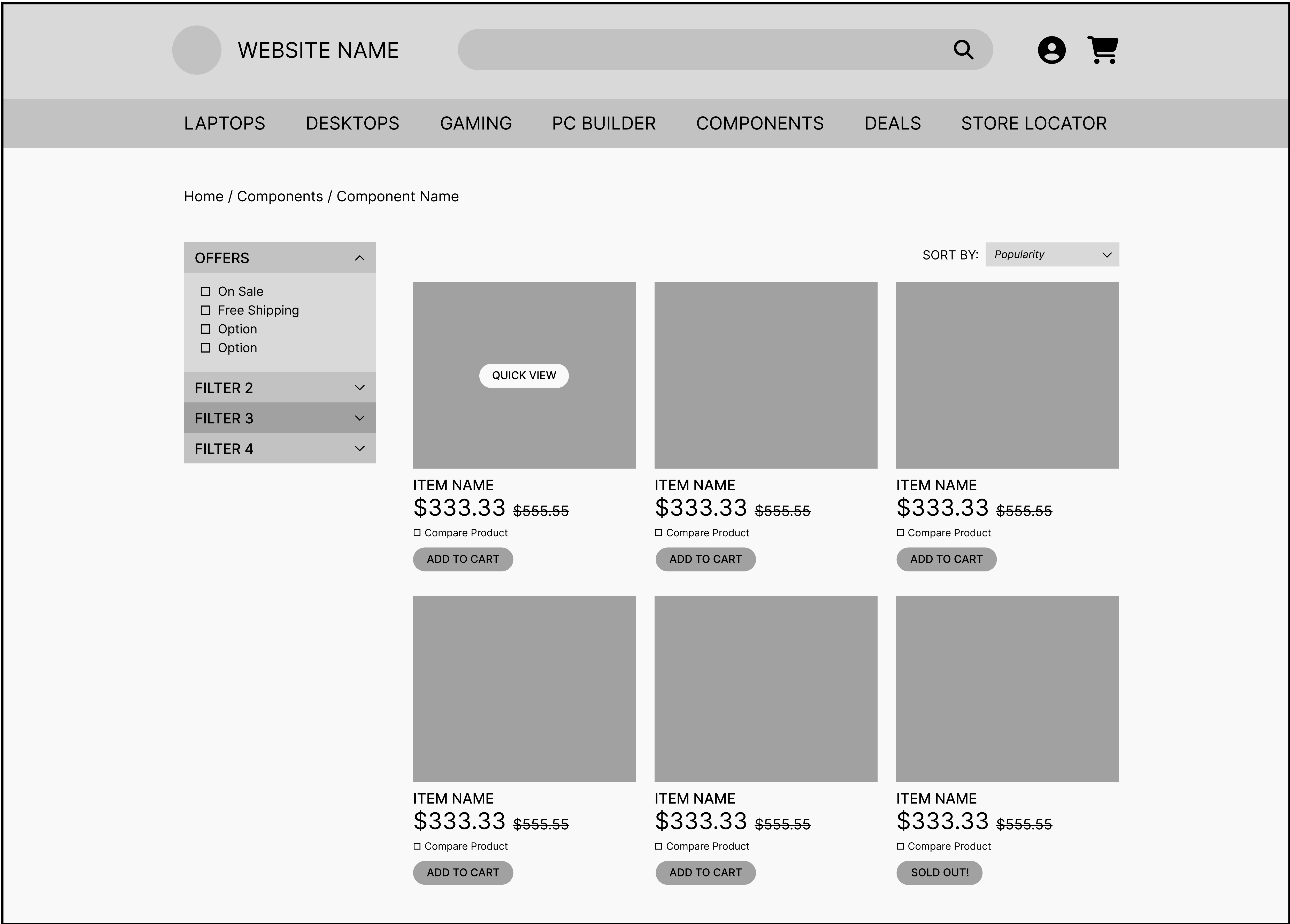


Specifically for the **components section**, we decided to add a visual component to help explain what each component is for those who are not as experienced with PC building. Similar to the Corsair design, each label will have a corresponding icon, which will later be identical to the icons in our PC Builder, keeping the symbols and signs consistent across the site.

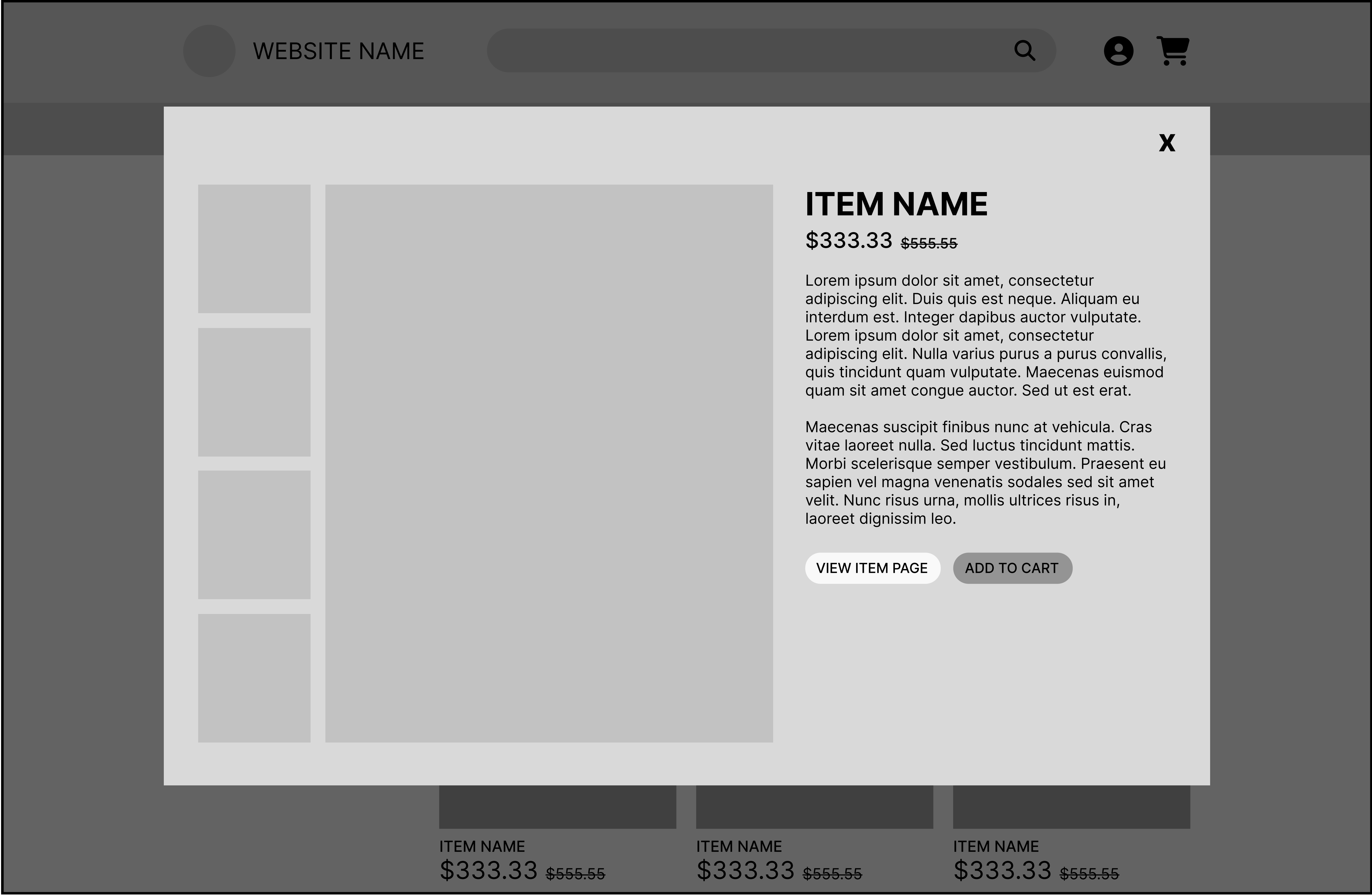


03 / BROWSING ITEMS

When a user selects a **browsing category** (Laptops, Desktops, Gaming, Components, Deals or free searching), they will land on the same style of interface each time, making browsing easy to learn and cohesive across the entire site. We used a grid design to give users plenty of space to examine the product, see the price, and choose to compare or add the item. On the left, we have designed a dropdown filter system so that users can further customize their search and a sorting system on the top right to organize their results to their personal liking.

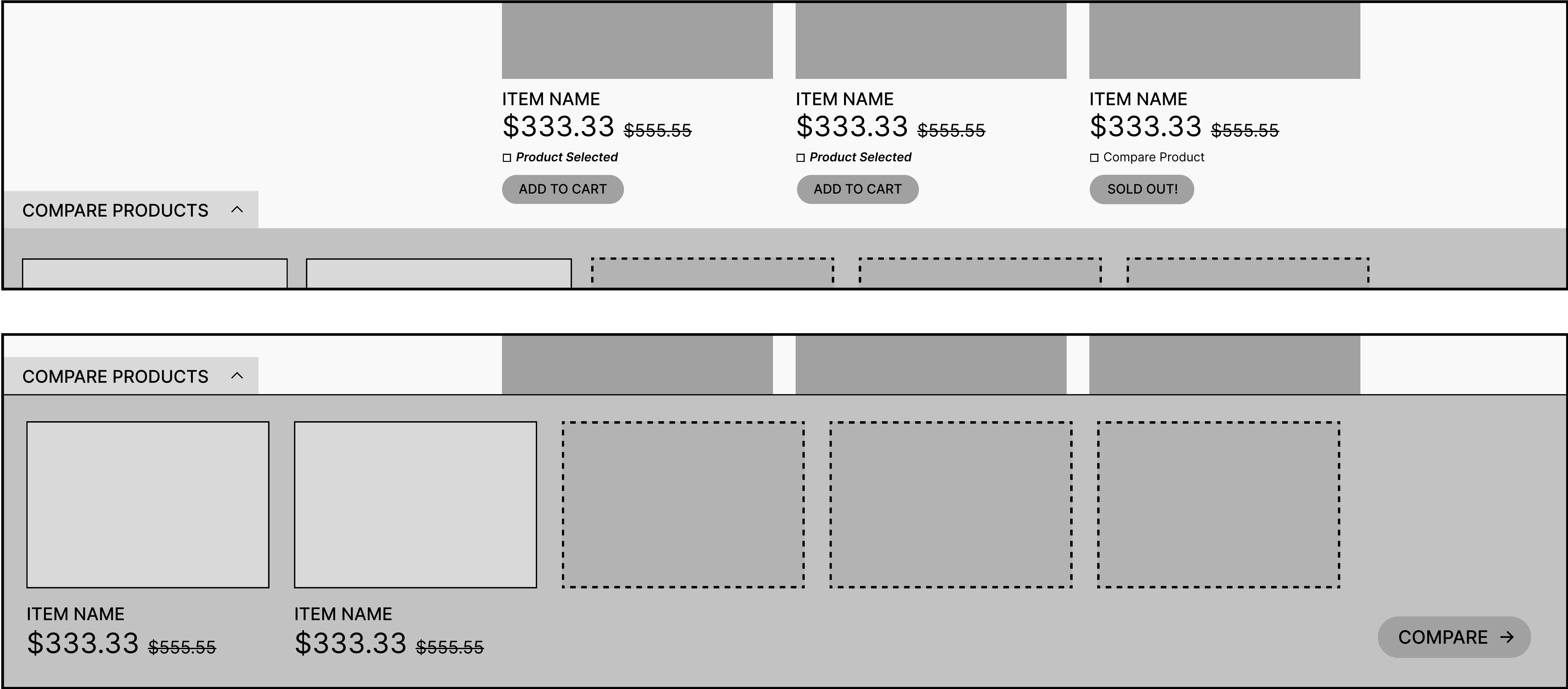


To allow users to browse quickly and compare items beyond our built-in comparison system, we included a **quick view** option to let users quickly see the desired item without fully changing pages. This allows people to sift through options more efficiently while still getting the relevant information to make purchasing decisions.

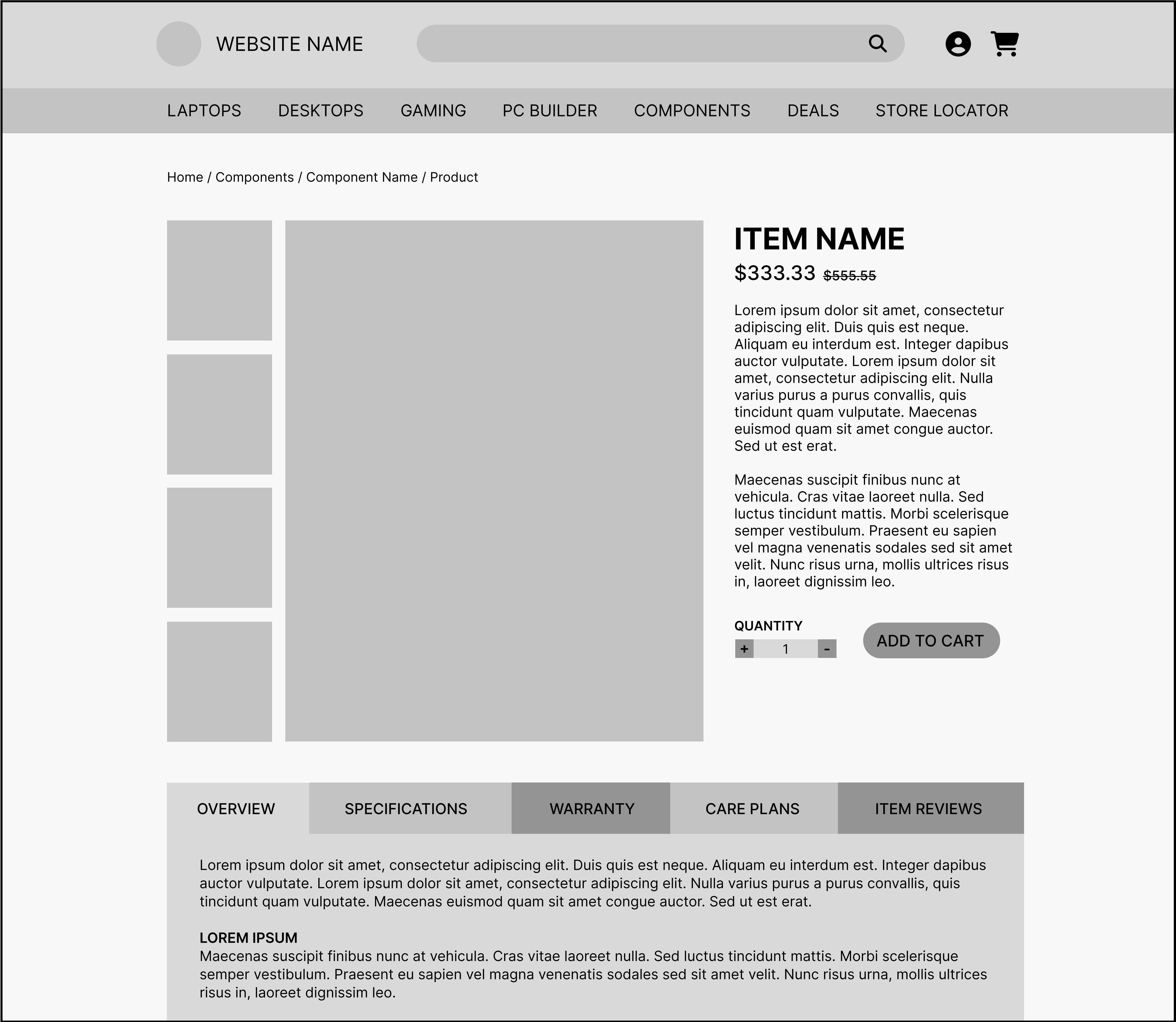


05 / COMPARISONS

One of our persona’s main concerns was being able to compare and contrast items properly. This is why we have designed a **comparison system** similar to NewEgg, which will let users seamlessly choose products to compare. The tab can be hidden while they browse and be expanded when they are ready to compare. Having this feature will ensure users are well informed of their various options before settling on a final decision.



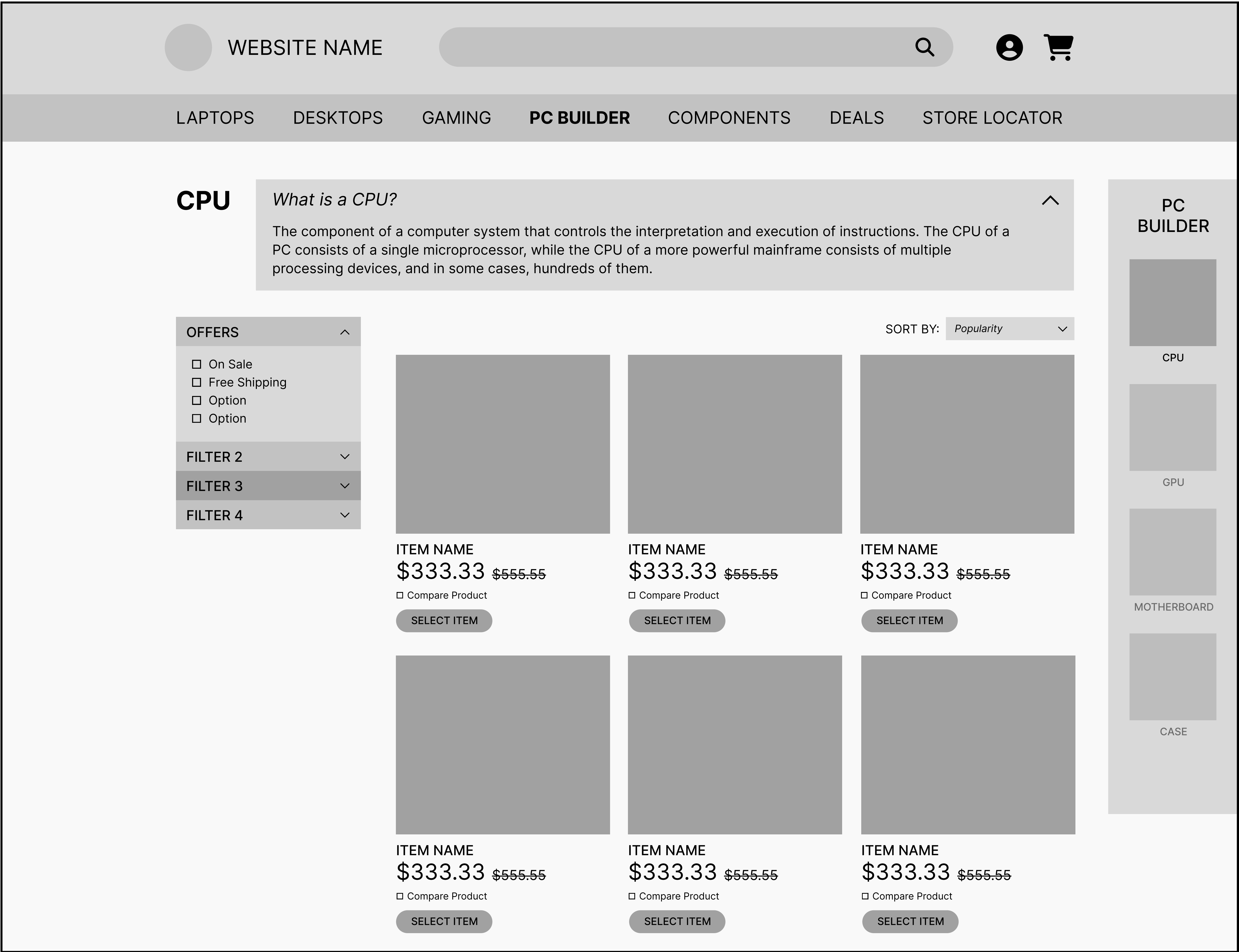
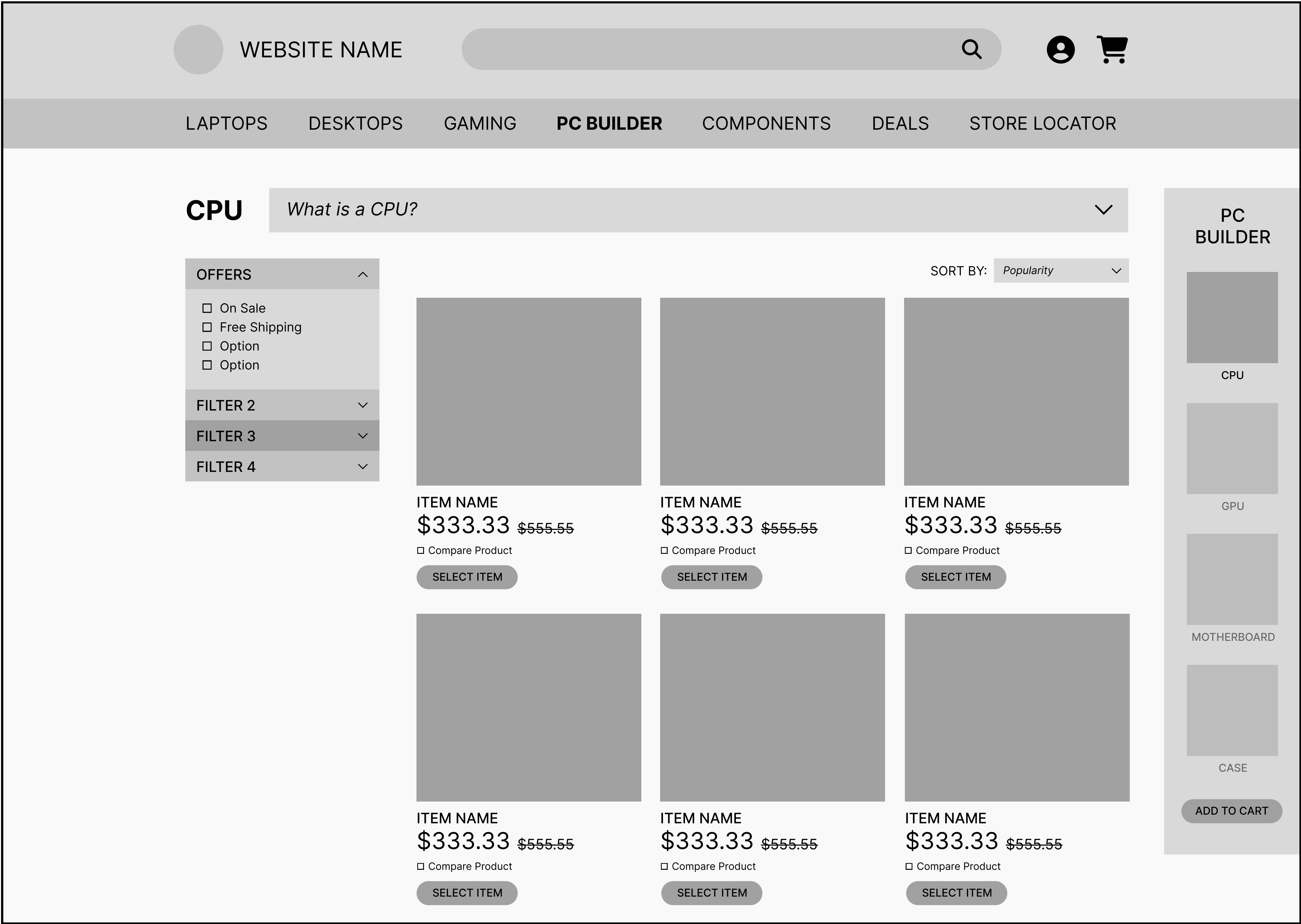
Since our primary personas are both very technical and specification-hungry, we wanted to include tabs through which they could gather extra details about a product. On the product page, users can find descriptions of the product, technical specifications from the manufacturer website, warranty details, care plans provided by our site, and reviews from both the manufacturer website and ours to help users know exactly what they are buying.



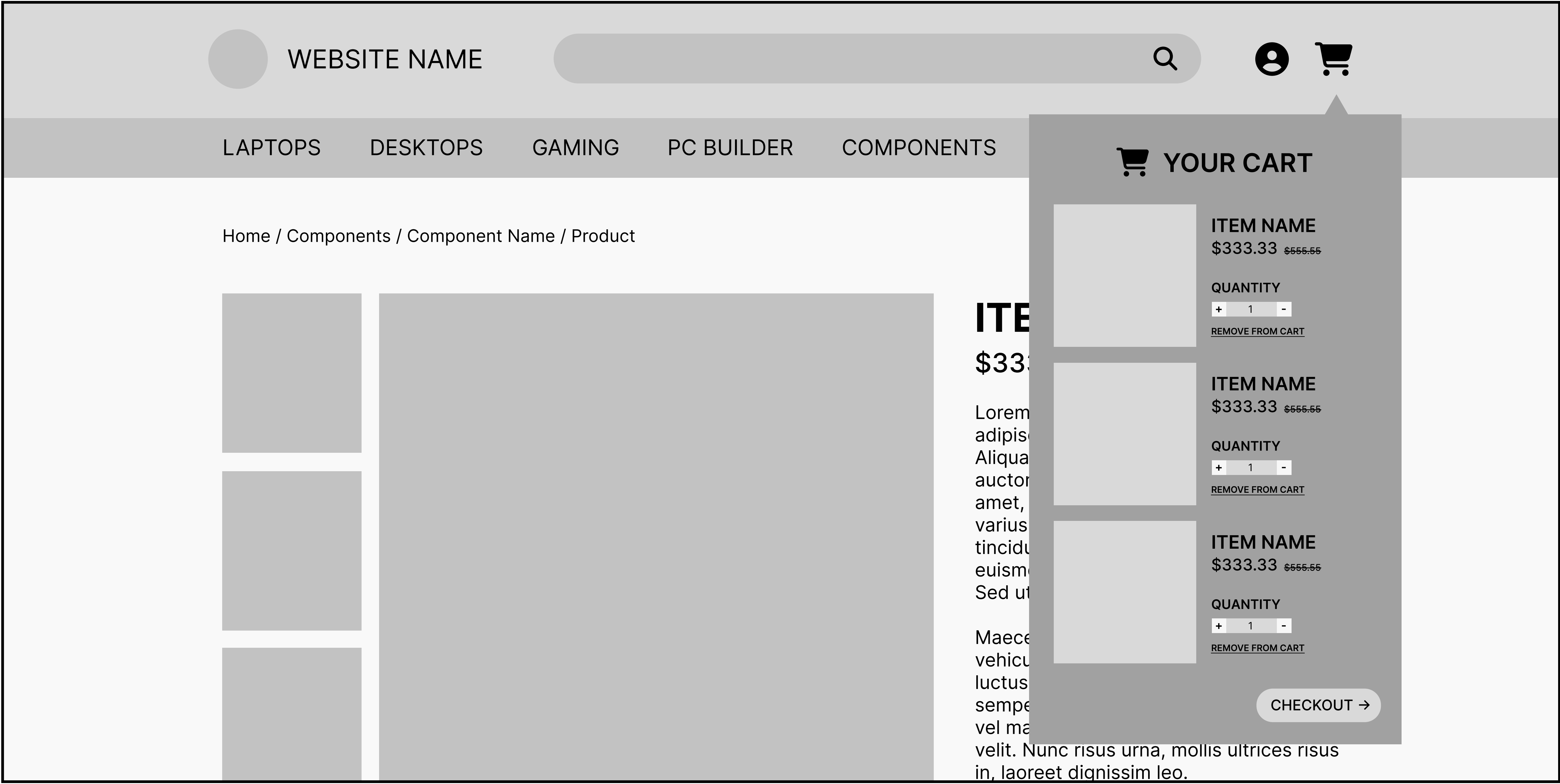
07 / PC BUILDER

To accommodate the users with less experience, our built-in **PC builder** provides a set workflow for what users need to select in order to complete a full PC build. To guide them, on the right hand side we have a collection of slots for items to be placed into as they browse each category. Actively-browsing components will be clear while the inactive or unselected components will remain faded to indicate they are still missing from the user’s build. Once the user is done their build, they can choose to add all items to cart to continue to their final purchase.

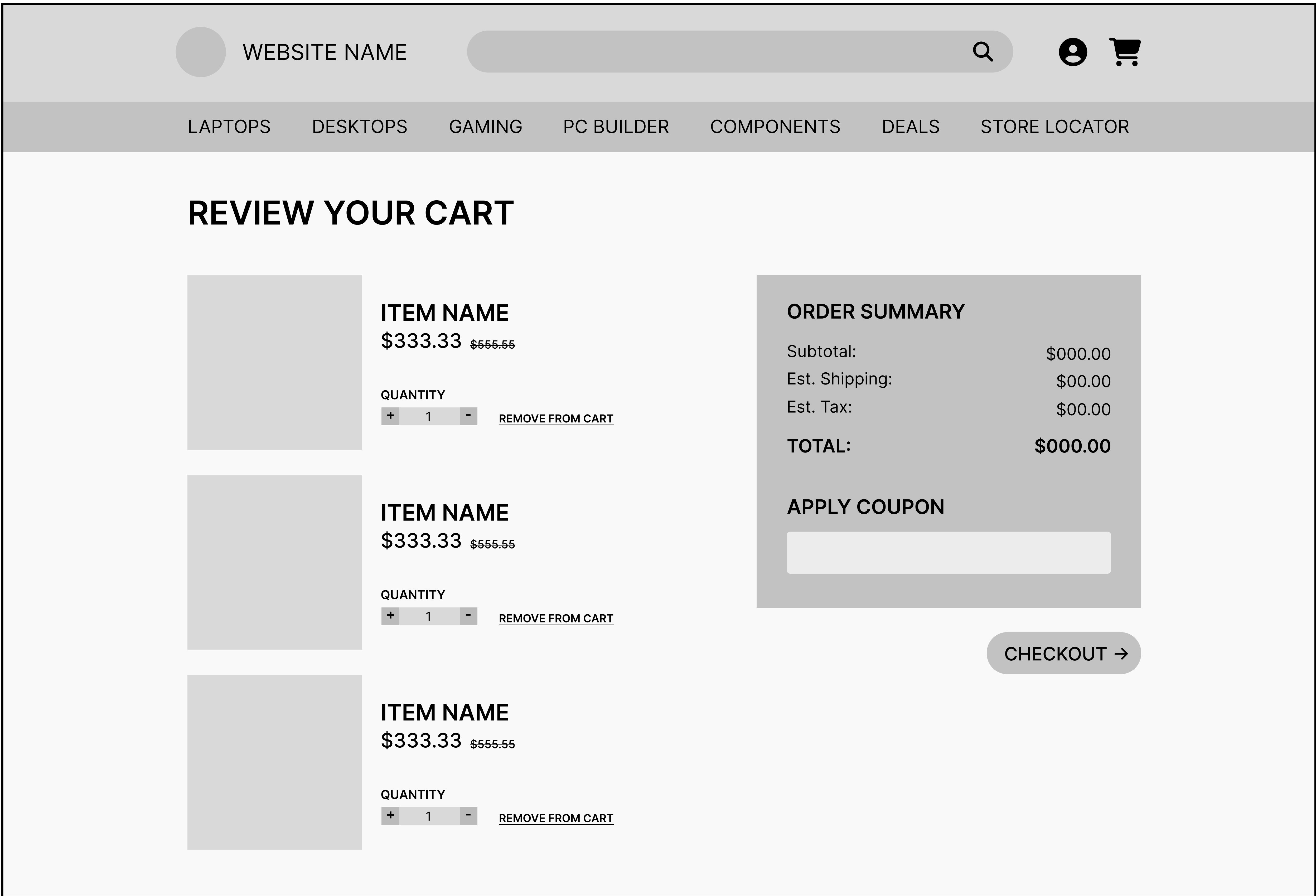
Additionally, a main issue we noticed in other PC builder system was the need for extra guidance, especially when considering the needs of low-experience users. To help, we have also added a small FAQ section that drops down above the browsing area. This provides the users with a summary of what component they are currently selecting, its purpose and other technical information that explains the use of the component.



When the user adds anything to their **cart**, a small window will appear from the cart icon at the top right. This will inform the user that they have successfully added their item, while also providing a quick reminder of what items already exist in the cart. If they are satisfied with their current selection, they can go directly to the checkout page or click elsewhere on the page to continue shopping.



Before going to the checkout, the users can review their cart and make any necessary changes such as adding or removing products. Coupons can also be applied and will update the total in real time.



Finally, our payment page will walk the user through the **payment flow**, starting with contact information→ shipping → payment. To help with user security, the payment system will be completely integrated into the website. The user will have the initial option to sign in to their account, create an account or use PayPal for an even more secure process. On the right hand side, the order summary reminds the user of what their current balance breakdown is as they choose things like shipping or payment methods.

WEBSITE NAME

LAPTOPS DESKTOPS GAMING PC BUILDER COMPONENTS DEALS STORE LOCATOR

CHECKOUT

1. CONTACT INFORMATION

First Name

Last Name

Email

Phone Number

SAVE & CONTINUE

2. SHIPPING

Please select one of the shipping options below:

DELIVERY

STORE PICK-UP

Address

Apt/Suite #

City

Province

Country

Postal Code

SAVE & CONTINUE

3. PAYMENT

Please select one of the payment options below:

Debit/Credit

PayPal

Cardholder Name

Billing Address

Same as contact address

SAVE & CONTINUE

ORDER SUMMARY

Subtotal:

\$000.00

Est. Shipping:

\$00.00

Est. Tax:

\$00.00

TOTAL:

\$000.00

APPLY COUPON

← EDIT CART