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Sap id	55853
Submitted to	Sir, Usman Sharif
Subject	Human Computer Interaction

LAB-11

CREATING PERSONAS

Task 1: Persona Creation (Individual Work)

Scenario: Design a food delivery app catering to diverse user types.

- **Step 1: Conduct Research**

Identify user types:

- **Students:** Want budget-friendly, quick options.
- **Working Professionals:** Need efficiency and healthy meals.
- **Elderly Users:** Prefer simple navigation with accessibility features.

Gather behavioral data based on these groups.

- **Step 2: Define Persona Attributes**

For each persona, include:

- **Name, Age, Job, Background**
- **Goals & Needs**
- **Frustrations & Pain Points**

- **Tech Proficiency**

Example Persona:

- **Farhan (The Busy Professional)**
 - **Age:** 25
 - **Occupation:** Marketing Manager
 - **Goals:** Quick, healthy meals, minimal effort
 - **Frustrations:** Time constraints, dislikes long wait times
 - **Tech Usage:** Smartphone, one-click ordering
- **Hassam (The College Student)**
 - **Age:** 19
 - **Occupation:** Full-time College Student
 - **Goals:** Affordable, filling meals, quick access
 - **Frustrations:** Extra costs (delivery fees), long wait times
 - **Tech Usage:** Frequent smartphone user, prefers app notifications
- **Step 3: Sketch the Persona in Powerpoint**

Slide 1:

Customer Personas for Food Delivery

Understanding different customer needs for better product fit

Focus on convenience, speed, affordability for varied lifestyles



For Personas:



Detailed Persona Insights

Farhan (The Busy Professional)

- Age 25, Marketing Manager
- Seeks quick, healthy meals with minimal effort
- Dislikes long wait times, values smartphone one-click ordering

Hassam (The College Student)

- Age 19, Full-time student
- Prioritizes affordable, filling meals
- Frustrated by delivery fees and slow service
- Prefers app notifications, frequent smartphone use

Task 2: Applying Personas in Design (Group Work)

Scenario: Use the personas from Task 1 to brainstorm design improvements for the food delivery app.

- **Step 1:** Discuss Interaction with the App
 - **Farhan:** Needs quick, easy access to healthy meals with a one-click order button.
 - **Hassam:** Wants student discounts and fast, budget-friendly meal options.
- **Step 2: Identify Key Features**
For Farhan:
 - Favorites for quick reordering
 - Healthy meal filters
 - One-click ordering
 - Real-time delivery tracking

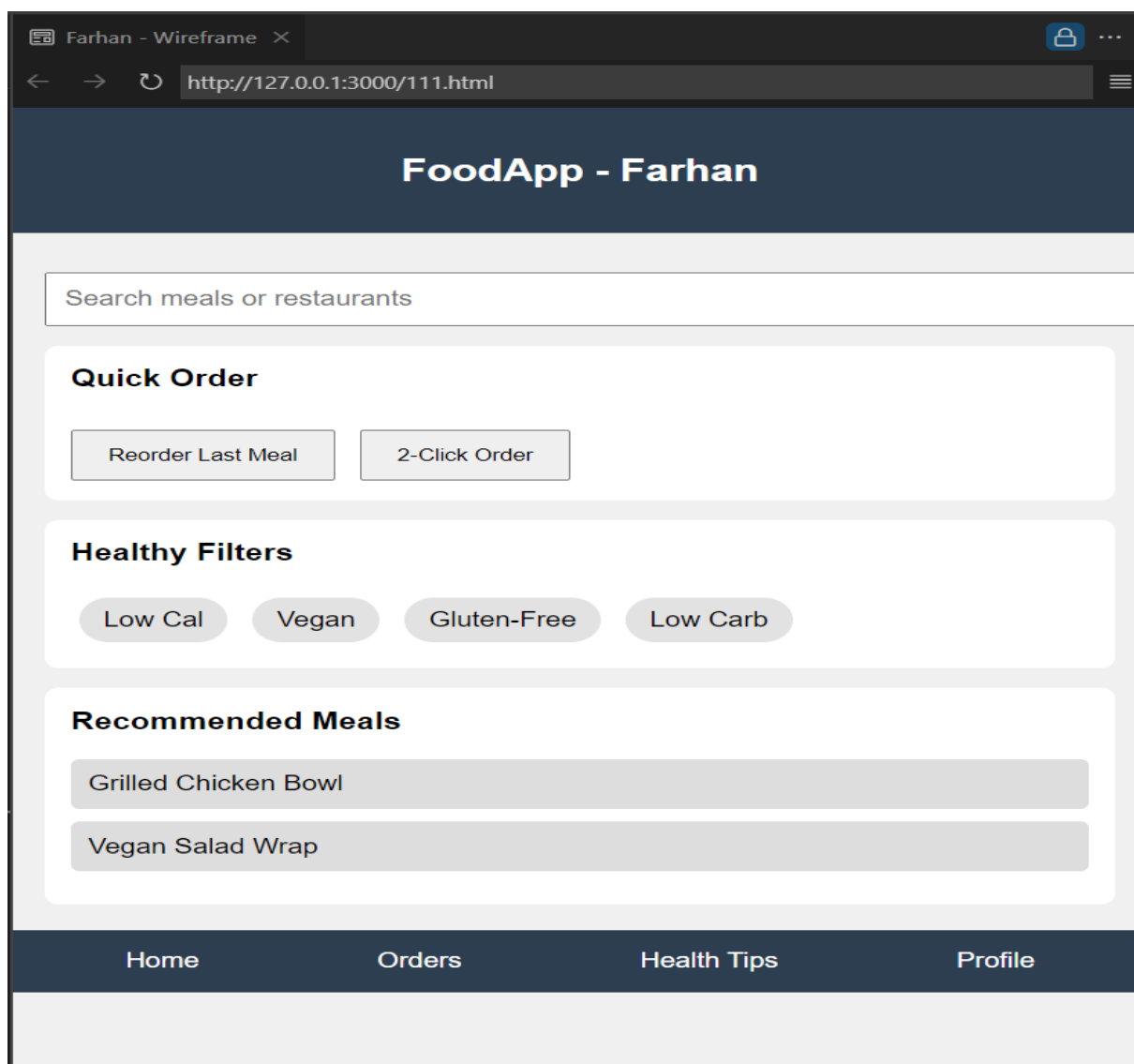
For Hassam:

- Discounts & meal bundles
- Quick access to large meals
- Late-night ordering options
- **Step 3: Sketch a Wireframe**
Create wireframe sketches integrating the features required for each persona.

For example:

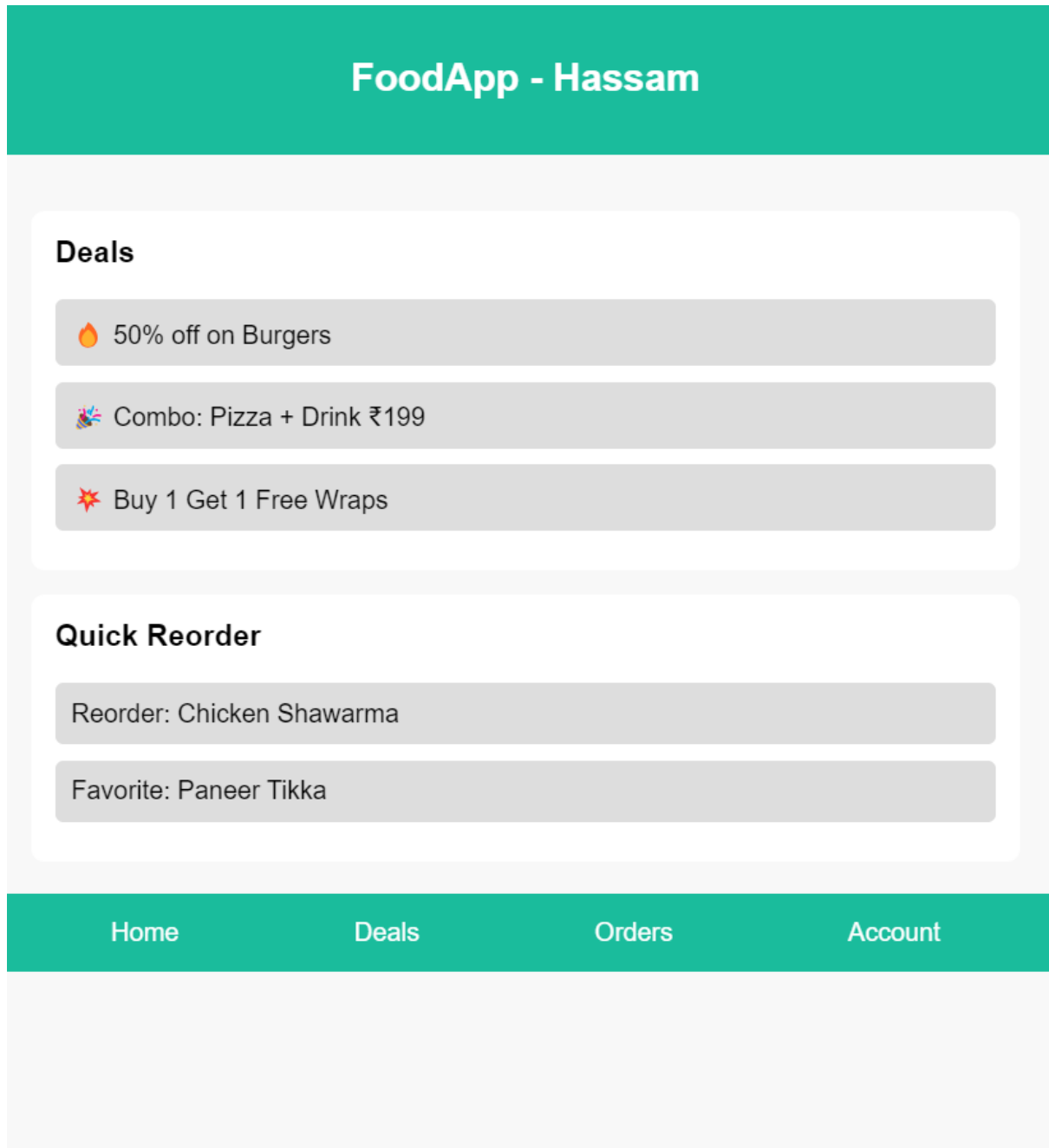
- **Farhan:** The home screen features a “Quick Order” section and healthy filters.

For Farhan Quick Order + Healthy Filters:



- **Hassam:** The home screen has a "Deals" section and access to quick reorders.

For Hassam Deals + Quick Reorder:



CV for an technical and Non Technical User:

For Technical user:

Farhan-UI-Haq

Senior Product Designer



EXPERIENCE

Senior UI/UX Product Designer

APEX

Aug 2018 - Present - 1 year, Paris

Directly collaborated with CEO and Product team to prototype, design and deliver the UI and UX experience with a lean design process: research, design, test, and iterate.

UI/UX Product Designer

Phoenix

Aug 2013 - Aug 2018 - 5 years, Paris

Lead the UI design with the accountability of the design system, collaborated with product and development teams on core projects to improve product interfaces and experiences.

UI Designer

Tech 1

Aug 2012 - jul 2013 - 1 year, Paris

Designed mobile UI applications for Orange R&D departement, BNP Paribas, La Poste, Le Cned...

Graphic Designer

Enterprise name

Sept 2010 - jul 2012 - 2 years, Paris

Designed print and web applications for Pau Brasil, Renault,

EDUCATION

Bachelor European in Graphic Design

Riphah International University

2009 - 2010, Bagnolet

BTS Communication Visuelle option Multimédia

Riphah International University

2007 - 2009, Bagnolet

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Islamabad

Industry Knowledge

Product Design

User Interface

User Experience

Interaction Design

Wireframing

Rapid Prototyping

Design Research

Tools & Technologies

Figma, Sketch, Protopie,

Framer, Invision, Abstract,

Zeplin, Google Analytics,

Amplitude, Fullstory...

Other Skills

HTML, CSS, jQuery,C++

Languages

French (native)

English (professionnal)

Social

yoursite.com

linkedin.com/in/yourname

dribbble.com/yourname



TITLE

ALI HUSSAIN

EXPERIENCE

Company / Title

2020 - Present / Location

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Company / Title

2018 - 2020 / Location

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Company / Title

2016 - 2018 / Location

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EDUCATION

Institution

2014 - 2016 / Location

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Institution

2010 - 2014 / Location

Riphah International University

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