

User Experience Stories (UX)

User Personas T-CA3



Sarah Cullen, 30

MARRIED Yes
KIDS 2
EDUCATION St. Pats Teaching
OCCUPATION Teacher
LOCATION Dublin

ANALYTICAL

CARING

INTELLIGENT

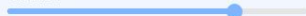
CAUTIOUS

Bio

Sahara is a 30 year old Car Enthusiast driving a 2021 Volkswagen Passat ST Line with only 40,000 km on it. As she is a teacher with small children she understands how important her car is but does not understand the majority of parts her car needs. As she is driving a big expensive car it is important she keeps the car regularly serviced and maintained as parts for Volkswagen tend to be expensive. With the use of the application she can learn more about car dashboard symbols and what the colour of each mean. She can also be recommended to good mechanics in cases of emergencies.

Technology

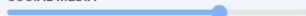
DESKTOP



SMARTPHONE



SOCIAL MEDIA



Goals

- Tara's main goal is to learn more about cars and their faults with the app.
- She wants to understand what each warning symbol means as they appear on her dashboard.
- She also wants to learn how to fix a simple fault by herself to save money.
- She also wants to be notified of near by mechanic shops encase of a serious fault.

Motivations

PRICE



COMFORT



CONVENIENCE



SPEED



Interface Requirements

- To be able to access roadside assistance where necessary as she is a busy person.
- To be able to navigate through the app with ease.
- To receive relevant information about what the warning symbols mean that may appear on her dashboard.

Personality

INTROVERT

EXTROVERT



ANALYTICAL

CREATIVE



LOYAL

FICKLE



PASSIVE

ACTIVE



Brands She Likes



Windows10

amazon.com

Software & Apps



Primary User: Oliver The Elderly Person



Name: Oliver Smith

Age: 80

Occupation: Farmer / Retired

Marital Status: Married

Technical Experience: Poor

Oliver's Goals

- Oliver's main goal is to be able to fully understand the application and how to use it properly.
- Oliver also wants to understand what do the warning symbols mean that appear on his cars dashboard.

Interface Requirements

- To be able to access roadside assistance where necessary.
- Be able to navigate through the app with ease.
- Receive relevant information about the warning symbols that appear on his cars dashboard.

Oliver is an 80-year-old farmer who lives in Cavan with 78 year old wife. He has been on his pension since the age of 68, and now wants to save money by ensuring his Toyota Auris is kept up to date. He want's to ensure that his car is running smoothly without any major faults. He also wants to check any warning light that may appear on his dashboard to understand what could be causing the fault and to see is it a serious issue. By using the application Oliver will save money as he can detect any faults (major or small) early so that they don't do more damage.

Primary User: Tara The Student



Name: Tara O'Reilly

Age: 19

Occupation: Student

Marital Status: Single

Technical Experience: Excellent

Tara's Goals

- Tara's main goal is to learn more about cars and their faults with the app.
- She wants to understand what each warning symbol means as they appear on her dashboard.
- She also wants to learn how to fix a simple fault by herself to save money.
- She also wants to be notified of near by mechanic shops encase of a serious fault.

Interface Requirements

- To be able to navigate through the app with ease.
- To be able to access roadside assistance where necessary as she travels an hour to college each day and back home.
- To receive relevant information about what the warning symbols mean that may appear on her dashboard.

Tara is a 19 year old student driving a 2012 Toyota Yaris with 140,000 km on it. As this was a second hand car with 2 pervious owners Tara wants to ensure the car is mechanically okay and has no issues with it. As she is a student, she doesn't have a lot of money to spend so it is important that tara keeps her car safe, cleaned and regularly serviced to avoid any faults appearing on her dashboard. With the use of the application, Tara will be able to understand what each fault means and how best to fix them without asking for help.