

Foreign Trade Website for A Company selling Pure Iron Materials

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Abstract

This project is my final thesis project for the summer semester. The content of the project is to design a foreign trade webpage for a Chinese materials company. The purpose of the project is to attract international customers through the webpage, establish a good relationship between the company and customers, and help the company successfully sell products.

Up to now, I have used the research methods, testing methods and prototyping methods I learned in msc user experience engineering to solve the problems encountered in the project and completed the high-fidelity prototype of the project.

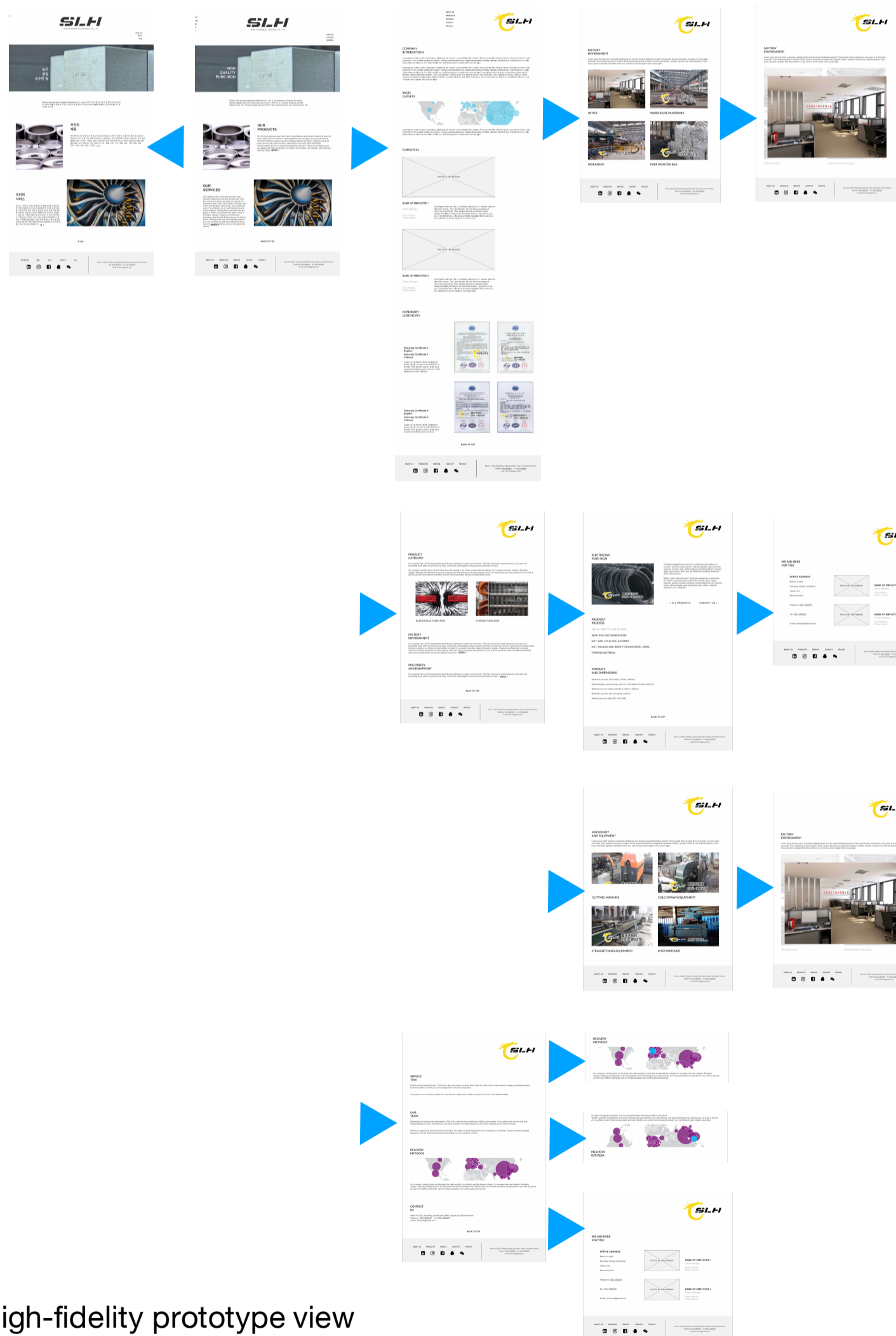
Introduction & Background

Liu Chang will work with China Shanxi Shenglonghua Magnetic Materials Co., Ltd. to complete the production of an international foreign trade website. Liu Chang is responsible for the part from the preliminary research to the generation of high-fidelity prototype.

The ultimate goal of this project is to find the best web-based online method to ensure a good customer relationship between this company and domestic and foreign customers to help the company successfully sell its products.

The purpose of the company's webpage creation is to attract international customers who need special materials and special craftsmanship. Based on the originally domestic-oriented website, Liu Chang will combine international web user experience knowledge, explore domestic and international solutions in the same industry, and look at certain methods that are the best way to establish the best relationship between the customer and the company.

Diagram / Design



High-fidelity prototype view created by Axure

Research Methodology

This section explains how I did the research:

At the beginning, I learned about the company and the industry, as well as the needs of customers, by interviewing company representatives and customers, and searching the Internet for data on related industries.

In the early stage, I used the semi-structured interview method, interviewed company representatives and 2 overseas customers, and defined the persona image based on the interview content and drawn the scenario.

- Defining Personas
After online interviewing real users we identified 2 key personas with management agreed, and recruited several people from different companies to be "product pioneers" in order to gain valuable insights into their needs.

- Defining Scenarios
I constructed defining scenarios for all personas, using sketches and procreate.

Finally, I fed persona and scenario to the company representatives to solicit opinions, so that persona and usage scenarios are more realistic and provide effective references for the design.

Testing & Evaluation

In this part, I use sort-carding, tree test, and first click test to verify whether my project meets the specifications:

First, I recorded the necessary titles and content of the websites of such companies based on the analysis of competing products, and then used the organized structure to perform tree tests.

With the help of company representatives, I recruited 9 industry insiders for testing. I set up 3 scenarios most frequently used by customers for this tree test.

Modify the prototype design based on the test results, and use the modified prototype for the first click test.

Conclusions & Future Work

Throughout the course of the project, I learned that academic knowledge and practice complement each other. At this stage of project completion, I learned that solving problems not only requires professional knowledge, but also requires continuous collection of suggestions and feedback in order to be closer to the needs of users. I am willing to continue to study and explore in the following work for some issues that exceed the needs of the project itself.

Although the project has been completed, I will continue to assist the company to complete the subsequent tests and modifications, and continue to apply what I have learned to the most appropriate places.