Group Project Part 2

*Work with your group to complete the following. ChatGPT use is allowed. Include all the ChatGPT prompts you used in an appendix.*

In this project, you are going to work with your group to evaluate the user experience and design of a publicly available well-known smart-phone app (e.g. Spotify, Apple Music, Teams, Gmail, etc.). For the app you select, you will (1) create personas, (2) write user stories for existing features in the app, (3) design a new feature for the app, and (4) assess the value of the newly redesigned feature. Additional details follow.

You will be working with one and only one app and evaluating the app in terms of its usability and performance on a mobile device.

# Create 3 Personas (30 Points)

In software development, a persona is a fictional character that represents a specific user type or demographic segment for whom the software is being designed. Personas are created based on user research, including surveys, interviews, and observations, to capture the goals, behaviors, needs, and pain points of real users.

The purpose of personas is to help teams empathize with their users and make design decisions that better align with user expectations. Each persona must include the following sections: Name and Background, Goals, Behaviors, Challenges, and Context. Additional details follow

1. **Name and Background**

A realistic name, age, occupation, picture, and personal narrative to make the persona relatable.

Example:

**Persona: Sarah, the Busy Marketing Manager**

**Background:**

Sarah is 35 years old and works as a marketing manager at a mid-sized tech company in a bustling urban area. She has a degree in marketing and over a decade of experience in the field. Sarah is known for her creativity and strategic thinking, leading a team of four marketing specialists. Outside of work, she enjoys running, trying new recipes, and spending time with her partner and their two dogs. Sarah is tech-savvy and relies on various digital tools to streamline her work and personal life.

**A Day in the Life of Sarah**

7:00 AM:

Sarah’s day starts early. After a quick run with her dogs, she brews a cup of coffee while scanning her emails. She uses this time to catch up on any urgent messages and jot down her top priorities for the day in her digital planner.

8:30 AM:

Arriving at the office, Sarah grabs a smoothie from a nearby café and heads to her desk. She logs into her task management tool and reviews her to-do list. Today, her focus is on finalizing the content for an upcoming product launch, preparing for a team meeting, and analyzing the latest campaign performance metrics.

10:00 AM:

Sarah convenes a quick stand-up meeting with her team. They share updates on their projects, address any roadblocks, and brainstorm ideas for their social media strategy. Sarah encourages open dialogue and emphasizes the importance of agility in their approach. After the meeting, she assigns tasks and sets deadlines.

11:30 AM:

With her team on track, Sarah dives into content creation for the product launch. She pulls up her favorite design tool and starts working on a presentation that will be shared with stakeholders. She prioritizes clear visuals and concise messaging, knowing that attention spans are short.

1:00 PM:

Lunch is a brief but much-needed break. Sarah grabs a bite with a colleague, discussing the latest trends in digital marketing. They share insights and ideas, which sparks new inspiration for her upcoming campaigns.

2:00 PM:

Back at her desk, Sarah spends time analyzing performance data from the previous marketing campaign. She enjoys digging into the numbers, identifying trends, and assessing what strategies worked. She takes notes on potential adjustments for future campaigns.

3:30 PM:

Sarah has a client call scheduled. She prepares by reviewing her notes and previous communications. During the call, she actively listens and takes detailed notes, ensuring she addresses the client’s concerns and aligns their expectations with the upcoming launch.

4:30 PM:

As the day winds down, Sarah reviews her task list and adjusts priorities based on the day’s developments. She sends a few quick follow-up emails and wraps up the final details for the product launch presentation. Before leaving, she schedules time for a brainstorming session with her team for the following week.

6:00 PM:

After a productive day, Sarah heads home. She takes a moment to unwind with her dogs and her partner before preparing dinner. Later in the evening, she scrolls through marketing blogs for inspiration, always eager to stay ahead of industry trends.

8:30 PM:

Before bed, Sarah updates her digital planner, reflecting on the day and setting goals for tomorrow. She feels accomplished but knows there’s always more to tackle in the dynamic world of marketing. With a clear mind, she goes to sleep, ready to face the challenges of another busy day ahead.

The narrative illustrates Sarah's typical workday, showcasing her behaviors, interactions, and priorities while providing context for her persona. It highlights how the software designed for her could enhance her productivity and support her collaborative efforts.

1. **Goals**

What the user aims to achieve with the software.

Example Goals:

Sarah has several main goals when it comes to using her digital task management tool:

1. Enhanced Organization

Sarah aims to keep all her tasks, deadlines, and projects organized in one central location. She wants to categorize tasks by project, priority, and due date, making it easy to see what needs immediate attention and what can wait.

2. Improved Prioritization

With multiple projects and tight deadlines, Sarah seeks to prioritize her tasks effectively. She hopes the tool will help her identify high-impact tasks, allowing her to focus her efforts on what will drive the most value for her team and the company.

3. Streamlined Collaboration

Sarah desires a tool that facilitates easy collaboration with her team. She wants to assign tasks, share updates, and provide feedback seamlessly, ensuring everyone is aligned and informed about project statuses without the need for lengthy meetings.

By achieving these goals, Sarah can enhance her productivity, foster better collaboration with her team, and maintain a clear focus on delivering successful marketing campaigns.

1. **Behaviors**

How the user typically interacts with the app similar products or technologies.

Example Behaviors:

Sarah is 35 years old, works at a mid-sized tech company, and manages a team of four. She juggles multiple projects and tight deadlines.

Behavior:

Task Prioritization:

Sarah typically starts her day by reviewing her task list and prioritizing her work based on project deadlines and team needs. She uses a digital task management tool to keep track of her responsibilities and often rearranges tasks as new priorities emerge.

Collaboration:

Sarah frequently collaborates with her team using messaging apps and video conferencing tools. She prefers quick, informal check-ins rather than long meetings, as this helps her stay agile and responsive to changes.

- Research Habits:

When looking for inspiration or solutions, Sarah often conducts quick online searches or browses industry blogs during her lunch break. She values content that is concise and actionable.

These behaviors illustrate how Sarah approaches her work, helping the development team understand her priorities and how the software can support her in managing tasks and collaborating effectively.

1. **Challenges/Pain Points**

Obstacles or frustrations the user faces that the software can help address.

Example Challenges/Pain Points:

1. Overwhelming Workload

Sarah often feels overwhelmed by juggling multiple projects and tight deadlines, making it difficult to focus on what’s most important.

2. Inefficient Collaboration

Communication through various channels leads to miscommunication and missed updates, hindering her team's ability to stay aligned.

3. Difficulty in Prioritization

Determining which tasks to tackle first can be challenging, especially when urgent tasks arise, making it hard for Sarah to manage her time effectively.

1. **Context**

Information about the user's environment or circumstances that might affect their use of the software.

Example Context:

Here’s the context in which Sarah uses the task management app:

**When**

Sarah uses the task management app throughout her workday, starting in the morning as she reviews her tasks before heading into the office. She checks it periodically during the day, especially before and after meetings, and often at the end of the day to plan for the following day.

**Where**

Sarah uses the app both in the office and remotely. At her desk, she accesses it on her laptop, while during meetings or while on the go, she often uses her smartphone or tablet. This flexibility allows her to stay updated and manage tasks regardless of her location.

**Why**

Sarah uses the app to stay organized, prioritize her workload, and enhance collaboration with her team. The need for clear visibility into project statuses, task assignments, and deadlines drives her to rely on the tool to manage her busy schedule effectively.

**How**

Sarah interacts with the app by creating, updating, and organizing tasks. She categorizes tasks by project and priority, assigns them to team members, and sets deadlines and reminders. She also uses the app for collaboration, leaving comments and sharing files with her team, enabling real-time updates and communication. Additionally, she leverages reporting features to track progress and make informed decisions based on data.

This context helps illustrate how integral the task management app is to Sarah's daily workflow and her efforts to enhance productivity and team collaboration.

By using personas, development teams can focus their efforts on creating solutions that meet actual user needs, leading to a more user-centered design process.

Each of your three personas must fit on a single 8.5” by 11” piece of paper and your persona should be designed in such a way as to make it easy for someone to quickly read and digest the overall attributes of your persona. Feel free to include any additional information about your personals that you think is relevant.

# Write User Stories (20 points)

Write 3 user stories for each of your three personas based on existing features in the app. Include several acceptance criteria for each user story. User stories must include the persona, the task or goal being performed, a benefit statement and several acceptance criteria.

# UX Enhancement (30 points)

Choose a screen in the app to re-design. Explain why you want to re-design the screen and what about the user interface needs improvement. Create a Figma diagram with screenshots of your redesigned page and explain and write 2 - 4 user stories based on your re-designed screen. Create a framework describing how you will measure and assess the value of app features and describe how this feature meets or does n.

# Group Presentation to Class (10 points)

Create a 10 minute PowerPoint presentation of your project.

# Individual Feedback on Presentations (10 points)

The day the assignment is due, be prepared to provide feedback on every group that presents. You will be graded on the helpfulness of your feedback.

# Team Member Contributions (0 to -100)

List and briefly describe the contribution of each team member on this assignment. The description should be one or two sentences at most.