

Assignment 4 - Scenarios/Personas

CSCI 497H

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Persona 1:

Joe, 22 is a college student living with his girlfriend and some additional roommates in a duplex near his college. He is a part-time student who also works as a dishwasher for a local restaurant. Biking is one of Joe's favorite hobbies and he is a member of his school's cycling team. The exercise is calming to Joe, as he is a bit quick-tempered more often than not. Besides biking, Joe could use another outlet to destress; he often finds himself anxious during his bus ride to work or when the weather is bad. What's more, Joe has been struggling with his classes, fighting with his girlfriend and recently got a "baloney" parking ticket.

Joe Scenario 1:

Joe has been relegated to the couch for the night after his most recent fight with his girlfriend. He knows he needs to cool down in order to talk out his problems with his girlfriend. To do this, he pulls out his android phone to play our stress-reduction app! As Joe methodically pops the bubbles, his mind is whisked away from his current-day struggles. The soothing background melody places him in a state of distant tranquility. After 10 minutes of bubble popping, Joe is relaxed and able to clearly reflect on his prior argument. He is better able to empathize with his girlfriend's position and sees that he may have been in the wrong. Impressed with his revelations, Joe quickly gives the app a 5-star rating before hurrying up the stairs to apologize to his girlfriend, explain his take on the situation, and most importantly reclaim his bed to sleep in.

Joe Scenario 2:

Joe gets stuck in traffic on his long bus ride home. It is rush hour and the bus is packed full of students, many coming home from the gym. Joe's heart rate starts to rise and he can feel himself being overcome with anxiety. He tries to focus on the music playing through his headphones connected to his phone, but finds that it is no relief--his taste in music leads to him often listening to loud and aggressive tunes.

Joe then opens up his favorite stress relieving app (made by Team BERG) and tries giving some trusty bubble popping a go. This has served him well in the past, but he cannot focus on the game as he is being jostled by the bus's movement and the passengers' elbows. So he taps the main menu button to go back to the main screen, hoping that he could find a stress-relieving alternative. He sees a button that says "Breathing Exercise" and taps it. Here he is presented with visual directions on breathing tips as well as an accompanying video. The video is overlaid with peaceful, natural soundscapes and vistas. Joe can also hear a breathing example that he follows.

After experiencing the breathing exercise, Joe stops the embedded video and closes the app. He looks up and sees that his stop is next! Joe tugs the stop wire and gathers his things. As he exits the bus he finds that he is calm and sensible once again, ready to attack the issues in his home life head on.

Persona 2:

Ben, 25, is a recent graduate who has landed a gig as a salesman for a big corporation, and lives alone in a single apartment not far from the office. Ben is healthy and has a laid back personality who enjoys relaxation and hanging out with friends on the weekends. The pressures of trying to climb the corporate ladders have begun to take a toll on Ben and he is struggling to find a quick solution to help when his stress spikes at work.

Ben Scenario 1:

The sales quarter is coming to a close and Ben is very stressed and worried about his sales numbers. He wants to impress his boss and that added pressure has been giving him anxiety while at work. Ben decides to take a quick break and walk the office when he remembers he downloaded a new stress relief game to his phone in order to help during these situations. He opens the app and decides that controlling his breathing will be the best solution to give him a quick relief from the stress. After a couple minutes of using the system he notices that he has calmed down significantly but wants to walk a bit more.

After finishing the breathing exercise, Ben continues walking and switches over to pop some bubbles while he moves. He does this for the rest of his ten minute break and returns to his desk feeling not only relaxed, but rejuvenated as well from the stimulation of walking and bubble popping.

Ben Scenario 2:

Ben is out with friends one Wednesday night in an attempt to keep a social life alongside his busy professional life. Not to long after ordering food and drinks, Ben gets an email from a customer that he was supposed to have contacted earlier in the day. Having forgotten such an important contact, Ben begins to get panicked and stressed before his order at the restaurant can even get to the table.

In his anxious state he steps outside away from his friends to call his customer and apologize. He puts on his headset and closes his email app to open his contacts to make the call. At this moment he sees the relaxation app and decides it would be best to use it to calm down before making his call. With his headphones already on, he is instantly engaged with the calming music and sounds of the relaxation app. He decides to go with his preferred two minute breathing exercise, not quite being in the whimsical bubble popping mood yet. A minute into the exercise he is interrupted by someone asking for a smoke. After letting them know he does not smoke, he decides to restart the exercise. This time he completes the full two minutes and is ready to make his call.

With a more relaxed attitude he is able to calmly offer his customer a discount on this month's shipment as an apology. The customer is understanding and very appreciative of Ben's customer service skills. Ben quickly rushes back inside the restaurant to find his drink there and his friends left him some appetizers too!