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◆ **Scenario 1: Designing a Mobile E-commerce App for Local Handmade Goods**

1. Problem Statements

User Pain Points:

- Difficult to find relevant, local handmade items.

- Checkout process is long and confusing.

- Limited trust in product quality without detailed reviews or images.

Problem Statements:

1. *"Local shoppers need a way to easily discover and buy handmade goods because existing platforms prioritize mass-produced items, which results in difficulty supporting local artisans."*

2. *"Users need a way to complete purchases quickly and securely because a lengthy or unclear checkout process causes frustration, which results in high cart abandonment rates."*

2. Appropriate Research Methods

- **User Interviews**
  To gain insight into buying behaviour, motivations, and challenges when shopping for handmade or local products.

- **Usability Testing (Prototype Stage)**
  To observe how users interact with the product discovery and checkout flow and identify friction points.

- **Card Sorting**
  To determine intuitive categories for organizing handmade goods and improving navigation.

Justification:
Interviews provide qualitative insights into buying habits. Usability testing uncovers real user behaviour with the UI. Card sorting helps structure content in a user-friendly way, especially important for browsing in e-commerce.

3. Personas

Persona 1:

Name: Mia Thompson

Age: 32

Location: Portland, OR

Occupation: Marketing Coordinator

- **Goals:** Support local artisans and find unique home decor.
- **Behaviours:** Browses Instagram and Pinterest for craft ideas; shops online 3–4 times a month.
- **Pain Points:** Hard to verify product quality; wants faster checkout.
- **Motivations:** Believes in ethical shopping and prefers handmade over mass-produced.

Persona 2:

Name: Daniel Rios

Age: 45

Location: Austin, TX

Occupation: Freelance Photographer

- **Goals:** Buy thoughtful, handcrafted gifts for clients and friends.
- **Behaviours:** Shops primarily via mobile; values quick recommendations.
- **Pain Points:** Feels overwhelmed by too many irrelevant product listings.
- **Motivations:** Wants purchases to reflect creativity and support local creators.

◆ **Scenario 2: Redesigning a Government Portal for Vehicle Registration Renewal**

1. Problem Statements

User Pain Points:

- Complex, unclear language and steps.

- Website is not mobile-friendly.

- Users unsure if submission was successful.

Problem Statements:

1. *"Vehicle owners need a way to renew their registration online with clear, step-by-step instructions because the current process is confusing, which results in frequent errors and abandoned attempts."*

2. *"Mobile users need a responsive, simplified interface because the current portal is not optimized for small screens, which results in poor usability and increased support calls."*

2. Appropriate Research Methods

- **Surveys**
  To gather broad feedback on user satisfaction, access methods, and problem areas.

- **Contextual Inquiry**
  Observe users navigating the existing portal to identify real-time pain points.

- **Accessibility Testing**
  Ensure compliance with ADA standards for all users, including those with disabilities.

Justification:
Surveys provide quantitative input on user satisfaction. Contextual inquiry reveals usability and comprehension problems in action. Accessibility testing ensures the service meets federal accessibility standards.

3. Personas

Persona 1:

Name: Cheryl Wong

Age: 58

Location: Sacramento, CA

Occupation: Administrative Assistant

- **Goals:** Renew vehicle registration without needing to visit the DMV.

- **Behaviours:** Uses desktop computer at home; prefers written guides.
- **Pain Points:** Confused by legal language; unsure when registration is complete.
- **Motivations:** Avoids in-person visits due to long wait times.

Persona 2:

Name: Luis Hernandez

Age: 27

Location: San Antonio, TX

Occupation: Rideshare Driver

- **Goals:** Keep vehicle registration up to date to continue working.
- **Behaviours:** Uses mobile devices for all tasks; values speed and clarity.
- **Pain Points:** Portal doesn't work well on his phone; delayed confirmations.
- **Motivations:** Needs a fast, mobile-friendly solution to avoid disruptions to income.