Scenario: Designing an E-Learning Platform for Rural Students

1. Identifying and Writing Problem Statements

User Pain Points Identified:

- Unreliable internet access.
- Confusing user interface not suitable for first-time tech users.
- Lack of personalized learning support.
- Too much text, not enough visual or audio content.

UX Problem Statements:

1. "Rural school students need a way to access educational content offline because of poor or no internet connectivity, which results in interrupted learning and falling behind in studies."
2. "First-time users of digital learning platforms need a simplified and intuitive interface because complex navigation confuses them, which results in lower usage and learning gaps."

2. Identifying Appropriate Research Methods

Chosen Methods:

1. Field Interviews: To understand the daily environment and challenges of rural students and teachers.
2. Usability Testing (Low-fidelity Prototypes): To test if the design is simple and understandable for first-time users.

Justification:

- Field Interviews allow you to build empathy and gather real-world context—what devices they use, where they study, and when.
- Usability Testing ensures the UI/UX is appropriate for their literacy levels and tech experience before development.

3. Creating User Personas

Persona 1: Ravi Kumar

- Demographics: 13 years old, 8th-grade student, Bihar village
- Goals: Understand math and science concepts better, pass the board exams

- Behaviours: Studies using a shared family phone, prefers visual content (videos, pictures)
- Pain Points: No internet most evenings, app is too hard to navigate alone
- Motivations: Wants to do well in school and become an engineer

Persona 2: Neha Singh

- Demographics: 32 years old, schoolteacher, rural Uttar Pradesh
- Goals: Help her students learn consistently using digital tools
- Behaviours: Uses smartphone occasionally, encourages use of government learning apps
- Pain Points: Many students don't understand how to use current apps, app crashes often
- Motivations: Ensure her students perform well and reduce the dropout rate

Scenario: Designing a Public Transport App for City Commuters

1. Identifying and Writing Problem Statements

User Pain Points Identified:

- Inconsistent bus/train timing updates.
- Confusing route maps and schedules.
- No real-time crowd information.
- Long ticket booking process.

UX Problem Statements:

1. "City commuters need a way to view real-time transit updates because unpredictable delays and route changes are common, which results in missed connections and increased commute time."
2. "Public transport users need a quick and easy way to purchase digital tickets because current systems are slow and outdated, which results in long queues and late boardings."

2. Identifying Appropriate Research Methods

Chosen Methods:

1. Surveys: To gather large-scale data on travel habits, frustrations, and preferred features.

2. Shadowing (Field Observation): To observe commuters during their daily transit routines in real-time.

Justification:

- Surveys help identify the most common issues across a large number of users (e.g., delays, app complaints).
- Shadowing captures actual behaviour—such as how users respond to unexpected schedule changes or how they interact with ticket kiosks or apps.
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3. Creating User Personas

Persona 1: Rajiv Nair

- Demographics: 26, Male, IT professional, Bangalore
- Goals: Get to the office on time and avoid delays
- Behaviours: Uses metro + bus daily, relies on mobile apps for schedules
- Pain Points: Frustrated with inaccurate bus arrival times
- Motivations: Minimize daily travel stress and reach office early

Persona 2: Aarti Joshi

- Demographics: 45, Female, Teacher, Pune
- Goals: Travel comfortably and safely to school every day
- Behaviours: Uses city bus every weekday, avoids peak crowd hours
- Pain Points: Doesn't understand route changes easily, ticketing app is slow
- Motivations: Stay informed and reduce wait times at the bus stop

Tools You Can Use:

- Google Forms or Type form → For surveys
- Figma or Adobe XD → To design wireframes/prototypes
- Lookback / Maze → For usability testing
- Notion / Canva → To create personas and problem statement boards