COMP 3603 Tutorial 2

Interaction Design My Advisor App

Course Exercise Handout: Creating User Personas for a Course Selection Application (myAdvisor)

Exercise Objective:
By the end of this exercise, you will learn how to create a user persona based on user research (hypothetical), which will serve as a valuable reference for designing a course selection application that caters to the needs of university students.

Exercise Instructions:

1. Review User Research (10 minutes):

-Question: What are some common challenges that university students face when selecting courses for the upcoming semester?

- **Discussion:** Discuss these challenges within your group.

2. Persona Brainstorming:

- **Question:** In your group, brainstorm and create a user persona for a university student based on the provided user research or scenario. What are the persona's characteristics, goals, and frustrations?

3. Persona Creation:

- **Question:** Create a visual representation of your persona. Include the persona's name, age, major, academic goals, frustrations, and key characteristics.

4. Discussion and Reflection:

- **Question:** Why are user personas valuable tools in the design process? How can they help in making design decisions?
- **Discussion:** Share your thoughts with your group.

5. Scenario:

- **Question:** Create a scenario which walks through the various actions the persona would perform while using the myadvisor application.
- How does the user persona influence the design of the myadvisor?
- What specific features in the scenario address your personal goals and frustrations?

Persona

Replace the content in blue

Persona Name: <name>

Age: <age>

Background: <Give some background information/story about the persona>

Goals: <state the goals of the persona that are relevant to the application>

- eg. Bob wants to go fishing

Frustrations: <state some frustrations that the application should address>

- e.g Bob hates touching live bait

Characteristics about the User: <give some details about the user that should be considered when designing the features of the application>

- e.g. Bob is not too good at fishing

Key Quote: <give a quote of the user that reflects their needs> eg"I real like fishing hoss, me ain't able with the worms nuh"

Explanation:

<detail how the specifics of the persona influences the design>

e.g Bob doesn't like dealing with bait in wishes to save time so the rocket fishing rod should afford him a handsfree bait experience.

Scenario

1. Bob ready's fishing rod and power's it on
2. Bob presses the bait auto load button
3. The bait is loaded on the fishing rod
4. Bob casts his line by pressing the rocket release button
5. The hook shoots out of the line spout

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Sample Solution