

# Progress Report

Group Name: 1998

Prepared by: Rodrigo Moguel

Course: Human Computer Interaction

# Team roles

- ▶ Communication:
  - ▶ Communication between team members is done through Slack.
- ▶ Task management:
  - ▶ Trello is being used to have a proper control over task management.
- ▶ Assigned roles:
  - ▶ Luis Izunza Nájar: Project Manager
  - ▶ Manuel Martin Rico: Methodology Facilitator
  - ▶ Eduardo León: Developer
  - ▶ Rodrigo Moguel: Developer
  - ▶ Josué Torres: Developer

# Definition of objectives

- ▶ The main drive of this project is the desire to bring down certain barriers separating senior and young people, aiding the elderly to get accustomed to new technologies.
- ▶ Our focus is on the usage of smartphones by people of age 60 and up, as a reference we have studied the interfaces “Grand Launcher” and “Necta Launcher”.
- ▶ We’re trying to help seniors use smartphones effectively through the use of a friendly and intuitive user interface without simplifying it too much, thus allowing the elderly to take full advantage of all the functionality this technology brings.

# Data collection plan for the construction of personas and scenarios

- ▶ The method being used for data collection is the Focus Group method.
- ▶ It's a qualitative technique used to study the opinions or attitudes of a specific demographic.
- ▶ It uses groups of 3 to 12 people and a moderator, researcher or analyst.
- ▶ There are 2 phases for creating a focus group plan: Developing the focus group guide, and Selecting the number and type of participants.
- ▶ After collecting the data personas and scenarios are going to be created.
- ▶ A persona is a technique used to describe people, model users, and provide information about their characteristics.
- ▶ A scenario is a prediction of how a type of user (represented by personas) will act in a certain situation.

# Ideal user

- ▶ Persona Structure: To build a persona you have to describe the user by conducting a thorough investigation into the qualitative data of the group of people we're studying.
- ▶ Our structure includes personal and professional information, interests, technical knowledge and user motivation.

MARK WALKER  
67, Los Angeles

Architect

• STATUS

Single

• TIER

Advanced

• SALARY

\$45K

• ARCHETYPE

PERFECTIONIST



## PERSONALITY

- Excited to learn
- Interviewing
- Open to new experiences
- Empathy



## BIO

Mark has been an architect for 35 years, he just recently bought a smartphone and is still learning how to use it properly.

He really wants to learn new technology and get on with the times even though sometimes he has a hard time with it



## Motivations

IMPACT

TEAMWORK



PROMOTION

USER NEEDS



## Goals

- Learn how to use new technologies and open to learning how to use new tools
- Find a way to incorporate technology into his career as an architect.
- Be able to communicate more efficiently and effectively with clients.



## Frustrations

- Has a hard time understanding the more complex interfaces of smartphones.
- Having trouble working with younger clients.
- Not being able to convince his colleagues to learn this new technology

“want to help my team deliver great user experiences”

## Behavior

Overseeing builds



Writing specs



Designing features



Meetings



User testing



## Influences

- CREDIBILITY
- COLLEAGUES
- TECHNOLOGY
- BLOGS/ FORUMS
- PSYCHOLOGY
- UI TRENDS

## Frequently used apps



Justinmind



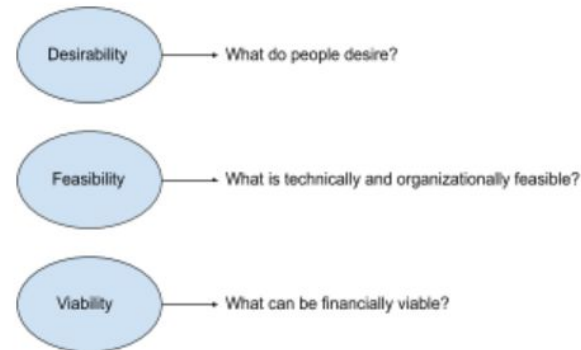
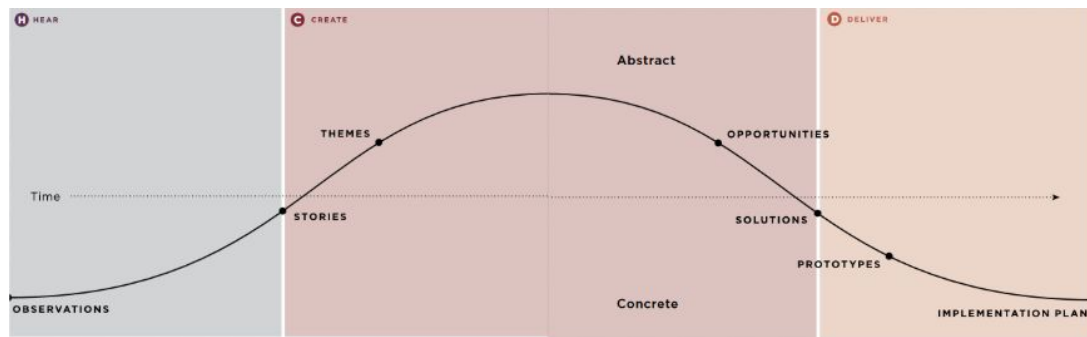
Google Calendar



PocketGuard

# Proper use of the methodology

- ▶ The methodology being used is Human Centered Design (HCD).
- ▶ HCD is focused on three important aspects: Desirability, Feasibility and Viability.
- ▶ It goes through 3 main phases: Listen, Create and Deliver.



# Metric definition

- ▶ We used a ticket system from the scrum methodology to manage the tasks each member has to complete.
- ▶ Each ticket has an assigned priority, owner, complexity and deadline.
- ▶ The metric is based on the complexity and priority of the ticket.

Where :

- PP: the total point of a team member.
- I: the number of the ticket that the Member has done.

$$PP = \Sigma(TC_I + TP_I)$$

$$TC = \begin{cases} 1 & \text{If the complexity is "Sencillo"} \\ 2 & \text{If the complexity is "Normal"} \\ 3 & \text{If the complexity is "Complejo"} \end{cases}$$

$$TP = \begin{cases} 1 & \text{If the priority is "No prioritario"} \\ 2 & \text{If the priority is "Normal"} \\ 3 & \text{If the priority is "Prioritario"} \end{cases}$$