**SHIVANI M**
**212224040313**

**Scenario A – Designing a Personal Health-Tracking App**

*(Think: a mobile companion that helps busy professionals stay on top of fitness, sleep, and nutrition.)*

**1. Problem statements**

- **PS-A1:** *"Busy young professionals need a way to consolidate their fragmented health data in one place because juggling multiple single-function apps is time-consuming and confusing, which results in missed wellness goals and declining motivation."*
- **PS-A2:** *"First-time fitness app users need straightforward feedback on daily habits because generic dashboards feel overwhelming, which results in abandonment within the first week."*

**2. Research methods & rationale**

| Method | Why it fits this project |
|---|---|
| **In-depth interviews** with 8-10 target users | Reveals how they currently cobble together fitness, sleep, and diet info, uncovering emotional triggers behind drop-off. |
| **Diary study** (2 weeks) | Captures day-to-day friction points when switching between apps and wearables in real context. |
| **Moderated usability tests** on low-fidelity prototype | Validates whether the single-hub concept actually lowers cognitive load before heavy dev work. |

**3. Personas**

| Persona | Priya — "The Time-Strapped Analyst" | Arjun — "The Re-starter" |
|---|---|---|
| **Age / Demographics** | 27 y/o, F, Bengaluru, analyst at fintech startup | 34 y/o, M, Hyderabad, sales manager |
| **Goals** | Hit 10 k steps & 7 h sleep without thinking; see progress at a glance | Lose 8 kg, lower BP; stick with a plan longer than 1 month |

| Persona | Priya — "The Time-Strapped Analyst" | Arjun — "The Re-starter" |
|---|---|---|
| **Behaviors** | Commutes by metro, uses smartwatch + food-logging app; checks stats late night | Joins gym every New Year, disengages when numbers feel meaningless |
| **Pain points** | App-hopping, confusing calorie breakdowns, data doesn't sync | Overloaded dashboards, discouraging red "failure" badges |
| **Motivations** | Maintain energy at work, bragging rights on leaderboards | Doctor's warning, wants to keep up with young kids |

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**Scenario B – Redesigning a Local Government Service Portal**

*(Residents apply for permits, pay taxes, and lodge complaints online.)*

**1. Problem statements**

- **PS-B1:** *"Homeowners need a way to complete permit applications without in-person visits because the current form flow forces redundant data entry, which results in wasted time and perception of bureaucratic inefficiency."*
- **PS-B2:** *"Citizens with limited digital literacy need clearer guidance to pay property taxes online because dense jargon and hidden fees confuse them, which results in late payments and penalties."*

**2. Research methods & rationale**

| Method | Why it fits this project |
|---|---|
| **Contextual inquiry** at municipal help centers | Observes real-world work-arounds (e.g., printing forms to re-enter data) and uncovers systemic blockers. |
| **Surveys** emailed after portal use | Quantifies frequency of specific pain points (e.g., form abandonment rates, helpline calls). |
| **Accessibility audit + remote usability testing** with screen-reader users | Ensures redesign meets WCAG and works for aging residents and low-vision users. |

**3. Personas**

| Persona | Mrs. Lakshmi — "The Pragmatic Homeowner" | Mr. Rahim — "The Small-Town Shopkeeper" |
|---|---|---|
| **Age / Demographics** | 52 y/o, F, suburban Chennai, college-educated | 45 y/o, M, tier-3 town near Coimbatore, high-school grad |
| **Goals** | Renew building permit without queuing at the office | Pay taxes & renew shop license from phone to keep store open |
| **Behaviors** | Uses laptop evenings; prints docs for records; calls son for tech help | Relies on budget Android phone; prefers Tamil UI; pays last minute |
| **Pain points** | Re-typing the same address on every page; unexplained field errors | Tiny text, no progress indicator, unclear fee breakdown |
| **Motivations** | Save time for family; avoid penalty fines; feel self-sufficient | Keep business compliant; avoid travel costs; pride in doing it solo |

These two scenarios illustrate end-to-end UX thinking—from crisp problem statements through method selection to empathetic personas—ready to guide focused design and testing.