

HCI 440 A4: Models and Requirements	Your team number: 2
Project Name: CBG App	Submission date: 10/27/2023

## Persona 1 (Local, Primary)

Name: Will

Tagline: "I've been spending a lot of time learning about plants lately, especially forgeable ones."

### Background

- Age: 31
- User role: Local, Visits Semi-Regularly
- Education: Bachelors (Engineering)
- Group size: Solo

### Goals/motivations:

- Loves being outside and in nature, strong desire to learn about local plants
- Wants to start a home garden and have more plants around the house in general
- Very interested in non-permanent exhibits, classes and events as he is a repeat visitor
- Strong desire to take photos while experiencing the garden, wants to share them with others

### Frustrations and pain points:

- Getting to the garden is frustrating for him as there is a lack of reasonably accessible public transportation options and it takes forever
- Lack of detailed information on the plants at the garden
- Worried about friends who speak English as a second language and the lack of multilingual content

### Narrative.

- A transplant from the west coast, Will moved to Chicago for work. While no longer hiking, kayaking or camping as much as he used to before moving to the city, Will makes an effort to find ways to get his nature fix by going to parks, riding bike trails (particularly the lakefront) and the occasional visit to the botanical garden. Will usually relies on his bike or CTA for transportation but will drive when necessary.

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## Persona 2 (Tourist, Secondary)

Name: Lisa

Tagline: "Exploring nature, one app at a time."

### Background

- Age: 34
- User role(s): Tourist, First time Visitor
- Education: Bachelors (Marketing)
- Group size: Small Family

### Goals/motivations:

- Lisa's primary goal is to have an enjoyable and educational visit to the Chicago Botanical Garden with her family.
- She wants to capture beautiful photos of the garden and its attractions.
- Lisa is interested in learning about the diverse plant species in the garden and sharing her knowledge with her children.
- She aims to make the most of her visit by avoiding crowded events and identifying picturesque spots for family photos.
- She wishes to schedule a guided tour to optimize their time in the garden with a knowledgeable tour leader.

### Frustrations and pain points:

- The weather can be unpredictable, so Lisa worries about planning her visit on a day with terrible weather.
- Finding specific plant information in her preferred language can be challenging.
- Lisa is concerned about accessibility for her family, especially for her elderly parents who may have mobility limitations.
- She wants to avoid crowded events, but the garden's event calendar does not provide information about the number of people showing interest in each event.

### Narrative:

- Lisa Turner is a 34-year-old marketing professional who loves spending time outdoors with her family. She and her husband, along with their two young children, have planned a visit to the Chicago Botanical Garden. Lisa wants her children to have a fun and educational experience while exploring the garden's natural beauty.
- She's well-versed in using smartphone apps for various purposes, from navigation to photography. Her smartphone is her go-to tool for capturing family moments and documenting their adventures. She's excited about the prospect

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of using the Chicago Botanical Garden app to enhance their visit.

- However, Lisa is aware that the weather in Chicago can be unpredictable, and she's concerned about planning the trip on a day with terrible weather conditions. She also wants to ensure that her parents, who are joining the family, can comfortably navigate the garden, as her father has mobility limitations. Additionally, Lisa wants to find plant information in her preferred language to teach her children about the diverse species they'll encounter.
- As a tech-savvy visitor, Lisa hopes that the Chicago Botanical Garden app can help her plan a seamless visit, avoid crowded events, and make the most of her family's time exploring the garden. She believes that technology can enhance their experience and provide valuable information for a memorable day in the botanical garden. Additionally, she's interested in scheduling a guided tour to maximize their time and benefit from the knowledge of a tour leader.

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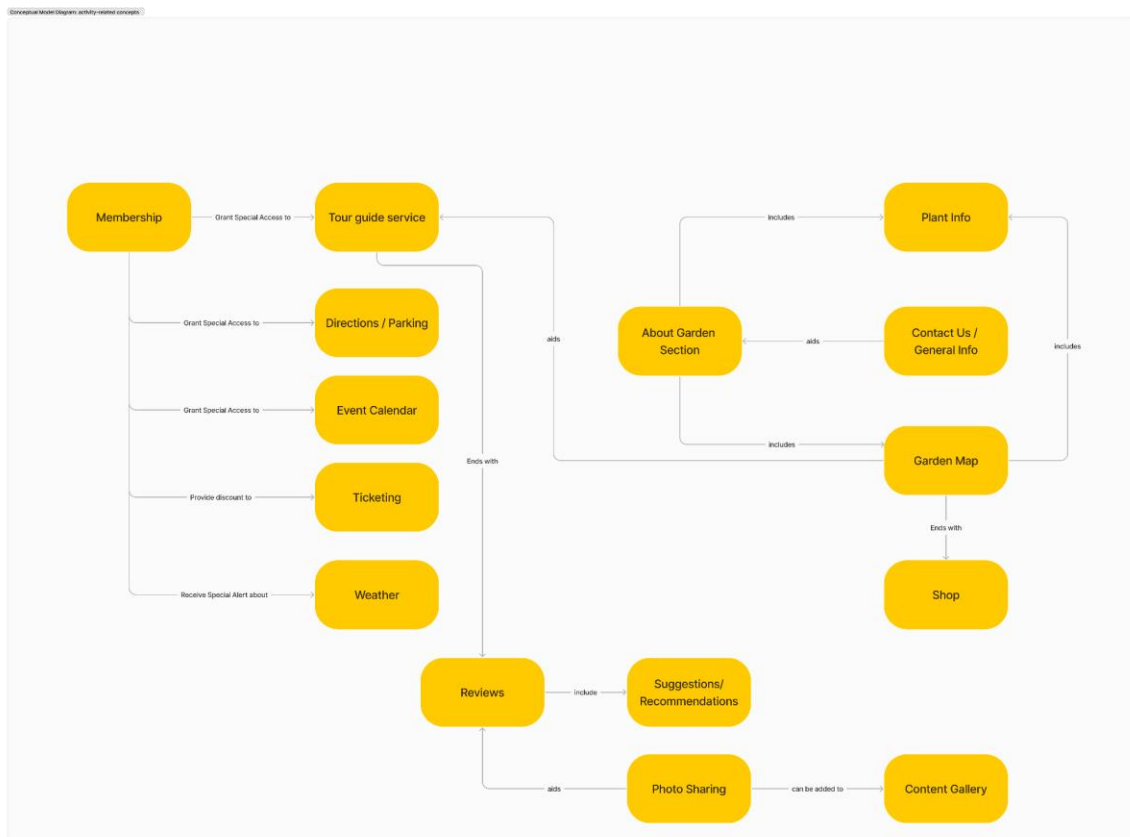
## Concept Analysis

Concept	Concept Attributes (of concept)	Operations (user can perform)
Tour guide service	Calendar, tour leader list, tour leader rate	Schedule a time for getting tour, Receive confirmation Email, add to calendar
Suggestions/Recommendations	Label, QR code, Picture	Discover new plants, save for next visit, read and learn about it, like
Event Calendar	Date and time, event names, event descriptions, number of people showing interest	Browse, save, show interest,
Reviews	Words, photos, date and time	Write, submit, like, read, delete
Photo Sharing/Reverse Image Search	Picture, date and time, name of the photo	Take pictures, upload, like, save, delete
Weather	Temperature, precipitation, humidity, wind speed, wind direction, cloud cover, visibility	Check, Receive alerts
Plant Info	Signs/Plaques, QR codes, different languages, plant finder	Take photos, scan QR, Learn, get translation, find specific plant
Ticketing	Number of tickets, type of access, price of ticket,	Buy tickets, coupons, apply discounts, resell, refund, scanning tickets
Directions / Parking	Address, Text, photos	Read text, view photos, reserve parking space
Shop	Item varieties, pricing, sales, cart option, dining options	Purchase using card, apple pay, pre-order items.
Membership	Exclusive events, garden benefits, sales, free parking	Use discount codes, park two cars free, cut lines, access pre-sales for hot events

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Garden Map	Accessibility Info, Route Planner,	Plan a route matching physical capability
Content Gallery	Plants, events, photos, videos	Visually see significant moments of past events and current status of plants
About Garden Section	History, mission statement, hours	Browse the information, check the hours
Contact Us / General Info	FAQ, email, phone number, social media, address	Review FAQ, contact them via email/phone, follow social media

## Conceptual Model Diagram



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## Requirements

1. As a tourist visitor, I want easy-to-understand directions to the garden, so that I can travel there without any stress.
2. As a local visitor, I want information on plants that I am seeing, so that I can learn about them.
3. As a tourist visitor, I want to be able to receive alerts for severe weather conditions, so that I can avoid visiting the botanical garden in terrible weather.
4. As a tourist/local visitor, I want to be able to delete my photos after I upload them to the app, so that I can change my mind if I decide not to share.
5. As a tourist/local visitor, I need the review to be visible to all users once I submit it, so that users can see the most updated reviews.
6. As a tourist visitor, I want to be able to see the number of people showing interest on the event calendar, so that I can avoid going to some very crowded events.
7. As a tourist visitor, I want to have the option to join guided tours through the app, so that I can have a more informative and structured experience while exploring the garden.
8. As a tourist visitor, I want the app to provide personalized plant recommendations based on my preferences and previous interactions, so that I can discover new plant species and enhance my visit with tailored suggestions.
9. As a local/tourist visitor, I need the plant labels/information to be translated into multiple languages, so that I can read and understand in my home language.
10. As a tourist/local visitor, I want the plant shop online to have the option to see what is on clearance, so that I can save as much money as possible.
11. As a local visitor, I want notifications when a part of the garden is changed to a different plant/theme, so that I can be up to date with the newest additions of the garden.
12. As a local visitor, I want to access my tickets at the entrance so that I can quickly be admitted.
13. As a local tourist and caretaker for a physically disabled person, I want to route the most accessible path so that I can easily move them around in the garden.
14. As a local tourist/visitor I need to be able to read and comprehend the map so that I may easily navigate my way through the gardens.
15. As a local tourist/visitor I want to be able to reserve parking in advance so I can park quickly with ease.
16. As a tourist visitor, I want to have access to reviews of the garden so that I can learn about what to expect ahead of time.
17. As a tourist/local visitor, I want to see images/information about past events at the garden. so that I can see what the garden looks like ahead of time.
18. As a tourist/local visitor, I want to have access to information about the path that best matches my physical capabilities.
19. As a visitor, I need to have access to the garden's contact info so that I may have that information in case I need to contact them.
20. As a tourist visitor, I want to be able to return my ticket so that I won't be afraid of changing my plan but wasting my money on the ticket.

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21. As a local visitor, I want to be able to get some credit if I refer my friends/family to join the membership so that we can all be regular visitors.
22. As a local visitor, I want to be able to reserve my private events in the garden, so that I can have the place on my own when I have special occasions.
23. As a tourist visitor, I want to be able to shop online, so I can buy something from the garden after I return home.
24. As a tourist visitor, I want to be able to find the quickest methods to get to the garden using public transportation so that I can save time.
25. As a local tourist/visitor I want to take note-worthy pictures with scenic backgrounds so that I can have nice photos to remember the day.

## Process Retrospective

What went right in the modeling and requirements processes:

- The interviews provided a lot of information which allowed us to easily identify what users needed/wanted.
- Requirements and concept creation went smoothly, each team member focused on different aspects.
- The user process was fairly easy to break down when working on the journey map.
- Collaborating on Figma and FigJam went smoothly. We encountered very few technical problems and none of them were catastrophic.

What went wrong in the modeling and requirements processes:

- Originally our personas included irrelevant traits (particularly computer literacy/skills), differentiating traits also needed to be worked out a little more for this final submission.
- The Journey map wasn't focused towards the experience that users go through today.

What changes we would make if we were to do the process again:

- We would have liked to talk to the professor about the persona that would've been the most difficult in this scenario.
- Wish we would've chosen a persona first and then proceeded to create the journey map.
- We should have leaned towards a more collaborative process between those that did the journey map and those that did the personas.

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## Team Member Contributions

Team Member Name	Email Address	Specific Contributions
Parisa Arbab	parbab@depaul.edu	Visualizing the journey map on Figma, Create the journey map, created 3 requirements and 2 concepts for the diagram, created Tourist personas
Alexander Dinh	adinh2@depaul.edu	Designed visual of journey map, started Figma file, contributed to journey map, Note 1 team meeting. Created 3 requirements and 2 concepts for the diagram. Worked on journey map revisions. contributed to each right/wrong/change retrospective. Rough drafted 7 requirements and 4 concepts.
Qianhui Hub	qtian3@depaul.edu	Created Conceptual Model Diagram, helped with journey map, and organized Concept Analysis and Requirements in this file. Drafted 4 concepts and 8 requirements for each concept.
Jackelyn Castaneda	jcasta33@depaul.edu	Worked primarily on the journey map, contributed to each right/wrong/changes process retrospective, created 6 requirements and 3 concepts for the diagram. In charge of submitting final materials.
Alfred Langen	alangen3@depaul.edu	Created 3 requirements and 2 concepts, created local user persona, helped with journey map, helped with concept diagram, took meeting notes. Contributed to process retrospective.