User Persona

WHO ARE WE BUILDING THIS FOR?

Stephanie Harris

Age: 24
Location: Manchester
Occupation: Post graduate student working part time at a local pub

Gamification user type: Player and Socializer

Stephanie is a **vegan** and looks for opportunities to help the community and supports organizations like **Greenpeace.** She enjoys **cycling** and often goes on treks to places nearby.

"I wish I could spend more time in the countryside."

User Needs and Goals

User Goals

- To save time and money
- Social awareness
- Environmental awareness

Priority

To do something to help a social cause while still having fun. She loves travelling and socializing with friends when not at work.

Needs

- Socialize
- Earn points
- Ease of use

Result

- Share points on social media
- Get to new goals in leaderboard
- Easy app interaction

Inhibitions

- Availability of ways to earn points
- Sometimes low motivation levels
- Steps involved

User Engagement

To do something to help a social cause while still having fun. She loves travelling and socializing with friends when not at work.

- Enchasing or redeeming the points for tickets or drinks at a café

- Recognition as a green badge holder

Why Gig Bin?

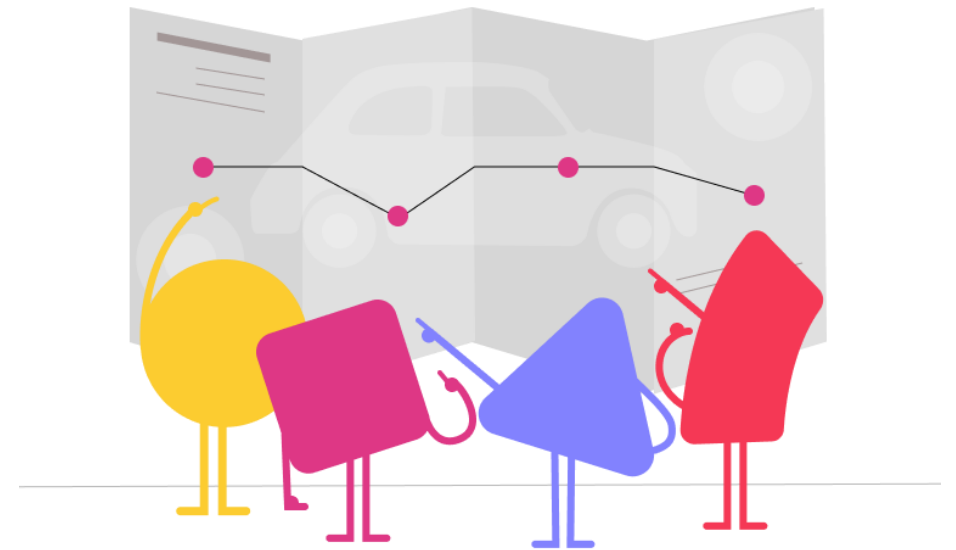What keeps users coming back or new ones signing up?

- Weekly challenges
- Trusted app
- Carbon footprint calculator
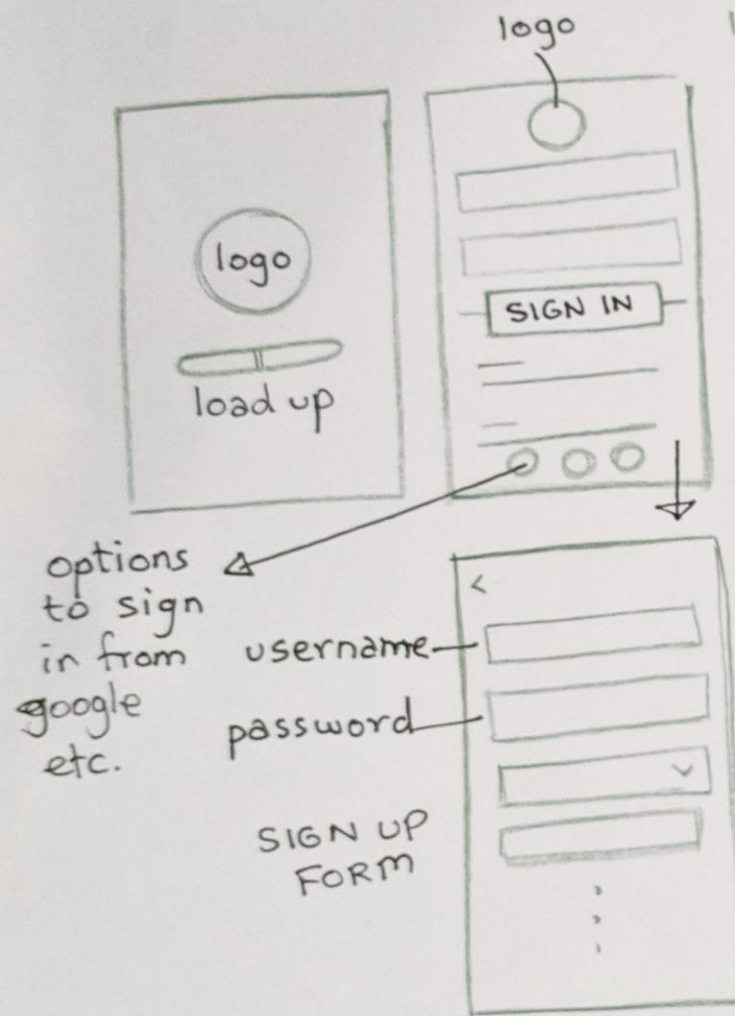
Future State User Journey Map

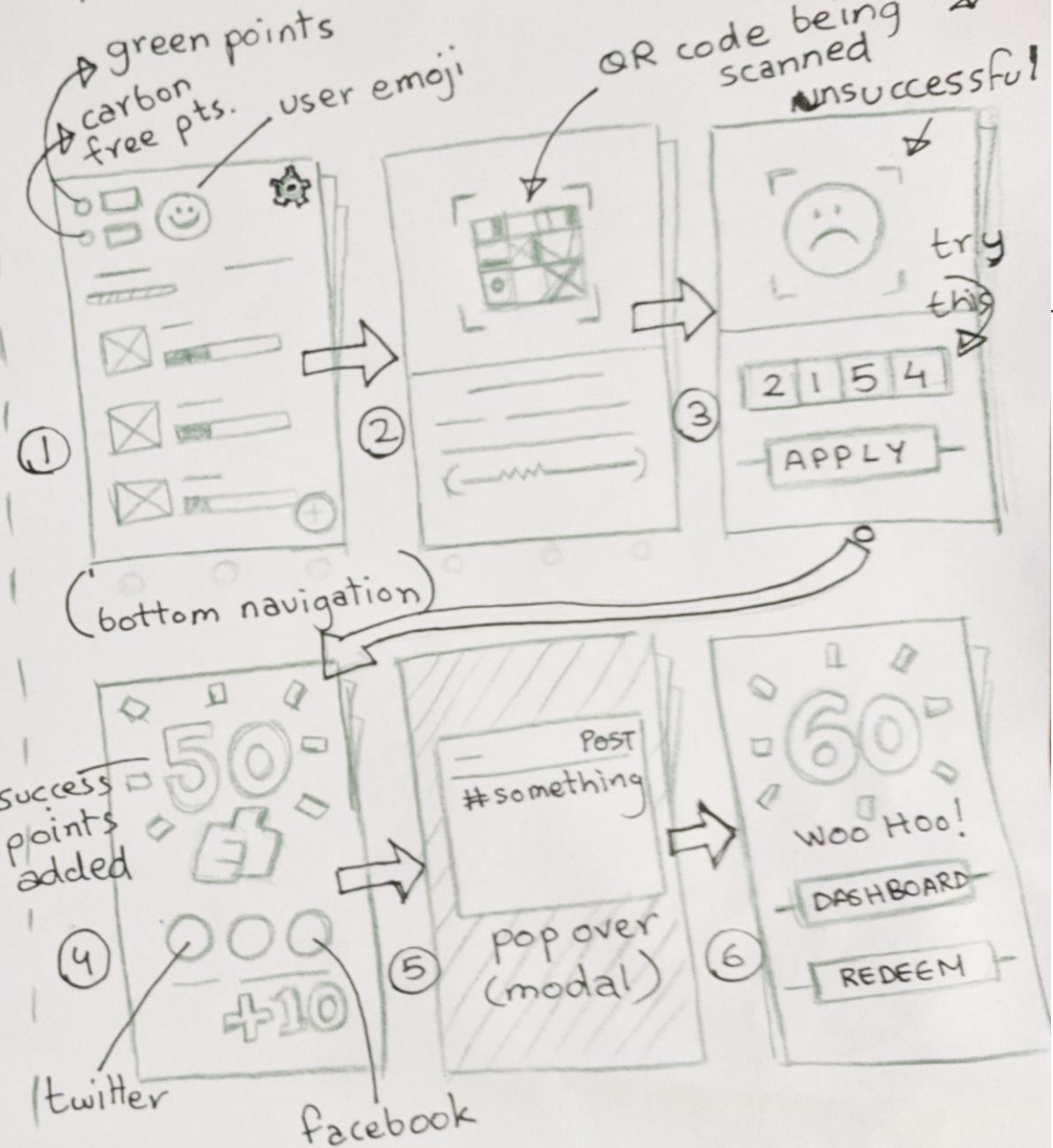|	Consider	Explore	Try	Confirm	Share
Doing	Sees an ad on the wall or website about GigBin with an environmental concern	Finds Kiosk in the Arena parking lot. Logs into smartphone app or creates an account and saves preferences	Places cans into Kiosk - waits and hears cans being crushed. Visual cue on can being crushed and info on recycling the can.	Points earned displayed on kiosk screen. QR code scanned to add points to account. Option to punch in 4 digit character on phone.	Learns that extra points can be earned by sharing on social media. Goes ahead and shares on twitter with hashtag.
Feeling	Curious	Curious	satisfaction	excitement	contentment

Wireframes

BUILDING UP

PRE LOG IN / SIGN UP

POST LOGIN

green points
carbon
free pts.   user emoji

QR code being scanned
unsuccessful

logo

logo

SIGN IN

load up

options to sign in from google etc.

username
password

SIGN UP FORM

①

(bottom navigation)

②

③

2 1 5 4

APPLY

try this

success points added

50
+10

④

twitter

POST
#something

pop over (modal)

⑤

facebook

60

woo Hoo!

DASHBOARD

REDEEM

⑥

REDEEM POINTS

⑦ **60** POINTS

enter points required

☐ ☐

[ ]

〰〰〰〰 ⌄

BACK | NEXT ⇨

↳ Dropdown of cafes with discount codes movie discounts etc.

SUMMARY

⑧ **20** POINTS

COSTA

BACK | CONFIRM ⇨

⑨ COSTA

USE THE CODE
[2 1 9 A 6 2]

|||| ||| ||| ||

DASHBOARD

👍 SUCCESS