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Task Analysis

# Persona - Barbera

Barbera is 60 years old. Her daughter gave her a smart phone so she could stay in touch. Now she wants to use some of the smart phone’s other capabilities. She has learned enough to navigate around a few apps. Barbera can use the phone to call her daughter. She knows some terms such as home button, swipe and, tap. Barbera is not a power user. She does not know why, and does not want to learn why it all works, she only wants to know what button to push to get the job done. She likes going out to lunch with her friends and wants to be able to pull out her ‘fancy’ new smart phone and calculate the proper tip.

# Objective

The objective is to show Barbera how to start the calculator app, calculate a gratuity and, close the calculator app on an iPhone 8. The desired outcome is Barbera can calculate the gratuity at the restaurant.

# Actions

1. Find the app by swiping from screen to screen to find the calculator icon
2. Find the app by use the iPhone search capability
3. Turn on the app
   1. Tap the icon
4. Calculate the tip
   1. Enter the amount of the bill
   2. Decide on the tip percentage
   3. Multiply by the percentage. Provide Examples:
5. Close the app
   1. Double tap the home button
   2. Swipe up the calculator app to close

# Order

In this case the order is very intuitive. You must first find the app to start it. The user must turn it on prior to using it and so on. There are no prerequisites.

1. Find the app
2. Turn on the app
3. Calculate the tip
4. Close the app

Analysis of user experience.

This is a very simple exercise that required only minimal changes based on watching the user. My user was familiar enough with her iPhone that she understood the swipes and taps. She knew she needed to turn on the phone and, she knew what the home button was. Where she tripped up was in calculating the gratuity percentage. She did not know how to calculate a gratuity on a calculator that did not have a ‘%’ key. I added instructions and examples on how to convert a desired gratuity into a number that when multiplied by the bill would give the gratuity. That is, a 15% gratuity means multiply by .15.

I made the choice to round down the calculated number in the examples and not explain what was happening there. The sliver of a penny did not justify adding more math to the description.