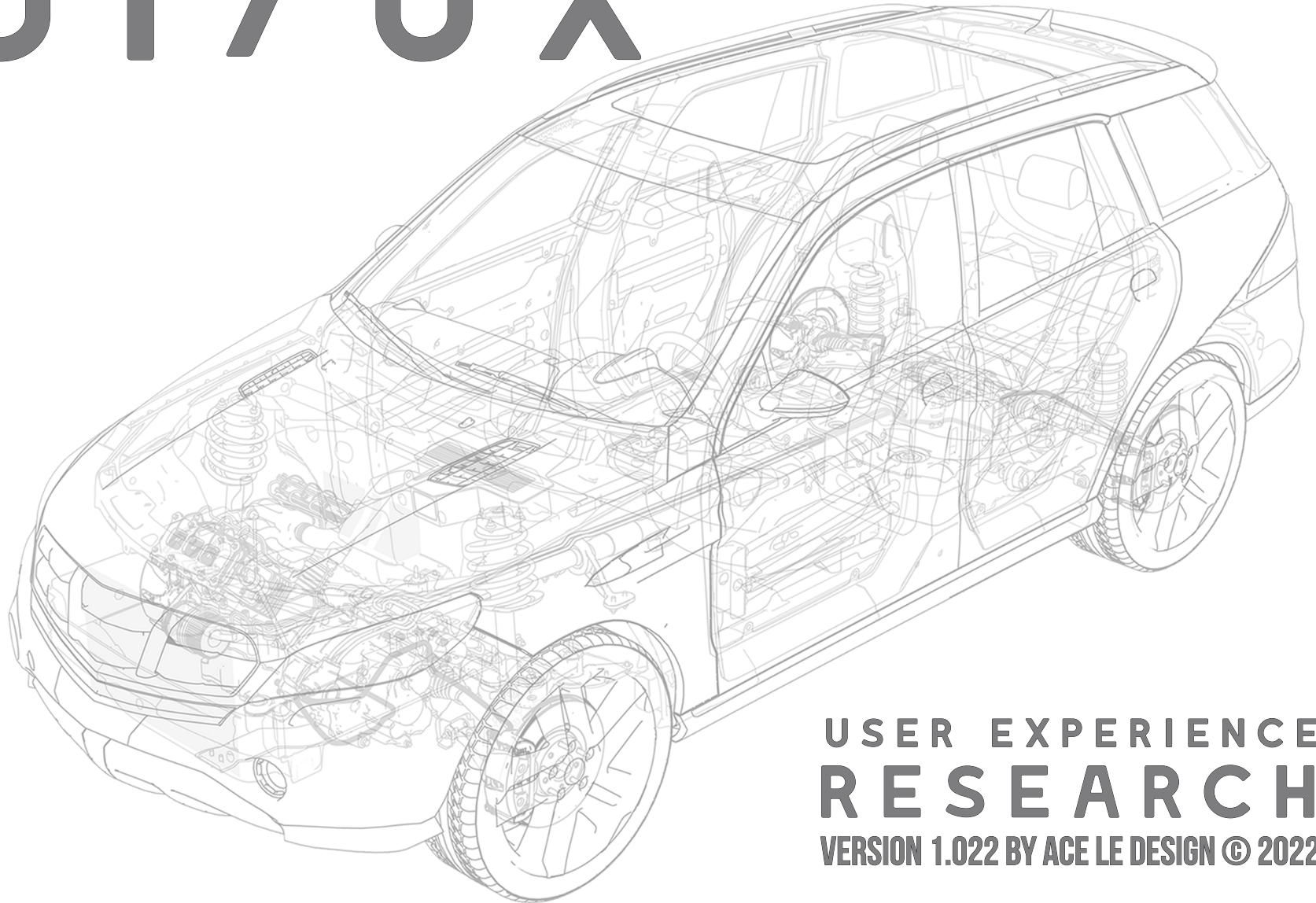


# TERRAMOTUS SOLUTIONS

## UI / UX

DOCUMENTATION



USER EXPERIENCE  
**RESEARCH**  
VERSION 1.022 BY ACE LE DESIGN © 2022

# CONTENTS

SECTION

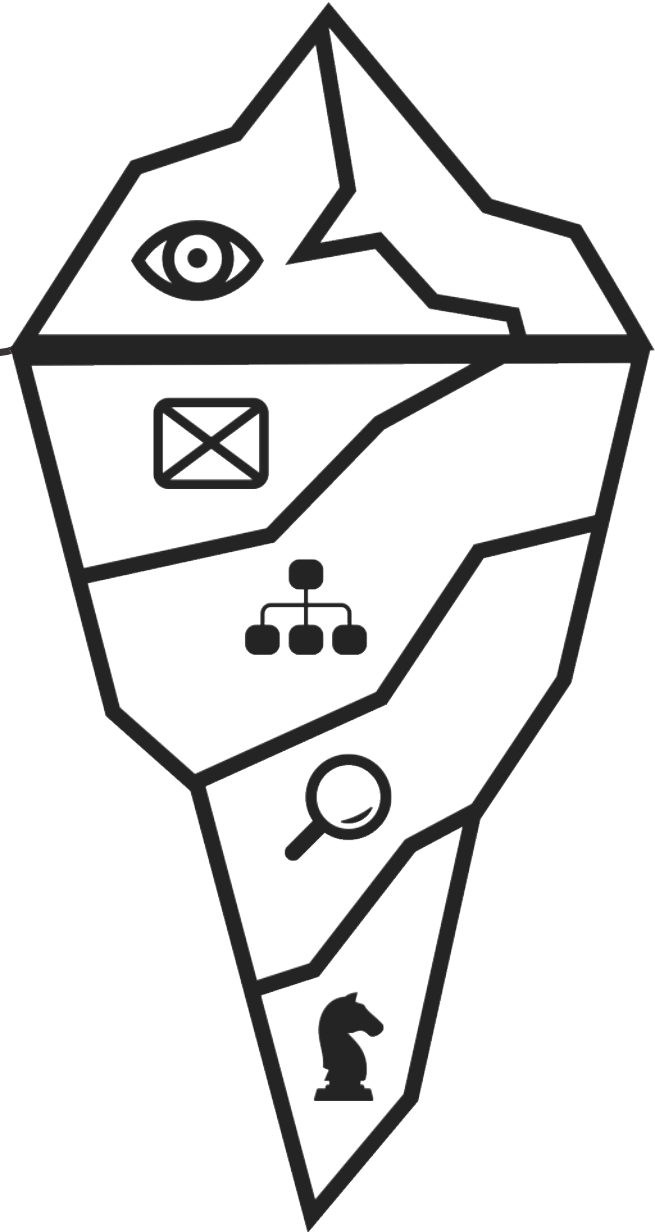
**5 SURFACE**  
Hi-Fi Prototype/Mock-Up  
1xDF Design System/Style Guide

**4 SKELETON**  
Lo-Fi Prototype/Wire-Frame  
Menu Design/Information Architecture

**3 STRUCTURE**  
User Journey Map/User Flow  
Site-Map

**2 SCOPE**  
Competitive Analysis  
User Story/Scenario

**1 STRATEGY**  
User Persona  
User Journey Map  
Goals & Expectations



UI/UX ICEBERG



# SECTION I STRATEGY

## SECTION I

### USER PERSONAS | USER JOURNEY MAPS

#### GOALS & EXPECTATIONS

1

#### PERSONA 1

User Persona/User Journey Map  
Goals & Expectations

#### CINDY SOO

Mother  
32



2

#### PERSONA 2

User Persona/User Journey Map  
Goals & Expectations

#### ANDY SALO

Service Manager  
39



3

#### PERSONA 3

User Persona/User Journey Map  
Goals & Expectations

#### CHAR MAN

CEO  
48



CINDY SOO



# PERSONA 1

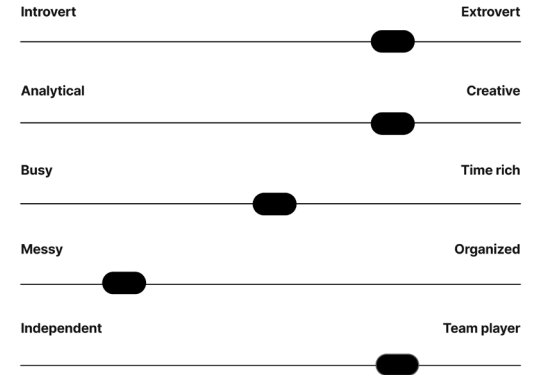
## MOTHER/FORMER BARISTA

"My partner takes care of all my car stuff, I'll ask him." - Cindy

### FAVORITE BRANDS



### PERSONALITY



### STATISTICS

- 32 Years Old
- \$40K-45K (Until Maternity Leave)
- Burnaby BC, Canada
- Stay-at-home Mother
- Married With 1 Child
- Art History Capilano University
- Moderate Technical Aptitude

### BIOGRAPHY

Cindy is a proud mother of a 2 year old who likes to spend her free time doing DIY crafts and painting. She often cooks while watching youtube on her Roku TV. Weekends are mostly spent at the park with her family. She cares about her community and was an avid volunteer up until her maternity leave.

### INTERESTS

- Movies/Film
- Community Volunteering
- Painting/Drawing/DIY
- Photography
- Food Shows
- Philosophy
- Dance

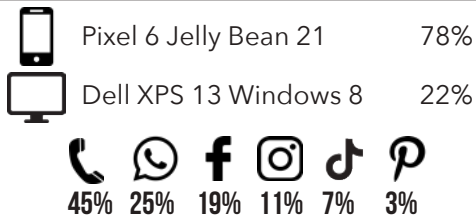
### MOTIVATIONS

- Family/Peers
- Credibility
- Convenience
- Cost
- Internet
- Social Media

### GOALS

- Spend less time running errands (More with family)
- Spend less money (Save for home)
- Live balanced life
- Grow family

### CHANNELS



### NEEDS

Intuitive to navigate on first viewing to documentation and warranty sections on a mobile device under slightly stressful circumstances. Also needs to look credible.

### ACTIVITIES

- Child Care
- Clean/Cook
- Running Errands
- Watch TV/Youtube
- Self Care
- Dance

### FRUSTRATIONS

- Dislikes decision making (Likes less options)
- High costs
- Dislikes petrol products (Choose green alternatives if possible)

# USER JOURNEY MAP 1

# CINDY SOO



## USER SCENARIO

Cindy is a stay-at-home mom who has made arrangements for a babysitter so that she can take her car in for a regular service.

## GOALS & EXPECTATIONS

Cindy is a busy mom who juggles many duties. Her goal is to get her regular service done with as low as costs as possible while spending the least amount of time as possible so she can get back to her child. She expects some unforeseen costs.

### BEFORE WORK

### MORNING WORKDAY

### AFTERNOON WORKDAY

### AFTER

DOING



Cindy speaks to the service advisor as she drops off her keys for regular service.

As Cindy is waits for service in the waiting room she texts her partner.

Cindy speaks to the advisor about extra recommended services.

Cindy researchs the recommended services and brands on her mobile phone.

Cindy speaks to the advisor about extra recommended service.

Cindy texts her partner as she is leaving the service garage.

THINKING

- Remember to ask about costs.
- Remember to ask about warranty.
- I hope everything is okay with babysitter.
- Don't forget to text partner after.

- I hope there isn't any unforeseen costs.
- Remember to ask about warranties.
- I hope everything is okay with babysitter.
- I hope partner after.

- I knew there was going to be more costs.
- Remember to ask about warranties incl.
- I hope everything is okay with babysitter.

- I should google these brands and fact check these services.
- If the website isn't nice it's probably not a ethical company.
- I hope I won't have to make another trip.

- Cindy confirms costs and warranties with service advisor.
- Remember to ask about costs.
- I hope everything is okay with babysitter.

- Reassure my partner that everything was completed without requiring an extra trip.
- Inform partner about warranties included and research was done.

FEELING

- Feeling anxious about about costs.
- Nervous about state of child in day-care.
- Worried about rising living costs.

- Feeling better about taking her car in and getting out of the house for a change.
- Reassured after she texts her partner.
- A little bored flipping through her phone.

- Feeling anxious about high costs.
- Nervous about state of child in day-care.
- Dislikes decision making but also being seen as bad at decision making.

- Feeling good about doing research.
- Less nervous and more informed.
- Assurance of product quality due to quality of website and web documentation.

- Feeling informed and reassured with recommended service.
- Nervous about state of child in day-care.

- Feels relieved and accomplished she has completed the service.
- Relieved she doesn't need to come back for any additional service.
- Feels very little buyers remorse.

## ANDY SALO



# PERSONA 2

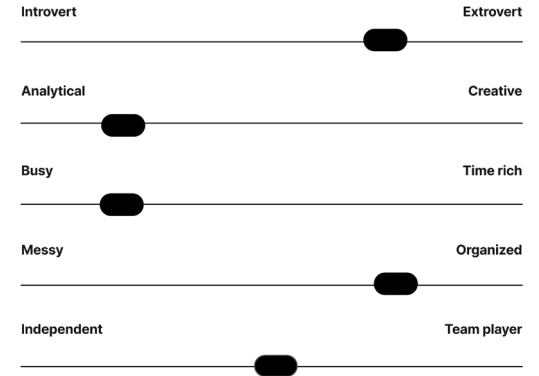
## SERVICE MANAGER

"I'm going to need you to sign these Safety Minutes in different pens." - Andy

### FAVORITE BRANDS



### PERSONALITY



### STATISTICS

- 39 Years Old
- \$85K-120K
- Surrey BC, Canada
- Service Manager
- Married With 2 Children
- Masters of Business Administration
- High Technical Aptitude

### BIOGRAPHY

Andy is a service manager working with the Narrow Road Group Since 2004, he likes to keep fit and has a high technical aptitude. He is responsible for insuring top customer service and all safety protocols are followed. Andy spends his time dealing with negative customer feedback and looking over sales reports. He spends his free time working out and online gaming.

### INTERESTS

Jogging/Bouldering  
Health/Fitness  
Sports (Hockey/Football)  
Mixed Martial Arts  
Online/Console Gaming  
Kraft Beer/Food  
Sports Betting

### MOTIVATIONS

Sales Figures  
Customer Feedback  
Board Members  
Safety of Staff/Customers  
Credibility /Reliability  
Warranty  
Marketability

### GOALS

- Increase sales
- Increase customer satisfaction
- Decrease work-load
- Decrease documentation time
- Get a promotion

### CHANNELS

- iPhone 13 IOS 15.5      91%
- MacOS Monterey 12.4      9%
- 73%
- 14%
- 6%
- 6%
- 1%

### NEEDS

A reliable supply chain with a trustworthy warranty wrapped in an easily marketable package.  
Documentation and forms easily accessible on mobile device as he is often mobile.

### ACTIVITIES

- Supervising staff
- Solving service issues
- Solving logistical issues
- Reviewing and solving customer related issues
- Review and record safety minutes

### FRUSTRATIONS

- Bad supply causing negative customer feedback
- Disliked old label styling (Difficult marketing/less sales)
- Difficult finding old sds (High documentation time)
- Switching suppliers



# USER JOURNEY MAP 2

# ANDY SALO



## USER SCENARIO

Andy is starting his typical day as Service Manager; reviewing his email he receives a negative customer feedback notification on his phone and investigates.

## GOALS & EXPECTATIONS

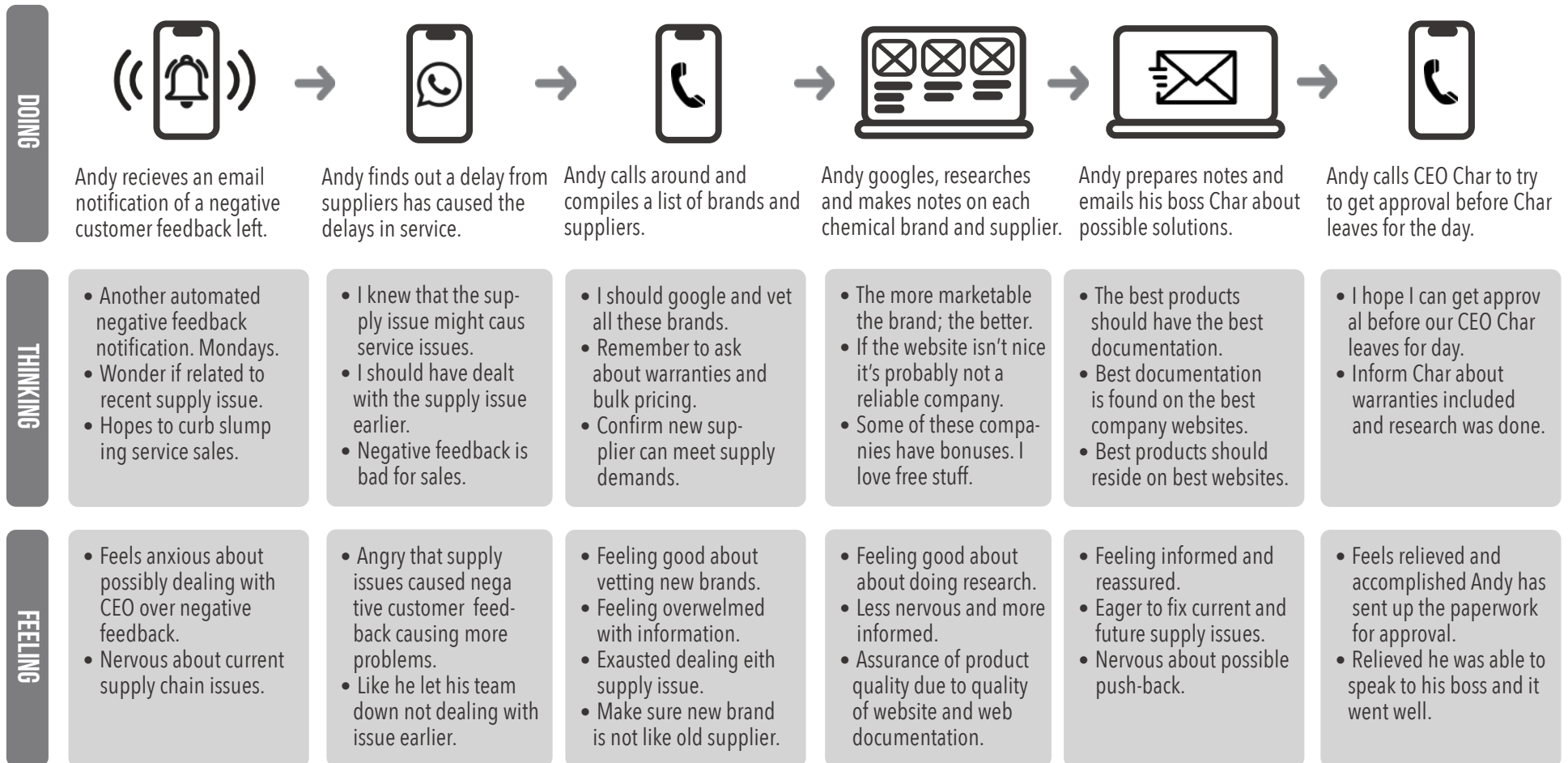
Andy is busy and juggles many duties. His goal fix the service issue and to prevent it from happening in the future. He suspects a possible supply issue due to past experiences.

### BEFORE WORK

### MORNING WORKDAY

### AFTERNOON WORKDAY

### AFTER



## CHAR MAN



# PERSONA 3

## CHIEF EXECUTIVE OFFICER

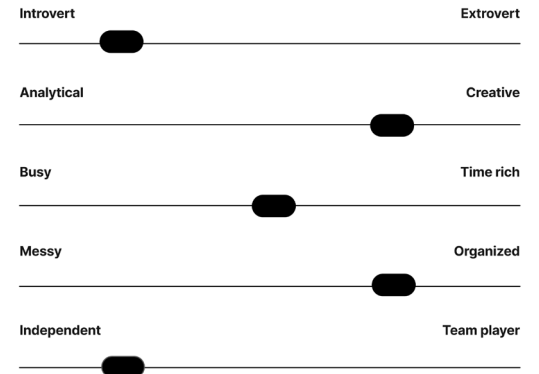
"One never finds the time, they must make it."

"What a privilege it is to be alive." - Char

### FAVORITE BRANDS



## PERSONALITY



## STATISTICS

- 48 Years Old
- \$500K-750K
- Vancouver BC, Canada
- Chief Executive Officer
- Married With 4 Children
- Masters of Business Administration
- High Technical Aptitude

## BIOGRAPHY

In 1997 Char took over as CEO of Narrow Road Group. He likes to spend his weekends sailing his vintage yacht or on his beachfront property with his many neices. He is often seen on his phone browsing Amazon for the latest tech gifts for his many family members. He is a stakeholder in multiple ventures and his favourite book is the Meditations of Marcus Aurelius.

## INTERESTS

Climbing/Hiking  
Sailing/Boating/Fishing  
Auto Racing/Formula 1  
Fine Wines/Spirit  
Photography/Film  
Magazines/Books  
Mineral Recources/Mining

## MOTIVATIONS

Sales Figures  
Customer Retention  
Board Members  
Staff  
Magazines/Books  
Marketability  
Brand Recognition

## GOALS

- Increase sales
- Increase positive feedback
- Customer retention
- Decrease work-load
- New exotic car
- Early retirement

## CHANNELS

- iPhone 13 IOS 15.3 88%
- MacOS Big Sur 11.6 12%
- 88%
- 8%
- 2%
- 2%

## NEEDS

Reliable Supply Chain  
Trustworthy Warranty  
Marketable Appearance  
Intuitive Interface  
Responsive Design  
High Speeds

## ACTIVITIES

- Reviewing Sales Figures
- Reviewing meeting briefs and notes
- Meetings
- Reviewing and approving marketing material
- Emails

## FRUSTRATIONS

- Negative customer feedback
- Dislikes having to fix supply issues
- Slumping sales figures
- Staff incompetence



# USER JOURNEY MAP 3

# CHAR MAN



## USER SCENARIO

Char receives an email notification on his phone and investigates and is frustrated with supply issues that is affecting his business. He is ready to move to a new supplier.

## GOALS & EXPECTATIONS

Char's goal is to get to the root of issue and to prevent it from happening in the future as fast as possible. He is ready and willing to change suppliers to keep his customers happy.

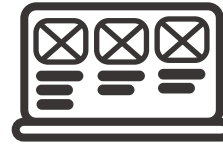
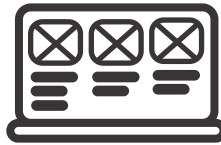
### BEFORE WORK

### MORNING WORKDAY

### AFTERNOON WORKDAY

### AFTER

#### DOING



Char receives a notification of an email from his service manager Andy.

Char calls to find a supply delay has caused negative feedback.

Char diligently looks through the web links provided and googles the brands.

Char compares best perceived-value brands.

Char completes credit application and sends to Andy via email.

Char calls Andy to give his approval for a supplier change on evaluation.

#### THINKING

- Wonder if issue can be resolved by end of day.
- Hopes it's not about negative feedback.

- I wish we had dealt with the supply issue earlier.
- Negative feedback is bad for sales.
- This should have been taken care of already by Andy.

- I should diligently vet these brands.
- I'll list perceived quality based on documentation and website.
- I'll list best perceived value based perceived quality and warranty.

- If the documentation is bad the product is probably also.
- If the website isn't nice it's probably not a reliable company.
- The more marketable the brand; the better.

- No past issues with newer brand.
- Should get this problem fixed ASAP
- Looks good to support a fellow Canadian company.

- Chat with Andy about warranties included and research was done.
- We get a lot of promises that often fall short so we should try an evaluation period.

#### FEELING

- Tired after his morning meetings.
- Apprehensive about email notification from Andy.

- Angry that Andy let supply issues cause negative feedback
- Dissatisfied in his service team's lack of action causing negative feedback.
- Exhausted.

- Feeling good about vetting new brands with a systematic logical approach.
- Feeling good about fixing supply issue.
- Disappointment in staff disappointing.

- Less nervous and more informed.
- Assurance of product quality due to quality of website and web documentation.

- Eager to go home.
- Eager to fix current and future supply issues.

- Feels relieved he found a supplier that met his requirements.
- Relieved he was able to help his team on short notice.



# SECTION 2

# SCOPE

# SECTION 2

**USER SCENARIO | USER STORY**

**COMPETITIVE ANALYSIS**

**1**

**PERSONA 1**

User Scenario 1/  
User Story 1

**CINDY SOO**

Mother  
32



**2**

**PERSONA 2**

User Scenario 2/  
User Story 2

**ANDY SALO**

Service Manager  
39



**3**

**PERSONA 3**

User Scenario 3/  
User Story 3

**CHAR MAN**

CEO  
48



**4**

**COMPETITIVE ANALYSIS**

Competitors 1 - 4



# CINDY TAKES CAR IN FOR SERVICE

USER SCENARIO 1

USER STORY 1

PERSONA 1

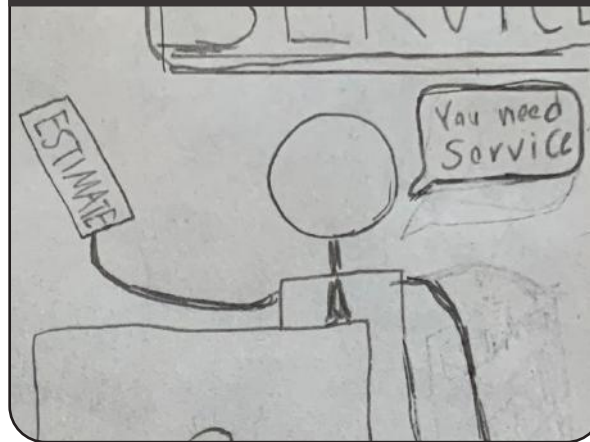
CINDY SOO

## NARROW ROAD GROUP SERVICE WAITING ROOM



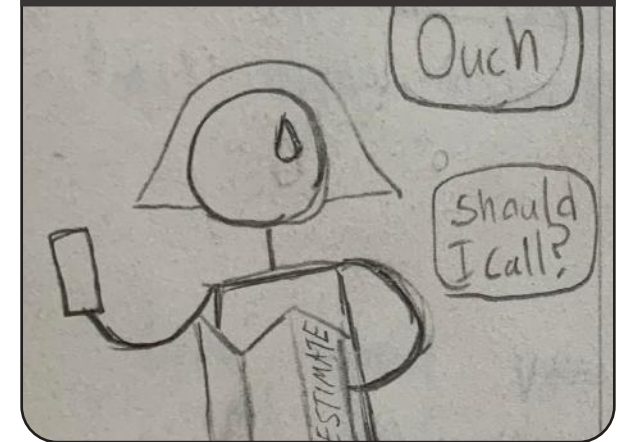
- Cindy passing the time as she waits for her regular service to be done on her car.
- Her partner usually takes her car in and is much more knowledgeable about cars.

## COUNTER AT NARROW ROAD GROUP



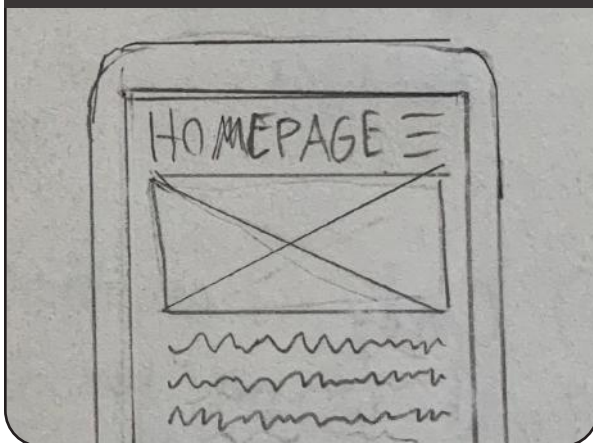
- Cindy is called up to the desk and given an estimate for some recommended service.
- She has not heard of the brand of the chemicals company before.

## SERVICE WAITING ROOM



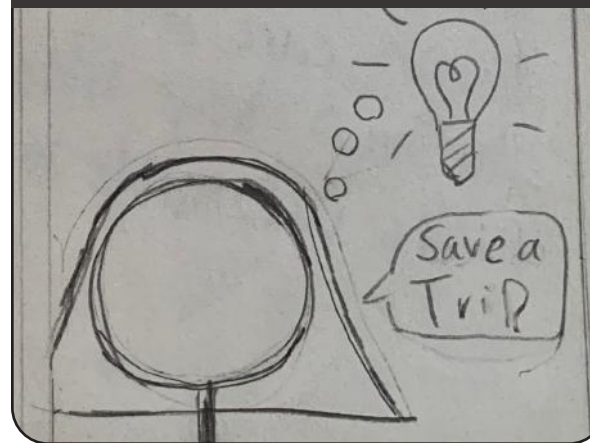
- Cindy is surprised with the costs and wonders if she should call her overworked partner.
- She decides to be independent and research the service on her phone instead.

## CINDY'S SMARTPHONE



- Cindy googles TerraMotus and is happy to easily find and navigate the homepage.
- Navigating pages she is impressed with the documentation and warranty available.

## SERVICE WAITING ROOM



- Cindy is convinced the products look world class due to documentation and webdesign.
- Impressed; Cindy has the idea to do the services right away to save a trip back!

## CINDY DRIVES HOME



- Cindy is on her way and is excited to her partner that everything is taken care of!
- She is singing her favorite song on her way to day-care with very little buyer's remorse.



# SERVICE & SUPPLY ISSUES WITH ANDY

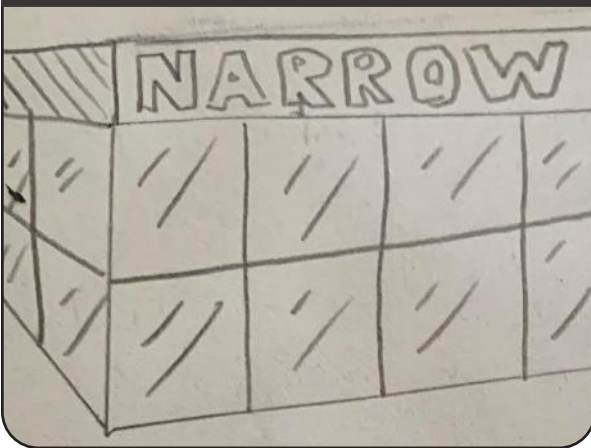
PERSONA 2

USER SCENARIO 2

USER STORY 2

ANDY SALO

NARROW ROAD GROUP HEAD OFFICE



- Andy is having his morning coffee about to begin his emails at Narrow Road Group.
- Andy receives an automated email that a negative customer review was left.

ANDY'S DESK AT NARROW ROAD GROUP



- Andy investigates and found a delay from suppliers has caused the delays in service.
- Andy is angry no one contacted him before the supply issue causing negative feedback.

ANDY'S DESK



- Andy calls every sales person who has ever contacted him requesting price and specs.
- Overwhelmed Andy records notes and googles each of the chemical brands.

ANDY'S LAPTOP



- Andy visits each supplier webpage and notes the most professional looking.
- Andy is the Safety Officer Andy remembers to check the warranty and SDS documents.

ANDY'S LAPTOP



- Andy notes TerraMotus has best documentation and is impressed with the design.
- Andy prepares notes and account application; forwards for approval.

NARROW ROAD GROUP HEAD OFFICE



- Andy wants to catch Char before he leaves work so calls him to explain the situation.
- Andy walks Char through some notes and is given the approval to switch suppliers.





# BIG CALCULATED MOVES WITH CHAR

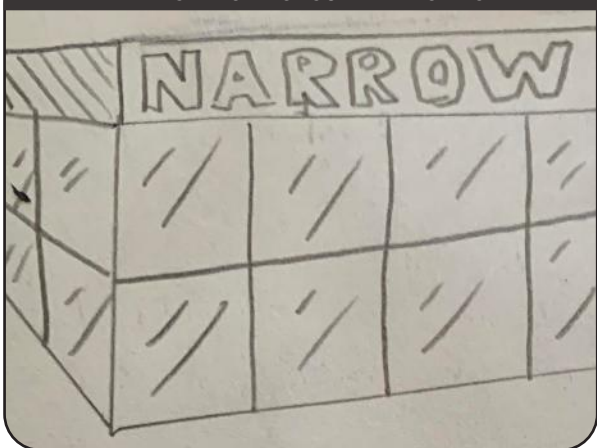
USER SCENARIO 3

USER STORY 3

PERSONA 3

CHAR MAN

NARROW ROAD GROUP HEAD OFFICE



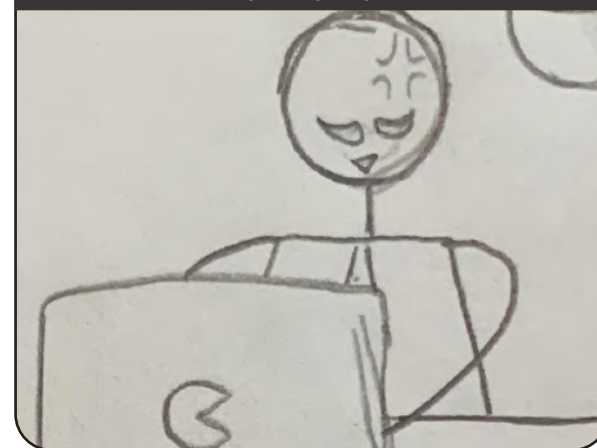
- Char just finished his second round of meetings at Narrow Road Group.
- Char decides to check emails before he leaves for the day when he receives a call.

CHAR'S DESK AT NARROW ROAD GROUP



- Char is told; delays by chemical suppliers has caused negative customer feedback.
- He is sent a curated list of top suppliers and forms by Andy the Service Manager.

CHAR'S DESK



- Char is eager to keep his customers happy and looks through the web links provided.
- Diligently Char researches each chemical supplier's warranty and documentation.

CHAR'S LAPTOP



- He lists perceived-quality based on warranty, documentation and website-quality.
- He then compares prices with perceived-quality to determine best-perceived-value.

CHAR'S LAPTOP



- Char vets best-perceived-value suppliers and is impressed with a Canadian company.
- Char notes having no past issues with newer brand decides to take a chance.

CHAR'S DESK AT NARROW ROAD GROUP



- Char eager fix the issue and leave the office approves the online credit application form.
- Char calls Andy back giving him approval to switch suppliers on a evaluation-period.

# ANALYSIS COMPETITIVE

**TERRAMOTUS SOLUTIONS INC.**  
[HTTPS://TERRAMOTUS.COM/](https://TERRAMOTUS.COM/)

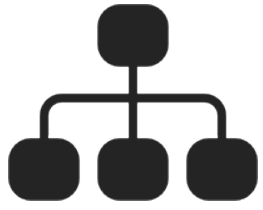
**TERRACLEAN.**  
[HTTPS://WWW.TERRACLEAN.NET/](https://WWW.TERRACLEAN.NET/)

**Wynn's**  
[HTTPS://WYNNUSA.COM/](https://WYNNUSA.COM/)

**BG**  
[HTTPS://WWW.BGPROD.COM/](https://WWW.BGPROD.COM/)

	YOUR COMPANY	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Industry/ Product & Services	Automotive Chemical Sales & Service	Automotive Chemical Sales & Service	Automotive Chemical Sales	Automotive Chemical Sales & Service
Search Engine Ranking	★★	★★★★	★★★★★	★★★★★
Google Page Speed Rating	86% Desktop 25% Mobile	75% Desktop 25% Mobile	66% Desktop 27% Mobile	56% Desktop 31% Mobile
Web Design/Documen- tation/ Information Architecture	★★★★	★★	★★★★	★★★★
Packaging Design/ Marketing Material	★★★★★	★★	★★★★★	★★★★★
Target Audience	Automotive Ser- vice Customer/ Retailer/Service	Automotive Ser- vice Customer/ Retailer/Service	Customer/ Retailer	Customer/ Retailer
Marketing Strategy	Email/Phone/ Rewards/Web- site/Social	Email/Phone/ Rewards/Web- site/Social/Blog	Email/Phone/ Website/Social/ Blog	Email/Phone/ Rewards/Web- site/Social/Blog
Customer Satisfaction/ Brand Recognition/ Reputation	★★	★	★★★★★	★★★★
Weaknesses	Lack of Reputation/ Mobile Speeds	Design/ Reputation/ Mobile Speeds	Average Desk- top/Mobile Speeds	Desktop Speeds/Lack of Reputation
Advantages	Design/ Information Architecture	None	Reputation/ Brand Recogni- tion	Mobile Speeds/ Information Architecture





# SECTION 3 STRUCTURE

## SECTION 3

USER FLOWS

SITEMAP

1

**PERSONA 1**

User Flow 1

**CINDY SOO**

Mother  
32



2

**PERSONA 2**

User Flow 2

**ANDY SALO**

Service Manager  
39



3

**PERSONA 3**

User Flow 3

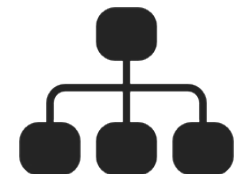
**CHAR MAN**

CEO  
48



4

**SITEMAP**



PERSONA 1



# USER FLOW

## SCENARIO

Cindy just received an estimate with her regular service of some required maintenance. She pulls out her smartphone to research the brand and services being offered.

# CINDY SOO

## GOALS & EXPECTATIONS

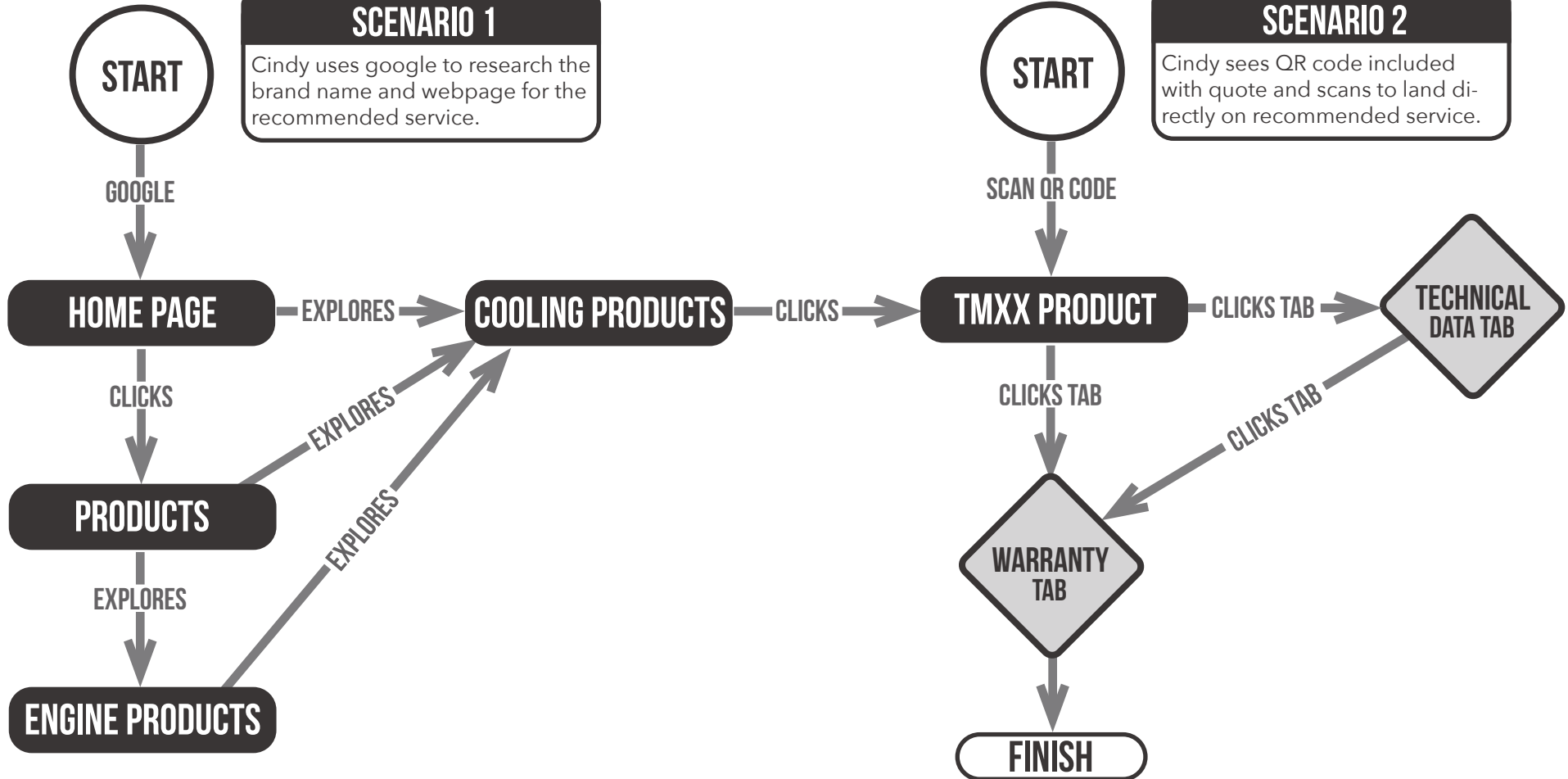
Check if the services seem legitimate for the mileage of the vehicle. Check to see if the company seems reputable. She suspects good design/documentation an indicator of quality and reliability of product/brand.

## SCENARIO 1

Cindy uses google to research the brand name and webpage for the recommended service.

## SCENARIO 2

Cindy sees QR code included with quote and scans to land directly on recommended service.



PERSONA 2



# USER FLOW

# ANDY SALO

## SCENARIO

Andy has to vet possible suppliers and lists marketing material, brand names and links to research the reputation and inherent reliability of companies for his boss to approve.

## GOALS & EXPECTATIONS

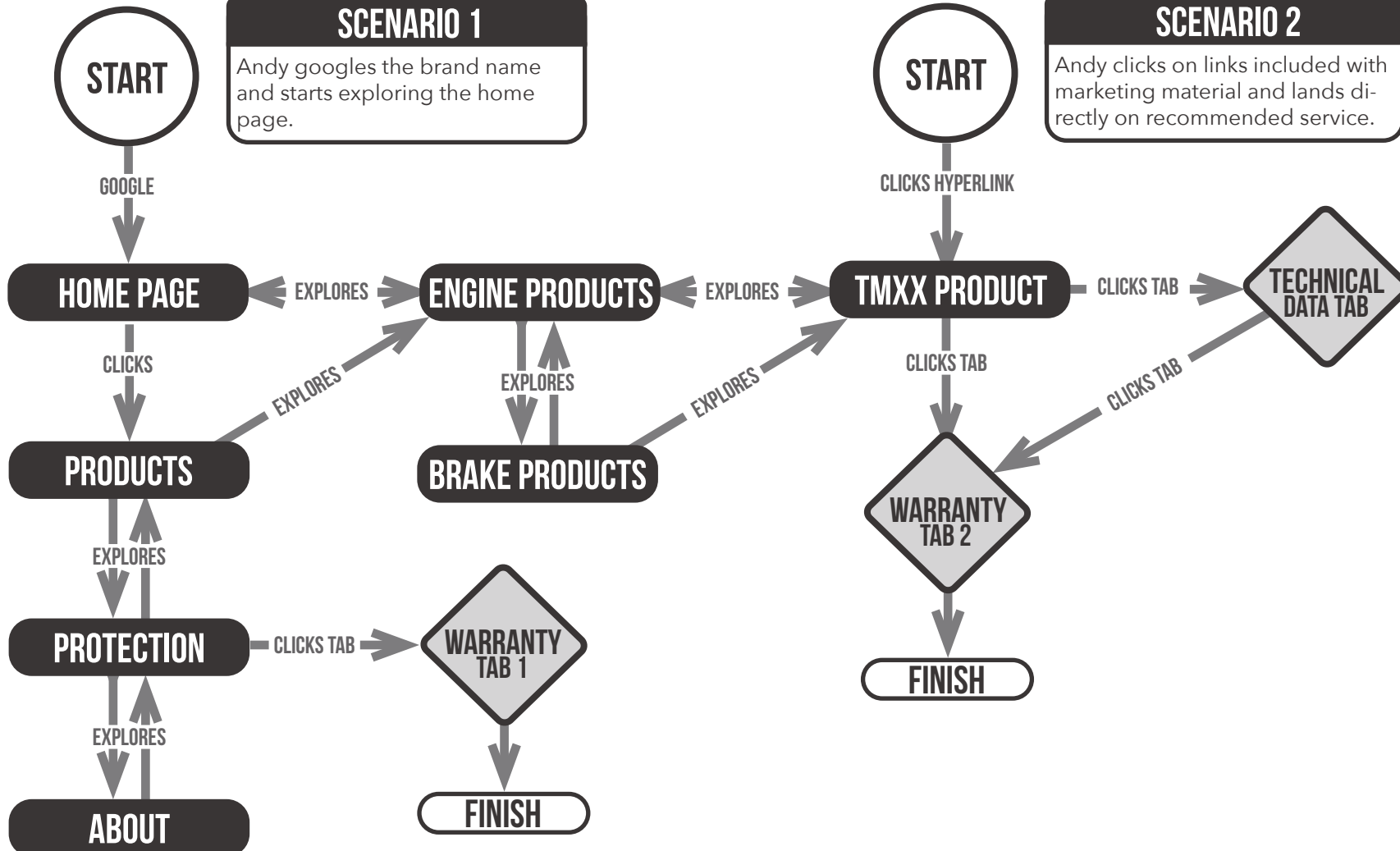
Andy's goal is to check vet reputation and legitimacy of a new supplier. He expects good documentation to be an indicator of quality. He expects a good reputable company can afford great web design and information architecture.

## SCENARIO 1

Andy googles the brand name and starts exploring the home page.

## SCENARIO 2

Andy clicks on links included with marketing material and lands directly on recommended service.



PERSONA 3



# USER FLOW

# CHAR MAN

## SCENARIO

Char has received a curated list of marketing material and links of possible replacement suppliers and brands.

## GOALS & EXPECTATIONS

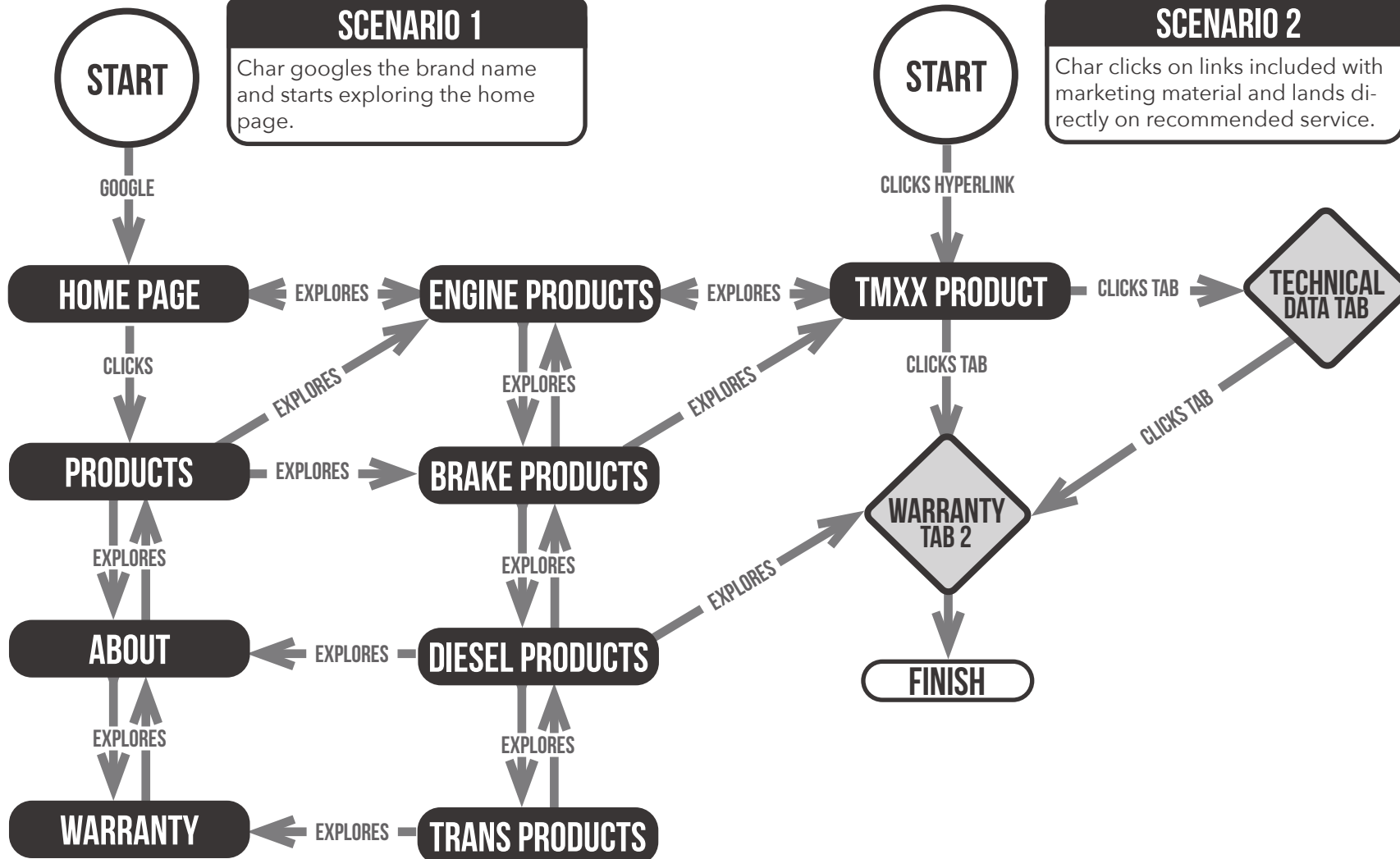
Chars goal is to diligently check legitimacy of a new supplier. He expects good documentation to be an indicator of quality. He expects a good reputable company can afford great web design and information architecture.

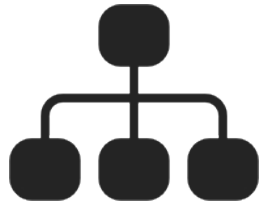
## SCENARIO 1

Char googles the brand name and starts exploring the home page.

## SCENARIO 2

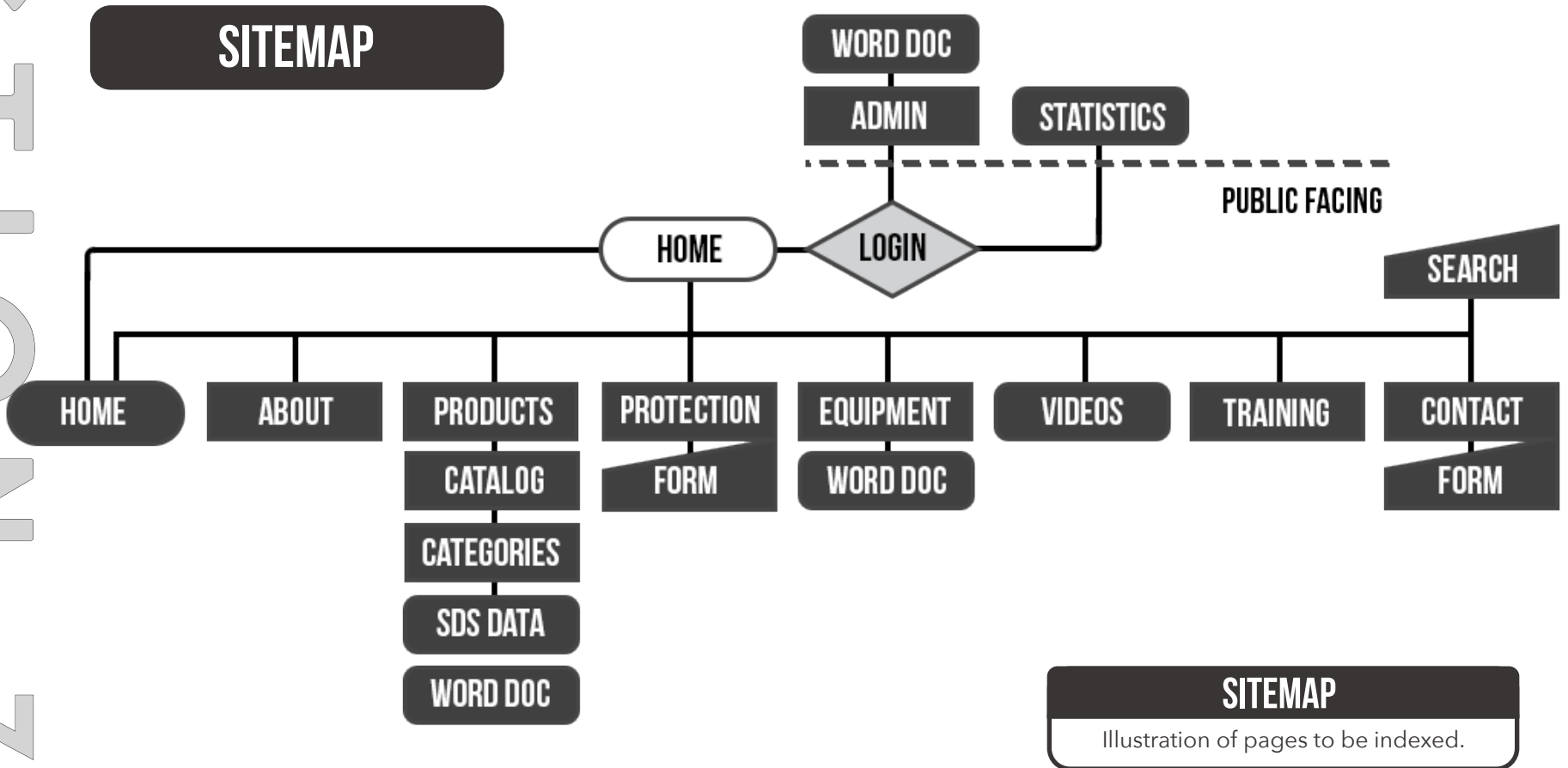
Char clicks on links included with marketing material and lands directly on recommended service.



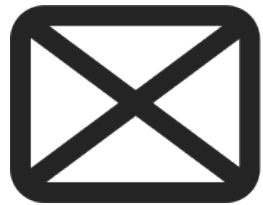


# SECTION 3 SITE MAP

A site map is a model of a website's content designed to help both users and search engines navigate the site. A site map can be a hierarchical list of pages (with links) organized by topic, an organization chart, or an XML document that provides instructions to search engine crawl bots.



SECTION 4



SECTION 4  
SKELETON

**LO-FIDELITY PROTOTYPE/WIREFRAME**

**MENU DESIGN/INFORMATION ARCHITECTURE**

1

**DESKTOP**

Low-Fidelity Prototype 1-9  
Wire-frames

**LO-FIDELITY PROTOTYPE**

Information Architecture  
Interaction Design

2

**MOBILE**

Low-Fidelity Prototype 1-12  
Wire-frames

**LO-FIDELITY PROTOTYPE**

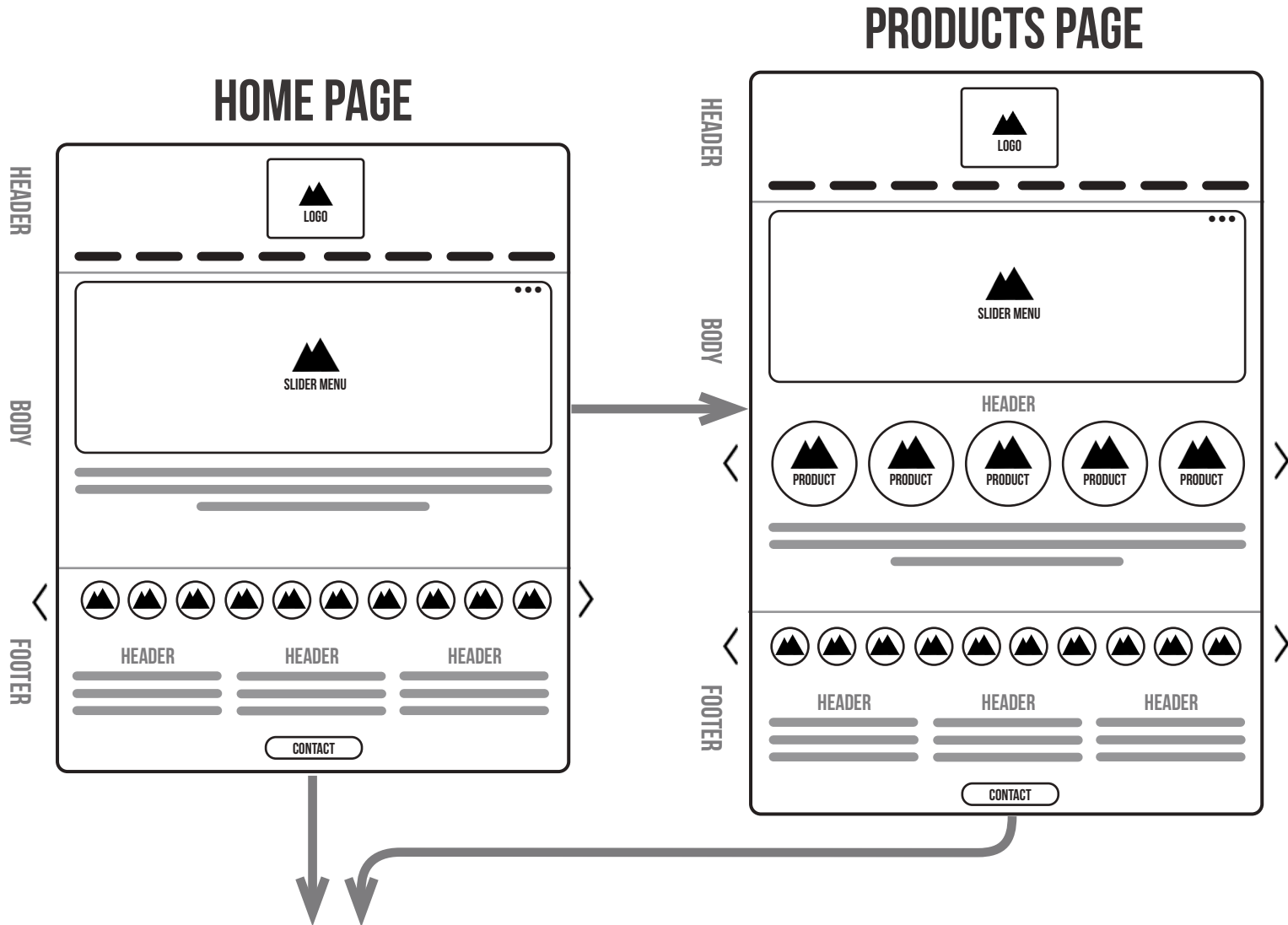
Information Architecture  
Interaction Design



# WIRE-FRAMES

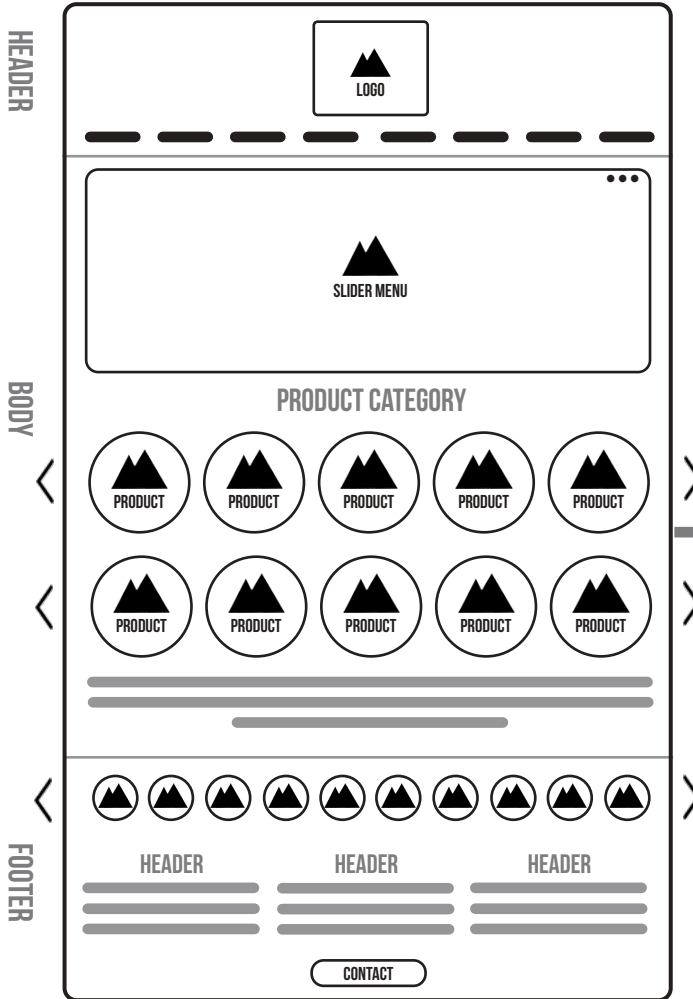
## LO-FIDELITY PROTOTYPE

- DESKTOP
- MOBILE

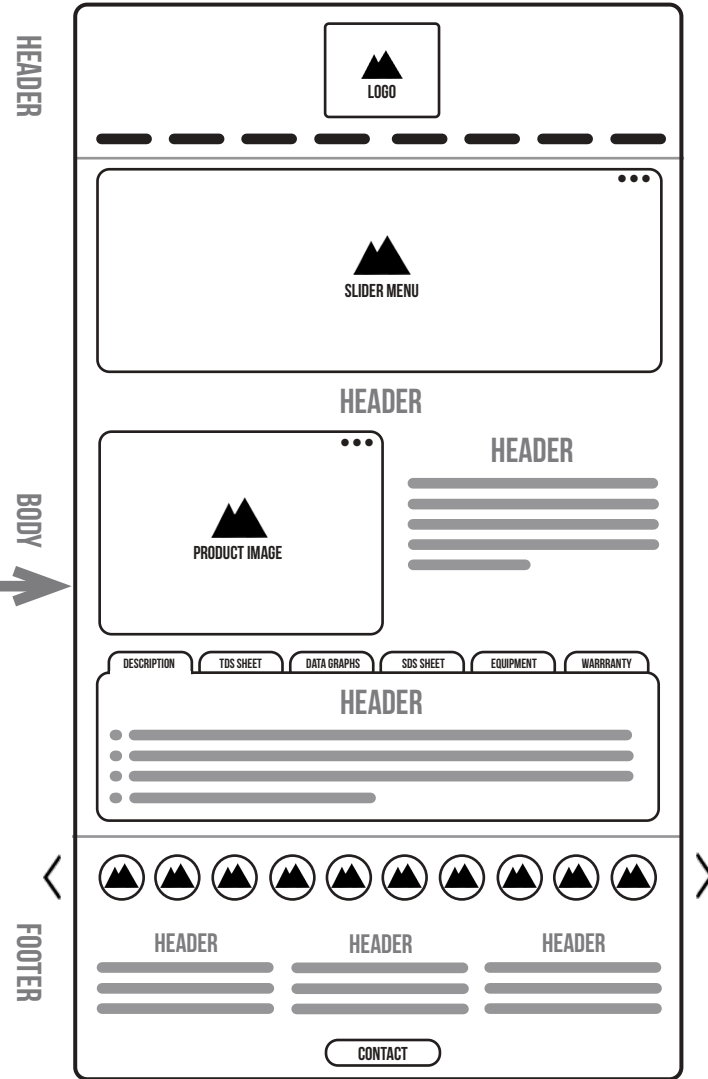


# WIREFRAMES

## CATEGORY PAGE

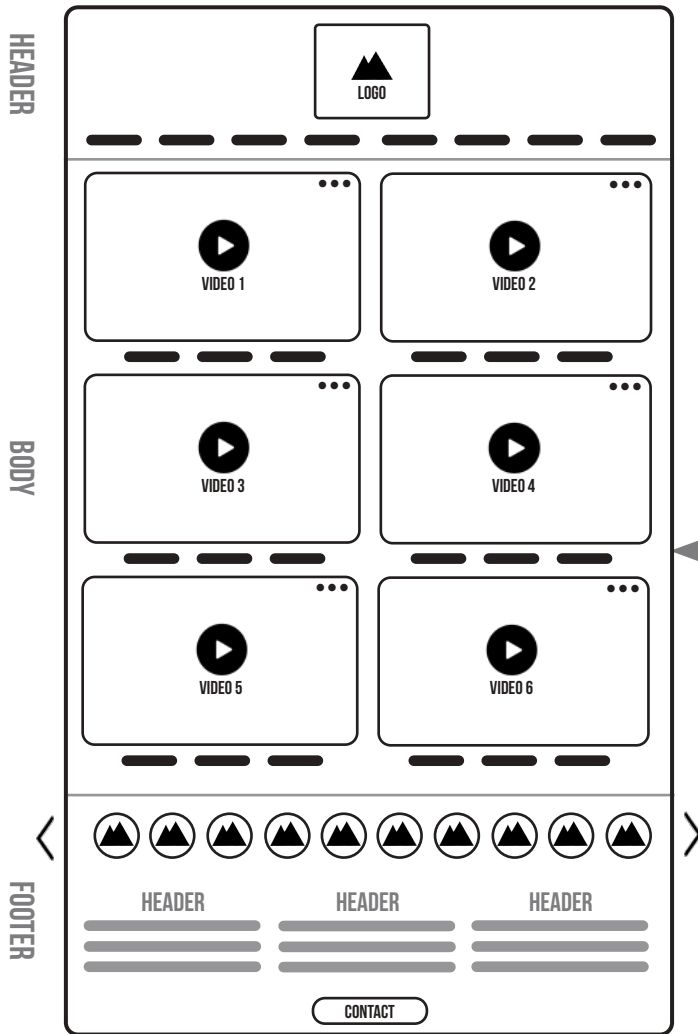


## TMXX PRODUCT PAGE

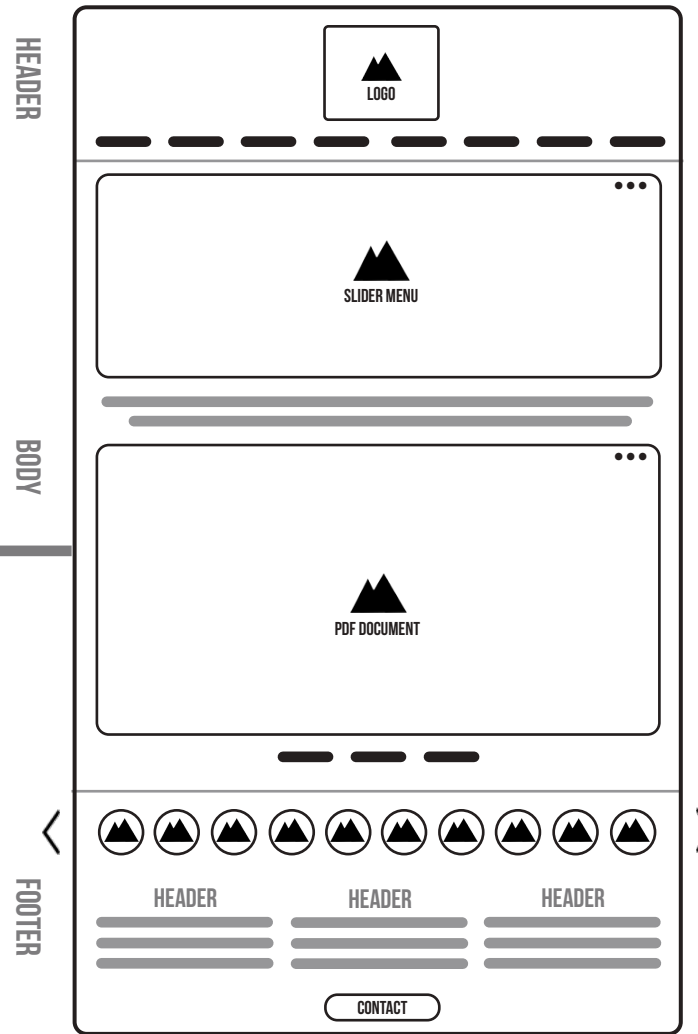


# W I R E - F R A M E S

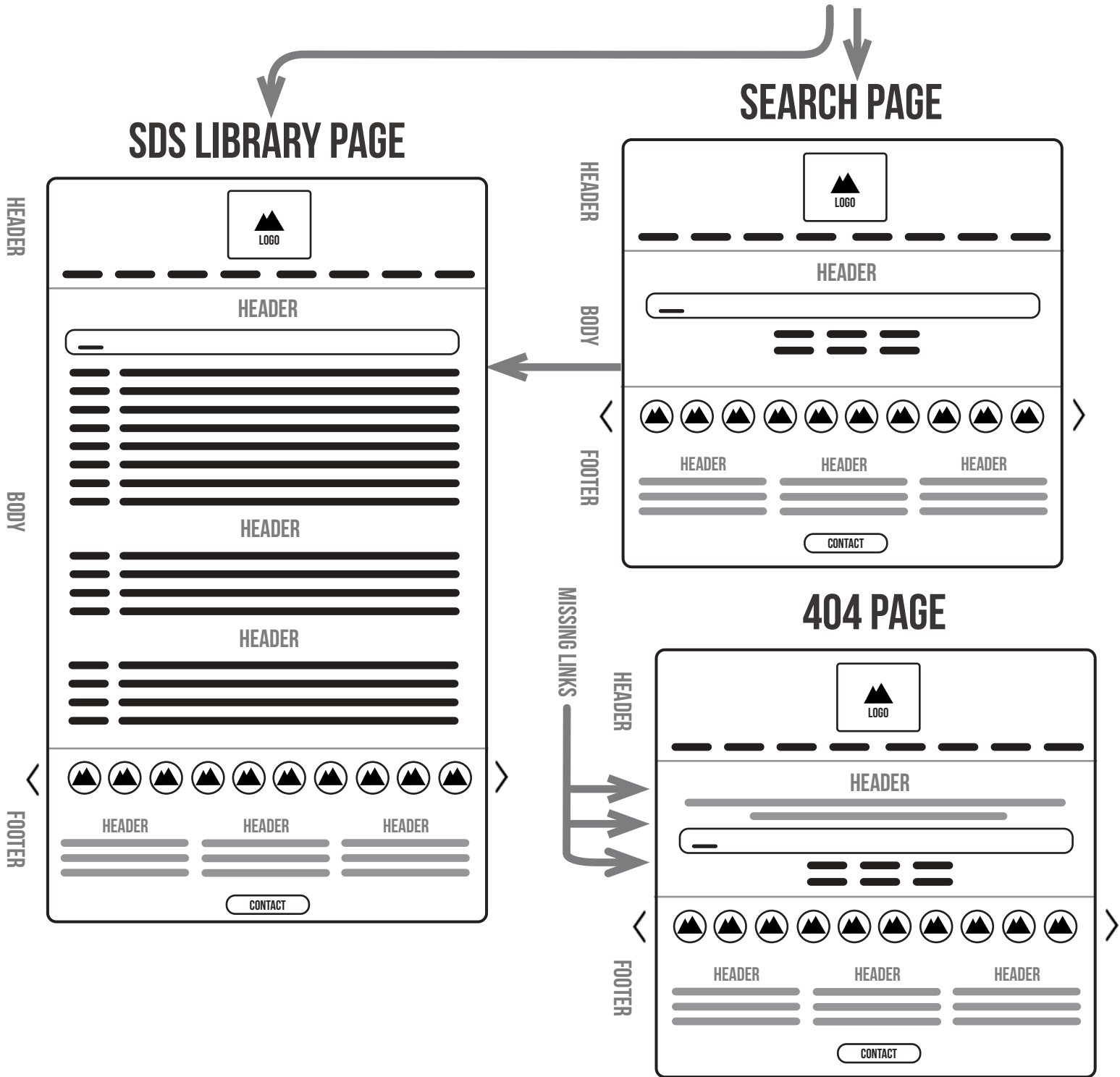
## VIDEO PAGE



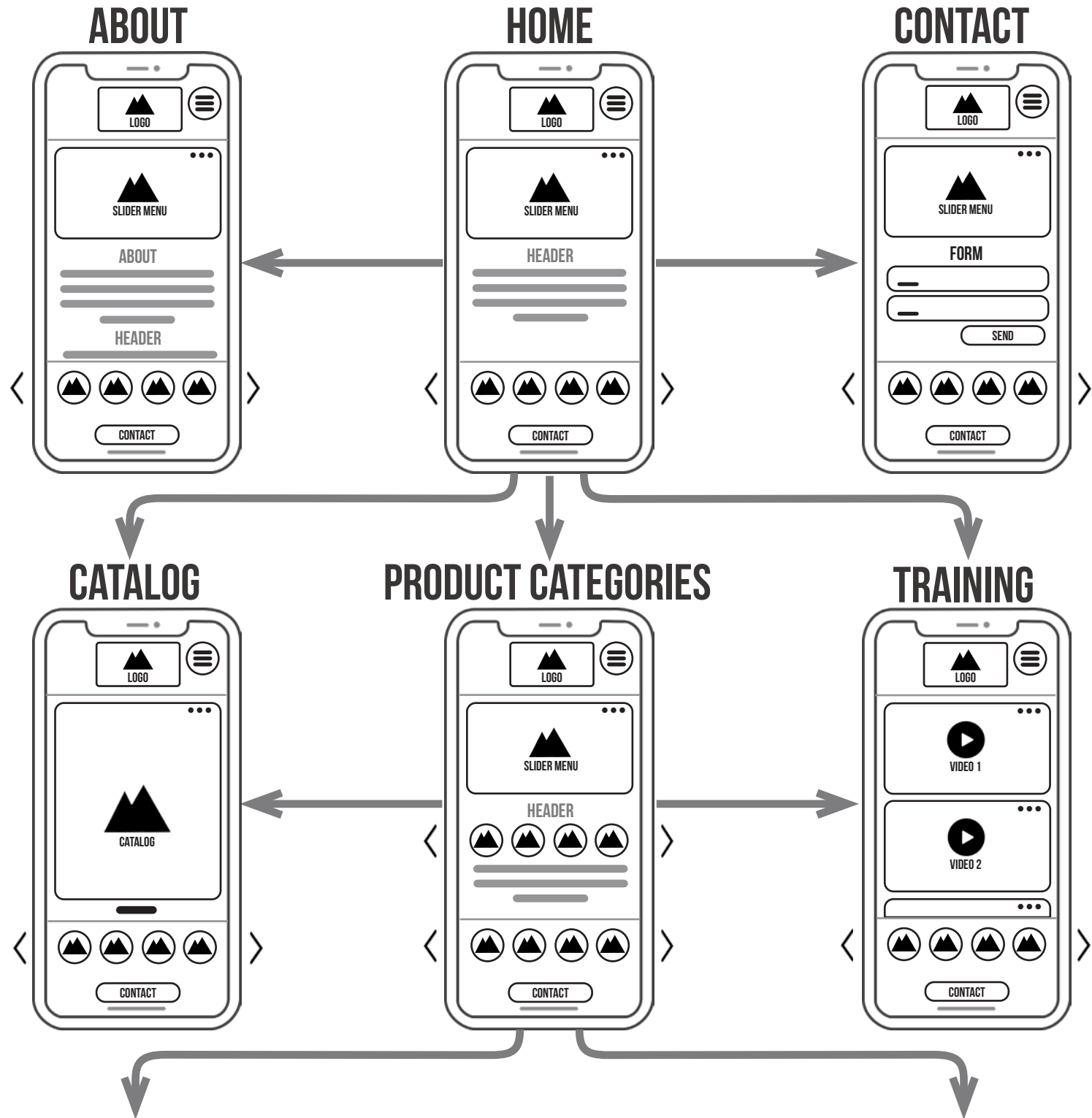
## WARRANTY PAGE



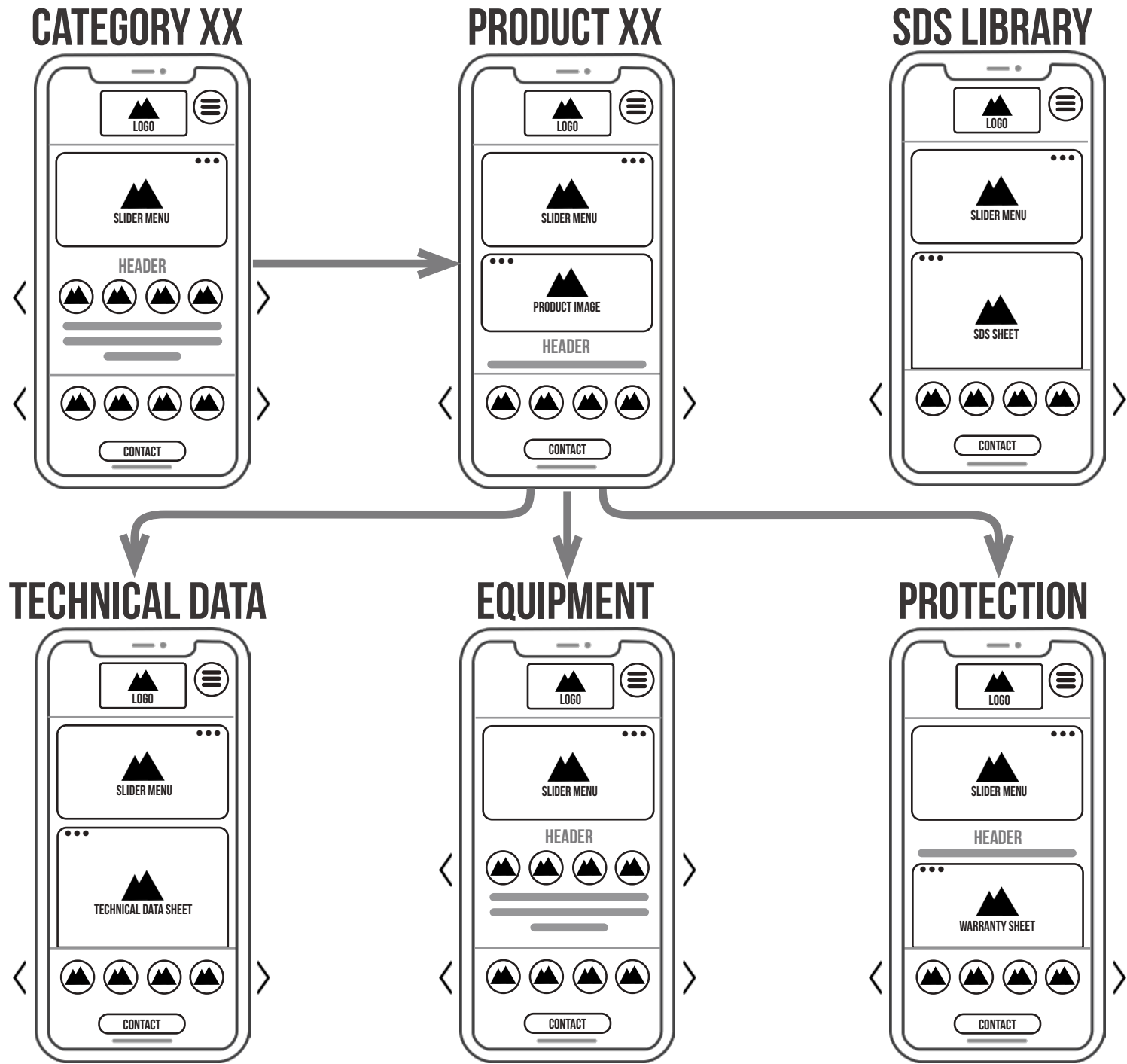
# WIREFRAMES



# WIREFRAMES



# WIREFRAMES





# SECTION 5



# SURFACE

## HI-FIDELITY PROTOTYPE/MOCK-UP

## IXDF DESIGN SYSTEMS/STYLE GUIDE

The IxDF design system is the standardized style-guide system popularized by the Interaction Design Foundation (IXDF) the world's largest online UX design school.

1

### DESKTOP

High Fidelity Prototype 1-6  
Mock-Up

### HI-FIDELITY PROTOTYPE

Menu Design  
Information Architecture

2

### MOBILE

High Fidelity Prototype 1-12  
Mock-Up

### HI-FIDELITY PROTOTYPE

Menu Design  
Information Architecture

3

### STYLE GUIDE

Brand Identity  
Logo

### IXDF DESIGN SYSTEM

Fonts Typography  
Icon Library/Iconography

# MOCK-UP

## HIGH-FIDELITY PROTOTYPE

- DESKTOP
- MOBILE

### HOME PAGE

**HEADER**

TERRAMOTUS  
CREATING PROTECTION

ABOUT PRODUCTS ▾ PROTECTION ▾ EQUIPMENT VIDEOS TRAINING CONTACT ▾ SEARCH

**BODY**

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

**FOOTER**

Contact: Terms & Conditions, Privacy Policy, Copyright TerraMotus © 2020

Products: Equipment, Products, Protection

Support: Reports, Training, Login

TERRAMOTUS  
f t g+ i  
All Rights Reserved  
Copyright TerraMotus © 2020

### PRODUCTS PAGE

**HEADER**

TERRAMOTUS  
CREATING PROTECTION

ABOUT PRODUCTS ▾ PROTECTION ▾ EQUIPMENT VIDEOS TRAINING CONTACT ▾ SEARCH

**BODY**

**PRODUCTS**

Fuel Products Diesel Products Cooling Products HVAC & Cabin Products Transmission Products

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Products: Equipment, Products, Protection

Support: Reports, Training, Login

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# DIESEL PAGE

HEADER

The Diesel Page prototype features a header with the TerraMotus logo and navigation links: ABOUT, PRODUCTS, PROTECTION, EQUIPMENT, VIDEOS, TRAINING, CONTACT, and SEARCH. Below the header is a hero banner with the word 'DIESEL' in a green diagonal banner, a fuel nozzle spraying fuel, and a chemical structure diagram. The main content area is titled 'DIESEL PRODUCTS' and displays a grid of 10 product images with their names: TM1215 Diesel Purge, TM1250 Diesel Fuel Multi-Treatment, TM1251 Diesel Fuel Multi-Treatment, TM1255 Diesel Fuel Injector Cleaner + Cetane Booster, TM1256 Diesel Fuel Injector Cleaner + Cetane Booster, TM1280 Diesel Emissions Cleaner, TM1281 Universal Fuel Treatment, TM1282 Universal Fuel Treatment, TM1265 Diesel Fuel Kit Minor, and TM1295 Diesel Fuel Kit Major. Below the product grid is a paragraph of placeholder text: 'Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.' The footer contains navigation icons, a 'Contact' section with links to Terms & Conditions, Privacy Policy, and Copyright; a 'Products' section with links to Equipment, Products, and Protection; a 'Support' section with links to Reports, Training, and Login; and the TerraMotus logo with social media icons and copyright information.

BODY

FOOTER

# PRODUCT PAGE

HEADER

The Product Page prototype features a header with the TerraMotus logo and navigation links: ABOUT, PRODUCTS, PROTECTION, EQUIPMENT, VIDEOS, TRAINING, CONTACT, and SEARCH. Below the header is a hero banner with the word 'FUEL' in a red diagonal banner, a fuel nozzle spraying fuel, and a chemical structure diagram. The main content area is titled 'PRODUCTS' and features a search bar with the query 'TM1210P Fuel Injector Purge'. Below the search bar is a large image of the TerraMotus Fuel Injector Purge bottle. To the right of the bottle is a detailed description: 'TerraMotus Fuel Injector Purge is a highly advanced specially formulated cleaning product for Fuel Injectors, Throttle Plates, Air Intakes, Intake Valves and Valve Deposits on GDI engines. Our premium fast-acting NEW Synthetic Polymer Amine Technology was developed by the founding father of Polyetheramine for professional fuel rail and injector cleaning. Quickly and effectively blasts carbon deposits away from fuel injectors, intake ports and combustion chambers. Restores engine power lost due to dirty injectors and fouled combustion chambers. For use in all gasoline fuel systems including new Direct Injection (GDI) Systems contain no harsh chemicals or solvents. Use with TerraMotus Fuel Service Machine or other fuel service apparatus. Available as Step1 in our TM1200P DCarb Kit for a full system decarbonization.' Below the description is a table with tabs for Description, Technical Data Sheet, Data Graphs, Safety Data Sheet, Equipment, and Protection Plan. The table content includes the product name 'TerraMotus Fuel Injector Purge TM1210P' and a 'Features & Benefits' section with a bulleted list: 'Specially Formulated for Cleaning Fuel Injectors', 'Cleans Throttle Plates, Air Intakes & Intake Valves', 'Cleans Intake Valve Deposits on GDI Engines', and 'Use with TerraMotus Fuel Service Machine or Other Fuel Service Apparatus'. Below the table is a 'RELATED PRODUCTS' section with a grid of four product images: TM1210P Fuel Injector Purge, TM1220P Fuel System DCarb, TM1255 P718 Fuel System Cleaner, and TM1270 CFT Concentrated Fuel Treatment. The footer contains navigation icons, a 'Contact' section with links to Terms & Conditions, Privacy Policy, and Copyright; a 'Products' section with links to Equipment, Products, and Protection; a 'Support' section with links to Reports, Training, and Login; and the TerraMotus logo with social media icons and copyright information.

BODY

FOOTER

# PROTOTYPE

## SDS LIBRARY PAGE

## WARRANTY PAGE

HEADER

**SDS LIBRARY PAGE**

HEADER: TERRAMOTUS CHEMISTRY IN MOTION, ABOUT, PRODUCTS, PROTECTION, EQUIPMENT, VIDEOS, TRAINING, CONTACT, SEARCH

SEARCH: Search TerraMotus.com SDS Library

PRODUCT LIST:

- TM180 | PENETRATING SPRAY LUBRICANT [DOWNLOAD | PRINT]
- TM1210 | FUEL INJECTOR PURGE [DOWNLOAD | PRINT]
- TM1210P | FUEL INJECTOR PURGE [DOWNLOAD | PRINT]
- TM1220 | FUEL SYSTEM DCARB [DOWNLOAD | PRINT]
- TM1220P | FUEL SYSTEM DCARB [DOWNLOAD | PRINT]
- TM1215 | DIESEL PURGE [DOWNLOAD | PRINT]
- TM1235 | PT78 FUEL SYSTEM CLEANER [DOWNLOAD | PRINT]
- TM1250 | DIESEL FUEL MULTI-TREATMENT [DOWNLOAD | PRINT]
- TM1251 | DIESEL FUEL MULTI-TREATMENT [DOWNLOAD | PRINT]
- TM1255 | DIESEL FUEL INJECTOR CLEANER + CETANE BOOSTER [DOWNLOAD | PRINT]
- TM1256 | DIESEL FUEL INJECTOR CLEANER + CETANE BOOSTER [DOWNLOAD | PRINT]
- TM180 | PENETRATING SPRAY LUBRICANT [DOWNLOAD | PRINT]
- TM1210 | FUEL INJECTOR PURGE [DOWNLOAD | PRINT]
- TM1210P | FUEL INJECTOR PURGE [DOWNLOAD | PRINT]

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BODY

FOOTER

HEADER

**WARRANTY PAGE**

HEADER: TERRAMOTUS CHEMISTRY IN MOTION, ABOUT, PRODUCTS, PROTECTION, EQUIPMENT, VIDEOS, TRAINING, CONTACT, SEARCH

BANNER: PROTECTION

CONTENT: TERRAMOTUS PROTECTION PROGRAM TERMS & CONDITIONS

FOOTER: Contact, Products, Support, TERRAMOTUS, All Rights Reserved, Copyright TerraMotus © 2020

BODY

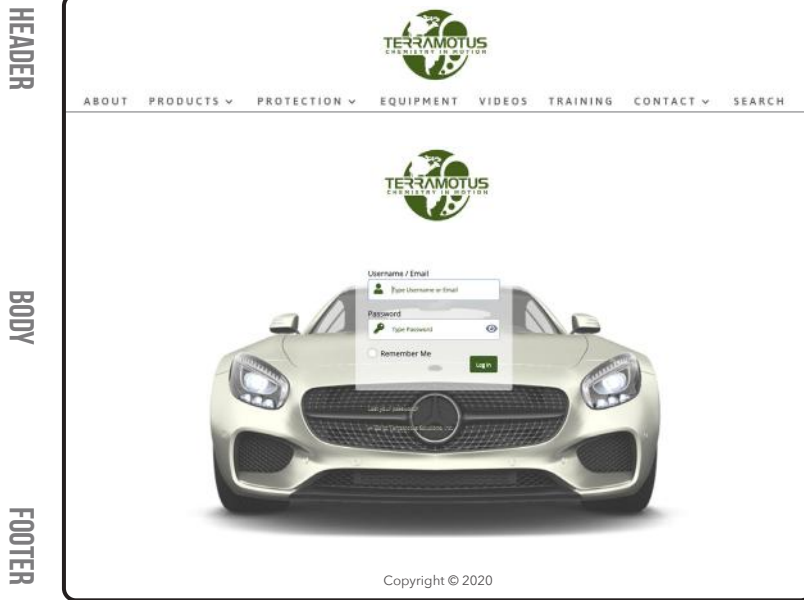
FOOTER



### SCENARIO

Clicks hypelink included with marketing material to land on apps login. Some pages only available to special users.

## APP LOGIN PAGE



## 3D ASSET PREVIEW



## ALTERNATIVE PRODUCTS PAGE

HEADER



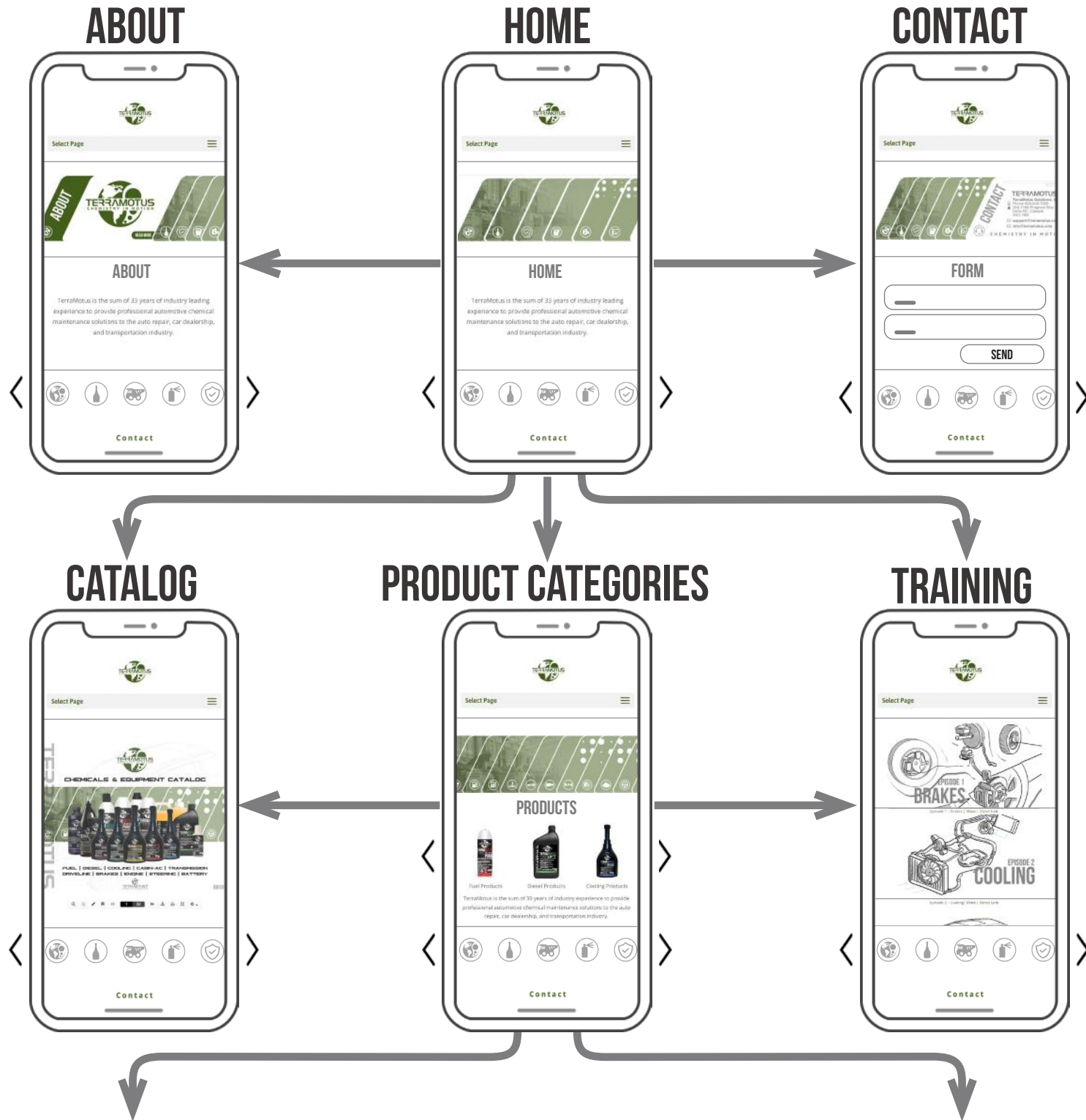
BODY

FOOTER

### NOTES

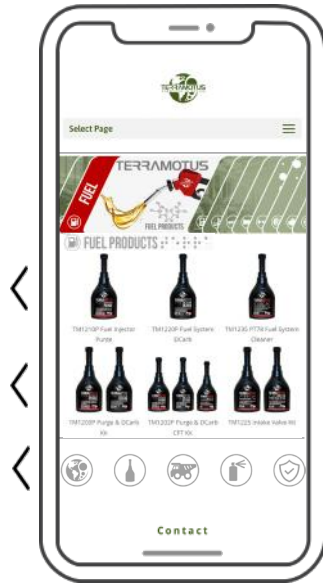
Alternative to approved products page chosen for easy navigation. Click product link to highlight model of component. app login page to have 3d car rotate per frame.

PROTOTYPE



# PROTOTYPE

## CATEGORY XX



## PRODUCT XX



## SDS LIBRARY



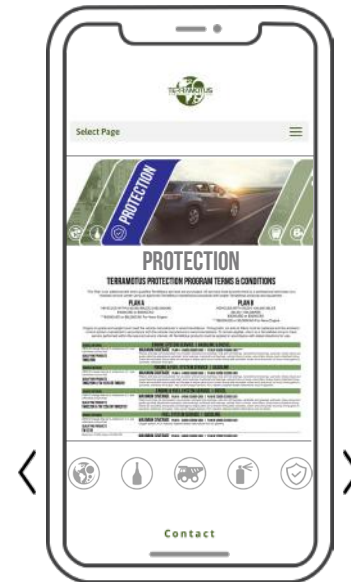
## TECHNICAL DATA



## EQUIPMENT



## PROTECTION



# STYLE-GUIDE

## LOGO DESIGN-WORDMARKS

- DESKTOP
- MOBILE

### LOGO



ORIGINAL → VERSION 1 → VERSION 2 → FINAL VERSION

Flat style redesign of logo requested incorporating brand and switching from north america to global appearance. Clean and neutral with great readability. Custom wordmark and tagline was provided and requested be kept same.

### MOTTO

CHEMISTRY IN MOTION

Company motto or tagline as provided by TerraMotus Solutions Inc.

### WORDMARK

TERRAMOTUS!

Wordmark created by combining custom font with three circles from updated logo.



# STYLE-GUIDE

## DESIGN SYSTEM- TYPOGRAPHY

DESKTOP

MOBILE

# FONTS

## FONT SYSTEM

This IxDF design system/style-guide uses 3 type faces: Bebas Neue, Avenir Next and Arial.

# BEBAS NEUE

Clean and neutral magazine like headers font. Great readability and legibility from afar. Attention grabbing.

source: <https://www.dafont.com/bebas-neutral>

# Avenir Next Avenir Next

Clean and neutral with great readability for body and paragraphs.

source: <https://www.dafontfree.io/avenir-next-font/>

# Arial Bold Arial Regular

Neutral with great readability. Familiar and official looking often used in many labels and official documents.

Great for graphs and labels with many different weights.

source: <https://freefontsfamily.com/arial-font-family-free-download/>

## TYPOGRAPHY

Typography helps create a tone of voice for the platform and brand. Consensus of typefaces and scales create a sense of cohesion and harmony among interfaces.

# STYLE-GUIDE

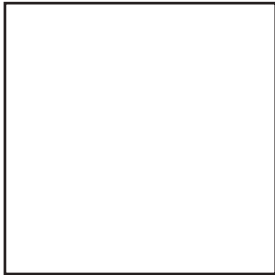
## DESIGN SYSTEM- COLOURS

DESKTOP

MOBILE

# COLOURS

## NEUTRALS



Neutral 1  
#FFFFFF



Neutral 2  
#A1A1A1



Neutral 3  
#58585A

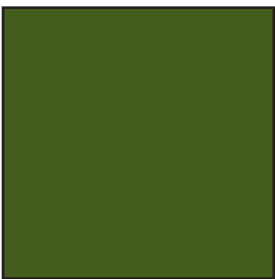


Neutral 4  
#404041

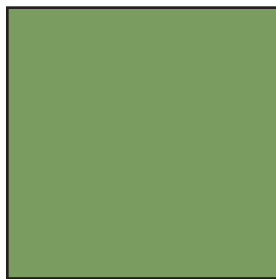


Neutral 5  
#000000

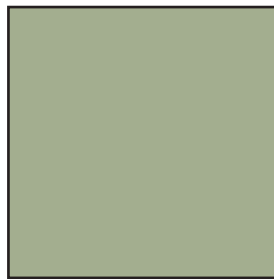
## COLOURS



Colour 1  
#435E1C



Colour 2  
#7A9C61



Colour 3  
#A1AE8D







# STYLE-GUIDE

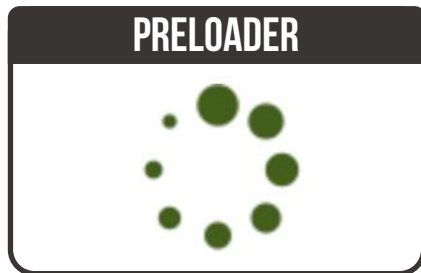
## DESIGN SYSTEM- ICONOGRAPHY

- DESKTOP
- MOBILE

### ICON LIBRARY

Icons are used in conjunction with typography to compliment actions and create hierarchy. Appropriate use of icons will allow for users to quickly understand and to navigate through pages to intended destination. Client requested neutral colours when not in use and pastel coloured when highlighted so two versions were created and combined to create desired hover effect with css.

NORMAL	ICON LIBRARY	HIGHLIGHTED
     	     	     
     	     	     
     	     	     



### PRELOADER

A preloader is what some might call a loading screen; the very first part of the UI you see while waiting for a website or application to load. Lets visitors know that the website hasn't crashed, it's just processing; reducing bounce rate. A custom coloured animated preloader based on the green dots was created for project.

**DOCUMENTATION**

**TERRAMOTUS SOLUTIONS**  
**USER EXPERIENCE**  
**RESEARCH**  
**BY ACE LE DESIGN**

