

Week 8 Seminar & Pre-class activities

Q1.Personas

Question A *Submitted Apr 30th 2022 at 12:14:41 pm*

The Uber Eats Management Team are concerned that their demographic is mainly customers under 50 years of age. They would like to increase their market share in the 50+ age group. You have been asked to prepare a persona for customers in this age group.

What information do you need to include in the Persona? Give examples of the different types of information.

NOTE: You may want to talk to some people in this age group, or you can use your imagination to come up with examples

Value: 30%

Persona Name and ID : Recording User Information

Demographics - Gender, age, place of residence, Profession : Record age, gender and residential address of app users over 50

Personality - Tastes and preferences of restaurants : Note whether their favorite food is light or heavy

Behaviour patterns : Whether they can use the app smoothly

Product context information - Do they have previous knowledge about the product?

Q2. Effective User Design

Question A *Submitted Apr 30th 2022 at 12:35:28 pm*

Provide 7 good or bad examples of effective user interface design after assessing the following 2 sites. At least 2 of the 7 examples must be a comparison of the same element/item/process on the different sites.

- Creating an online account for Woolworths:
<https://www.woolworths.com.au/shop/signup/one-login>
- Creating an online account for Coles - you will need to go to the Login/Signup tab located on the right hand black bar of the screen: <https://shop.coles.com.au/a/national/home>

NOTES:

- *Use Ben Shneiderman's 8 Golden rules and Jakob Nielsen's 10 heuristics as a guide to help with your assessment.*
- *We do not expect you to actually create an online account ... so just enter dummy data so that you can conduct the assessment*

Value: 70%

Strive for consistency : Woolworths 'account creation page is consistent, and all interfaces and information layout are parallel and consistent.

Cater for diverse users : You can create an account in Woolworths to choose personal shopping or shopping for one company, providing multiple channels for different shopping groups.

Offer informative feedback : When creating an account in Woolworths and creating a password, meeting the requirements of creating a password will give feedback that the password is reasonable.

Design dialogues that yield closure : Create an account in Woolworths, proceed from top to bottom, start, middle and end submit. Let the user know when it's over.

Prevent errors : Woolworths prompts various messages, such as Error messages and information, when establishing passwords

Reduce short-term memory load : Woolworths and Coles both has highlights where you are and shows sequence of action

Support internal locus of control : Woolworths and Coles both let users decide what to do next, cancel or submit