**CSC425 Deliverable 2: User Research & Problem Definition Submission Template**

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**Target User Group  
 College Students and Book-Store Employees** Any student who has to buy books would be our target audience. This change would also make the job of Book-Store employees easier and quicker.

**Problem Description**

Students face problems with waiting for a long time to get their books. While there is a program that allows you to pre-order books, we think there is a way to elimante waiting for everyone while making the process faster.

**Evidence of the Problem**

*\*insert a photo of the long lines\**

**“How Might We” Statement**

**How might we reduce the wait times at the bookstore while making the job for workers easier and quicker?**

**User Persona**

**Name:** Maria Lopez  
 **Age:** 32  
 **Occupation:** University Employee  
 **Location:** Murray, Kentucky  
 **Goals:** Complete their job at the bookstore  
 **Frustrations:** Long lines and searching for students books.  
 **Technology Comfort Level:** Moderate (uses a smartphone daily, no home computer)

**Ethical Lens Applied**

**Principle:** **Equity of access to education**

* **Application:** This issue makes it difficult for students to obtain books, which can cause them problems.
* **Stakeholders Impacted:** Students, University
* **Professional Standard:** make line fast