Part 2. Requirements representation

Requirements Representation

Software Pitch

Shareit is a self-hosted social networking site that is free and open-source. As a user, you have the option of creating your social network, referred to as a badge, or being added to an existing one. Our services provide users with several options that set us apart from other microblogging sites. The most significant is that the rules are established by the groups themselves rather than by a censorship-wielding central body. Shareit is also a good fit for experts. It is the place be if you are interested in a particular topic, such as programming or engineering.

The graphics Guru



Fictional Name

Jenifer Smith

Occupation

UX Designer

Demographics

- 27 years old, Female;
- Lives in Los Angeles;
- Single
- Perfectionist
- \$50000 salary

Goals

- Introduce user-focused mentality and methods into traditional company landscape
- Improve usability of company's system user interfaces
- Grow the overall UX team

Frustrations

- Getting buy-in for the new department's activities
- Dealing with more bureaucracy than the former job
- Communicating necessity for change to the development team

Bio

Jenifer just began a new job as a UX designer at a mid-sized bank. She came from the startup sector and is still adjusting to all the changes, especially the paperwork. She is delighted and scared to contribute a user-centered viewpoint to the design department, as she is the bank's first UXer.

She is a sports-crazed psychology graduate outside of the office. She likes reading UX blogs and occasionally attends UX-related conferences if they are held in her area. She also follows design blogs such as Dribbble.

Personality

I want to help my team deliver great user experiences.

The Freelancer



Fictional Name

Peterson Rice

Occupation

Freelance Video Producer

Demographics

- 29 years old, Male;
- In a relationship
- Freelancer
- He lives in California, USA

Goals

- Satisfy customer requirements effectively and reliably
- Maintain customer trust

Frustrations

- Chaotic environment
- Location proximity
- Travel to customers' locations to collect materials.
- Use regular mail to deliver and receive content.

Bio

Peterson Rice is a freelance video maker who works from home. He is a film, television, and video producer and primarily works during the production and post-production phases. He has an average speed internet connection at home. Peterson is currently looking for a safe, quick, and cost-effective approach to collect and deliver large media assets. He's also looking for a safe way to show off his portfolio online.

Personality

I love Serving people in whatever way I can.

Persona Importance and Impact

User involvement in Shareit implementation is a vital mechanism to ensure quality and success. In particular, involving users with varying backgrounds, interests, and professions would help enhance the site's usability. For instance, Jenifer Smith, the UX designer, plays a crucial role in evaluating interface effectiveness. Furthermore, Jenifer represents users with knowledge of how to interact with multiple systems. Her experience as a UX designer would play a significant role in outlining the usability of Shareit. Thus, she can suggest ways to tweak the system to optimize user satisfaction and enhance usability. Her response to the system as a user would help create a website that people like and find easy to use. Overall, such a persona would help designers and developers to avoid imposing their mental models on the product design, which may or may not correspond to genuine user demands.

Peterson Rice, the second persona, represents users without much experience in interacting with social networking sites. Shareit would be essential to him as it would help him connect with coworkers remotely and more effectively. Designers might use Peterson's character to create more informed wireframes and site architecture. Since his persona may be utilized as a focal point for the demands of the majority of consumers, the team can go through scenarios and identify the best content placement to support the product's aim. This is critical to the website's success and will save us thousands of dollars or man-hours in product redesign after launch.

Scenario

Mason, a chief executive officer at a startup software company, Infotech, has finally found a way of communicating critical information quickly and accurately. He has opted to use Shareit to send memos to all employees at once. The site allows him to manage his employees based on groups, mainly based on their departments. As a result, he can share specific information with one particular group or department or opt to share with all the departments. Furthermore, he can hold a meeting with a particular group or department within the organization. Generally, Mason can control the activities individual employees can perform within the system.

Mason also trusts Shareit due to its enhanced security features. Shareit is a decentralized social networking site, unlike existing social networking services dependent on a central entity and server. Thus, it allows anyone to create their servers and have full control of activities within them. In particular, a server created at Shareit has its terms and rules. In this case, the CEO can restrict different groups from interacting with one another. On the other hand, he may also allow them to interact, which forms a federated social network.