

**Activity on Persona and Scenario**  
**IS 3102 - HCI**  
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**An electronics store offers an online shopping service where users can purchase items and have them delivered to their door. Nirosha is a full-time office worker, married with two young children. These days she is working from home while managing both home and office work. She would like to use this service.**

- i. Personas are developed to better understand the needs of users and to influence design. List the attributes of a good persona.**
  - Persona group
  - Fictional name
  - Job titles and major responsibilities
  - Demographic details such as age, education, ethnicity, and family status
  - Goals and tasks
  - Physical, social, and technological environment.
  - A quote that sums up what matters most to the persona as it relates to your site.
  - Pictures representing the user group.
- ii. Create a persona to represent Nirosha.**
- iii. Write a scenario for the same persona (Nirosha) where the goal is to purchase an electronic item from the store to get it delivered at her doorstep. (Note: you can also consider the contactless delivery option when purchasing)**

<p><b>Name and picture of the person</b></p> <p>Mrs. Nirosha</p> 	<p><b>Profile Background</b></p> <ul style="list-style-type: none"> <li>● Female of age around 30 years.</li> <li>● Married and has two children.</li> <li>● A full-time office worker who works from home due to the pandemic situation.</li> <li>● Manages both home and office work while doing the remote work.</li> <li>● Has some knowledge in IT.</li> </ul> <p><b>Goals and Tasks</b></p> <ul style="list-style-type: none"> <li>● To purchase an electronic item from the store to get it delivered at her doorstep</li> <li>● Avoid the risk of travelling due to Covid-19.</li> </ul>
<p><b>Motivations</b></p> <p>Motivated in practicing a new method to make purchases that is most efficient during this pandemic.</p> <p><b>Frustrations and Concerns</b></p> <p>Unable to travel to the store during this pandemic situation.  Manages both house work and office work at the same time.  Novice in IT and English.</p> <p><b>Needs and Expectations</b></p> <p>Purchase electronic items from the store to get it delivered at her doorstep.</p>	<p><b>Scenario</b></p> <p>Nirosha reached out to our online shopping store and finds an option to select her preferred language with which she can do her online purchasing in an efficient manner. She chose Sinhala since her mother tongue is Sinhalese and prefers it over English. She looks for a mobile phone stand using which she can facilitate her children who attend online sessions, to place the device without holding it for hours and also looks for quality earphones which could help her for remote working. So, Mrs. Nirosha after navigating and finding the exact match of her search by reading one by one the specifications, price and colors of each of them she moves them to the shopping cart and heads to the payment gateway. Enters in the payment details, makes payment online and logs out of the system and awaits the delivery of the ordered products.</p>