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Task assigned:

Create user persona

Create idea prioritization

Prototype desktop screens

Create User Persona 2

Micheal Obi

Age: 40

Occupation: Business Man

Location: Kontagora, Niger State

Education: Bachelor's Degree

Status: Married with kids

Bio:

Michael is 40 year old business man who lives in kontagora, Niger state. He loves to relax and provide his customers with the best available goods. He sells clothes, shoes and bags in his shop. He also sells them online. He also has a lot of branches across the country.

Interests

- He is interested in gaining more knowledge about technology so he can improve more
- He loves listening to music
- He loves teaching young people about business

Influences

Other successful business men

Goals

- Michael wants to leave behind a properly functioning business for his children and grandchildren.

- He also wants to become one of the top retail sellers in the country in the near future.

Needs & Expectations

- He needs a very good QR code that has a very good security to ensure the safety of his data's
- He needs a QR code that will work for many things like campaign and advertisement
- Micheal can't keep track of all the location and time his customers scans his qr code

Motivations

- He want to give young ones job opportunity when they need it
- Michael want to retire from work and still have a comfortable live
- Michael is motivated with the thought of wanting to provide enough for all his children and grandchildren

Pain Points / Frustrations

- Micheal can't keep track of all the activities that happens everywhere
- Micheal can't always create a new QR code for new activities

Idea Prioritization

Do Now

1. The landing page should contain:

- Basic information about the platform.
- The platform's documentation. This may include an ABOUT and FAQ page .
- A LOGIN button/link
- A Registration link (the REGISTER button should be conspicuous)

2. An input field for entering information (links/emails for example) to generate the QR-Code.

3. A GENERATE button that performs the action(CTA button).

4. The URL should be editable.

5. There should be a page for generating codes, and specifying their use and action.

6. Printing of QR code on packages so it leads back to his site.

7.A dashboard with links to MY QR-CODES which will have all the user's recent and drafted QR-codes.

8.The REGISTER button should redirect an intending user to a sign-up/registration page that has input fields for email, password, confirm password etc.

9.There should be 2 options displayed when the code is scanned:

- display the link embedded
- redirect to link address

10.Allow setting on what should happen when qr is scanned, there should be an information to read or like a note to add to e.g 5 people are working on a book instead of writing different chapters on different workspace, they'll just add their chapter and whenever each person scans, he or she can add anything to his/her chapter

11.A QR-Code display portal (container) with a dropdown select with the options "PNG, JPEG & PDF" beneath it and a DOWNLOAD button beside the select input.

12.On the QR-code display portal, there should be a SAVE QR-CODE button .

Do Later

1.A preview screen for the user to see a mockup of the qr code before downloading it.

2.An option of 'generate' or 'scan' to help users easily interact with the site and only see data relevant to the task they want to achieve.

Don't do

A secure community for business owners and customers scanning qr codes to connect

Do next

1.For the authenticated users' feature request on logging in, the user should be redirected to a freshly created profile page.

2.A CTA button that gives the option of sharing the code by email or other social media platforms.

3.A SIGN-OUT button for exiting the user's dashboard. The button should redirect to the platform's landing page.

4.Other features:

- Customized qr codes
- chatbot

5.An admin page for overall statistics for the site.

6.User dashboard/ usage metrics.

Link:

[link to the fig jam board](#)

Prototype for desktop screens

Link:

[link to the prototype](#)