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## National University of Computer and Emerging Sciences Islamabad Campus

[CLO 3: Apply a human-centered design process]

Q2: Carefully read the case study provided and complete the following tasks:

[15 Marks]

### Case Study

HealthTrack is a mobile application designed to help users track their fitness progress, set workout goals, and monitor their nutrition. The app offers various features, including custom workout plans that allow users to create personalized schedules or choose from pre-set programs. It also includes a diet and nutrition tracking system where users can log their meals, water intake, and calorie consumption. Additionally, HealthTrack integrates with wearable devices such as fitness bands and smartwatches to track steps and heart rate. To encourage user engagement, the app provides social and community features, allowing users to join fitness challenges, share progress, and connect with friends. Progress analytics, including weekly and monthly activity summaries, help users stay on track and monitor their fitness journey. The app targets three primary user groups: young professionals aged 25-35, elderly users aged 60 and above, and athletes or fitness enthusiasts. Young professionals often struggle to find time for exercise due to busy work schedules and prefer quick yet effective workouts. Elderly users require a simple and accessible interface to track daily steps and basic health metrics. Athletes and fitness enthusiasts, on the other hand, seek in-depth performance tracking and customization options to enhance their training experience. During beta testing, several UX-related challenges were identified. Many users found the onboarding process overwhelming due to an excessive number of options presented at the start. Elderly users faced difficulties navigating the interface because of small fonts and complex menu structures. Athletes expressed frustration over the lack of workout metric customization, which limited their ability to track specific performance indicators. Additionally, users with dietary restrictions found the nutrition tracker rigid and difficult to use, as it did not offer enough flexibility in meal logging.

- a) Create one detailed user persona representing a specific target user group from the case study. Ensure that your persona includes all the required components of a well-defined user persona. [5 Marks]
- b) Write one user story relevant to the case study in the following format:  
"As a [type of user], I want to [goal] so that [reason]." Ensure that your user story addresses a specific pain point or feature improvement mentioned in the case study. [5 Marks]
- c) Develop an Empathy Map for your persona, ensuring it includes all essential components that capture the user's thoughts, feelings, behaviors, and motivations. [5 Marks]

Q3: How does a design sprint support divergent and convergent thinking in the design process. How is the design sprint related or not related to the design thinking framework? [5 marks]