

## Part A

1. Who should the project target?
  - a. Nature enthusiasts
  - b. Photography enthusiasts
  - c. Families
  - d. Students
  - e. Tourists
2. Create two Personas.
  - a. Daniel
  - b. Cathy
3. Personas
  - a. Persona 1
    - i. Name: Daniel
    - ii. Demographic: Male, 25, Portland
    - iii. User needs and pain points:
      1. User is looking for a new place to adventure that looks interesting.
      2. User is looking for inspiration on future trips.
      3. User is looking for something by location as well as interest.
    - iv. Goals:
      1. Find potential areas to explore.
      2. Find others who appreciate nature.
      3. Find interesting pictures for motivation through the work week.
    - v. Motivation:
      1. The user has a desire to travel and experience new things. They are looking to be able to experience places through someone else's eyes to see if it is somewhere they would like to go to.
      2. The main emotion behind this user is wanderlust.
      3. The destination is entirely environmental since we are talking about locations.
  - b. Persona 2
    - i. Name: Cathy
    - ii. Demographic: Female, 40, Columbus
    - iii. Users needs and pain points:
      1. User is looking to find someone to photograph their family event.
      2. User is looking for someone who is able to work with outdoor venues as well.
      3. Also looking for good quality.
      4. Cheap prices.
    - iv. Goals:
      1. Find photographer for their family events.
      2. Finding reasonable deals for the best quality they can afford.
    - v. Motivation:

1. The user is looking for a photographer. Price is also a drive as well.
2. For emotions and environments, that will depend on the event driving the search for this service. It could be a family reunion for a family that hasn't seen each other for years or something like a party/celebration of an important event. It could also be simple family event that happens every year.

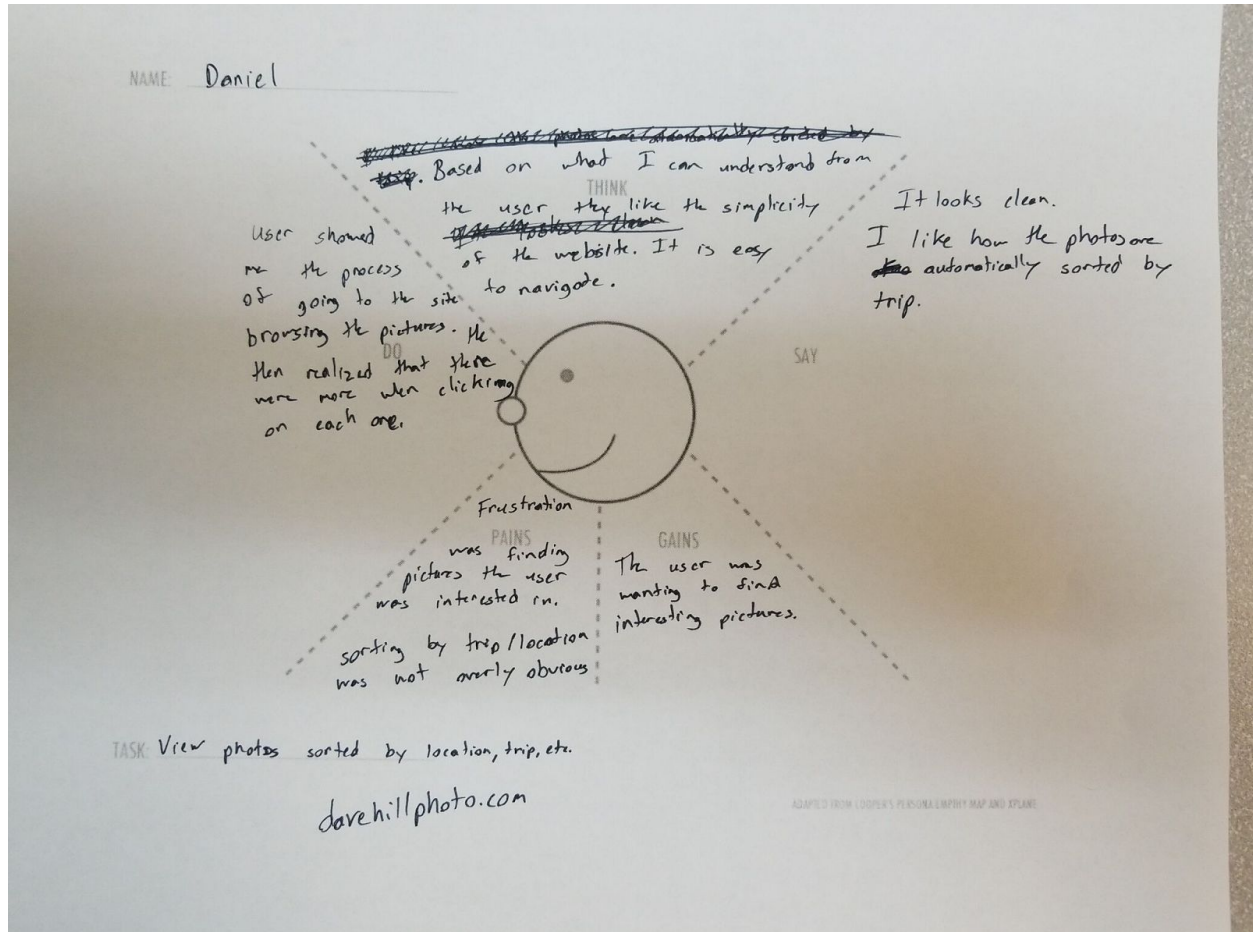
## Part B - Task: View photos by location, trip, etc

\*Including typed version of chart before pictures because my handwriting is hard to read.

1. Participant 1
  - a. Say
    - i. It looks clean.
    - ii. I like how the photos are automatically sorted by content.
    - iii. Oh sweet, there are more pictures when clicking on the ones shown here.
    - iv. These looks nice.
  - b. Think
    - i. Based on the user feedback he enjoyed the simplicity of the website. It is easy to navigate.
  - c. Do
    - i. User showed me the process of going to the site, browsing the photos. He then realized that there were more pictures when clicking on the (what appeared to be) album covers.
  - d. Pains
    - i. Frustration was finding the pictures the user was interested in.
    - ii. Sorting was not obvious at first because the text below each picture was mistaken for just a name/description of the picture shown up front.
  - e. Gains
    - i. The user was wanting to find interesting pictures.
2. Participant 2
  - a. Say
    - i. I am not a fan of the whitespace. I feel as if there is too much of it.
    - ii. I do like the tile format for though.
  - b. Think
    - i. User does not like the whitespace and finds there a lack of content on the page. Or perhaps it is just too simple a design for this user.
    - ii. They do like the tiles, so perhaps you could remedy this by adding a fourth column to fill out the page more.
  - c. Do
    - i. This user was not observed in person.
  - d. Pains.

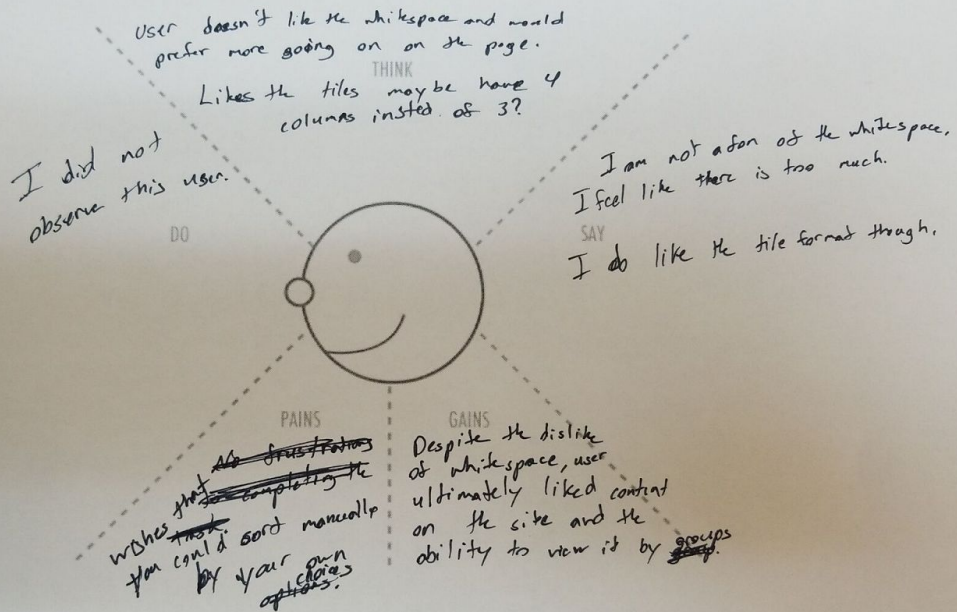
- i. User wished there was the ability to sort through the pictures at their own option/choices.
- e. Gains
  - i. User like the content on the site despite the dislike of the whitespace. Content made the experience worthwhile, but a better user interface would make the experience even better.

User 1



User 2

NAME: Cathy



TASK: View photos sorted by location, trip, etc  
danchillphoto.com

ADAPTED FROM COOPER'S PERSONA EMPATHY MAP AND XPLANE