

CIS2170 User Interface Design

Lab 3 - Personas

In Today's Lab:

- Persona Part I
- Persona Part II
- What To Submit

This lab will be graded.

Persona Part 1

Complete this section on your own. You'll work with your team a little later.

Consider the following context.

- A brand-new start-up is launching a meal kit subscription service that caters to various dietary preferences (vegetarian, vegan, keto, gluten-free, etc.).
- The service aims to simplify home cooking by delivering fresh ingredients and easy-to-follow recipes weekly.
- Customers can manage their subscriptions via a mobile app (selecting meal types, skipping weeks, tracking deliveries, etc.).
- The brand also offers nutritional guidance and special meal plans for people with specific fitness or health goals.

First, create a Google or Word document, identify the Primary, Secondary, and Negative Users of the app.

*Note: at this stage you are **NOT** being asked to develop personas here, just provide a general description of the users you think the web or mobile app would or wouldn't be used by (young/old, professional, technical, etc.)*

Persona Part 2

Get together with your team.

If team members are missing, work with whoever on your team is present. If no one from your team is present, work with another team (and document this in your Word or Google document).

Put together all the users identified by you and your teammates. Then, each team member must choose one persona to develop: either a primary, secondary, or negative persona.

- If you have a team of 4, two people will select the primary persona, 1 will select the secondary persona, and 1 will select the negative persona.
- If you have a team of 3, 1 person will select the primary persona, 1 will select the secondary persona, and 1 will select the negative persona.
- If you have a team of 2 (because someone dropped the course), 1 person will select the primary persona, and 1 will select the negative persona.
- If you have a team of 5 (because someone joined the lab), 2 people will select the primary persona, 1 will select the secondary persona, and 2 will select the negative persona.

Identify the persona that you are going to work on for the lab in your Google or Word document.

For each of the things you might want to know about your user (demographics, goals, current solutions/pain points, usage context, device preferences, key features, legal issues, design preferences, feedback/update), identify and document the main approach you would use to collect that information (previous work, observation, experiment, formal data collection, other means).

Provide specific examples of materials you would use. For example:

- If you would use previous work (specifically scientific literature), identify the paper(s) you might use to inform your persona.
- If you would use observation, identify who you would observe, what information you would want to record, and how this would inform your persona.
- If you would use an experiment, describe what the experiment would be and how the data would inform your persona.

- If you would use formal data collection, identify existing data sets (or data sets you'd want), where they came from (surveys, census, interviews, passive tracking), and how this would be used to inform your persona.
- If you would use other means, describe what those would be and how the information would inform your persona.

Note: this lab isn't about creating the persona, it's about identifying how you would create the persona.

Finally, get back to your team, present your work, gather feedback and comments from your teammates, and document their input.

What to Submit

Each person on the team must submit their own work to CourseLink for grading.

MUST (65%)	SHOULD (+15%)	COULD (++)
Submit your work as a PDF.		Ensure that spelling & grammar are correct.
identify the Primary, Secondary, and Negative Users of the app. [20]		Thoroughly documented comments and feedback from teammates.
Put together all the users identified by you and your teammates. [15]		Insightful and constructive team comments/feedback.
Identify the persona that you have selected. Create and populate a table that includes a column that describes what you might want to know about your user, a column that describes the main approach you would use to collect that information, and another column with specific examples of materials you would use. [30]	Describe how each of the specific examples would be used to inform the development of the persona. [15]	

Submit your work as a single file to CourseLink (Lab 3 - Persona). This must be submitted by the end of the lab.