# **POLYGA 3D SCANNERS S1 PRO/ PRO WIDE**

₩ • CARBON X • 1200mm

8 9 10

• L6… 680mm

• S1 PRO WIDE • • 400mm H3 • • • • 380mm

• C506······

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Support Engineer 34











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User Persona/User Journey **Goals & Expectations** 

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#### MARK LEE | IDEAL CUSTOMER



#### DEMOGRAPHICS



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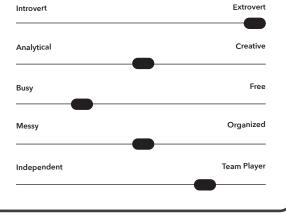
# **PERSONA** 1 MECHATRONICS ENGINEER

"I think additive manufacturing will kickstart industry 4.0." - Mark Lee

#### FAVORITE BRANDS

YouTube SAMSUNG 🕢 Mercedes-Benz

## PERSONALITY



#### BIOGRAPHY

Mark is a proud support engineer of 2 years working at his dream job at a research & development lab. He spends his free time playing with his Apple AR headset, PS5 or working on his Youtube channel. His work days mostly involve troubleshooting technical issues with stakeholders; and supports research and development work.

#### MOTIVATIONS

Impress Colleagues Further Career Make Work Easier Professonal Credibility Convenience Social Media Attention

#### ACTIVITIES

AR/VR Youtube Auto Repair Video Games Self Care Videography

#### GOALS

- Mark needs approval for a 3D scanner so he can improve his workflow and impress his colleagues.
- He needs information about the top 3D Scanners.

#### FRUSTRATIONS

- Dislikes low Qualty or badly designed products.
- Dislikes lack of resources or material.
- Dislikes targeted ads.

# **USER JOURNEY1**

# MARK LEE



#### **USER SCENARIO**

Mark is a proud mechatronics engineer of 2 years working at his dream job at Samsung in the research & development department.

**MORNING WORKDAY** 

#### **GOALS & EXPECTATIONS**

Mark is a engineer who juggles many duties. His goal is to get a new 3D scanner to streamline his R&D worksflow. He wants something that is slick, reliable and easy-to-use while not costing a fortune. He's looking for quaklity and reiability.

#### **BEFORE WORK**





Mark speaks to the deparment manager about the need for a new 3D Scanner

Remember to ask

about the budget.

Remember to specify

• I hope I get approval

• Feeling anxious about

• Nervous about talking

Worried about recent

layoffs and tech crash..

about costs.

to manager.

for this purchase.

Mark searchs 3D scanners

and brands on his laptop.

• A little bored flipping

through her phone.



• Feels unsure about

his first 3D scanner.

specifications as this is

he likes and puts together a purchase order for his boss. scanner sales department.

Mark sees a Call-to-Action button and calls the 3D

ing workflow.

**AFTERNOON WORKDAY** 



**AFTER** 

Mark gets approval from his Mark is so excited about his department manager about new 3D scanner and posts the 3D scanner purchase. on his social + channel.

• The top 3D Scanners • I should verify what • Llike this Scanner it's Remember to confirms • I amd happy with should be on the front the perfomance of the expensive but is made these specs mean. costs and warranties page and the rest are • If the website isn't nice in Canada and has with manager. product. probably not as good. great documentation. it's probably not a the need for a scanner. • I should use this Remember to read • The warranty and reliable company. opportunity to post on • I like the build quality support looks great. about warranties. my youtube channel. • Avoid chinese made • I trust what I see on the of products built in products if possible. top 10 lists. America or Europe. • Feeling good about • Annoyed at the • Feeling anxious about • Feeling informed and • Feels relieved and amount of targted ads... about doing research. assured with purchase. accomplished she has high costs. • Reassured after she • Dislikes asking for • Less nervous and more Excited about recieving completed the service. texts her partner. informed. new tool and improv-• Relieved as he is happy things.

• Assurance of product

guality due to talking

with the sale.

- with the product.
- Feels very little buyers remorse.

THINKING

DOING

#### BEN KIM | BEST-FIT CUSTOMER



#### DEMOGRAPHICS



#### CHANNELS

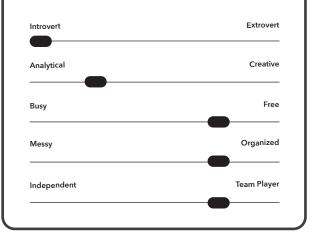


# **PERSONA 2** Lead Engineer

"Have you seen my new mechanical keyboard?". -Ben Kim.



#### PERSONALITY



#### BIOGRAPHY

Ben is a lead reverse engineer of 12 years working at his small oem electronics consulting company where he does the majority of the work. He spends his free taking long hikes and exploring with his family and his 2 dogs. His work day mostly involve reverse engineering products for clients in or around the Silicon Valley area.

#### MOTIVATIONS

Make Work Easier and Faster Wants confidence in toolset Convenience and Value Enjoys Research

#### ACTIVITIES

Hiking/Outdoors Film/Television Video Computet Games Basketball Cooking Photography

#### GOALS

- Ben needs a 3D scanner so he can improve his workflow and reduce time taking measurments.
- He needs information about the top 3D Scanners.

#### FRUSTRATIONS

- Dislikes low Qualty or badly designed products.
- Dislikes targeted ads.

# **USER JOURNEY 2**

# **BEN KIM**



#### **USER SCENARIO**

Ben is busy and juggles many duties. Reviewing his email he reminded that he has a backlog or projects becuase he spends too long taking measurements as his eyes are getting worse.

**MORNING WORKDAY** 

#### **GOALS & EXPECTATIONS**

Ben's goal is to find a solution for his backlog of projects in the most convenient way possible to get back to work. He expects that a proffesional level measurment device can be relatively expensive.

#### **BEFORE WORK**

Ben recieves an email



Ben googles the best com-



Ben researches and each 3D



**AFTERNOON WORKDAY** 



-

Ben emails polyga about his Ben is happy with the price

AFTER

notification from a client requesting an update.	mon solution for his reverse engineering problem.	scanner brands and desktop 3D scanners.	scanner brand and lands on Polyga website.	choice 3D scanner solutions and requests price.	calls with his VISA info to speak with a human.
<ul> <li>I am falling behind I need to get faster before I lose my contracts and my house.</li> <li>I will google to see if there is a faster way.</li> <li>I'm okay to adopt new technology.</li> </ul>	<ul> <li>It looks like 3D scanning is a perfect solution for my problem.</li> <li>It looks like structured light 3D scanners take the most accurate for measurments.</li> </ul>	<ul> <li>The more marketable the brand; the better.</li> <li>If the website isn't nice it's probably not a reliable company.</li> <li>Some of these compa- nies have great warran ties and support.</li> </ul>	<ul> <li>I'm only going to buy the best spec'd product.</li> <li>I'm only going to buy something on a top10 list of best in it's class.</li> <li>The amazon scanners are really cheap but look untested.</li> </ul>	<ul> <li>I hope it's not too expensive they don't post the prices online.</li> <li>The best brands and 3d scanners probably have the best support.</li> </ul>	• I hope I get my scanner soon and it's as good as advertised.
<ul> <li>Feels anxious about possibly losing work due to being back logged and not being able to afford help.</li> <li>Nervous finding a solution.</li> </ul>	<ul> <li>Feeling good about about doing research.</li> <li>Feeling good about finding a new technol ogy that can help him work faster.</li> <li>Less nervous and more informed.</li> </ul>	<ul> <li>Less nervous and more informed.</li> <li>Assurance of product quality due to quality of website and web documentation.</li> </ul>	<ul> <li>Less nervous and more informed.</li> <li>Doesn't like the ama zon targeted 3D scanner ads he has been getting since he searched therefore doesn't trust the ad.</li> </ul>	<ul> <li>Feeling informed and reassured.</li> <li>Eager to fix productivity issues.</li> </ul>	<ul> <li>Feels relieved and accomplished to have a solution on the way.</li> <li>Relieved he was able to speak to the customer support rep.</li> </ul>

DOING

THINKING

## FEELING

#### RICHARD M. | PERSONA 3



#### DEMOGRAPHICS



#### **CHANNELS**

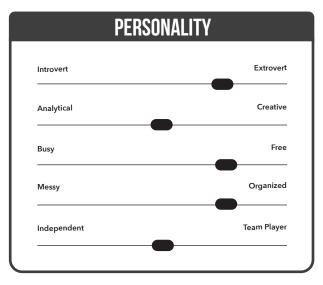


# **PERSONA 3** PROCUREMENT MANAGER

"One never finds the time, they must make it." "If he dies he dies." - Char

#### FAVORITE BRANDS





#### BIOGRAPHY

In 2007 Richard took over as Procurement Manager at multinational corporation that owns many businesses. He likes to spend his weekends sailing with his family. 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 Dharma Bums.

#### MOTIVATIONS

Sales & Leads Board Members Staff Turnover Make Work Easier and Faster

#### ACTIVITIES

Climbing/Hiking Sailing/Boating/Fishing Fine Wines/Spirit Photography/Film Magazines/Books

#### GOALS

- Keep his ventures profitable
- Keep his venturs running smoothly
- Reduce staff turnaround
- Decrease work-load
- Early retirement

#### FRUSTRATIONS

- Ventures that lose money due to neglect.
- Low quality suppliers.

# **USER JOURNEY 3**

# **RICHARD M.**



#### **USER SCENARIO**

Richard receives an email notification on his phone from Mark Lee and is an email request purchase order for a 3D scanner for one of his businesses.

**MORNING WORKDAY** 

why he needs a 3D scanner. through the web links

#### **GOALS & EXPECTATIONS**

Richard's goal is to get to review and appprove the purchase as fast as possible. He is ready and willing and happy to approve most requests under 10k without much resistance as long as the request seems above board.

#### **BEFORE WORK**

Richard recieves an email

purchase request from his

Engineer Mark Lee.





Richard calls to find a out

Richard diligently looks

provided and googles the



Rciahrd compares best

percieved-value brands.

Richard approves the pur-

approval via an email.

**AFTERNOON WORKDAY** 



AFTER

Richard calls Mark just to chase request and sends his confirm his approval and a few details.

THINKING	<ul> <li>I wonder if issue can be resolved by end of day.</li> <li>I wonder why he wants 3D scanner for.</li> </ul>	<ul> <li>I just need a para graph to put in my expense book.</li> <li>Mark is an early adopter and hard worker I should make sure he has the tools he needs.</li> </ul>	<ul> <li>I should diligently do vet these brands.</li> <li>I'll list percieved quality based on documentation and website.</li> </ul>	<ul> <li>If the documentation is bad the product is probably also.</li> <li>If the website isn't nice it's probably not a reliable company.</li> <li>The more marketable the brand; the better.</li> </ul>	<ul> <li>Eager to go home.</li> <li>Eager to finish paper work.</li> </ul>	<ul> <li>Research and diligence was done.</li> <li>Show Mark support for his venture.</li> </ul>
FEELING	• Eager to deal with this purchase request.	<ul> <li>Confident Mark will put the scanner to good use.</li> <li>Eager to finish the expense report and go home.</li> </ul>	<ul> <li>Feeling good about vetting new brands with a systematic logical approach.</li> <li>Feeling good about supporting one of his ventures.</li> </ul>	<ul> <li>Well nformed.</li> <li>Assurance of product quality due to quality of website and web documentation.</li> </ul>	<ul> <li>Feels good to support staff.</li> <li>Feels good to support North American Business.</li> </ul>	<ul> <li>Feels relieved hewas able to approve the purchase by the end of the day.</li> <li>Relieved he was able to help his team on short notice.</li> </ul>

# SECTION 2 **SCOPE**

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#### **USER SCENARIO** | **USER STORY COMPETITIVE ANALYSIS MARK LEE** PERSONA 1 User Scenario 1/ Engineer User Story 1 **PERSONA 2 BEN KIM** User Scenario 2/ Lead Engineer User Story 2







**PERSONA 3** User Scenario 3/ User Story 3

#### **RICHARD M. Procurement Manager** 48

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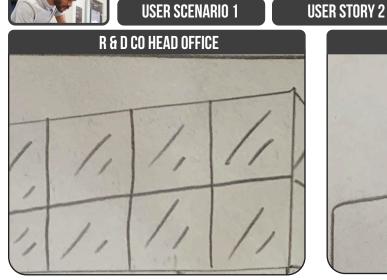
**COMPETITIVE ANALYSIS** 

Competitors 1 - 4

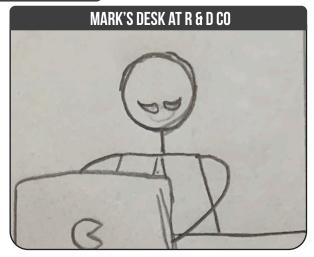
#### **PURCHASE APPROVAL WITH MARK LEE**

#### **IDEAL CUSTOMER**

MARK LEE



- Mark begins his work week at his R & D job at the research lab.
- Mark is looking to improve it workflow and eventually get noticed and a promotion.



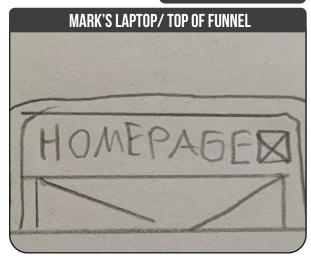
- Mark searches the best solutions for his engineer ing problem and reads the top articles on google.
- Mark researches the technologies recomended by google and reads the articles.

# MARK'S LAPTOP MIDDLE OF FUNNEL

- Mark revisits each 3d scanner webpage and notes the most highest performance and best warranty.
- Mark uses the chatbots to ask research specs and ask a few questions about the products.



- Mark is impressed with a Candian company Polyga and decides to call them to vet them further.
- Mark prepares notes and purchase order; forwards for approval from deparment manager.



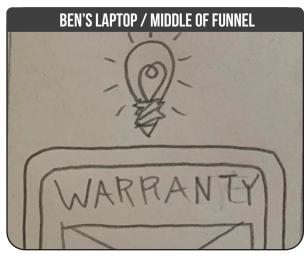
- Mark is interested in 3D scanning as a solution.
- Mark a little overwelmed with the choices researches the top 3D scanner results and records notes on each of top brands including Polyga.

# MARK'S DESK / BOTTOM OF FUNNEL

- Mark calls Polyga to see the quality of the support and communication and is impressed to be able to speak to a human engineer.
- Mark chooses Polyga 3D scanner and sends a PO.



- Ben is having his morning coffee about to begin his emails at his reverse engineering firm.
- Ben recieves another email that reminds him of his current backlog of projects.



- Ben visits each supplier webpage and notes the most professional looking and best warranty.
- Ben chooses to purchase the best spec'd best warr natied scanner becuase he needs it to work well.



- Frustrated Ben investigates the internet for a simple fast solution to his measurment work.
- Ben land's on some youtube short videos of 3D scanning and is imporessed with the technology.

#### BEN'S LAPTOP / BOTTOM OF FUNNEL



- Ben notes Polyga has best spec'd for the price scanners and is impressed with the web design.
- The chatbot asks Ben if he wants to book a demo with a sales person and he says yes.



- Ben researches top10 articles on the best 3D scanners and records the consistant top brands.
- Ben googles the top brands and records his faviorites notcing again a Polyga scanner video.



- On the sales call Ben is impressed with speaking to a fellow engineer and chats about many things.
- Ben was happy to have all his questions answered by a fellow engineer and purchases a S1 Pro Wide.

**BEST-FIT CUSTOMER** 

#### **BEN KIM**



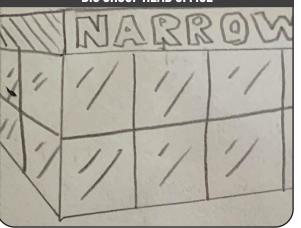
#### **PURCHASE APPROVAL WITH RICHARD M. AND MARK**

**USER STORY 3** 

PERSONA 3 Richard M.

#### **BIG GROUP HEAD OFFICE**

**USER SCENARIO 3** 



- Richard just finished his afternoon meetings at Big Group head office.
- Char decides to check emails before he leaves for the day when he recieves a call.



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



- 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.

# RICHARD'S LAPTOP Wow Loaks Like Apple.

- Richard vets best-percieved-value suppliers and is impressed the Canadian company recommended.
- Richard decides to trust his staff and take a chance on the technology.

# RICHARD'S DESK

- Richard is eager to keep his staff happy and looks through the web links provided.
- Richard researches each brand and documentation but he frustrated he lacks expertise on the tech.

#### RICHARD'S DESK AT BIG GROUP

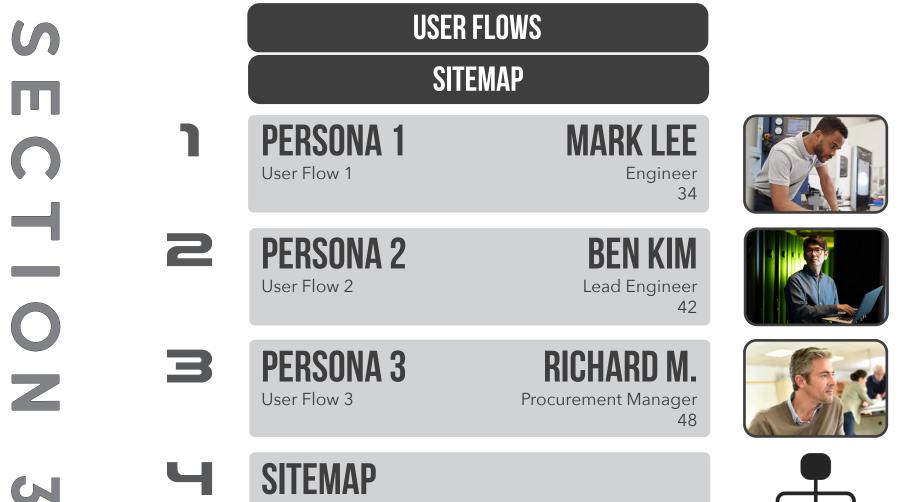


- Richard eager to close the request before the weekend approves the purchase request.
- Richard calls Mark giving him approval to try the technology and let him know how it goes.

C. Sm

	POLYGA.COM/	Artec3D ARTEC3D.COM/	CREAFORM CREAFORM3D.COM/EN	REVOPOINT
	YOUR COMPANY	COMPETITOR 1	COMPETITOR 2	<b>COMPETITOR 3</b>
Industry/ Product & Services	3D Scanning Hardware & Software	3D Scanning Hardware & Software	3D Scanning Hardware & Software	3D Scanning Hardware
Search Engine Ranking	***	****1	****1	****
Google Page Speed Rating / Core Web Vitals	75% Desktop 25% Mobile Passed	41% Desktop 32% Mobile Passed	54% Desktop 72% Mobile Failed	25% Desktop 25% Mobile Failed
Product / Customer Support	****	****	****	****
Content Marketing / Marketing Material	****	****	****	***
Pricing / Value	****1	***	***	****
Marketing Strategy	Email/Phone/ Website/Social/ Newsletter/Blog	Email/Phone/ Website/Social/ Newsletter/Blog	Email/Phone/ Website/Social/ Newsletter/Blog	Email/Phone/ Website/Social Newsletter/Blog
Customer Satisfaction/ Brand Recognition/ Reputation	***1	****1	****1	***
Weaknesses	Low Quality Scan Samples/ Market Share	Mobile Speeds/ Desktop Speeds	Desktop Speeds /Price	Mobile Speeds Lack of Reputation
Advantages	Branding/ Politically Approachable	Product/Design/ Reputation/ Marketing/Share	Product/Design/ Reputation/ Marketing/Share	Product/Design Reputation/ Marketing/Price

# SECTION 3 STRUCTURE







# **USER FLOW**

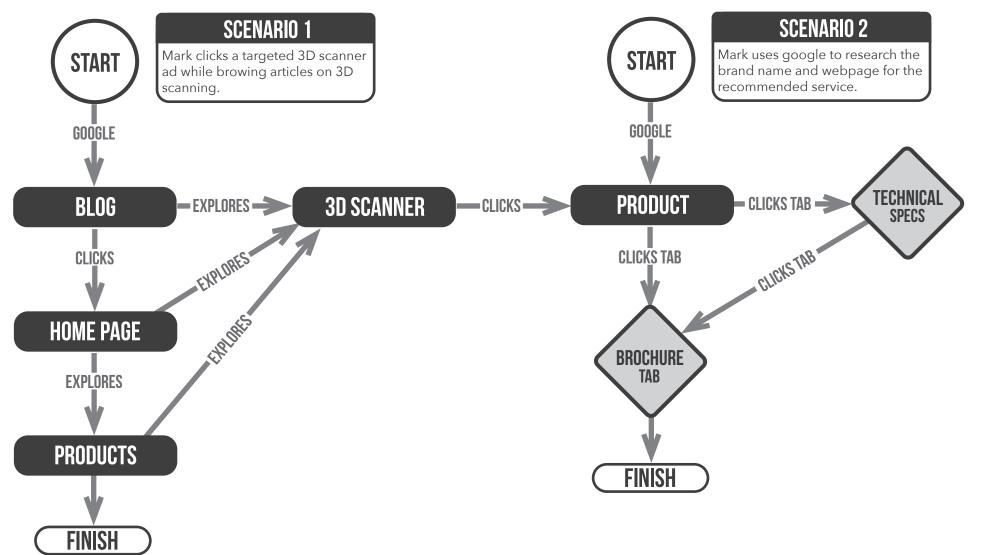
#### SCENARIO

Mark is a proud mechatronics engineer of 2 years working at his dream job at a research & development lab and wants to streamline his workflow.

# MARK LEE

#### **GOALS & EXPECTATIONS**

Research and vet technologies and solutions. Check to see if the company seems reputable. He suspects good top10 placement/design/documentation an indicator of quality and reliability of product/brand.





# **USER FLOW**

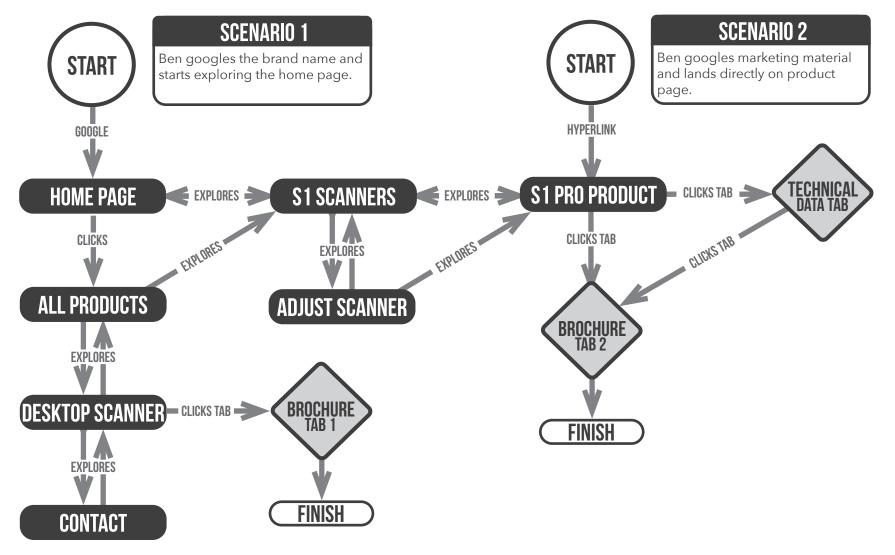
#### SCENARIO

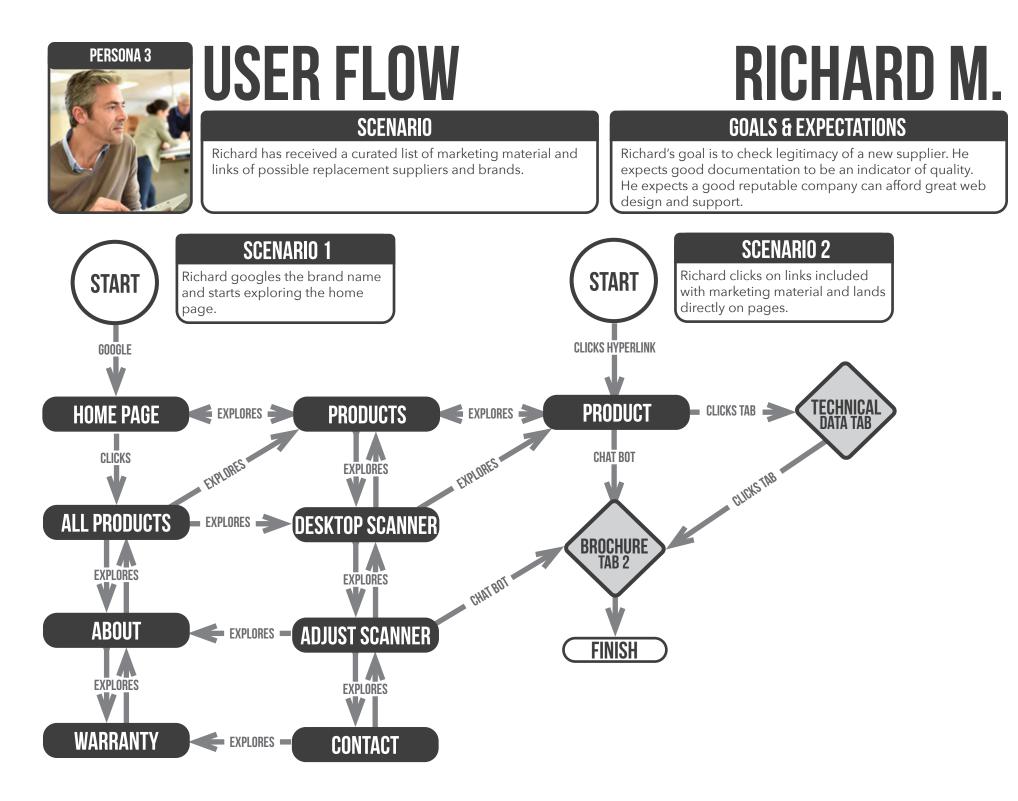
Ben has to vet possible suppliers and lists marketing material, brand names and links to research the reputation and inherent reliability of companies.

#### **GOALS & EXPECTATIONS**

**BEN KIM** 

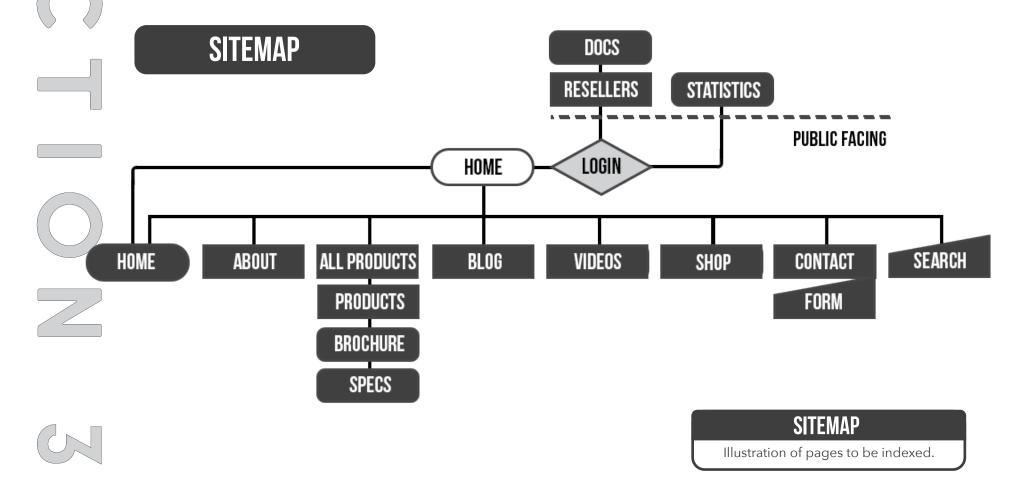
Ben's goal is to check vet reputation and legitimacy of a new supplier. He expects good documentation to be an indicator of quality. He expects a good reputable company can afford good documentation and information architecture.





# SECTION 3 SITEMAP

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.



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# SECTION 4 SKELETON

LO-FIDELITY PROTOTYPE/WIREFRAME

MENU DESIGN/INFORMATION ARCHITECTURE

**DESKTOP** Low-Fidelity Protot

MOBILE

LO-FIDELITY PROTOTYPE

Low-Fidelity Prototype 1-9 Wire-frames Information Architecture Interaction Design

2

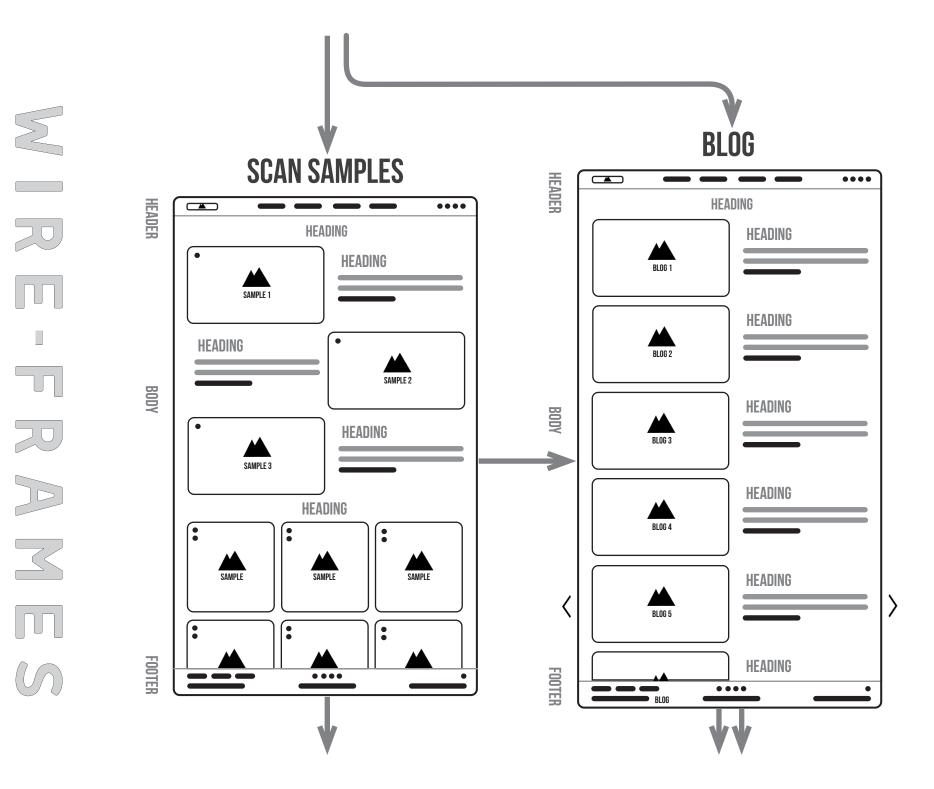
## **LO-FIDELITY PROTOTYPE**

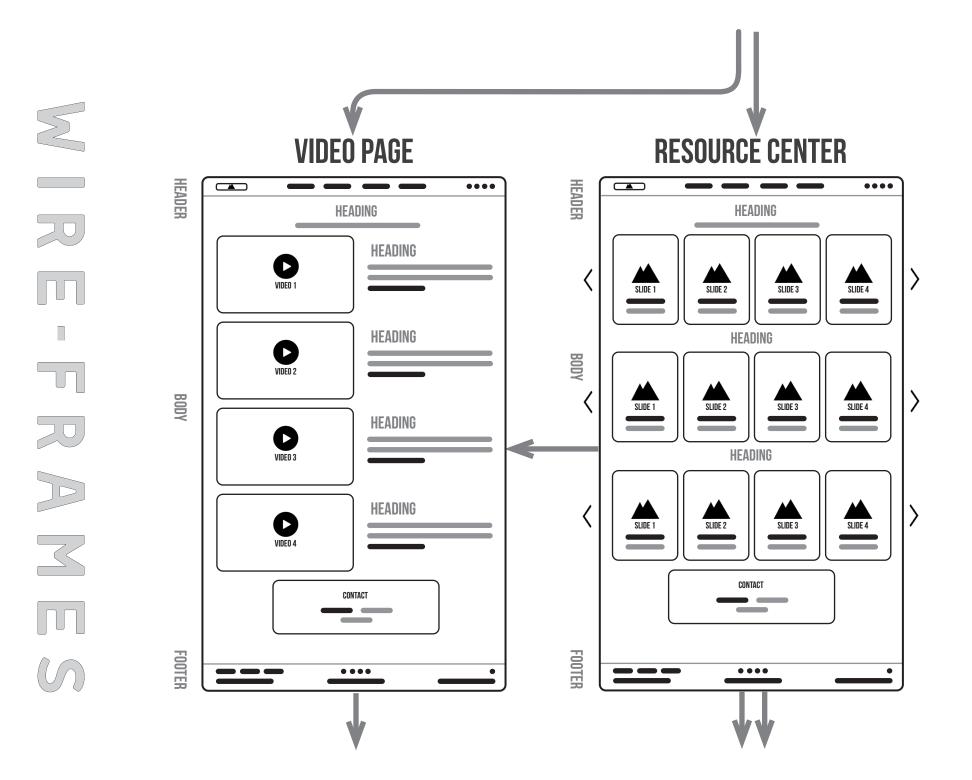
Low-Fidelity Prototype 1-12 Wire-frames Information Architecture Interaction Design

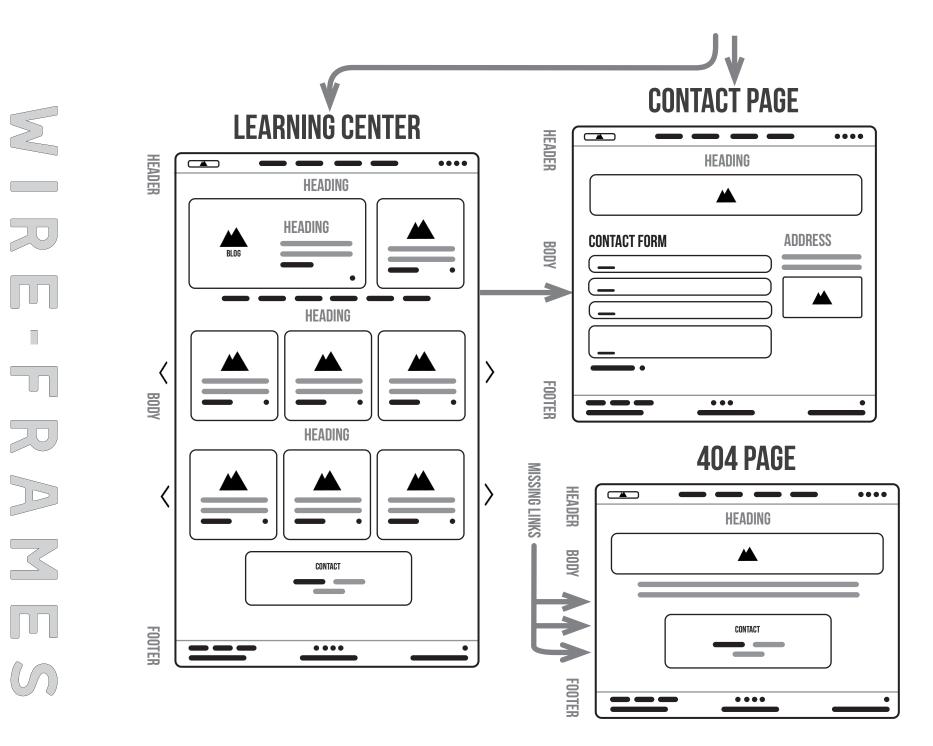
## WIRE-FRAMES DESKTOP LO-FIDELITY PROTOTYPE

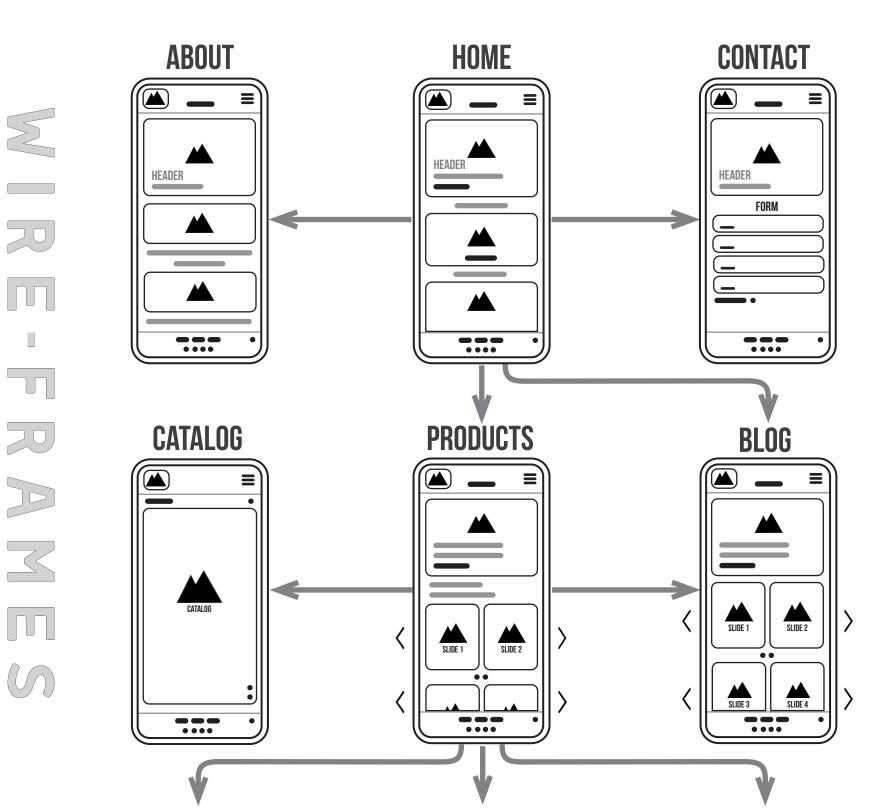
HEADER **HOME PAGE** HEADER .... SLIDER MENU BODY HEADING HEADING BODY PRODUCT 1 PRODUCT 2 SLIDE 1 SLIDE 3 SLIDE 2 SLIDE 4 HEADING HEADING ... PRODUCT 3 PRODUCT 4 PRODUCT HEADING HEADING PRODUCT FOOTER .... FOOTER ....

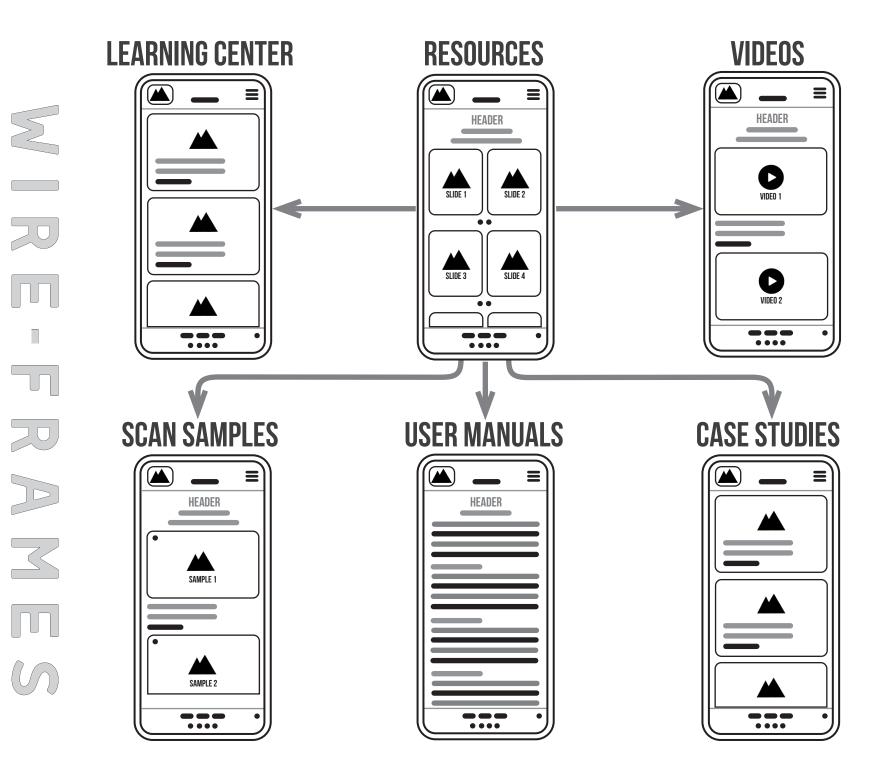
**PRODUCTS PAGE** 











# SECTION 5 SURFACE

### **HI-FIDELITY PROTOTYPE/MOCK-UP**

### **DESIGN SYSTEMS/STYLE GUIDE**

The design system is the standardized style-guide system popularized by the Interaction Design Foundation.

## DESKTOP

## **HI-FIDELITY PROTOTYPE**

Menu Design Information Architecure

High Fidelity Prototype 1-6 Mock-Up

## MOBILE

## **HI-FIDELITY PROTOTYPE**

High Fidelity Prototype 1-12 Mock-Up Menu Design Information Architecure

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## **STYLE GUIDE**

Brand Idenity Logo

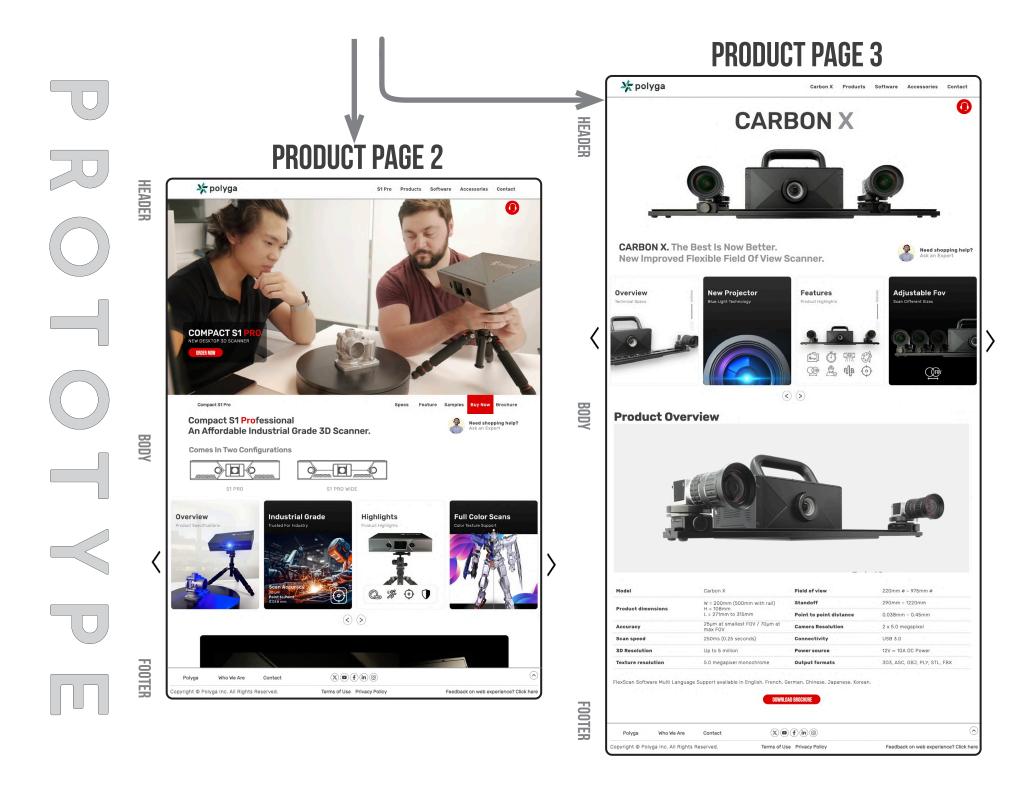
## **DESIGN SYSTEM**

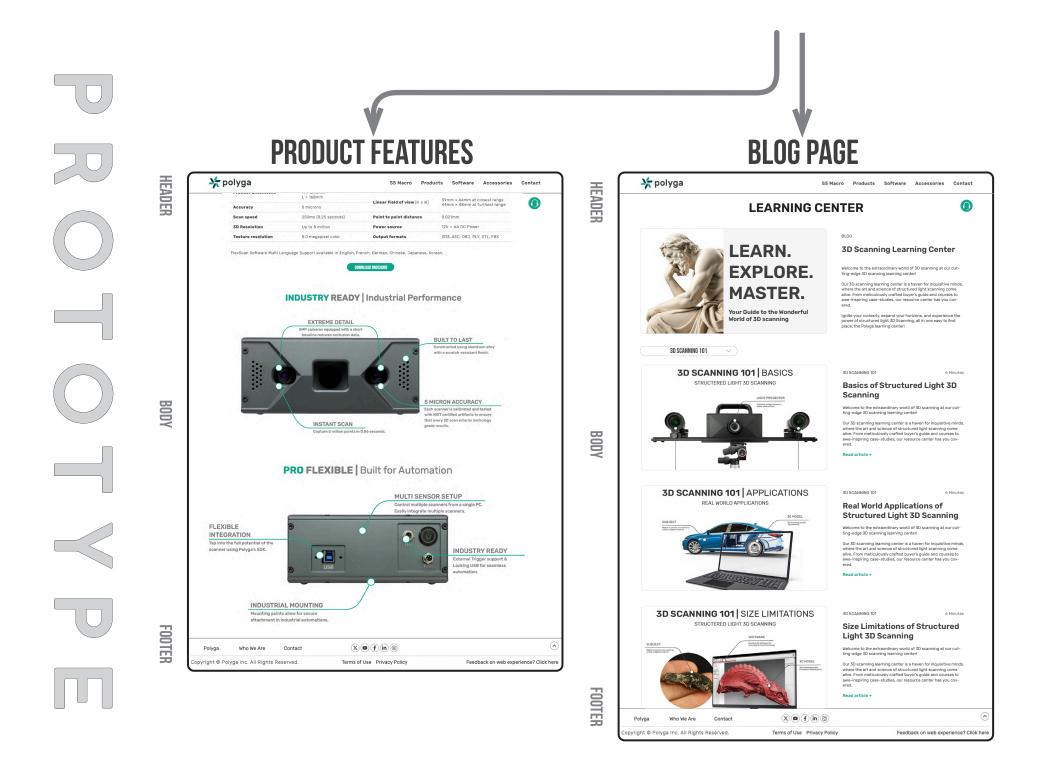
Fonts Typography Icon Library/Iconagraphy

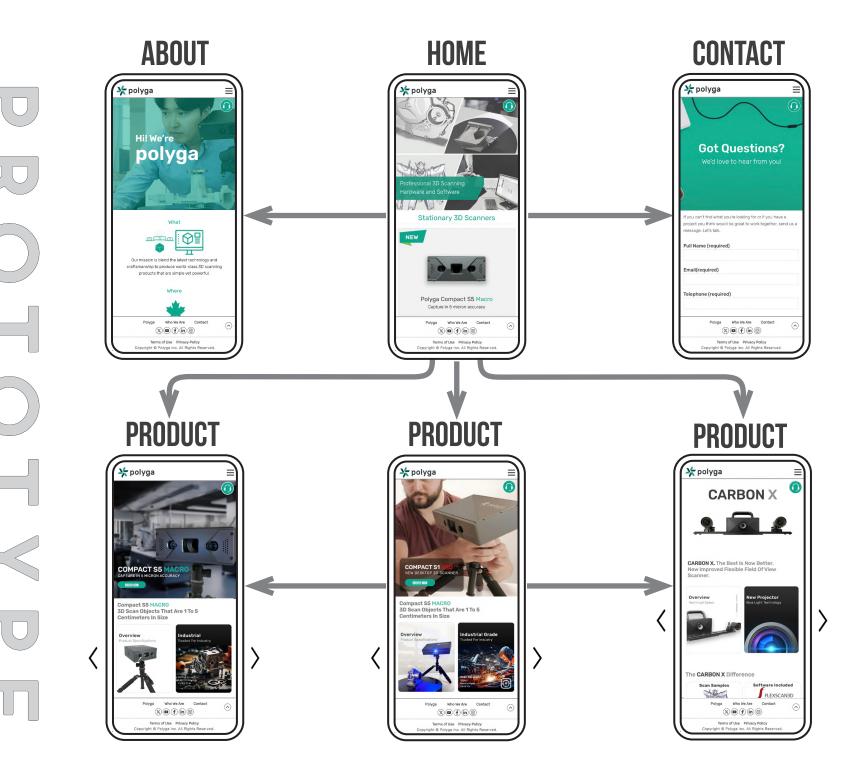
## MOCK-UP HIGH-FIDELITY PROTOTYPE

**PRODUCT PAGE 1** 

HEADER 🤆 polyga S5 Macro Products Software Accessories Contact **HOME PAGE** COMPACT SE HEADER 🧏 polyga X 🗖 🕅 🗖 🖸 Products V Company V Resources Contact Shop Compact S5 Macro Brochure Specs Compact S5 MACRO Need shopping help? BODY 3D Scan Objects That Are 1 To 5 Centimeters In Size BODY **Buying Guide** Learning Center Overview Accessible Industrial lexible LEARN. EXPLORE. MASTER. Deep dive into the world of 3D Scar 9 -æ **Buying Guide** Learning Center Which scanner is right for your Want to learn more about 3D scanning < > Stationary 3D Scanners FOOTER COMPACT S5 MACRO X O f in 0 Who We Are Contact Polyga **Capture The Smallest Details** pyright © Polyga Inc. All Rights Reserved. Terms of Use Privacy Policy Feedback on web experience? Click her FOOTER 6 Who We Are Contact X O f in @ Polyga Terms of Use Privacy Policy Feedback on web experience? Click here pyright @ Polyga Inc. All Rights Reserved

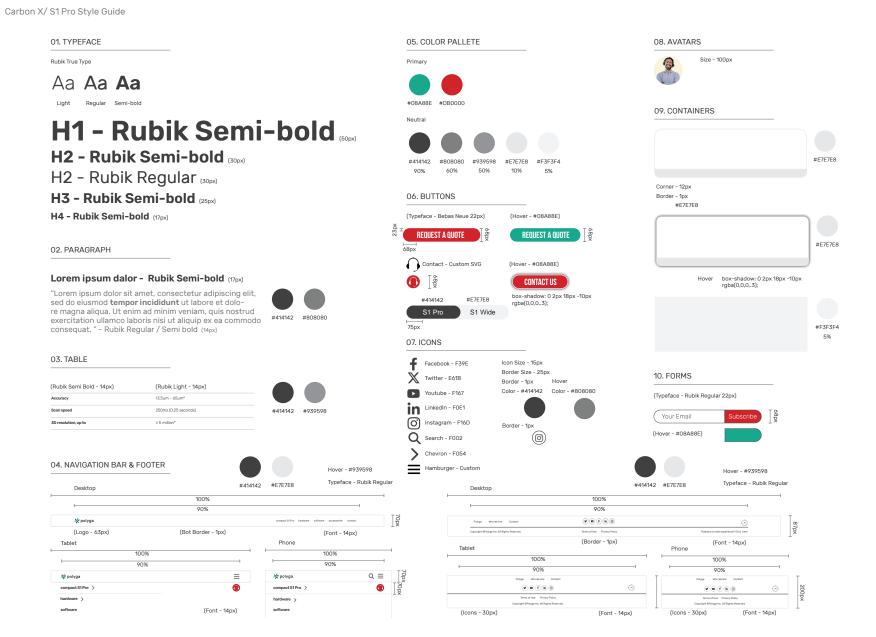






MOBILE

#### 2023



🤆 polyga

**UI STYLE GUIDE**