

Kalecia McNeal

Client Organization: Running In The USA

URL: <https://runningintheusa.com/>

Persona: Emily Davis

Task Flow Guidelines

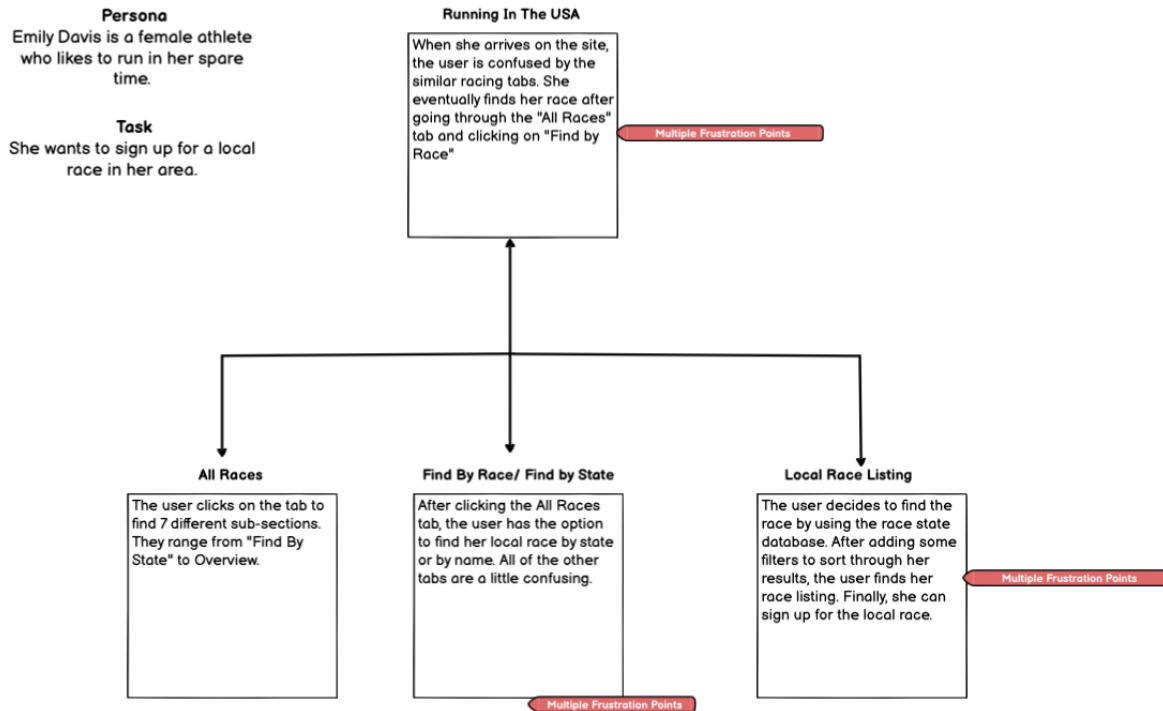
For this analysis, I decided to create three possible tasks for Emily to complete on the client site.

These tasks are signing up for a local race, finding a national club to join and keeping up with the client organization's social media feed. For each task, Emily has various reasons as to why she would be visiting the site. Since she is very proficient in technology, Emily would not have a hard time at all finding everything.

As for the scenario, Emily is currently out of university for the semester. She moves back home to her family's house thus Emily has time to do anything she wants. Since running is one of her hobbies, Emily decides to get back into it by looking for a club with others, signing up for races, and keeping up with the client's organization. However, when Emily decides to head to Running In The USA website. Deciding to apply for a race, Emily tries to find where one of the local races are but she runs into a few problems.

These problems are highlighted here in the Current User Task Flow:

Current Task Flow:



By looking at this, we can see there are some issues Emily runs into which causes her some frustrations. For example, Emily has to go through multiple links and filtration of results until she finds the local race everyone in her town's talking about. The red arrows highlight the frustration points Emily experienced during her completion of the task.