



THE UNIVERSITY OF AZAD JAMMU & KASHMIR

DEPARTMENT OF SOFTWARE ENGINEERING

Course Title: Human Computer Interaction

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Instructor: Engr. Daniyal Nazir

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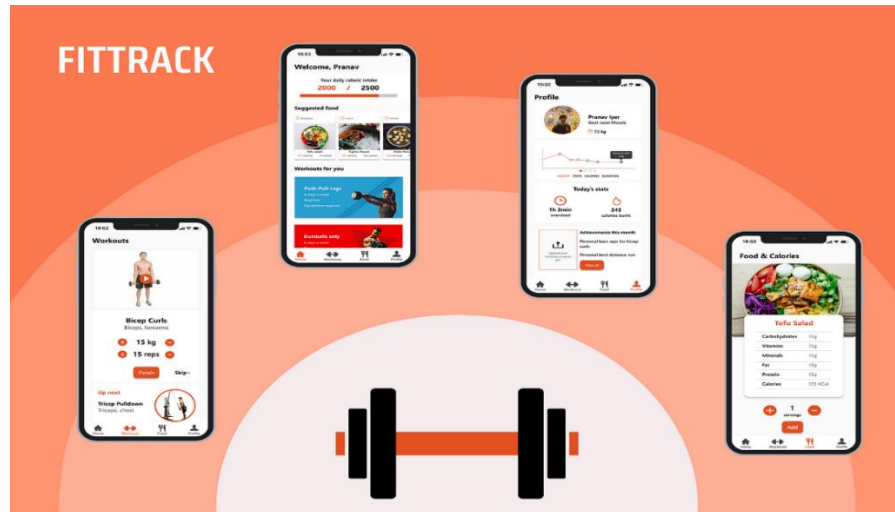
Assignment #01

EESHA KHAN	2021-SE-01
SABA KHAN	2021-SE-02

Submission date: _____

Instructor Signature: _____

Question: Create three detailed user personas for a new fitness tracking app. For each persona, include demographics, goals, challenges, and behaviors. Explain how these personas would influence the design and functionality of the app.



Persona 1

Persona 1: Muhammad Ahmed

- **Age:** 26
- **Job:** Marketing Specialist
- **Location:** New York City
- **Fitness Level:** Intermediate
- **Technology Use:** Comfortable with tech, uses iPhone and Apple Watch

Goals:

- Track daily workouts (yoga, running, HIIT classes).
- Set and meet weekly fitness goals (weight loss, toning).
- Stay fit while managing a busy work and social life.

Challenges:

- Finding time to exercise due to a packed work schedule.
- Staying motivated without group support.
- Needs workouts that fit into a last-minute, busy day.

Behavior:

- Likes group classes and fitness challenges on social media.
- Uses her phone and watch to track steps and calories.
- Motivated by reaching goals and getting rewards like badges.

Influence on App Design:

- **Social Sharing:** Add features to share workout progress and goals on social media.
- **Quick Workouts:** Provide short 15-20 minute workout options.
- **Goal Tracking & Badges:** Offer rewards for reaching fitness goals.
- **Apple Watch Sync:** Ensure smooth connection with Apple Watch.

Persona 2

Persona 2: John Jams

- **Age:** 40
- **Job:** IT Manager
- **Location:** Texas (Suburbs)
- **Fitness Level:** Beginner
- **Technology Use:** Uses an Android phone and basic fitness tracker

Goals:

- Lose 20 pounds and improve heart health.
- Feel less stressed and more energized.
- Start a simple, easy-to-follow fitness routine.

Challenges:

- Sits for long hours at a desk job.

- Unsure where to start with fitness and often feels overwhelmed.
- Finds it hard to stay motivated without seeing fast results.

Behavior:

- Wants to add fitness into his daily routine but needs guidance.
- Prefers simple, clear workout plans.
- Needs regular reminders to keep up with his fitness goals.

Influence on App Design:

- **Simple Workouts:** Offer easy-to-follow routines for beginners.
- **Reminders:** Add notifications to encourage him to stay active.
- **Health Tips:** Include basic fitness and nutrition advice.
- **Stress Relief:** Provide stress-relief exercises like stretching or breathing exercises.

Persona 3

Persona 3: Sarah Nawas

- **Age:** 55
- **Job:** Retired Teacher
- **Location:** Rural Minnesota
- **Fitness Level:** Moderate, focused on staying healthy
- **Technology Use:** Uses an Android tablet and Fitbit but not very tech-savvy

Goals:

- Stay mobile and protect her joints as she ages.
- Track daily walks and light exercise.
- Stay motivated while dealing with occasional joint pain.

Challenges:

- Sometimes struggles with using apps and technology.

- Needs low-impact exercises due to joint pain.
- Wants easy-to-read instructions and simple navigation.

Behavior:

- Enjoys walking and doing yoga.
- Prefers a simple app with larger text.
- Looks for gentle encouragement rather than aggressive fitness challenges.

Influence on App Design:

- **User-Friendly Interface:** Provide a simple, easy-to-use design with larger text.
- **Low-Impact Exercises:** Offer low-impact workouts like walking and stretching.
- **Health Tracking:** Let her track health stats like steps and heart rate.
- **Gentle Progress Tracking:** Focus on wellness and gradual improvements.

Personas Influence the App Design

How These Personas Influence the App Design:

1. **Personalized Workouts:** The app needs to offer different workout options, from beginner routines for James to more advanced tracking for Emily. Sarah would need low-impact exercises.
2. **Motivation Features:** Emily likes sharing progress on social media, so social sharing features would keep her engaged. James and Sarah might need motivational reminders and personalized encouragement.
3. **Simple Interface:** For users like Sarah who aren't very tech-savvy, the app should have a simple layout with easy navigation and large text.
4. **Device Integration:** The app should sync easily with devices like Apple Watch and Fitbit, making it convenient for tracking workouts.
5. **Health and Wellness Focus:** For users like James and Sarah, the app should not only focus on fitness but also offer tools for stress management, heart health, and overall well-being.

By designing the app to meet these different needs, it will appeal to a wide range of users and help them stay active and healthy.