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|  | Coursework 3 |
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|  | Course Title: User Interfaces |

Course Coordinator: Tom Kelly

# PACT Analysis

## Person Analysis

* **Primary users:** outdoor enthusiasts, adventurers, people who love nature.

**Secondary users:** people who want to watch their personal recordings, content creators, most of them would have action cameras (e.g. GoPro), video drones (e.g. DJI Mavic).

* **Physical differences:** young people of similar age, physically athletic, majority of the user would neither have physical disabilities nor eyesight problems.
* **Psychological differences:** short attention span, fast paced lifestyles, quick learners.
* **Mental models:** familiar with technology but not technical about it, having basic or limited video editing skills, content creators might have mature editing skills.
* **Social Differences:** different languages, cultural differences.

## Activities Analysis

* **Temporal Aspects:** frequent use, used throughout the whole day, continuous use if used by serious video editors, interrupted use (dragging videos from different timelines), fast response time (app already downloaded on the user’s computer, hence no network latency, unless the user tries to upload videos on the internet).
* **Cooperation:** users work individually, little to no cooperation.

* **Complexity:** simple task (click and watch videos), well-defined (step-by-step), drag and drop videos in an order.

* **Safety critical:** misuse will not cause injury, safe to use.
* **Nature of content:** multimedia, does not require much user input, raw data from/to equipment or sensor: GoPro/DJI Mavic.

## Contexts Analysis

* **Physical Environment:** the user’s computer room, edit video during a trip: using laptop on the train or hotel/airbnb with limited internet speed/access.

* **Social and Legal Contexts:** support communities on Reddit, Twitter, Facebook may arise. If the user decided to upload a video on a platform like YouTube, then a license for the music or other contents which are not of their intellectual property, will be required to avoid having videos demonetized.

## Technology Analysis

* **Input:** mouse and keyboard.
* **Output:** physical display, audio
* **Platform:** Windows 10, Linux, Mac OS computers.

# Personas

**Background:**

20, Male

University Student, Biology

Outdoor Enthusiast

**Motivations:**

Wants to record his expeditions and show them to his friends

**Frustrations:**

Does not have much knowledge about technology.

## Jason

Jason studies at the University of Leeds and is his 2nd year of studies. He is and overachiever and highly passionate about what he is doing. He likes to spend time with his wide group of friends, who enjoy doing outdoor activities like trekking and rock-climbing but are not very much into playing videogames or reading Tech news.

Jason is also very athletic and likes watching sports on TV as well as animal documentaries. His favorite show is “Into the Wild” with Bear Grylls.

Nevertheless, he enjoys travelling and while he is not focusing on his studies, he tries to always be on the move, visiting new and exciting places in the United Kingdom and other countries.

**Background:**

26, Female

Prof. Video Editor

**Motivations:**

Make her job easier and more productive

**Frustrations:**

She is not an outdoor enthusiast herself and prefers life in the big city.

## Sarah

Sarah lives in her apartment in London with her fiancé Michael and their cat Snowball. She works in a small studio room inside her house. Hard working personality, aiming for the perfect result to please her clients and always up to date with the latest video editing trends and technologies.

When she is not working, she likes going out shopping with her friends or having a romantic dinner with Michael, but also finds pleasure in cuddling with Snowball on the sofa while watching a movie late at night.

Finally, she likes travelling to hot spot tourist destinations during the holidays, with her favorite one being Barcelona, Spain.

# Scenario

## 1st Scenario

Michelle has just returned home from her vacation. This time last week she was to be found in the Scottish Highlands, spending some fun time trekking with her friends and her husband Josh. During their stay, she took group pictures and recorded the untamed scenery with her mobile camera. Josh also got some the aerial footage with his drone. Tomorrow, they have arranged to meet at Michelle’s house and taking this into account, Michelle will open up the “Tomeo” video player/editor on her computer. This way, she will be able to organize her video archive, combine it with Josh’ drone’s footage and make sure that no memories are lost. Unfortunately, some recordings appear to be dark or the wind is messing with the camera’s microphone, making the audio terrible. But, thanks to “Tomeo”, with just a few clicks she can fix these issues or decide to delete certain problematic videos. Finally, tomorrow night has come and the whole group gets together. After having their dinner, they all get seated in the living room with a glass of wine while Michelle connects her computer to the television. Unable to take their eyes from the screen, they start laughing, making jokes and recalling what a great they had in Scotland.

## 2nd Scenario

Jonathan works as a video editor, collaborating with a big number of professional YouTubers. One of his clients runs a channel with content around Travelling. He has asked Jonathan to edit his new video “Roaming Africa”. Jonathan knows that it will contain a great deal of outdoor footage, fast paced GoPro recording and aerial material from drones. Because he needs an application that is good at organizing vast amounts of video files and one that offers editing tools specialized for the needs of such content, he chooses “Tomeo”. Now he can be sure that with Tomeo’s capabilities and user-friendly, straightforward user interface, he will be able to complete his task quickly and leave his client satisfied.

# Target Platform

Our target platforms are Windows 10, Linux and Mac OS computers. This choice has been made by taking into account the many capabilities unlocked by the use of a mouse and keyboard as well as the fact that most people are familiar with using a computer. Also, using the above platforms enable users to spend more time using Tomeo than they would if they used their tablets or mobile phones.

# 1st Prototype Cycle