IST 331: Human Centered Design

Northland Bowling and Joint Ventures User Research

Tristan Epler, Mark Ranieli, Brenden Kokiko, Mark Walsh

2/22/2023

**Introduction:**

Our user groups for the Northland Bowling area include college students, local families, high schoolers, local adults, and visitors to the area. The distinction between local families and local adults is that we expect local adults to be coming without their children, and local families to be adults coming with their children. The following text includes our profile, persona, and scenario for each group.

**College Students:**

College students are people aged roughly 18-22 who came to Penn State for education. They expect to be able to go bowling and maybe have a drink at the bar if they are over 21. They are digital natives and are expecting technology to work for them.

Dave is a college student at Penn State. He goes to his classes most days, lives in an apartment off-campus, takes the bus to classes but has a car at his apartment for going grocery shopping and miscellaneous errands. He enjoys drinking with his friends and going out on Fridays and Saturdays. He has a mac laptop he uses for class work and an apple iPhone for personal use. His friends live on and off campus and some have access to cars.

Dave and his friends are looking to go bowling. They haven’t been since they were in grade school and think it would be a fun activity to do together. Dave looks at Apple Maps and sees that Northland Bowling is close and has good ratings. He searches for northland bowling on google and accesses the website to get more information about it. He wants to know when the bowling alley is open, if you need reservations, and how much money it will cost for him and his friends to bowl. He also might be interested in getting food at the bowling alley or playing some pool or arcade games. He doesn’t know if Northland Bowling offers food, pool tables, or arcade games.

**Local Families:**

Families usually involve groups of parents and children who are looking to do something fun to do in the area. Parents may expect good services for their children, and they may also expect to use bowling as a place for their children's birthday or as just a place to have fun with their kids. The kids are expecting the bowling alley to just be a place of fun where they can enjoy themselves. The adults could either be considered digital natives or digital immigrants.

Bob, Mary and Josie are a family of 3 who live in the area around Penn State. Bob and Mary are both employed parents who both work as professors at Penn State teaching material science and anatomy respectively. They both commute to work every day and have both lived in State College since they were kids, so they know the area. Josie is an 8-year-old elementary school student going to school at the local elementary school. In her free time Josie is trying to learn the violin and she makes TikTok's with her friends. Bob and Mary both are on their computers all the time scheduling stuff through canvas and sending emails to make sure they are on top of their game. Josie is on her I-pad a lot but all she does is play video games on it and watch Tik-Tok's.

Bob and Mary are both trying to find fun and new things to do in the area for their daughter's birthday which is on March 14th. As they are looking around, they stumble across the Northland Bowling’s website. They had been especially interested in bowling because Josie a few days before said that her friends went to a place like that similar in the area, and ever since then she's developed an interest in bowling. They needed to go on the website to look for a place for scheduling reservation, a phone number and the type of food they could bring.

**High Schoolers:**

High school students looking to enjoy a fun night of bowling or looking to grab food are typically aged anywhere from 15-18 years old. Some of their expectations would be a fun simple night of bowling where they can order food. This user group would be considered a digital native and would expect the ease of use to be simple.

Zach is a high school student who attends State College High and has just turned 17 years old. Zach has also just passed driver's license test and he wants to celebrate with his friends. He likes to hang out with his friends and family whenever he can. Zach also plays high school football and basketball. Aside from sports, he is interested in computer programming and has begun to start teaching himself SQL and python. Zach hopes he will be accepted to Penn State University’s computer science program as he has been a lifelong fan. Zach has access to his older brothers 2010 Honda Civic to use for school and practice. He also uses an apple iPhone and Microsoft surface laptop he uses for school and his personal life.

Zach has just passed his driver’s license test and is looking to celebrate with his friends. After much deliberation in the friends’ group chat, they all decide that they want to grab a bite to eat and go bowling. Zach does a quick google search and discovers that Northland Bowling is a bowling arena and a restaurant. He clicks on the website to gain more information like hours of operation, pricing, the ability to make reservations and the menu for the restaurant. They also might be interested in other things the bowling arena may offer like an arcade and pool tables.

**Local Adults:**

Local adults enjoy nights out with their significant others and may want to go bowling and spend the night. Bowling may be a perfect way for local adults to expect to go out on a nice first date, meet new friends, or hang out. They might also be members of the bowling league.

Candice and Jeremy are planning their first date, they are locals and spend most of their time working their full-time jobs. Jeremy is a sales assistant and Candice is a bank teller. Both met over a dating app called Tinder and are looking forward to meeting each other. They both like to drink alcohol and they both smoke Marlboro Reds.

Candice and Jeremy are planning their first date. They begin texting back and forth to figure out some options of what to do for their date. Jeremy suggests that bowling would be a fun activity to do to break the ice to get to know Candice. Candice agrees and both visit the website to check for prices and reservations and food options.

**Visitors:**

People visiting the area include Penn State football fans and parents visiting their children in college. They expect to be able to stay at the hotel, get a drink at the bar, and go bowling. They also expect to be able to schedule their hotel stay. They are digital immigrants, who may not be good at using complex technology.

Chad and Susan are parents of two Penn State students who live off-campus. They travel to campus from their home in Allentown about every 4 months to visit their children. They like to stay relatively close to their children’s apartments, which are located north of campus. They bring their apple cell phones with them when they travel, but not their laptops.

Chad and Susan look on Google Maps for hotels near their children’s apartments north of campus. They are looking for a budget option and see the northland motel is inexpensive and north of campus. They click on the link in Google Maps to take them to Northland Motel’s website with the intention of reserving a room for Friday and Saturday night. They are open to the idea of calling to place their reservation, but it would be easier for them to use a well-designed online form to reserve.