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MarkX

2024

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# Overall Introduction to Project

## Product Vision

FOR developers and content professionals WHO need an intuitive way to convert between text formats, MarkX IS A web-based formatted text conversion service THAT enables conversion while retaining the format, style, and metadata of the original document or text input while allowing copy-and-paste, file download, or printed output. UNLIKE command-line tools, like *Pandoc*, and Microsoft Word plug-ins, like *Writage*, OUR PRODUCT provides a user-friendly interface without the need to install additional software, reducing security risks, and allowing non-technical users to complete tasks quickly and efficiently with minimal overhead and seamless metadata integration.

Developers and content professionals will benefit from using MarkX as it simplifies the conversion of text between various formats while preserving critical elements such as formatting, style, and metadata. By offering a web-based platform, MarkX minimises security risks and allows for an efficient workflow for both technical and non-technical users. Unlike command-line tools and plug-ins, our product provides a hassle-free, intuitive interface that speeds up text conversion tasks without sacrificing computing resources and metadata.

# Features

# Personas

## What is a Persona?

A persona is an imagined user where you create a character portrait of a type of user that might use your product. Personas help you to imagine what these imaginary users may want to do with your software, how it might be used, and allows your team to empathise with them. User personas help you envisage difficulties that potential users might have in understanding and using product features. Additionally, scenarios can be derived from user personas, aiding product development.

## Persona 1: Michael

**A persona for a computing student utilising multiple operating systems**

**A person with a blue shirt

Description automatically generated**Michael, age 21, is a third-year student studying computing at SETU Waterford. He lives in Tramore, and commutes to college each day, spending his free time in the library. His father works as an account, and his mother looks after his two younger siblings, and neither have much technical expertise so his options for help are limited. While Michael previously worked in a small technology repair shop, he is focusing on education during his final year of college. This period working helped him immensely with his studies, as he earned real-world experience tinkering with a variety of devices.

Michael keeps up-to-date on the latest technology developments and is constantly trying out new software. As the latest software is released across a variety of operating systems, he rotates a selection of Linux distributions alongside Windows on his Lenovo laptop. Occasionally, he also uses a VMWare virtual machine to boot into MacOS for applications such as Preview, which is his favourite platform for editing PDFs. One major point of frustration throughout Michael’s day is staying on top of the variety of file formats he uses. He wants to be able to efficiently move his documents between systems, while keeping the essential formatting, such as headers, footers, indentations, and quote styling.

## Persona 2: Siobhan

**A persona for a senior developer managing complex database integrations**

A person smiling at the camera

Description automatically generatedSiobhan, age 33, is a senior developer at a small software firm in Waterford. Originally from Cork, she graduated with a bachelor’s degree in computer science from UCC in 2015. She left her job at a multinational social network in 2019 to take up her new junior developer role in Waterford, moving out of her family home. She found adjusting to the change difficult, but after a year found her strength in integrating database systems to the company’s variety of software products. When the pandemic hit, Siobhan began working from home. She preferred this, and following an employee vote, management decided to embrace fully-remote working.

In 2022, Siobhan was promoted to senior developer, and she is now the lead for database-related development. She is responsible for two other junior developers and is in constant communication with them and other managers. When she needs to relay database system messages to other developers, she is unable to copy-and-paste the messages directly into the communications platform, Slack, as it’s unable to recognise the format. The messages contain jumbled characters all around the important phrases. She is annoyed by this, as there isn’t an appropriate plug-in on Slack Marketplace and her team are spending increasing amounts of time manually editing text. Siobhan needs a way for herself and her team to copy-and-paste text from the database system directly into Slack, without the cumbersome need for editing.

## Persona 3: Anna

**A persona for a freelance content creator catering for diverse formatting needs**

A person taking a selfie

Description automatically generatedAnna, age 29, is a freelance content creator based in Wexford. She grew up in Galway and moved to Wexford after college to pursue a career in writing. She initially worked for a digital marketing agency before deciding to go freelance in 2021, seeking a flexible, work from home job after the birth of her first child. She writes blogs, articles, and marketing content for various small businesses and start-ups. With a degree in English literature from NUIG, she has always been passionate about writing, but her role requires more than content. She needs to deliver formatted, professional documents to her global clientele on a variety of platforms. Whether it’s writing long-form blogs, batches of social media posts, or product descriptions, Anna constantly switches between formats and styles to suit the client’s exacting needs.

Anna uses text formatting tools daily to ensure her content is consistent and professional. She needs a web application that allows her to quickly convert her Word files to different formats, like markdown, PDF, and HTML, without losing the integrity of her styling. Since many of her clients have specific formatting guidelines, she values tools that are flexible, easy-to-use, and don’t require her to tune. She is relatively tech-savvy, but prefers intuitive tools that don’t slow down her workflow. Anna’s goal is to spend less time formatting text and more time focusing on her family and writing, so she appreciates solutions that offer seamless conversion with minimal tweaking needed afterward.

## Persona 4: Luke

**A persona for a researcher focused on precise and efficient document formatting**

A person taking a selfie

Description automatically generatedLuke, age 42, is an organic chemistry researcher based in Dublin. He was born in Leitrim before moving to Dublin for university, where he completed a Master of Science at UCD. He spent several years working at a multinational agrochemical company before returning to academia to focus exclusively on his research. He works at a university, where his job involves writing research papers, grant proposals, and reports on various experiments that he oversees. Luke often collaborates with other universities, both nationally and internationally, meaning he deals with a lot of technical documents and scientific papers in different formats.

Luke uses text formatting tools to convert his markdown notes, written on Notion, into properly formatted Word documents, PDFs, and LaTeX files, depending on what’s needed. He’s comfortable with technology but doesn’t want to spend too much time adjusting document layouts, being solely focused on the quality of his documents. The ability to quickly format his work and switch between different file types is essential for him to meet deadlines.

As a detail-oriented person, Luke appreciates tools that allow him to maintain a consistent structure across different formats, especially when working with tables, graphs, and references. He works across a variety of devices, so he prefers web apps that are accessible from anywhere without a complex set-up. For Luke, reliability and precision are the most important factors in choosing a text formatting service.

# Scenarios

## What is a Scenario?

A scenario is a narrative that describes how a user, or group of users, might use a software system to do something that they want to do. Scenario descriptions are written in plain English with the goal of being easy to understand, and take a non-technical, non-structured approach.

## Scenario 1: Michael

## Scenario 2: Siobhan

## Scenario 3: Anna

## Scenario 4: Luke

# User Stories

## What is a User Story?

## User Story 1

## User Story 2

## User Story 3

## User Story 4

## User Story 5

## User Story 6

# Prototype

## What is a Prototype?

## Tool used to create Prototype (say if you found it easy to use or not briefly!!!)

## URL or Screen Shots (not all some)