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CSIT322 - Fundamentals of User Interaction and Experience

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User Persona and Scenario

Aryaman Taparia

- Age: 20
- Occupation: Student
- Education Pursuing: Bachelor's degree in Economics
- Residence: South Housing

Needs and Goals

Due to Aryaman's hectic schedule he often misses the operational timings of the laundry service and thus has a pile of unclean clothes. Aryaman needs his laundry to be delivered and taken from his room.

He also occasionally needs food deliveries at night as he loses track of time while studying and thinks it's a waste of his time to walk to the mess and waste an hour.

His goal is to be productive while also getting his necessary nutrients and thus he prefers to order from places like juice press.

Behavior

Aryaman is a hardworking student who goes to class at 8 AM every day and gets done with classes by 4 PM. After his classes, he gets some food and goes back to his room to finish assignments and study for tests. He spends time with a few friends around dinner time, but doesn't waste a lot of time outside of his room, he doesn't like that.

Aryaman doesn't like walking around campus, especially during the monsoons, when the entire road gets wet and muddy. He likes to cycle, but sadly the campus cycles haven't been installed in South Housing yet.

Aryaman is a pure vegetarian, but because he wants to get his proteins in, he likes to order protein bars from the con-store. He also visits cafes like juice press and flame cafe more than unhealthy cafes like hashtag.

How Our Product Can Help

Our app will help people like Aryaman to place their orders without any hassle, where he can also order multiple things from multiple locations to ensure that everything gets done in one go, thus saving him time.

Our app will also allow him to get exactly what he wants with the exact price of everything he gets in the very start, instead of realizing the high costs of the products that he gets after the purchase, thus giving him clarity on how much of his budget he is spending. This allows him to make sure that he isn't spending too much, without having to worry about his needs.

User Scenarios

Aryaman has fallen sick and requires bed rest. Unfortunately for him, this renders him unable to take his laundry bag to the launderers. His roommate also cannot help as he needs to be by his side to care for him.

He can now either wait a few days and let his laundry pile up, or he can employ the services of our application at the cost of a nominal fee. He can put in a request for any willing delivery-persons, and when they reach his housing Aryaman's roommate can go down and hand them the laundry bag. They will pass it on to the launderer of Aryaman's choosing, and when he is well again he can go and pick it up from there.

After a busy morning, Aryaman has had lunch and retired to his room in South Housing for the day. Weary and tired he slips into bed, only to realise just before falling asleep that he forgot to bring back his completed laundry from the mess by the plaza. Unless he gets those clothes back ASAP, he has nothing to wear for the Talent Night event that he's performing at. Too tired to go all the way there and back again, he opens our application to put in a request for a delivery. Through the app he finds a good samaritan, on their way back to South from the library, who volunteers to get Aryaman's bag for him.

Aryaman gets confirmation of the pickup from the app and goes downstairs. After a short time waiting outside his housing block, he sees the delivery-person with his bag. He takes them from it and asserts on the app that the delivery has been completed. He pays the delivery-person and goes back up to his room, with a bag of fresh clothes in hand.

To get one of his assignments done, Aryaman must meet with his group at the library in 40 minutes. He decides to have a quick shower before he sets out on the long trek ahead. Before entering the shower, he opens our application and makes himself available as a delivery-person from South to the main laundry. He figures carrying a bag of clothes for 10 minutes is about worth the money he'll make for it. By the time he gets out and gets dressed, he notices that a request has come in from the building next door. He slips his shoes on and hurries downstairs to find the user who put in that request with their bag in hand in front of the building they mentioned. He completes a user-user handshake from the app and sets off. Some 10-15 minutes later he drops the bag off at the laundry and marks his task completed from the app. By the time he meets his classmates for the meeting, the money has come in into his account.