

**Assignment 01 – Personas, User-journey and Wireframes**

Check for your assignment group details and the topic published on the courseweb. Each group contains 5 members.

**Note: For any reason you are not allowed to change your group**

**Task 1:** Select and assign a team leader. (Note that the leader is just to coordinate the work, not to do all the work behalf of the members)

**Task 2:** Find the topic assigned for your group. (Same as ISDM & SPM group)

Sample topics:

1. Online bookstore
2. Online music store

**Task 3:** Identify the available websites related to your topic.

Available similar websites for online bookstore:

1. <https://makeenbooks.com/>
2. <https://www.samash.com/>

**Task 4:** Document and upload the following.

1. Identify 05 personas for your selected application (topic).
2. Draw user journey for each personas identified.
3. Draw wireframes for the pages of your application.

**Useful URL**

- Personas to represent main stockholder(s)
  - <https://around.io/blog/5-tips-to-build-buyer-personas-for-e-commerce-marketing/>
  - <https://www.usability.gov/how-to-and-tools/methods/personas.html>
  - <http://www.practicalecommerce.com/MasterCard-Defines-5-Online-Shopping-Personas>
  - <https://blog.storeya.com/2014/11/create-buyer-persona-ecommerce-example/>
  - <http://blog.artifacia.com/12-buyer-personas-for-online-retail-shoppers/>
- User journey/flow maps
  - <http://www.ux-lady.com/experience-maps-user-journey-and-more-exp-map-layout/>
  - <https://conversionxl.com/blog/customer-journey-maps/>
  - <https://uxmastery.com/how-to-create-a-customer-journey-map/>
  - <https://www.mockplus.com/blog/post/user-journey-vs-user-flow>
- Wireframe model
  - <https://www.usability.gov/how-to-and-tools/methods/wireframing.html>
  - <https://webdesign.tutsplus.com/articles/a-beginners-guide-to-wireframing--webdesign-7399>
  - <https://www.behance.net/gallery/3105461/E-Commerce-UX-Wireframes>
  - <http://www.creativebloq.com/wireframes/top-wireframing-tools-11121302>