


Tinder Redesign UX Project
Persona and Problem Scenarios
Team 2
HCI
10/18/2021

The following is a report made by the UX Team to explain the design process used in designing the Tinder Social extension to the main Tinder application. This process includes the utilization of Personas, Problem Scenarios, Context Scenarios, and Key Path Scenarios from beginning to end.


Persona Introduction

A persona is a short summary about an anticipated end-user of our app. To create personas we first collected data on our target group of 18-25 young adults in order to help map out their goals, frustrations, behaviour patterns, and other traits relevant for the design process. This data was then used to create three separate composite personas of potential users for our app. By doing this we hope to humanize the target demographic and design an app around their general needs. After familiarizing yourself with the personas, you will gain an understanding of who exactly the app is targeted towards.

Personas for Tinder Social

	Simon Fields	
	“One day I’ll be rich”	
	<p><u>Personal Information</u></p> <ul style="list-style-type: none">● Age: 22● Background: Born and raised in Michigan to a middle-class family with little travelling experience.● Family: Single.● Lives in: Troy, Michigan● Associations: Oakland University.	<p><u>Summary</u></p> <ul style="list-style-type: none">● Typical Shut-In● Thinks classes don’t help teach career applications● Works as much as he needs to● Wants to form some connections but keep it a small group
<p><u>Personal Goals and Hobbies</u></p> <ul style="list-style-type: none">● Enjoys: Playing video games and surfing the internet.● Interested in: Video game analysis and programming techniques and shortcuts.● Hopes to: Become a millionaire by developing a popular app or service.		

<ul style="list-style-type: none"> ● Seeking: Opportunities for developing and improving tech skills. 	<p style="text-align: center;"><u>Narrative</u></p> <p>Simon Fields is what one would call a “shut-in”. As soon as classes are over, Simon can be found either in the game center or in the library on his laptop, scouring the depths of the internet for information about the latest game being developed by his favorite video game companies. He does this with such passion that he hopes to find a job in research and analysis for video games, eventually hoping to create a successful and lucrative video game of his own.</p>
<p style="text-align: center;"><u>Education and Career Goals</u></p> <ul style="list-style-type: none"> ● School: Oakland University ● Major: Information Technology ● Academic Performance: 3.0 in Good Standing. ● Works at: Currently Unemployed ● Near Future Career Plans: Hopes to soon start an internship at a nearby tech firm specializing in imports and exports. 	<p>Simon dislikes the morning commute to Oakland University, as the highway gets packed quickly with everyone rushing to their jobs or classes. His academic drive at school is less than ideal as well as he considers his classes to be too boring and too slow for his liking. He believes that the courses he participates in barely help in developing skills which would be useful for real-world application. That being said, Simon understands that grades are still important in obtaining an internship, so he does as much as he needs to in order to maintain at least a 3.0 GPA.</p>
<p style="text-align: center;"><u>Frustrations</u></p> <ul style="list-style-type: none"> ● Considers classes to be too slow and unhelpful for developing useful skills. ● Wants to quickly become financially independent. ● Wants a social life but doesn’t want the responsibilities or obligations associated with it. 	<p>While Simon desires to have social relationships, he feels that being associated with too many people brings too many problems which discourages him from going to any events with other people. As a commuter, Simon doesn’t tend to stay on campus to join clubs, thus only ever communicating with his teachers, some classmates, and his relatives.</p>

	Batima Omarov	
	“Everyone is unique in their own way”	
	<p><u>Personal Information</u></p> <ul style="list-style-type: none"> ● Age: 25 ● Background: Born and raised in Kazakhstan, immigrated to the U.S. for Post Grad Studies. ● Family: Married with one child. ● Lives in: Novi with family. ● Associations: Michigan School of Psychology 	<p><u>Summary:</u></p> <ul style="list-style-type: none"> ● Wants to become a psychologist ● Wants to open her own practice ● Enjoys relaxing ● Stressed due to a very busy schedule ● Good student
<p><u>Personal Goals and Hobbies</u></p> <ul style="list-style-type: none"> ● Enjoys: Relaxing and unwinding by reading fiction and watching old TV shows and movies. ● Interested in: Understanding the human condition. ● Hopes to: Help people with psychological issues and illnesses and get their lives back on track. 	<p><u>Narrative:</u></p> <p>Batima is a very driven individual when it comes to her school and work life. Her desire to help people pushes her to do her best in every aspect possible. It is this same desire which has guided her academic and career goals towards clinical psychology with a specialization in child mental health. She wants nothing more than to understand and help children deal with mental health issues, especially at such a tender age. She finds the field rather fulfilling.</p> <p>But Batima is currently stressed out due to the lack of actual free time on her hands. She works through the week and has to finish her schoolwork on weekends, which doesn’t leave much time to spend with the people she cares about. She lives with her husband and their child but her extended family lives overseas and oftentimes, this makes her very homesick. The lack of a reliable extended family network also makes it difficult for her to share her family responsibilities with others as a way to lessen the burden on herself.</p> <p>However, she understands the importance of relaxation and tries to find the time to wind down from a busy week by</p>	
<p><u>Education and Career Goals</u></p> <ul style="list-style-type: none"> ● School: Michigan School of Psychology ● Major: Graduate program in Psychology ● Academic Performance: 3.5 in Good Standing ● Works at: Michigan School of Psychology ● Near Future Career Plans: To open a private practice as a clinical psychologist. 		
<p><u>Frustrations</u></p> <ul style="list-style-type: none"> ● Balancing school, work, and family life. ● Financial burden. ● Distance from extended family. 		

	<p>reading her favorite books or watching old TV shows and movies.</p> <p>It is Batima's dream to open up her own clinic in the US. Not just to lift the financial burden from her family's shoulders, being a student with a child, but also so she can finally feel free and independent, like she can easily support her family and they no longer has to worry about the bills and the student debt and school fees everytime one of them so much as falls sick for a few days. Her clinic would give them the stability they desperately need.</p> <p>Therefore, she is interested in making new connections in order to help her through the difficult process of acclimating to living in the US and also the process of eventually setting up her clinic. She could hire a lawyer but they can't really afford one at the moment. She would love any and all advice she can get in, especially involving the social and business culture. She does not have the knowledge of business practices, so she would like to connect with people who can give her valuable insight; however, with her busy schedule she often finds it hard to meet and interact with potential connections outside of her colleagues and classmates. She is always in a rush, either to get to class, to her job or back home, which leaves little time to form meaningful connections with anyone anywhere.</p>
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Ava Martinez

“Don’t let anything get in the way of your success”

Personal Information

- **Age:** 21
- **Background:** Born and raised in Texas.
- **Family:** Single.
- **Lives in:** Penn State University, Kappa Alpha Theta sorority house.
- **Associations:** Penn State University, Kappa alpha theta sorority

Summary

- Mobile device: Samsung
- Wants to become a well-known journalist
- Expand her network of social connections
- Is very studious and serious
- Needs to have things done promptly

Personal Goals and Hobbies

- **Enjoys:** Engaging in social activities and events, expanding her social network
- **Interested in:** Leadership and Journalism
- **Hopes to:** Work for a major publication

Some people might describe Ava as “uptight” because of her aversion to loud raucous parties and hookups, but she thinks of herself as just responsible. She is the kind of person who double checks if the door is locked every time she leaves the house and locks the car multiple times “just to be sure”. She will happily accept the role of “designated driver” for her friends every time she can and will always reach places at least 10 minutes early.

Due to her cautious nature, she worries about the lack of security measures present in online interactions, not that it deters her from social platforms, because she understands that fear should not keep her from having new experiences.

<p style="text-align: center;"><u>Education and Career Goals</u></p> <ul style="list-style-type: none"> ● School: Penn State University ● Major: Public Relations, Minor in Journalism ● Academic Performance: 3.94 in Good Standing ● Works as: Online Editor and Writer, Penn State Magazine ● Near Future Career Plans: Get experience in Journalism, editing and writing through internships and part time jobs. 	<p>That has also prompted her to do thorough research in choosing her major and courses in her path to becoming a good journalist and choose public relations as her major as opposed to journalism, referring to a great journalist's words that she came across online- "None of the best journalists I have met in my life were ever journalism majors."</p> <p>She has no interest in dating currently, choosing to focus her time on developing her skills and resume along with a vast network of connections, since her future career goals require her to dip her toes in all manner of fields.</p> <p>Due to her passion for journalism, you can often find Ava on campus interviewing students for articles she writes in her free time. She also spends a lot of time on her laptop or in the computer lab writing and editing her articles, often getting so invested in her work that she doesn't realize how much time has passed.</p>
<p style="text-align: center;"><u>Frustrations</u></p> <ul style="list-style-type: none"> ● Dislikes the utility of her close contacts for her journalism ● Impatient and despises a lack of communication with resources ● Is unable to find people who are just as single-mindedly career focused as she is. 	<p>She dedicates at least 30 minutes a day to news sources such as Twitter, newspapers, news networks, and she is often scrolling through her phone for the latest updates on important events whenever she finds the time to do so.</p> <p>It is important for her to keep doing this not just to improve her writing content but also to try and get different perspectives on events so that she can learn to be more unbiased in her own views, something she struggles with.</p> <p>Despite being career driven and uptight in some respects she does like having fun with all types of new people. In fact, she is often in charge of organizing sorority events. She enjoys attending small events, and also doesn't mind connecting with people online since it allows her to interact with people from a variety of different backgrounds.</p>

Problem Scenario Introduction

A problem scenario describes a situation that goes into a problem a persona has. These are done after the creation of personas, due to the fact that we need the information provided by the persona in order to actually construct the scenario. Problem scenarios are written in a storytelling format in order to more effectively see a potential user's perspective. That is also the reason why they are created, to get a better idea of what a user might need in a product. In order

to find a solution, you need to understand the problem a user is having in the first place. On the next page, we will present the personas we were given, and the problem scenarios that came with them.

Problem Scenarios

SIMON

Problem Sentence: As a future entrepreneur I need to make connections and friends to assist with my business endeavors in game development.

Simon is in the middle of his afternoon college class on Databases but instead of paying attention to his professor, his mind is preoccupied with his computer as he scours the net for news about the latest video game releases. This class is particularly boring because he can't imagine using the slow process for databases in gameplay design. His school currently does not offer any game design courses, leaving him to study it by himself.

He is eager for the class to end so he can go back to his room and focus on things he really cares about, things like role playing video games. He continues working on his game prototype but the workload is too much for him to handle by himself. He can work on the general game and quest design but he lacks the knowledge and skills for creating the art assets, music and character animations. Simon realizes that need to reach out and try to get other like minded people to collaborate with if he ever wants to realize his vision.

Unfortunately for him, he's very shy and introverted and doesn't have many connections. Nevertheless, something has to be done and Simon weighs his options. He looks up his school's gaming social club and attends a meeting but unfortunately since it's a commuter school, it's sparsely populated. After attending, he sees a group of students gathered around a TV playing Fortnite. Simon works up the courage to ask if they're interested in just playing games or also in developing them. Most respond in the former, saying that it's a relaxing hobby rather than a career goal. A couple of other students respond that they're interested in working on FPS games but this does not line up with Simon's own tastes or goals.

This leaves Simon wondering if he should randomly start asking people in his classes if they like the same games he likes and if they would like to work on his current project, helping him fulfill his vision. He immediately finds the idea absurd because he just does not have the time or energy or will to go around interviewing strangers for help especially with the very high chance of rejection and ridicule.

Thinking about alternatives to in-person interaction, he contemplates using fliers around the campus advertising job postings but soon realizes that he would still have to meet up with the responders in person either individually or as a group in order to find out whether they meet his expectations or not. This also rules out using an online posting board like Craigslist because it would have the same problems while also involving an even larger pool of responders, from all kinds of backgrounds, instead of just college students.

BATIMA

Problem Statement: As an immigrant I would like to make new friends who come from a similar background to help feel at home in another country.

Batima is very tired. She just came back home from the daycare with her daughter after a long day at the School of Psychology where she works and studies for her PhD. Her husband will be joining them as soon as he gets home from his office. They're both immigrants from Kazakhstan who moved to the U.S. for work and impulsively decided to settle down and start a family. Both of their careers are very demanding and they desperately need to manage their time so that they can juggle all these responsibilities successfully.

One Friday, scheduling conflicts and confusion between Batima and her husband lead to an unfortunate event where Batima ends up picking her daughter up from preschool close to an hour late because no one else besides the couple could. As Batima helps settle her daughter down, she realizes how difficult and challenging their routines have become and that it's only going to get worse since they have no extended family network or community to rely on for help. If they were back in Kazakhstan, they would not be having this problem. They would simply have left their daughter with her grandparents or other relatives or would have friends they could rely on in cases of emergencies. What's more is that she notices her daughter is picking up English phrases and words, a new one everyday that she spends surrounded by english-speaking children and caretakers, before she can even say a complete sentence in Kazakh.

Not wanting her daughter to grow up thinking of her native culture and language as secondary to her adopted American culture, Batima thinks about the immediate importance of reaching out to other Kazakhstanis living in her proximity, preferably couples with young kids with similar values and priorities. There isn't a big or visible diaspora of Kazakh migrants in Michigan and this makes it impossible for her to walk into a community center or places of worship revolving around the particular community.

She tries to search for some groups that fit the description on Facebook but cannot find one. She then thinks about making a Facebook group but realizes that maintaining and managing

it would be too much work for someone who already has her plate full with a career and a Phd program. She doesn't want or need another hat to wear.

AVA

Problem Statement: As a success driven individual I would like to find people who can fulfill my requests in a prompt manner.

It's a bright Monday morning and Ava has been asked to write an article about a bill that was passed last week for the school paper. Since the article needs to be submitted for publishing on Friday, Ava must finish this paper by this Thursday afternoon. Ava is known to submit all of her publications in a timely manner and is even ranked top journalist of their news team numerous times. Unfortunately, she has limited knowledge about the legal technicalities of the law and her close contacts in her sorority are even less knowledgeable about the law than herself. Her Google searches have proven to be unreliable or not informative enough on the subject, so she wants to find people to garner some information and interview their opinions on the law. Ava spends the afternoon searching the college website and finds the University law Professors to send them emails as soon as she gets home in the evening on the very same day.

She wakes up Tuesday morning at a prompt 8:00 AM and immediately checks her email. To her irritability, she sees no responses from any of the professors. Letting out a sigh, she boots up her laptop and begins searching for contacts via LinkedIn before heading to work in the following hour. During her break in this afternoon, she drops a message in the college Discord server, asking if any law students would be interested in helping her out. As Ava expected, there were no responses to her post until late that night, when one individual finally claims that they are a law student. Seeing a response, she replies with the details, only to get a response a few hours later that the person cannot help her because of their busy schedule. Ava asks for their contact information in the situation that she needs further data with future articles. Ava checks her email once more only to be greeted by no responses from the professors still. Dismayed by the situation, she spends another hour past midnight obtaining newer articles on the law before heading off to bed.

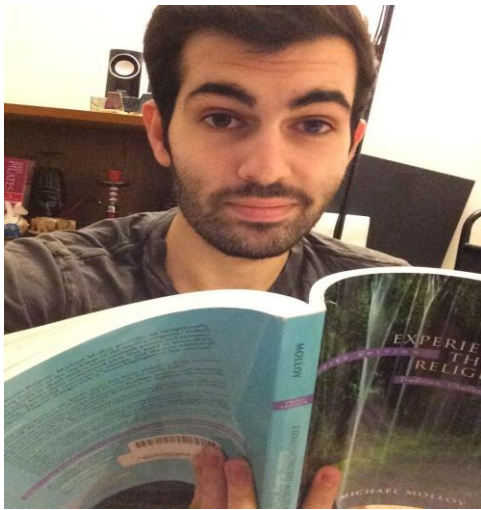
Two days pass by and the deadline for Ava's article is on the horizon. Wednesday produced similar results as the previous days, so Ava was less than excited to wake up this Thursday. She checks her emails and Discord to find more positive responses for her inquiry, including a professor. She replies back with the details but doesn't hope for much, as previous trends have shown that people respond either late or never at all. Some students are able to agree to meet that afternoon, some through text, some through video calls and she obtains some quality bits of information and opinions on the subject with those people, yet she still lacks the time to properly edit her findings or to question them thoroughly in her rush. That night, Ava spends all

her attention on finishing her first and only draft, neglecting her sorority's invites to hang out or even just eating dinner. The draft is flawed with too many errors due to a lack of editing and the submission to the school journal was utterly flawed with an inapt structure which would have been resolved in an updated draft. The first draft, after all, is never good enough. Usually she would have rested her brain for a day before going over the first draft with new eyes to catch all the errors, but she didn't have that kind of time this time around. The following day, Ava stares at her article on the school paper's front page, visually disgusted by the distinct difference between this and her previous work.

Tinder Redesign UX Project
Context Scenarios and Key Path Scenarios
Team 2
HCI
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Kelvin Broker

“The book was better”



BACKGROUND

Age: 21 years

Role: Undergrad at MSU/Library Assistant

Field of Study: Mathematics

GOALS

- Aspiring to be a data analyst
- Plans on graduating in a year
- Find a partner that likes to read
- Live in a big city

MAIN POINTS

- Works part-time as a Library assistant
- Passionate about reading
- Lives in a dorm
- Likes peace and quiet over socializing

FRUSTRATIONS

- Walking to work (saving for a car)
- Test anxiety
- No one to share the love of reading with
- Does not like his roommate

NARRATIVE

Kelvin Broker lives in Landon Hall at Michigan State University. He walks to work and is saving up for a car. To do so he is working extra hours to help save up. Kelvin is looking for a new roommate because his current one is always making noise when he is trying to sleep. Kelvin reads in his spare time. He reads mostly fiction-fantasy and historical nonfiction.

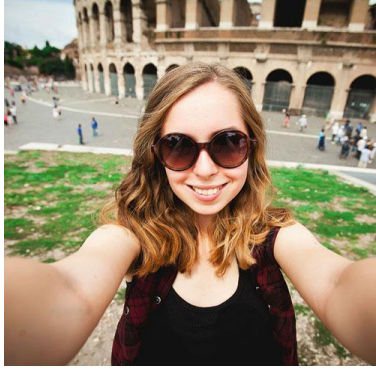
Kelvin is a hardcore introvert. He likes to spend most of his time reading and doing schoolwork. Attending school online was a highlight for him since he didn't have to interact with large groups of people. He is most happy with a good book and time to spare.

Kelvin is applying to be a Junior Data Analyst and is excited to start doing the kind of work he has always dreamed of doing. He hopes that this internship will give him the experience and knowledge that will propel him into his career.

In his quest to find a new roommate, Kelvin decided to join the MSU campus discord as he does not have much interest in meeting people through clubs and the like. This has proved to be more difficult than he expected as there are more than 3000 members of the online community.

Ana Simpson

"I keep my goals in focus"



BACKGROUND

Age: 23 years

Role: Student at UCLA

Field of Study: Film and Television

GOALS

- Experience the world
- Pursue Photography
- Capture life's everyday beauty
- Make new connections

MAIN POINTS

- Passionate about photography
- Loves to travel to new and interesting places
- Loves to socialize

FRUSTRATIONS

- Limited time between work and her studies to explore the world
- Not having many friends to travel with
- Stress from school

NARRATIVE

Ana Simpson is a senior at UCLA where she is about to graduate with her degree in Film and Television. She always excelled in school which allowed her to get a free ride to her dream college through scholarships. College was a big challenge for Ana as it was much more difficult than she expected and took up the time she would otherwise spend doing the things she enjoys, such as traveling and photography. This caused her a lot of stress. To manage that stress, Ana

tries to do online classes whenever possible. Ana has been all over the world and has the pictures to prove it. Some of her favorite places have been New York City, Las Vegas, and Chicago to see the bean. Ana's parents help fund her in-country travels. She hopes one day to capture Earth's beauty on top of Mount Everest.

Ana had no problems with making friends due to her outgoing personality. Many of her friends she met due to a shared interest in her hobbies. She also works part-time at the student center to save up for her next big trip. Ana likes to have a camera with her at all times, so much so that her friends tease her about how often she takes photos of them. After college, she would like to move to Hollywood and work in the film industry.

Ana is worried about the future of her many friendships and the difficulty of sharing her interest in traveling with her friends who may not have the means. Additionally, establishing entirely new groups on top of a full-time job working on movies will not be easy.

Nick Robinson

"A penny saved is a penny earned"



BACKGROUND

Age: 24 years

Role: Student at the University of Texas at Austin

Field of Study: Economics

GOALS

- Graduate debt-free

- Meet new people
- Start a successful business

MAIN POINTS

- Does not like to spend money due to being raised that way by his less fortunate parents
- Very social
- Thrives in groups

Frustrations

- College is expensive
- His friends have already graduated and are ahead of him
- Struggling to make new friends

NARRATIVE

Nick is an undergraduate in his last year at the University of Texas. Nick is very frugal, opting to drive over an hour to school over living on campus. He took a break year after graduating from high school to work. By doing so, he was able to pay for his first two years of college without taking on loans. His parents encouraged him to do this because they don't have much money and have been working on paying off their own student loans since he was born. He took another break year once everything went online since he learns better in a classroom environment. Because of this, all of his friends from campus graduated ahead of him.

Nick's cheapness would sometimes bleed into his social life. Nick and his friends would sneak into frat parties as he loved the social aspect but was too cheap to pay the fraternity membership fees. Also, he would only get water at the bar. This affected his ability to find social groups to be a part of.

College has been far less enjoyable for Nick since his friends and classmates graduated. Often Nick and his friends would talk between classes. Now he doesn't know what to do in the gaps of time between classes. It is hard for him to create a new circle of friends now because of the difference in experience and maturity. His current classmates have been together since the beginning and he is new to them. He'd like to break into one of the established groups. He has tried before, but the whole situation felt awkward.

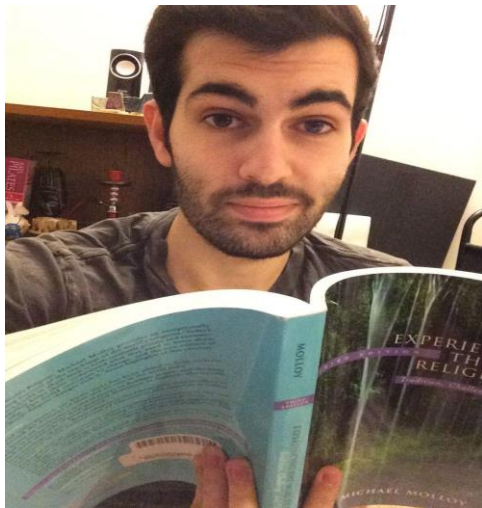
After college, Nick plans to start a financial consultancy. His work experience lends well to this goal. Before college, Nick lent a hand as a cost analyst for a small-scale farm operation. At work, he analyzed expenditures and assessed business risks. He liked gaining experience and connections but would like to expand into other industries as well.

Problem Scenarios from the UX Research Team

PROBLEM SCENARIO

“As an introverted college student, I need to find a new roommate that is better suited to my personality and interests.”

KELVIN BROKER



With the second week of October done, Kelvin has started to focus on preparing for his midterms. The fall weather is his favorite as it allows him to stay inside and curl up with a nice book and warm blanket all night. After a nice and quiet weekend, Kelvin's roommate comes back from spending the weekend at home. He turns on Closer by The Chainsmokers full blast and goes to take a shower. Kelvin cannot concentrate on his book with all the noise so he is forced to try and tidy his room up a bit. Between not being able to do what he loves and struggling to study for his upcoming exams, Kelvin has finally decided to take the search for his replacement roommate more seriously.

Kelvin has already been trying to find a new roommate for a couple of weeks now due to the fact his roommate's partying has been getting more and more problematic. Kelvin is aware of the roommate matching system the University provides but has no confidence due to the fact it matched him with his current roommate at the beginning of the year. Working at the library, he has met a few people interested in reading and more subdued activities so he decided it was time to reach out to them on the off chance that they were in a similar situation. Kelvin could see the glow of the lights from Spartan Stadium so he knew it was getting pretty late and decided sending emails would be best for any early sleepers. After changing the messages' wording a few times, he finally sent them, put some earplugs in, and went to sleep.

The next morning, Kelvin checked his messages. Unfortunately, the few people he knew were already happy with their living situation. This made him worried as he was sure someone would either be interested or perhaps knew someone who was. After his morning shift at the library, he decided he'd look into campus social media pages to see if he could find a match. Throughout lunch, Kelvin was unable to find anyone he felt

any sort of connection to. He opts to make a post in the MSU Discord as a last attempt, although he does not expect much.

PROBLEM SCENARIO

"As a frequent traveler, I need to find friends that also travel so that I can share the joy and wonder you get from experiencing different cultures."

ANA SIMPSON



The first week at UCLA has just wrapped up. Ana and her friends go out for drinks at this new fancy bar that just opened on Main street. Of course, Ana brought her camera to capture the memories. Midway through the night, they discuss plans of going on their first trip of the school year. Ana has been working hard at the student center for the past four years and feels like she has saved up enough to take the world trip that she deserves. Ana brings up Paris, Barcelona, the Bahamas, and Fiji as ideas. Her friends respond with San Francisco, Florida, and New York. Ana senses some clear discrepancies between her and her friends' ideal trips, seeing as she has already been to these places and does not particularly care to go back. The night ends with no clear decision as well as some building of tension. The next day, Ana thinks of how awful it would be to

go to LA instead of Barcelona. Knowing that her friends cannot afford a trip there, she books it anyway for herself. Once her friend group found this out they went on a trip without her to Florida. A couple of weeks later, Ana arrives in Barcelona alone. She proceeds to visit all her favorite designer stores and tourist destinations. She also made sure to snap a pic of all the new designer clothes she bought, the fancy dinners she ate, as well as all the attractions she visited, and posted them on social media. At the end of the week, Ana is feeling sad and alone in her hotel room. None of her friends have liked her Instagram posts or even texted her while she was away, but they have been posting about their own trip. And it looked fun, mostly because they were not alone.

On the plane ride back, she texts her friends about how great her trip was but there is no response. Ana realizes that she is drifting out of her friend group because of the massive differences in lifestyle. Before the plane lands, Ana decides that she will need different friends that have more luxurious tastes. When Ana comes back to UCLA to resume classes, she starts to explore different social gatherings where she could find more classy friends. On Friday after classes, she schedules herself for a wine tasting event at a five-star

Californian vineyard. Ana's thinking this has got to be the best spot to meet people like her. But after just 30 minutes, two glasses of wine, and some small conversations held, she realizes everybody is 30 years older than her and they share nothing in common. Imagining a trip with them is like imagining a trip with your parents. At the end of the night, Ana goes back to her dorm, frustrated, hopeless, and feeling alone.

PROBLEM SCENARIO

"I've lost hope in finding new friend groups, this university needs a way to connect people to the right crowd so that I can regain the social experience of being in college."

NICK ROBINSON



This is Nick's last year as an undergraduate at the University of Texas at Austin. So far, college has been the best years of Nick's life. The first thing he did was figure out how he could be involved on campus and meet new people. When he used to hang out with his friends, Nick would try to spend as little money as possible due to his impoverished upbringing, leading to him doing unusual things such as ordering only water at a bar or resorting to sneaking into parties where you are supposed to pay to enter. He has found new friendships are harder to make due to people judging him for being cheap. His old friends knew him for a long time so they were able to overlook his unusually excessive frugality but have since graduated and moved all over the country and keeping in contact has proved rather difficult.

Though finding new people isn't always easy for him, he has tried to get into established friend groups through a few on-campus clubs but it has been a struggle finding people that understand him and that he can study with. With the first week of September comes the first college football games of the year; something Nick is excited about since he watches every Longhorns game. With this excitement and his desire to meet some new people, he decides to join an intramural football team on campus. His team is formed and their first meeting is the next evening. Luckily, he has a class that afternoon so he doesn't have to spend extra money on gas to go to campus as he lives an hour away.

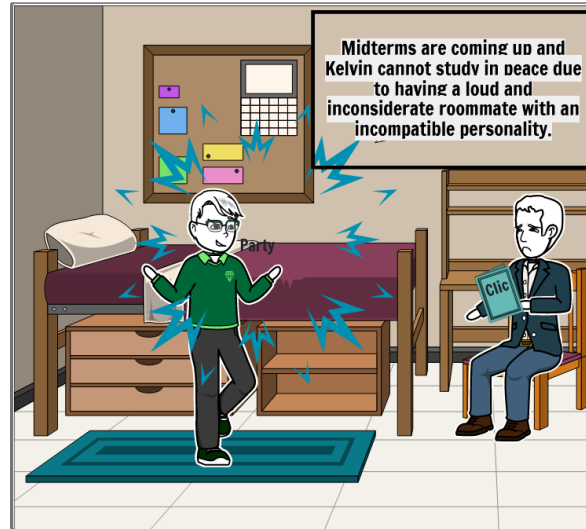
During the meet-and-greet, Nick feels good about all the new people he is going to get to know in this freshly established group. Everybody goes around the room and states their name, major, and one interesting fact about themselves. While they all clearly share an interest in sports, Nick quickly realizes that there is not much more that he can connect to the others with. Most of his teammates are marketing or journalism majors that like to spend their weekends hosting parties and going to bars. Nick sees both these as expensive activities and usually would just have water when going out so as to avoid unnecessary spending. However, he is worried that he will be made to feel outcast from the group. He decides to enquire about the classes everyone is taking but there wasn't too much commonality there either. He had hoped to find people that he could study with as his grades have been slipping without the usual study sessions he used to have.

Context Scenarios Introductions

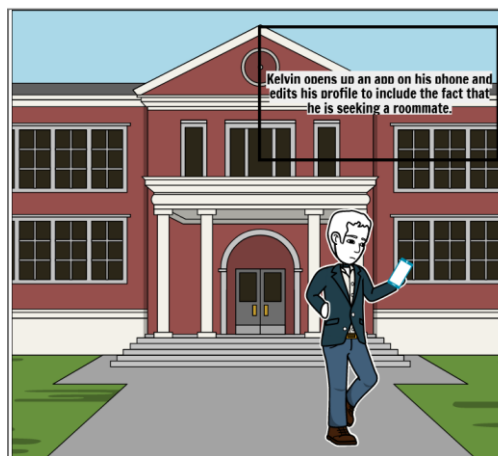
A context scenario tells the story of a particular user persona, with various motivations, needs, and goals, using the future version of your product in the way that is most typical for that persona. It describes the broad context in which that persona's usage patterns are exhibited. It includes environmental and organizational (in the case of enterprise systems) considerations. A successful context scenario captures all of these attributes and addresses them in the extrapolated work flow narrative you create. Context scenarios establish the primary touch points that each primary and secondary persona has with the system (and possibly with other personas) over the course of a day or some other meaningful length of time. These design requirements sketched out through context scenarios not only provide a design and development direction but also provide a scope of work to communicate to stakeholders.

Context Scenarios

Scenario 1: Kelvin Broker



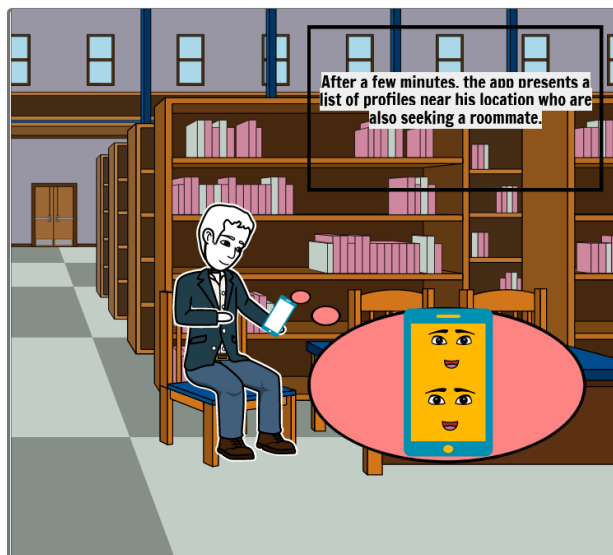
Midterms are coming up and Kelvin cannot study in peace due to having a loud and inconsiderate roommate with an incompatible personality.



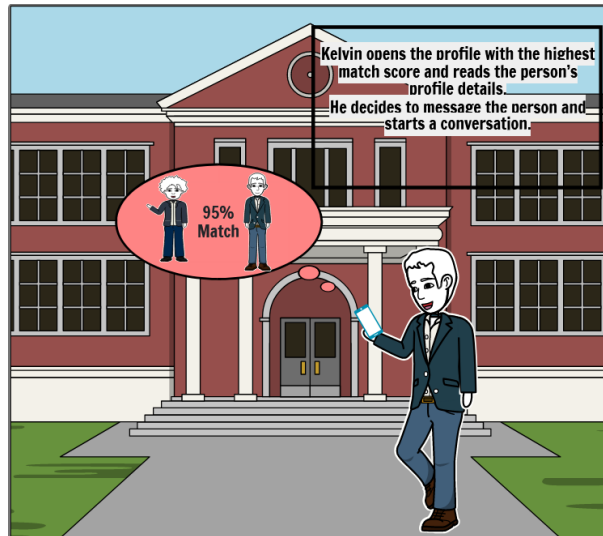
Kelvin opens up an app on his phone and edits his profile to include the fact that he is seeking a roommate.



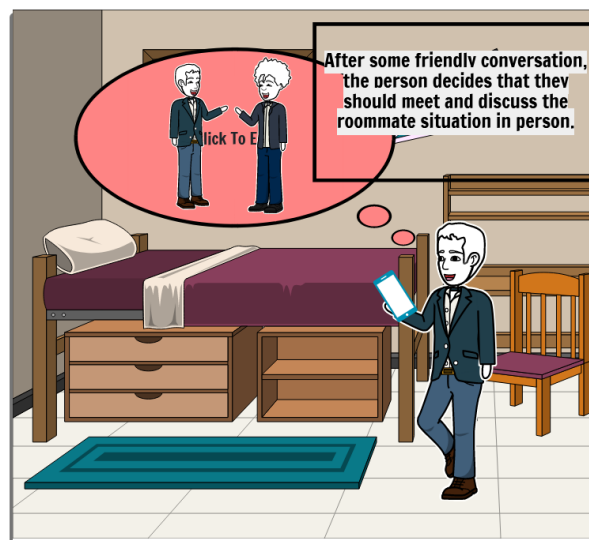
He also edits his “Interests”, prioritizing “Reading” as the most important interest to seek. He uses the app to search for individuals with compatible interests.



After a few minutes, the app presents a list of profiles near his location who are also seeking a roommate.



Kelvin opens the profile with the highest match score, reads the person's profile details and decides to message the person and starts a conversation.



After some friendly conversation, the person decides that they should meet and discuss the roommate situation in person.

Scenario 2: Ana Simpson



It's been a week since the start of UCLA's 2021-2022 semester. Ana and her friends visit a nearby bar to discuss plans about their upcoming trip.



Her friends have differing opinions on vacation spots than Ana. Ana decides to book a flight to Barcelona, yet all her friends chose to visit Florida instead.



Ana doesn't want to travel to Barcelona alone, so she uses an application to search for nearby travelmates.



In the application, she can create a profile of her interests. Then, she can create an application post, with details of a destination and time, for other users to sign up for.

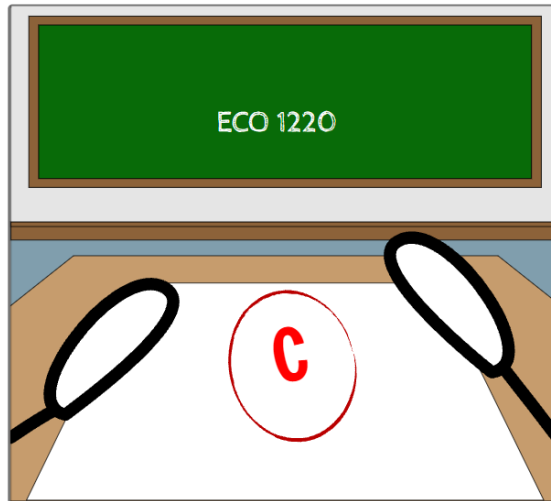


With her own approval on users' applications, Ana can then use the created chat group to talk with her travel partners before the date of her vacation.



Two weeks after creating her post, Ana becomes friends with her travel companions via text messages and virtual hangouts. They finally meet up at the airport at the time they discussed, eager to visit Barcelona.

Scenario 3: Nick Robinson



It's a late Monday afternoon and Nick just received his first test grade of the semester for one of his economic classes, and he received a low C. It was his last class for the day so he heads home.



During his one hour walk home, he contemplates his situation and how he needs to study better to improve his grades. His preferred method has always been study groups but he has been having trouble making new friends in college.



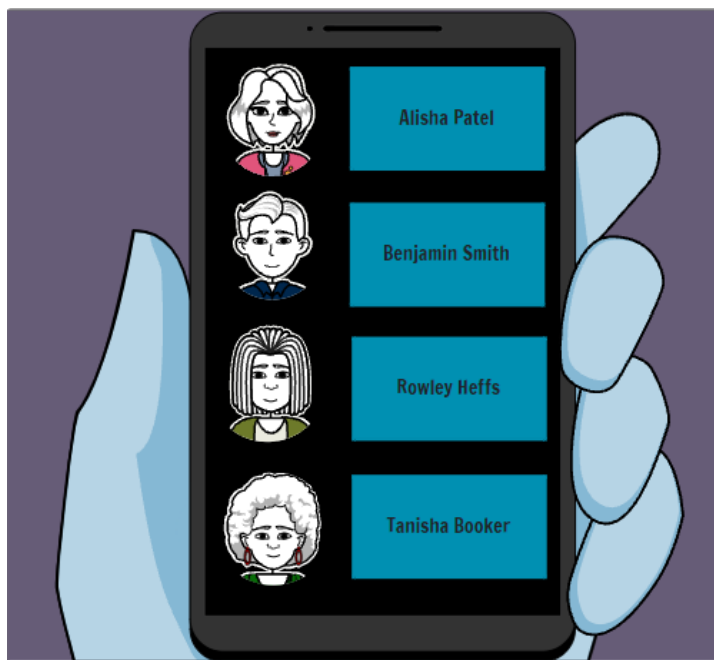
So, he resolves to try using an app to find study groups pertaining to his field of study- Economics. Frustrated with that and the lack of study groups being conducted on campus he downloads an app on his phone that evening that he thinks can help with his problem.



On the app, he creates a profile to log in and spends a few minutes figuring it out. The app allows him to add his purpose in his profile for an easier time finding people.



He puts his location on the app and after just about a few minutes, it gives him a notification that he had a few matches that are within 10 miles of his house.



On the app, he scrolled through the matches till he found someone he felt he would like after going through their profile and opened a chat where he could start a conversation with them.



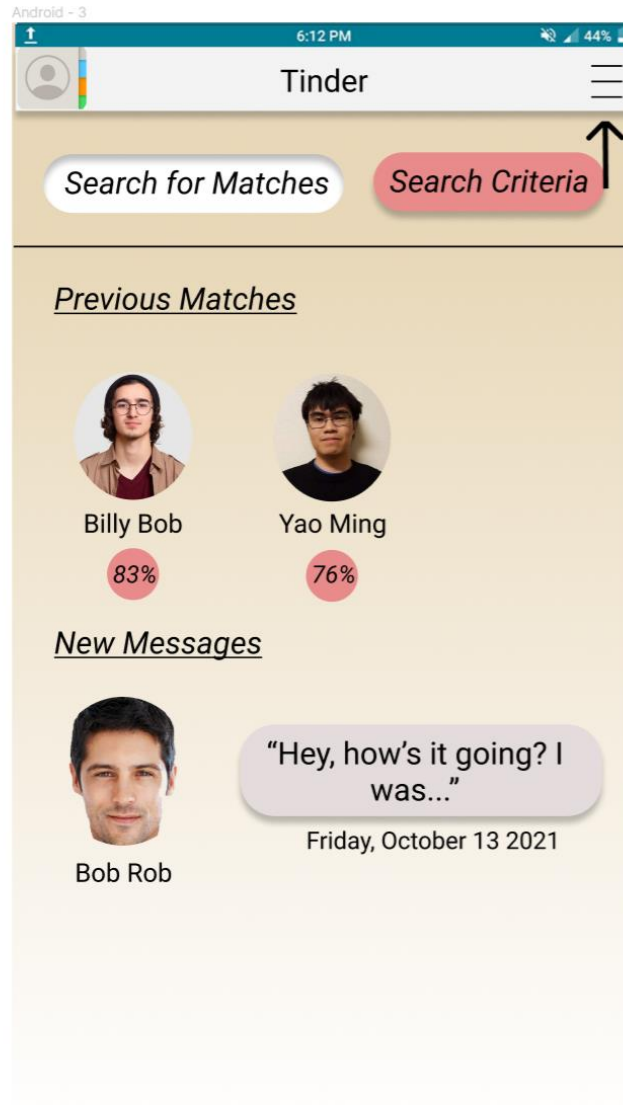
They immediately find out that they matched with each other because of their shared interest in group studies economics, and spend about half an hour getting familiar with each other before deciding a time and place to meet up the very next day at the local library that was within walking distance for them both.

Key Path Scenarios Introduction

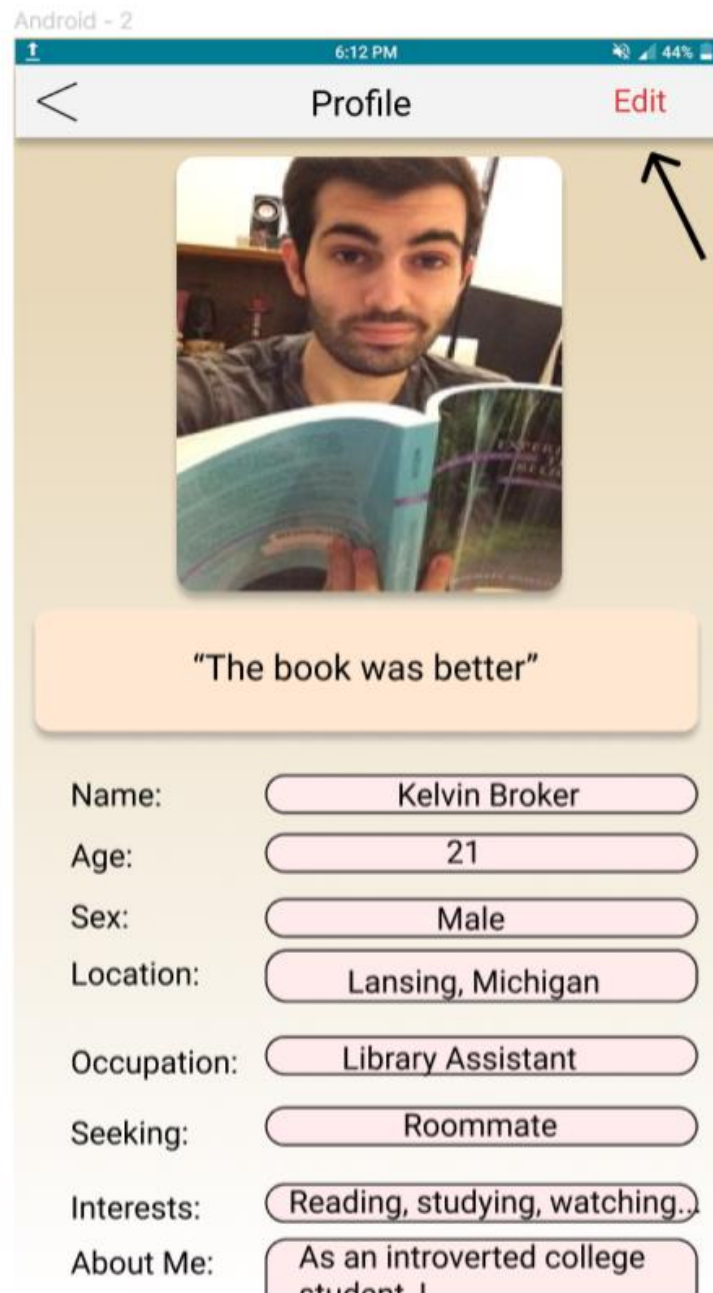
Key path scenarios are created after the context scenarios. The key path scenario is the specific steps the user will take using our product to achieve their goal. It consists of mockups of each screen the user will interact with in their experience. There are also descriptions for each mockup to give a better understanding as to what the user's rationale is behind each choice made on the app. We created the key path scenarios to show the design of the app and what specific functions the user will do in order to fulfill their desired outcome. In the key path scenarios we show mockups of what the finished product will look like.

Key Path Scenarios

Scenario 1: Kelvin Booker



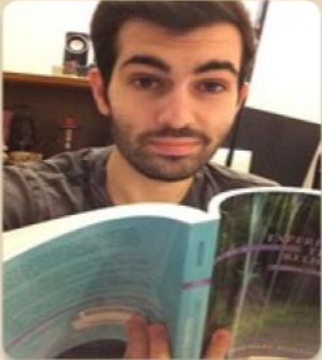
Kelvin opens the app and arrives at the home page where he can see his previous matches and unread messages. He presses the top right button to get to his profile.



He presses the "Edit" button to edit his profile.

6:12 PM 44%

< Profile Done



Quote: The book was better

Name: Kelvin Broker

Age: 21

Sex: Male

Location: Lansing, Michigan

Occupation: Library Assistant

Seeking:

Interests:

About Me: Write a short summary about yourself

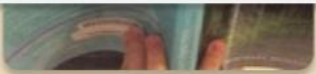


He selects the Seeking input box by pressing it.

Android - 3

6:12 PM 44%

< Profile Done



Quote: The book was better

Name: Kelvin Broker

Age: 21 ↓

Sex: Male

Location: Lansing, Michigan ↓

Occupation: Library Assistant

Seeking: Roommate ←

q w e r t y u i o p
a s d f g h j k l
z x c v b n m ! ?
7123 . 7123

He enters that he is seeking a roommate.

Profile

Done

Name: Kelvin Broker

Age: 21

Sex: Male

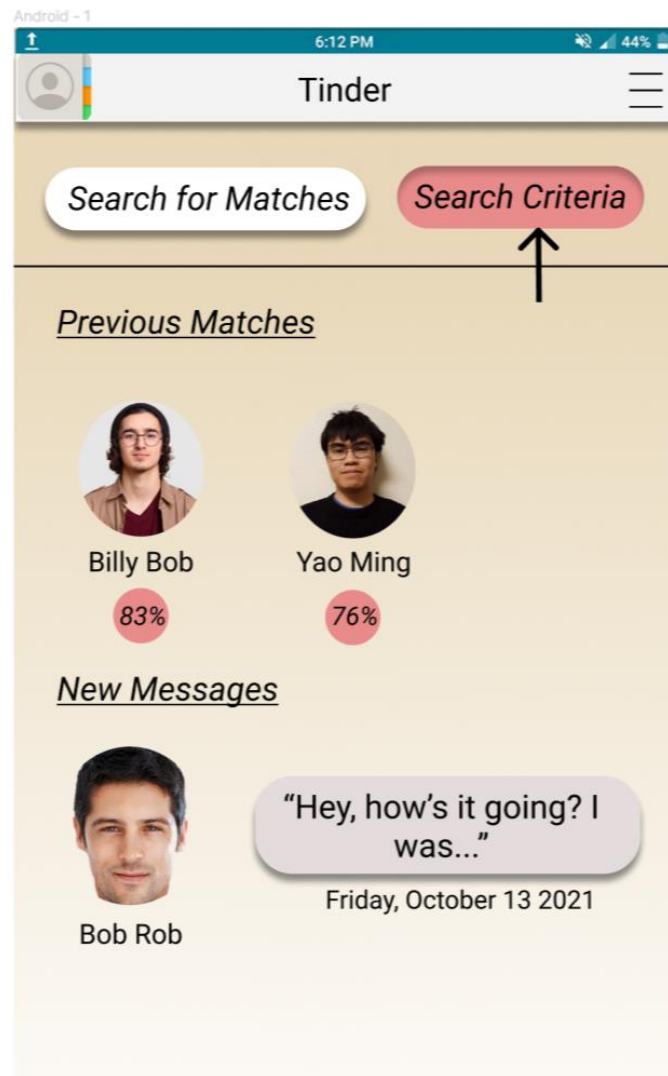
Location: Lansing, Michigan

Occupation: Library Assistant

Seeking: Roommate

Interests: Reading, Studying, Watching TV

He then selects “Interests” and enters a few of his interests, all of which get entered as their own individual objects which can be deleted individually by pressing on the “X” next to them. Kelvin then presses the “Done” button to go back to the main page.



From the main page, Kelvin presses the “Search Criteria” button to adjust the search criteria.

Android - 1

6:12 PM 44%

Search Criteria

Done

Toggle

Age Group:	18-22 ▼	<input checked="" type="checkbox"/>
Sex:	Male ▼	<input checked="" type="checkbox"/>
City	Lansing, MI ▼	<input checked="" type="checkbox"/>
Miles near City:	20 ▼	<input checked="" type="checkbox"/>
Seeking:	Roommate	<input type="checkbox"/>
Interests:	No Preference ▼	<input checked="" type="checkbox"/>
Min Match %:	75% ▼	<input checked="" type="checkbox"/>

Here he can see a range of search criteria which he can enable or disable for consideration in future searches by toggling the green button to the right (Green means the option is enabled and red means it is disabled). He enables the “Seeking” option so that the search engine compares his “Seeking” data with that of the other profiles on the service.

Android - 2

6:12 PM 44%

< Search Criteria Done

Toggle

Age Group: 18-22 ▼ ●

Sex: Male ▼ ●

City: Lansing, MI ▼ ●

Miles near City: 20 ▼ ●

Seeking: Roommate ●

Interests: Reading Studying Watching TV No Preference ▼ ●

Min Match %: ●

Kelvin presses on the arrow down icon in the “Interests” sections and sees that the list is populated from the interests he entered on his profile page. He can either choose one specific interest to prioritize above the rest or choose “No preference” which will consider all interests equally.

Android - 3

6:12 PM 44%

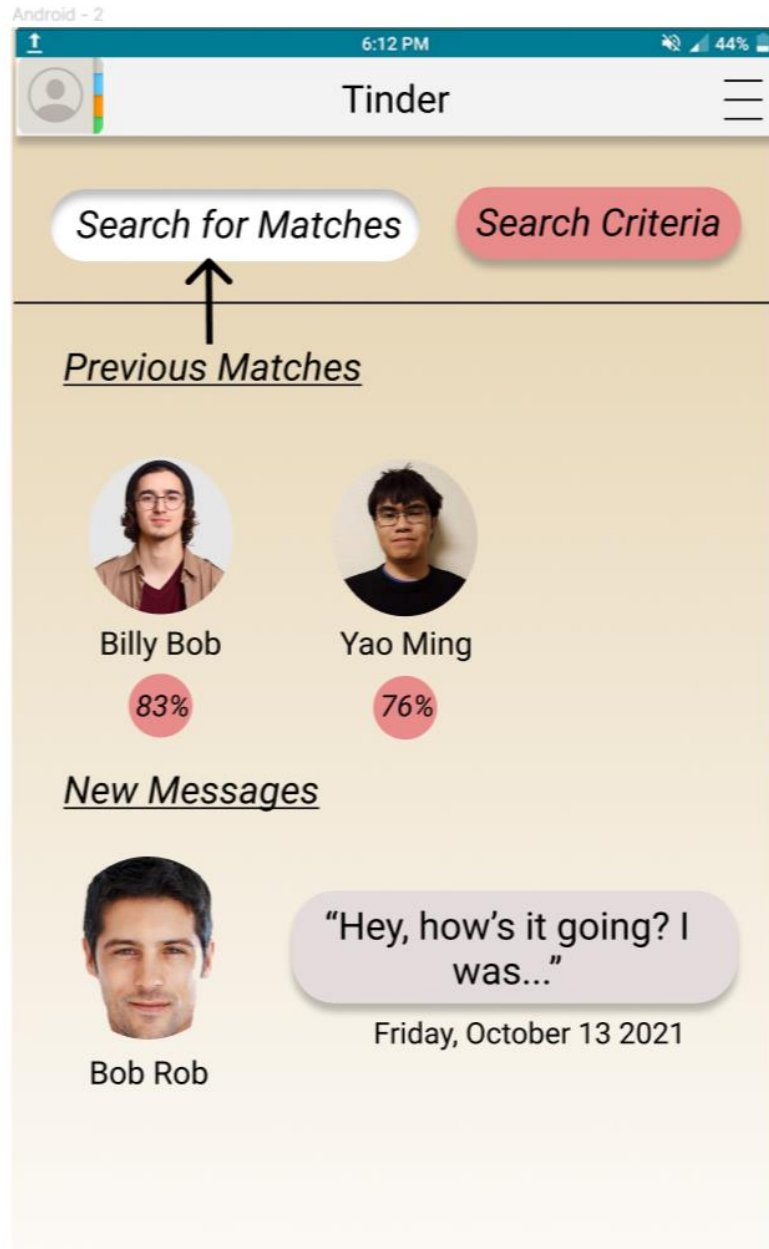
Search Criteria

Done





Toggle

Age Group:	18-22	▼	●
Sex:	Male	▼	●
City:	Lansing, MI	▼	●
Miles near City:	20	▼	●
Seeking:	Roommate		●
Interests:	Reading	▼	●
Min Match %:	75%	▼	●

Kelvin selects “Reading” and presses “Done” to return to the main page.



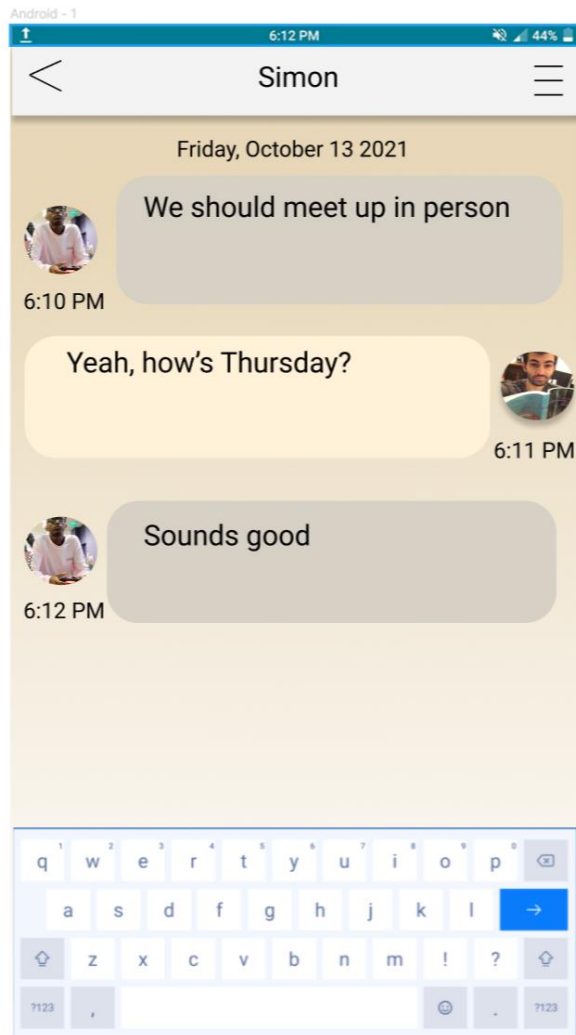
At the main page, Kelvin selects the “Search” button to get new search results.

Matches		
4 Matches Found		Page 1 of 1
Photo	Information	Match %
	Simon Fields Male, 21 Michigan State University	95%
	Billy Bob Male, 22 Lansing, Michigan	83%
	Bob Rob Male, 22 Lansing, Michigan	77%
	Yao Ming Male, 20 Lansing, Michigan	76%

The app lists all the number of profile matches and presents them as a list, displaying the names, pictures, ages, sex, and locations of the profiles along with a “Match percentage”. Kelvin clicks on the profile with the highest match score indicating high compatibility.

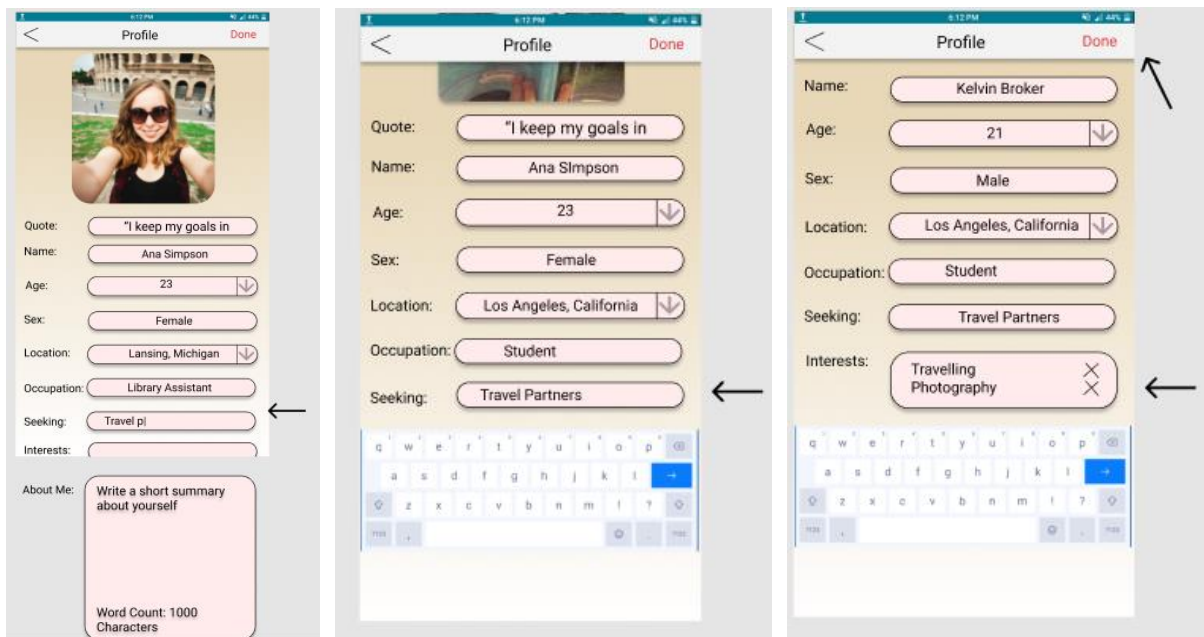


At the user Simon's profile page, Kelvin can read about Simon's details. Kelvin then messages Simon.

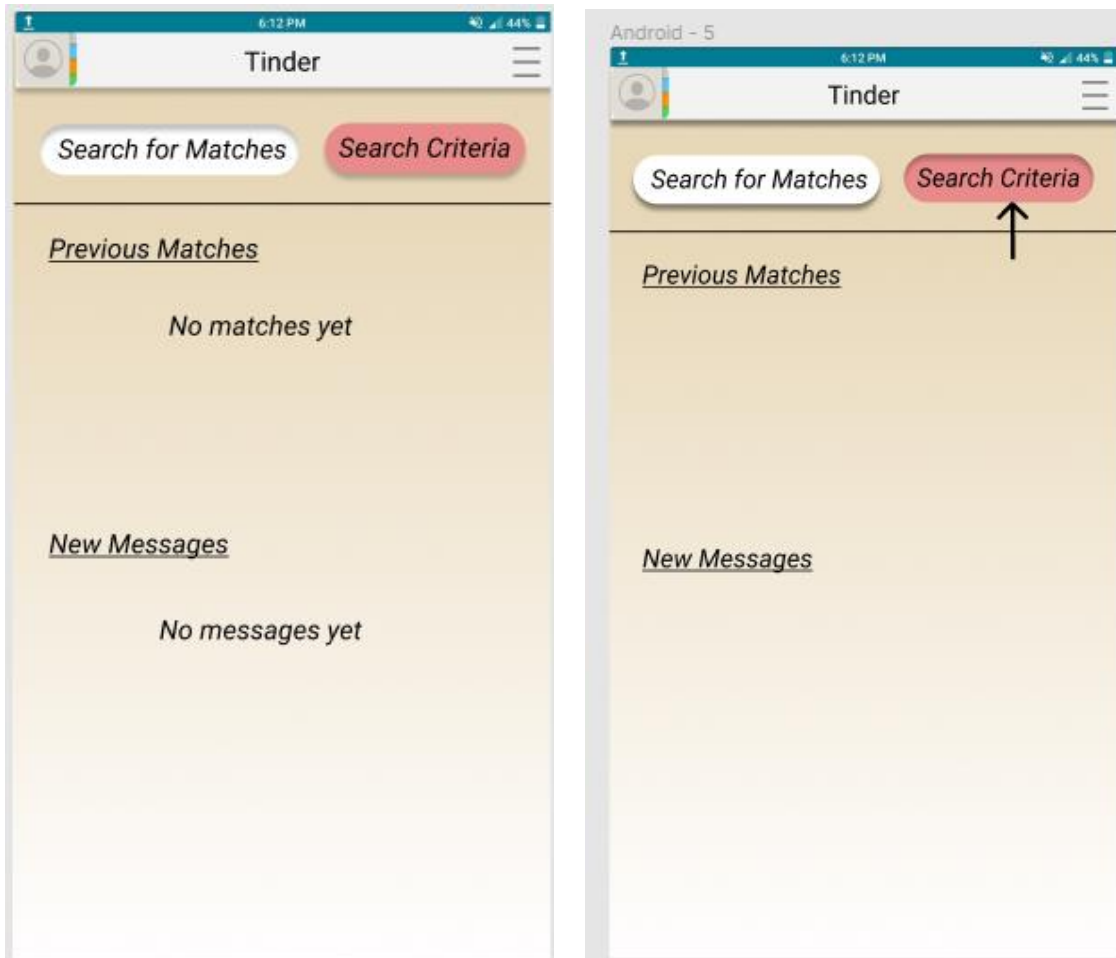


After chatting a bit and getting to know each other, Kelvin and Simon end the conversation by deciding to set up a meeting in person where they can discuss things in more detail.

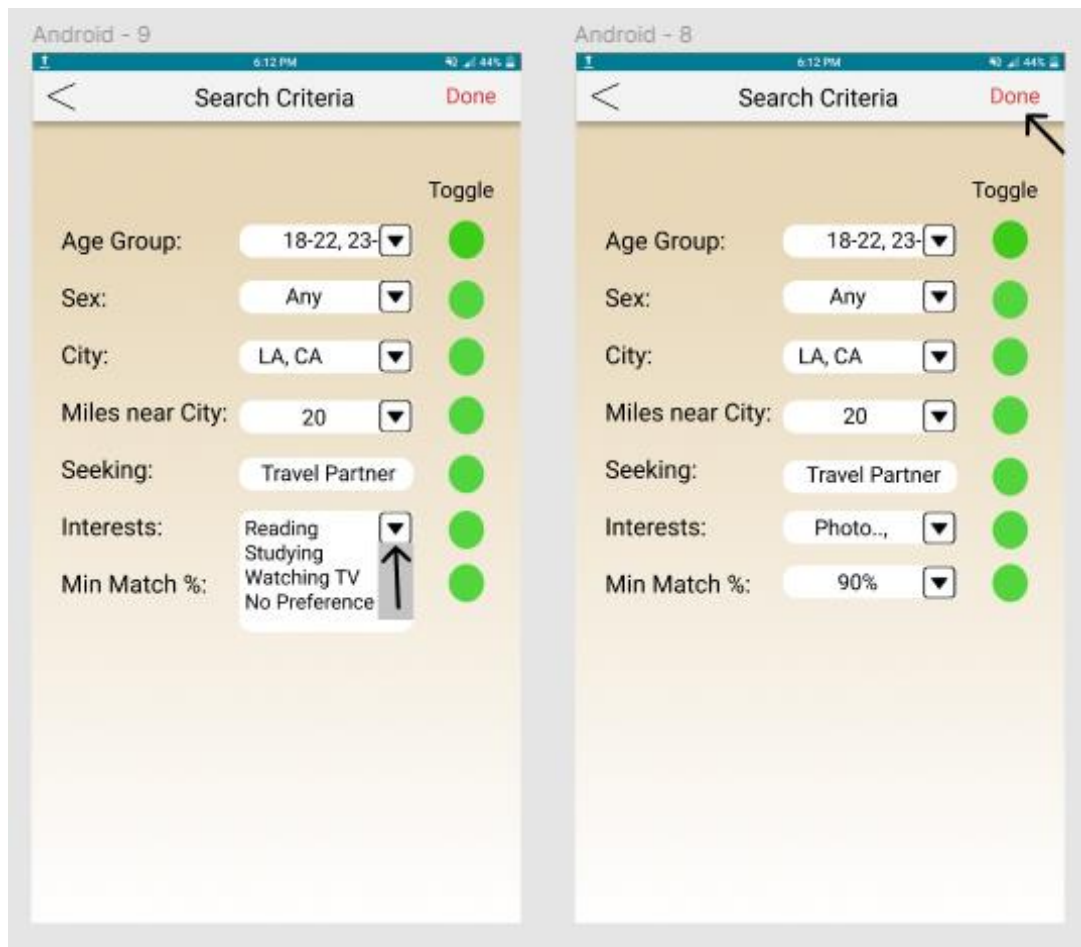
Scenario 2: Ana Simpson



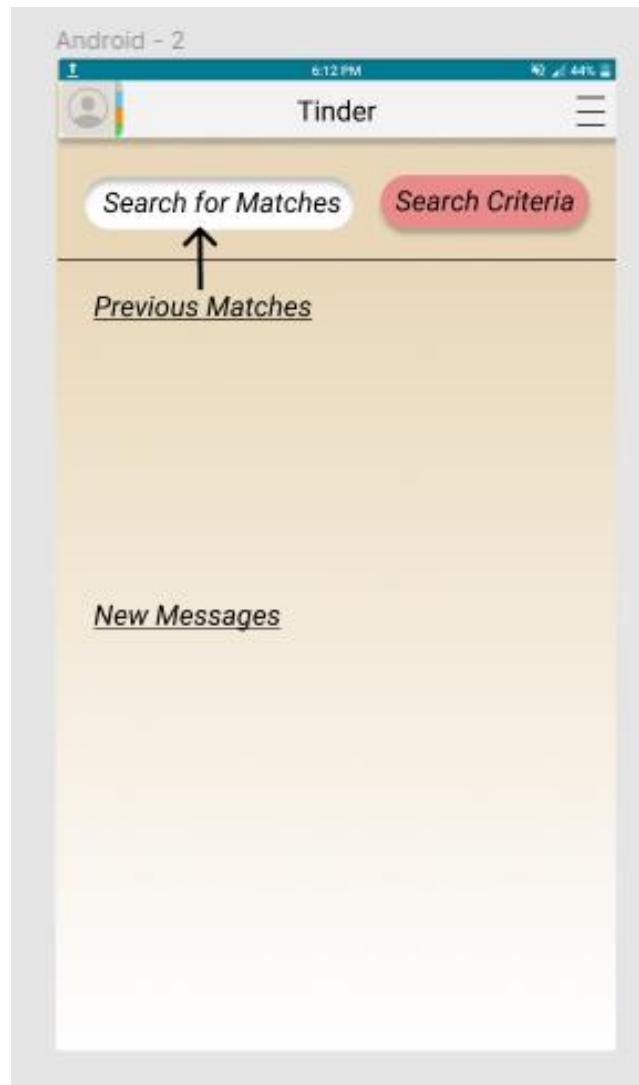
Anna opens the application and sees the profile page. As a new user, she has to create a new profile page before gaining access to the site's features. Some fields are optional, such as profession and age, while others are compulsory like the name, date of birth, biography and purpose(s). Ana first submits a photo of herself, then completes the required fields, such as her name, her purpose(s) for being on the app by selecting it from a drop down checklist, her date of birth using a calendar, her biological sex, and adds a bio about herself in the space provided and adds her location as California by clicking the location drop down, selecting "my location" and allowing the application to detect her location using GPS location, before clicking "Get Started" to save her profile and continue into the application.



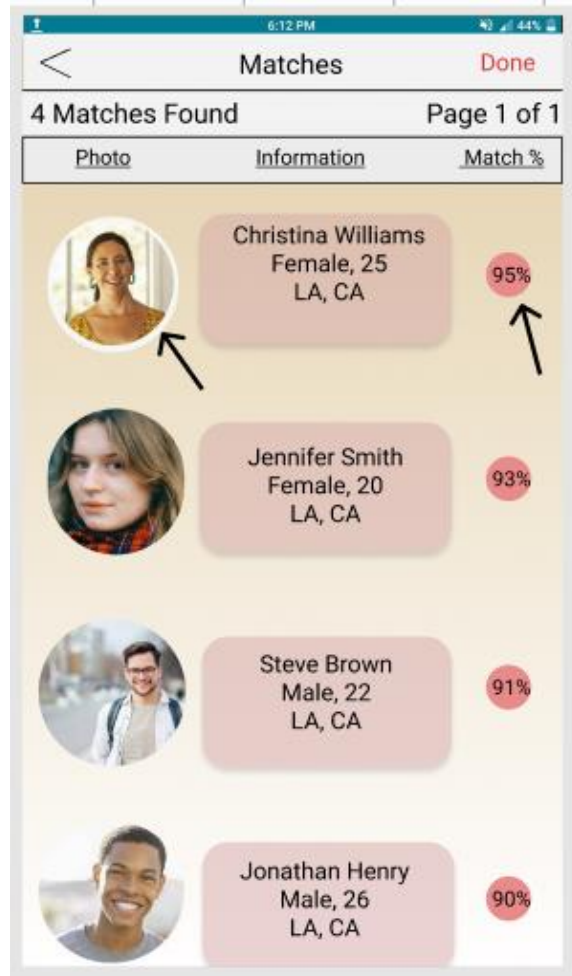
After clicking “Get Started”, she is automatically taken to the “home” screen where she can see the region where her matches will appear at the top and where her messages will be previewed at the bottom. She clicks the “Search Criteria” button at the top to start her search for people. It takes her to a new screen where she sets her criteria to find people whose search criteria matches her search criteria.



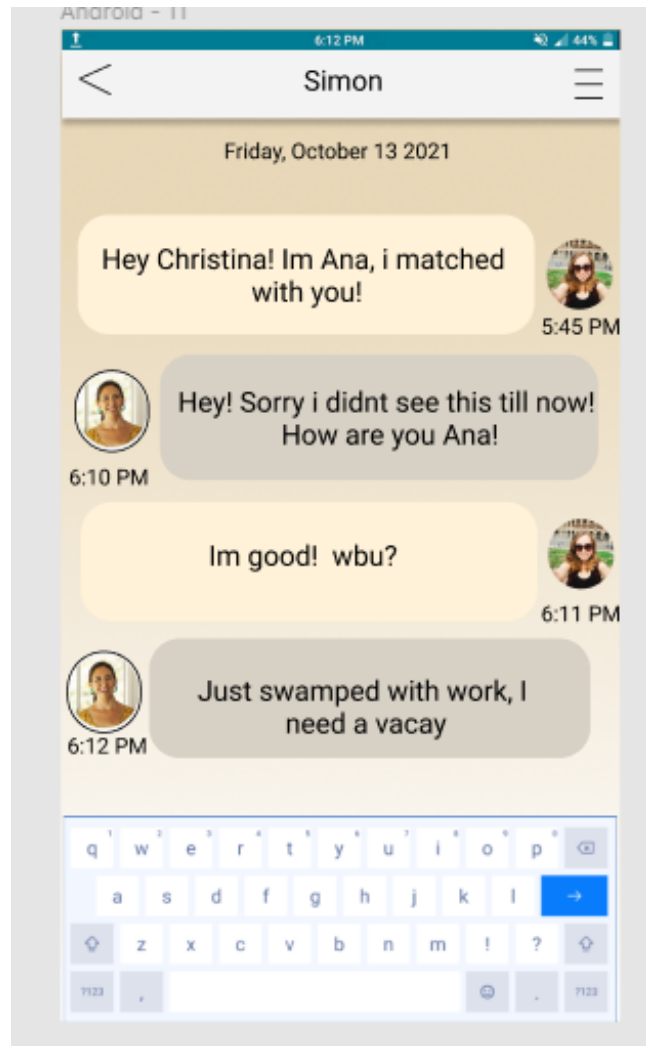
She selects multiple age groups from a drop down lists of ranges, preferred sex of her travel partners, how far from her does she want the people who match with her to live, her interests and the minimum match percentage. Once she is done, she clicks “Done” at the top right corner to save her settings and is diverted back to the main page.



She then clicks the “search matches” button to prompt search according to her set criteria.



Just a few minutes after clicking the search button, she receives a notification on her phone telling her she has 4 matches. She clicks it and is immediately navigated to the Matches screen where she can see all her current and previous matches. She goes over them and decides to message Christina first as she has the highest match percentage, meaning 95% of their choices and interests match with each other.




She clicks the Profile image and the app takes her to Christina's profile page. The app forms a chat for them both and adds them in it where they start chatting together and familiarizing themselves with each other

Scenario 3: Nick Robinson

6:12 PM

44%

Edit



"A penny saved is a penny earned"

Nick Robinson

24

Male

Austin, Texas

Undergraduate Student

Study Partner


Business, Going out at night

As a financially struggling college student, I...

Nick enters the app where he creates a profile.

6:12 PM 44%

< Profile Done



Quote: A penny saved is a penny earned

Name: Nick Robinson

Age: 24 ↓

Sex: Male

Location: Austin, Texas ↓

Occupation: Undergraduate Student


Seeking: ←

Interests:

In his profile he adds the purpose for creating his profile under the seeking section.

6:12 PM 44%

< Profile Done



Quote: A penny saved is a penny earned

Name: Nick Robinson


Age: 24 ↓

Sex: Male

Location: Austin, Texas ↓

Occupation: Undergraduate Student

Seeking: Study Partner ←



Nick needs a study partner so he adds that in the seeking section.

6:12 PM 44%

Profile

Name: Nick Robinson

Age: 24

Sex: Male

Location: Austin Texas

Occupation: Undergraduate Student

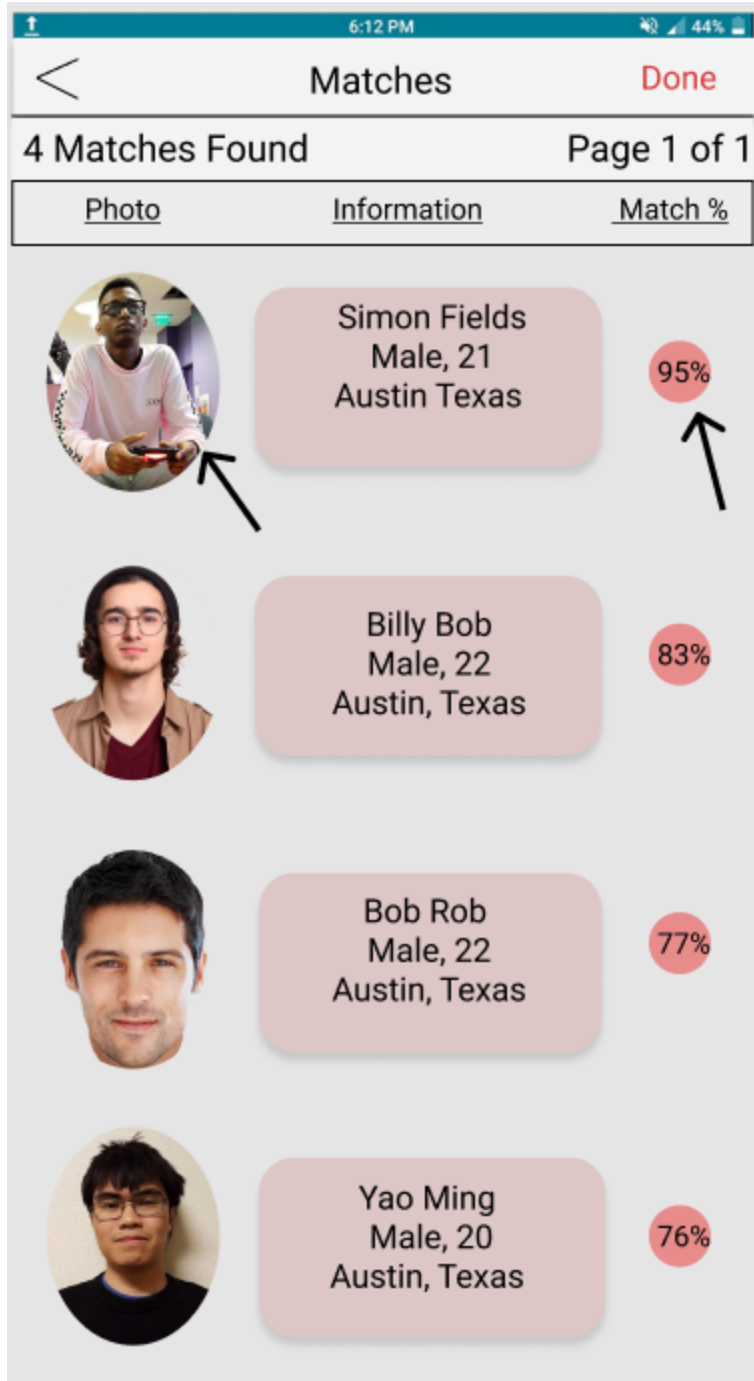
Seeking: Study Partner

Interests:

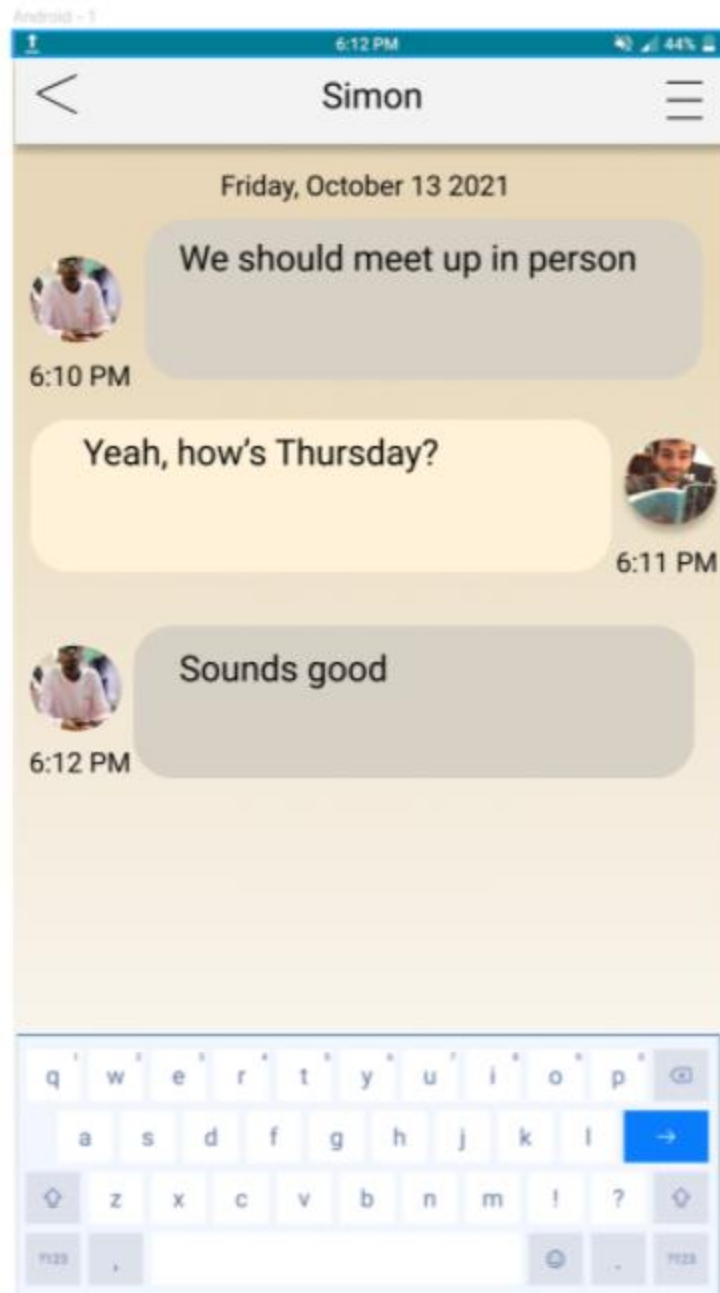
- Going Out
- Studying
- Business

q w e r t y u i o p
a s d f g h j k l
z x c v b n m ! ?
123 , . 123

He also adds his interests in order to get a better match when he searches for one.



Here Nick sees all his matches with a percentage next to each one showing the most compatibility.



After clicking on a profile it opens up a chat where he can chat with the other person.