1. **(Due Wed 10/4) Create 2 Proto-Personas**

Start by sketching out 2 proto-personas. Look for clusters in your categorization of interviewees by behavioral variables, as described in Goodwin.

* Primary persona:
  + Name: Poik Mine
  + Age: 20s
  + Picture:
  + Description:

1. **Easygoing**
2. **Patient** with the process of splitting the bill but feels like it could be more efficient
3. **Not fully confident** in their calculations when it comes to how much they owe or should be paid back
4. Splits tax and tip evenly out of **convenience** (not itemized)
5. **Flexible** with the bill (**doesn’t mind** missing a dollar here and there)
6. **Dissatisfied** with amount of effort into figuring out who bought what on the bill
7. **Dislikes the awkward atmosphere** splitting the bill causes when with her friends which leads her to offer to pay for the receipt often
8. **Goes out** with friends often
9. **Financially stable**
10. **College student**
11. Knows how to do simple math
12. Leans towards being the one paid back rather than paying people back
13. Chooses the split everything **evenly**; even when they may not have physically participated/contributed to it
14. Typically offers to pay out of convenience
    1. Routine in the friend group.
15. **Friendly and enjoys going out with friends** (100% trust in friends)
    * Goals:
      + Split bill with **ease (convenience)**
        - Accuracy is a plus too
      + Make the process a little bit less of a headache
      + Hang out with friends without an awkward atmosphere being created about figuring out who is splitting for what or how different parties want to pay things depending on their financial situation

* Secondary persona:
  + Name: Tim Nook
  + Age: 20s
  + Picture: 
  + Description:

1. Currently **frustrated** about the process to split the bill
2. Wants the process to be **efficient and accurate**
3. Wants the process to be **fast** and **not such a big deal**
4. **Dislikes splitting up tax evenly** since they prefer to pay the tax of their own side of the transaction
5. **Wants every penny and dollar back**
6. **Doesn’t want to pay more than they need**
   1. Wants to ensure other people aren’t requesting the wrong amount for them to pay
7. Skeptical about others’ calculations being “correct”
   1. Double checks the calculations of other’s to make sure they are not overpaying
8. Strict on getting paid back on time and fully if they are the one paying
9. They are kind enough to offer to pay for the bill, usually to prevent mistakes.
10. Goes out frequently (situations of splitting the bill happen)
11. Self confident
    * Goals:
      + Accurately and quickly split bills.
      + Pays the exact amount (no little and no more) or receives the exact amount from others
      + Avoid the need to double check the amount.
      + Itemized splitting.
      + Not needing to do the tedious math process.

Feel free to include other items from your “big ideas” at this point as well.

Give each proto-persona a first and last name, and choose a picture to represent them.

Be sure to specify which is your primary persona and which is your secondary. Since this is a class project, we are not doing as many interviews as you would normally do for a project, so you may end up filling in gaps with your own experience – please make note of where you do this so that later in the design process you can keep this in mind. No narrative required. Please list each persona’s goals at the end of the persona (these do not count toward the bullet count). Do avoid the temptation to include irrelevant details in your persona description. Your primary persona should include at least 15 bullets, and your secondary should include at least 10.

1. **(Due Wed 10/4) Create 2 Context Scenarios**

Since this is a class project, we will limit ourselves to 2 context scenarios, **both centered on the primary persona (**one for first use, and one for typical use). Be sure that your typical use scenario represents a **complex scenario**; when you’re focusing on user goals you’ll cover a wide array of functionality in a single scenario (See slides for activity list creation and grouping process). **Make a list of the activities/scenario ideas that didn’t make the cut, we’ll come back to those later.** The **typical use scenario should be 1-2 pages long** (12-point font, 1.5 spaced, reasonable margins), and the **first use scenario should be ½-1 page**. See me if you think it makes more sense for your first use scenario to be the longer one, or if you don’t think there will be much/any difference between first and typical use.

[Here's](https://camino.instructure.com/courses/91294/files/7295675/download?wrap=1) an example of an excellent primary scenario (note that this group chose to make first use the primary scenario, after talking to me).

Remember to keep the scenarios grounded in the personas and don’t get into implementation details yet – we’ll do that in our system requirements.

**Context Scenario 1 (First Use): Initial Application Setup**

Poik just finished a big dinner with her five friends and offered to pay for it. Upon glossing over the receipt for their meals. Poik is not looking forward to the calculations to figure out how much each person owes; especially due to people splitting dishes, ordering drinks, and other factors which make the splitting process more complicated. One of her friends suggests the app, Splitz, which has been circling around social media and is the hip new way to split costs more conveniently and efficiently. Poik was intrigued and immediately downloaded the app to figure out everyone’s costs.

After Splitz downloaded, Poik opens the app and is greeted with a screen prompting her for the amount of people splitting the bill. She enters the number “5” for the amount of people, including herself, at the table. The application then prompts Poik to enter the names associated with the 5 people, to which she starts entering the initials of her friends “B.B, J.A, I.P, P.W, and N.E”. Poik continues to the next segment and is asked whether she wants to take a photo of the receipt or enter the items and costs individually. She chooses to take the photo and allows the application to access her camera. She holds up the phone and takes a picture of the receipt, and then the application scans the receipt and translates the image into text. The screen then prompts her to choose to split the bill evenly or itemized. She chooses to split the bill by item. The application then asks if the scanned items and associated costs are correct, showing a screen with a list of items and the subtotal. Poik checks the translated list casually and notices a typo regarding the price of one of the appetizers. After making sure the prices are correct and fixing the error, the app then prompts Poik to identify who ordered each item using the initials she entered earlier. She goes down the list item by item identifying who ordered what, instead of her typical routine of making everyone split every time ordered. After identifying each contributor to each item, the application asks Poik to enter in the tip amount. She enters the tip amount of “18.94”. She is then given the final screen where it shows the names (initials) she entered with how much each of them owe including the tax and tip. Poik shows the screen on her phone to other people passing it around and each friend notes the amount they owe to Poik and pay her back through varying methods through venmo and cash.

Poik feels satisfied knowing that she got all her money back in addition to knowing her and her friends can continue the night conveniently and efficiently.

**Context Scenario 2 (Typical Use/Primary):**

It’s a Friday night and Poik and her two friends just finished having a fulfilling dinner at their favorite Korean BBQ. After the bill arrived at their table and confirming they were charged the correct items, Poik put her card on the tray, out of habit. Soon after, a waiter walks by and picks up the tray to process the receipt. One of Poik’s friends, Su, expressed her worry of paying extra even though she ordered less than other people, especially since Vu had ordered extra short ribs and some soda for herself. Su complained about how tedious it is to split the bill because everyone ordered a different thing which made it difficult for them to figure out how to split up tax and tip. Poik immediately perked up and showed the new application she had recently found, Splitz. It has been making the process of splitting costs quicker and easier ever since. Her friends were excited to learn about this new application and how she will use it to split the cost of their BBQ.

When the waiter brought the receipt and debit card back to their table, Poik opened up Splitz on her phone. The application asked her to enter the number of people. She enters “3” and proceeds to enter in each of her friends’ names, which are “Su, Vu, and Poik.” Afterwards, she picks the option to take a photo of the bill as it is the fastest and most convenient from her past uses. After she places the receipt flat on the table and holds her phone over it, she snaps a photo. Within a second, a table of the items and their corresponding costs appears on the screen. Vu and Su are shocked. The app prompts her with a series of questions and asks her who is paying for which item. Poik then matches the name for each corresponding item to differentiate who paid for what. While she does this, she confirms to her friends that the information was correct. They all agreed to split the appetizers evenly and the entrees individually. Vu remembers that she and Poik split the mochi ice cream, so she reminds Poik that they should split the cost of it. After confirming who will pay/split what, Poik goes through the list of the items and presses on the names of individuals contributing to the cost. She selects “Vu”, “Su”, and “Poik” for all the appetizers on the receipt and “Poik” and “Vu” for the mochi ice cream. With confirmations from her friends, Poik was able to quickly and effortlessly match the items to each of her friends.

After entering in all the information on who ate what, the app then asks her for the tip amount and she enters in “12.93”. The app prompts Poik with an option to have the tax and tip be evenly split or itemized. She taps on the option to have the tax and tip to be split up by item so Su doesn't have to pay for Poik and Vu’s tax and tip of their mochi ice cream. Afterwards the app tells her how much each person owes individually with their name next to the amount. Poik smiles and announces how much Su and Vu owes separately to Poik. She even shows the screen towards the others. Vu and Su are impressed with the app and happy that they didn’t need to do the tedious work of calculating what they owed Poik. They then grabbed their phones out and paid Poik the amount Splitz calculated for them through Venmo. Excitedly, both Su and Vu immediately go to the app store and download Splitz for the next time they would be out with their friends.