



Lab 11: Identify User Groups and Create Personas

Human Computer Interaction (CS261)

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Lab 11: Identify User Groups and Create Personas

Task:

Identify User Groups and Create Personas

As part of your project development process, it is important to understand who your users are and how they will interact with your system or solution. This task focuses on identifying key user groups and developing user personas to guide your design decisions.

Instructions:

1. Identify User Groups:

Based on your project topic and research, identify **2–3 distinct user groups** who are expected to interact with your system, product, or service. These groups should differ in their roles, needs, or levels of interaction with the system.

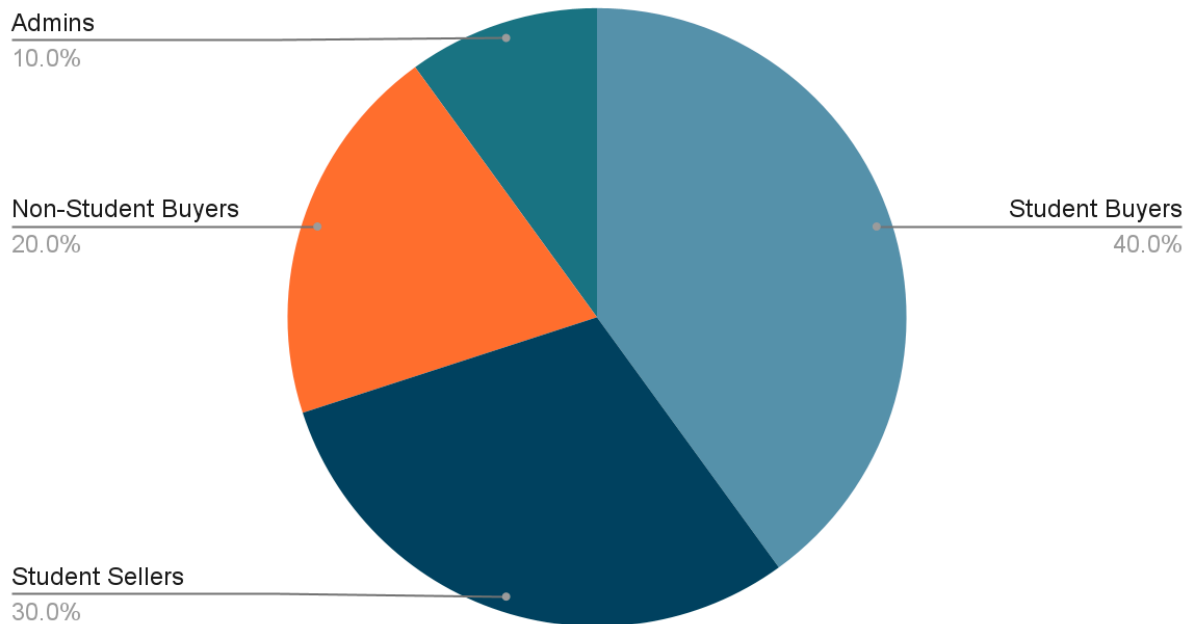
Think about:

- Who will benefit from or use your solution?
- What are their main goals or problems?
- How frequently will they interact with your system?

User Group	Role	Main Goals	Frequency
Student Sellers	Project Creators	Monetize academic work, Build portfolio ,Track sales of their listed projects	Weekly
Student Buyers	Academic Researchers	Find quality references, Save time on projects, Get implementation help	Seasonal (per semester)
Non-Student Buyers	Research/Industry Explorers	Discover innovative ideas, Find potential collaborators	Occasionally
Admins	Platform Managers	Monitor overall sales ,Generate insights	Weekly

Projected Usage of Our Platform By Different User Groups:

Platform Usage By Different User Groups

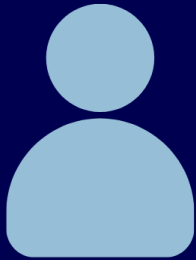


For the Student Buying projects a disclaimer like this could be shown “**Projects are for reference only—submitting them as your own work violates academic integrity policies.**” further buyers must agree: “**I will use this project for learning, not direct submission.**”

2. Create Detailed Personas:

For each user group, create a **detailed persona** that represents a typical user from that group. Each persona should include:

- Name and brief background
 - Age, occupation, and role related to your project
 - Goals or motivations for using the system
 - Challenges or pain points they might face
 - Specific needs or expectations from the system
- **Detailed personas:**



AVESHA ALI

- 22 years old
- Lahore
- Final Year CS Student
- Developed 5+ academic projects, wants to monetize her work.

Description

Tech-savvy CS student monetizing projects. Loves hackathons and wants passive income through academic work sales.

Personal Characteristics

- Tech-savvy, entrepreneurial mindset
- Introverted but confident about her coding skills
- Active on GitHub and Stack Overflow

Hobbies and Interests

- Competitive programming
- Attending hackathons
- Writing tech blogs

Roles

- **Initiator & Seller:** Lists projects independently
- **Influencer:** Shares listings on student WhatsApp groups

Goals

- Earn extra income from past projects
- Build a public portfolio for job applications

Pain Points

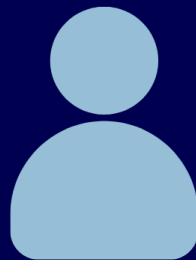
- No centralized platform to sell academic work
- Difficulty proving project authenticity

User Journey

- **Awareness:** Learns about Project X via university email
- **Consideration:** Compares fees with freelance platforms
- **Decision:** Uploads 3 projects with documentation
- **Loyalty:** Engages with buyer reviews to improve future uploads

Needs

- Simple upload process with documentation templates
- Sales analytics to track earnings



ALEENA JAMAL

- 20 years old
- Karachi
- 2nd Year Electrical Engineering Student

Description

Time-crunched engineering student seeking affordable references. Prefers pre-verified projects with demo videos.

Personal Characteristics

- Time-pressed, pragmatic
- Prefers visual learning (videos/diagrams)
- Relies on peer recommendations

Hobbies and Interests

- DIY electronics projects
- Watching tutorial videos on YouTube
- Member of University Football team

Roles

- **End User:** Purchases for personal academic use
- **Budget-Conscious:** Compares prices across semesters

Goals

- Find ready-made references for assignments
- Avoid plagiarism risks

Pain Points

- Scattered resources (GitHub, blogs)
- Unreliable project quality

User Journey

- **Trigger:** Struggles with embedded systems assignment
- **Research:** Filters projects by "Microcontrollers" + "Rs. 1,500-3,000"
- **Evaluation:** Checks demo videos and peer ratings
- **Purchase:** Buys project with implementation guide

Needs

- Course-specific search filters (e.g., "Database Systems")
- Sample previews before purchase

PROFESSOR
HAFSA KHAN

- 36 years old
- Islamabad
- Computer Science Lecturer

Description

Passionate educator who uses real student projects to make coding lessons practical.

Personal Characteristics

- Patient, detail-oriented, and tech-savvy.
- Prefers structured, documented projects.

Hobbies and Interests

- Mentoring students, attending tech workshops.
- Building open-source learning materials.

Roles

- **Evaluator:** Carefully checks project quality before sharing with students.
- **Influencer:** Recommends Project X to colleagues.

Goals

- Enhance lectures with real-world examples.
- Save time curating teaching materials.

Pain Points

- Poorly documented projects waste time.
- Hard to find local (Pakistan) examples.

User Journey

- **Trigger:** Plans lesson on mobile app development.
- **Search:** Filters for "Flutter," "under Rs. 3,000."
- **Purchase:** Buys project with teaching notes.
- **Loyalty:** Repeats for future semesters.

Needs

- Curriculum-aligned projects (e.g., "Flutter + Firebase").
- Ready-to-use slides/guides for class.

OMAR SHAH

- 28 years old
- Islamabad
- Platform Analytics Admin

Description

Data-driven manager who monitors platform performance and user trends.

Personal Characteristics

- Analytical, methodical, and comfortable with data tools.
- Prefers dashboards and reports over direct user interaction

Hobbies and Interests

- Data visualization, Excel/Tableau projects.
- Reading tech blogs on analytics trends.

Platform Roles

- **Data Tracker:** Reviews Sales KPIs
- **Reporter:** Shares insights with the dev team for improvements

Goals

- Identify trends (e.g., popular project categories).
- Identify sudden drops in sales and find revenue trends

Pain Points

- Inconsistent data from incomplete logs.

Workflow Journey

- **Check:** Daily login to monitor real-time dashboards.
- **Analyze:** Compares current vs. past performance.
- **Report:** Shares findings with stakeholders.

Needs

- Automated analytics dashboards.