



BSc (Hons) in Information Technology

Media – Year 3, Semester 2

Lab sheet 03

SE3050 – User Experience Engineering

Semester 2, 2024

Lab Practical 03 – Identify User Groups

IT21315282 : Anjali Fernando - The School Principal

Anjali Fernando



AGE	40
EDUCATION	Bachelor of Education (Honours)
STATUS	Married
OCCUPATION	School Principal
LOCATION	Sri Lanka
TECH LITERATE	Medium

“ I want to make sure every child in our school has the resources they need to succeed, and that starts with proper nutrition. The easier it is to get these donations approved, the better I can serve my students

Personality

Empathetic Reader
Spender Organized

Bio

She currently lives in Sri Lanka. She finished her Bachelor of Education and has just been promoted to School Principal. She is currently Married .

Goals

- Ensure that all students, especially those from low-income families, receive the nutrition they need to succeed academically.
- Maintain transparency and accountability in the donation process to build trust with parents and the community
- Request Food Donation & Customize nutrition plan.

Challenges

- Added information privacy.
- Dealing with the complexity of ensuring that all eligible students are included in the food donation program
- Get Approval For Donation Request.
- Limited time due to managing various administrative tasks and responsibilities at the school.

Brands



Payment medium



Digital Payment

Platform



Mobile App

1. Persona Overview

- **Name:** Anjali Fernando
- **Age:** 40
- **Gender:** Female
- **Location:** Sri Lanka
- **Occupation:** School Principal
- **Education:** Bachelor of Education (Honours)
- **Income Level:** Middle-income
- **Marital Status:** Married

2. Background:

Anjali Fernando is a dedicated school principal in Sri Lanka, committed to ensuring that her students, especially those from low-income families, have the nutrition and resources they need to thrive academically. Recently promoted to principal, Anjali is well-educated and brings an empathetic, organized, and results-driven approach to her leadership role. Despite her moderate technical skills, she is learning how to manage school programs through digital platforms and is particularly focused on facilitating food donation initiatives at her school.

3. Demographics:

- **Age Group:** 40-50
- **Education Level:** Bachelor of Education (Honours)
- **Professional Status:** School Principal
- **Family Status:** Married, no specific information on children

4. Psychographics:

- **Interests:** Educational development, student welfare, community engagement
- **Values:** Empathy, transparency, accountability, student success
- **Personality Traits:** Organized, empathetic, reader, focused on student welfare
- **Motivations:** Ensure every child in the school has the resources they need to succeed, especially regarding proper nutrition
- **Frustrations:** Dealing with bureaucracy and approval processes for food donation requests, ensuring all students in need are included in the program, balancing her time between administrative tasks and student needs

5. Goals and Needs:

- **Goals:**

Ensure that all students, especially from low-income families, receive proper nutrition to support their academic performance.

Maintain transparency and accountability in the food donation process to build trust with parents and the broader community.

Simplify the approval process for food donations to avoid unnecessary delays.

- **Needs:**

A user-friendly platform to request, manage, and track food donations for her school.

Access to a customizable nutrition plan for students to ensure the meals meet their dietary needs.

Solutions to handle privacy concerns, particularly regarding sensitive student information when handling donations.

6. Pain Points:

- Difficulty managing privacy concerns when collecting and distributing food donations.
- Complex bureaucratic processes for ensuring eligible students are included in the food donation program.
- Limited time due to other administrative responsibilities, which makes it hard to focus on the donation approval process.

7. Technology Use:

- **Devices:** Huawei smartphone, other basic digital tools
- **Tech Savviness:** Medium - comfortable with basic app functionalities, still learning to optimize mobile platforms for professional use
- **Preferred Platforms:** Mobile app (for managing donations), digital payments

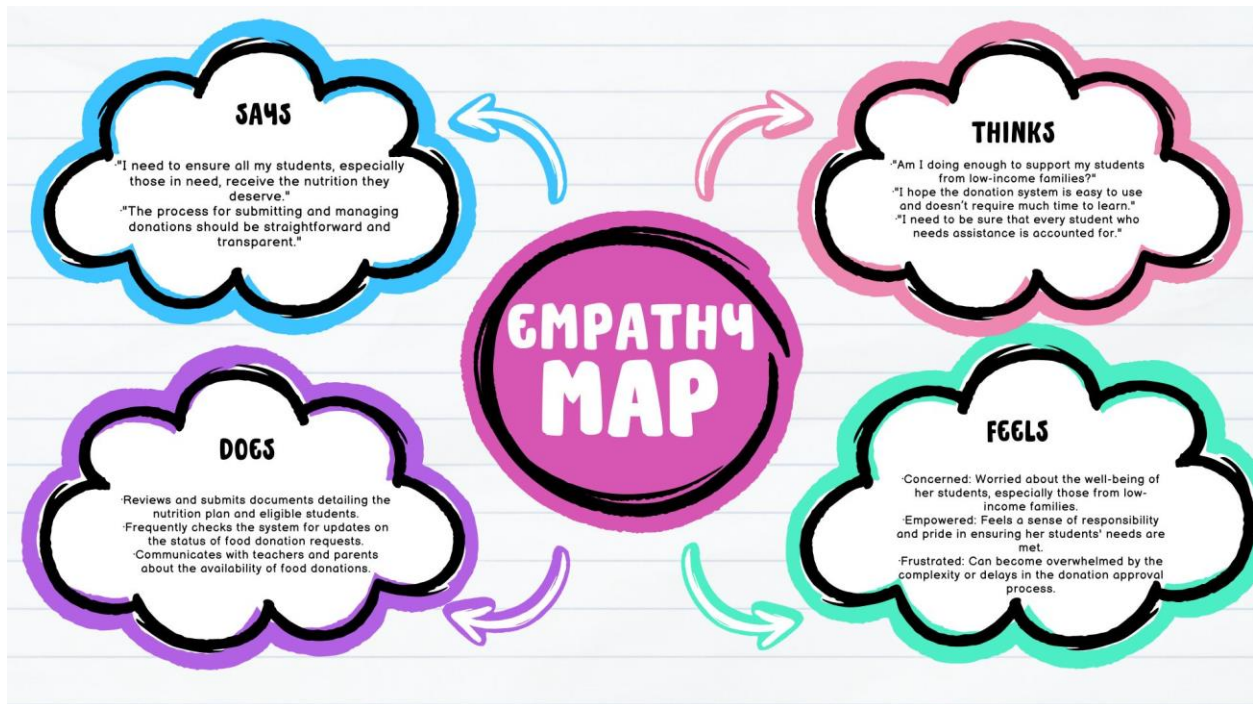
8. Scenario/Situation:

Scenario 1: Anjali uses a mobile app to submit a food donation request for her school.

Despite her moderate tech skills, she easily navigates the platform to select specific nutritional needs for her students. She receives approval swiftly, ensuring that students get the nutritious meals they need without delays.

Empathy Maps

IT21315282 : Anjali Fernando - The School Principal



1. What Anjali Says:

- "I need to ensure all my students, especially those in need, receive the nutrition they deserve."
- "The process for submitting and managing donations should be straightforward and transparent."
- "I want quick updates on the status of the donations so I can keep parents informed."
- "I have to balance this with all my other responsibilities, so the system needs to be efficient."

2. What Anjali Thinks:

- "Am I doing enough to support my students from low-income families?"
- "I hope the donation system is easy to use and doesn't require much time to learn."
- "I need to be sure that every student who needs assistance is accounted for."

- "Will the submissions be reviewed quickly, or will there be delays?"

3. What Anjali Does:

- Reviews and submits documents detailing the nutrition plan and eligible students.
- Frequently checks the system for updates on the status of food donation requests.
- Communicates with teachers and parents about the availability of food donations.
- Balances multiple tasks, including administrative duties, meetings, and student welfare activities.

4. What Anjali Feels:

- **Concerned:** Worried about the well-being of her students, especially those from low-income families.
- **Empowered:** Feels a sense of responsibility and pride in ensuring her students' needs are met.
- **Frustrated:** Can become overwhelmed by the complexity or delays in the donation approval process.
- **Relieved:** When the donation process runs smoothly and students receive the necessary support.

5. Pain Points:

- **Time Constraints:** Balancing the demands of managing a school with the additional task of submitting and tracking food donations.
- **Complexity:** Struggles with systems that are not user-friendly or require extensive training, leading to frustration and delays.
- **Uncertainty:** Worry about whether the donations will be approved in a timely manner, which can impact her ability to plan and communicate effectively.
- **Accountability:** Concerned about ensuring that every eligible student is included in the donation program without errors.

6. Gains:

Efficiency: A streamlined, easy-to-use system that reduces the time and effort needed to manage food donation submissions.

Transparency: A clear and transparent process where she can easily monitor the status of submissions and receive timely updates.

Reliability: Confidence in the system's ability to process requests quickly and accurately, ensuring students receive the support they need.

Support: A sense of accomplishment and relief knowing that her efforts directly contribute to the well-being of her students.

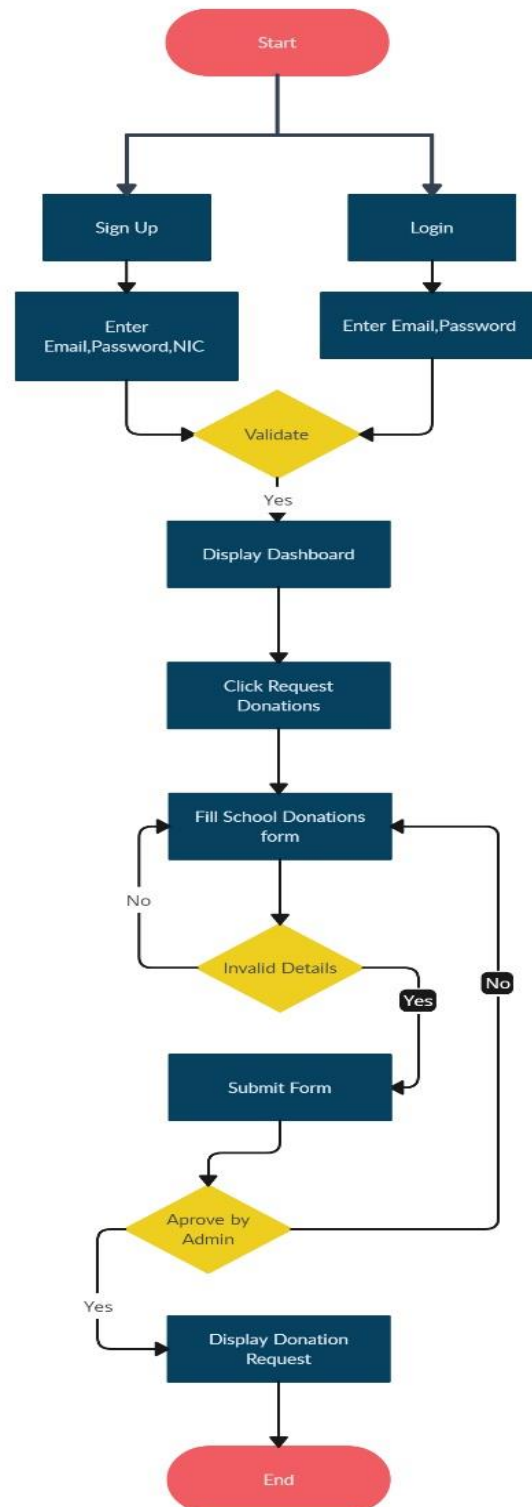
User Stories

IT21315282 : Anjali Fernando - The School Principal

As a school principal, I want to submit nutrition plans and lists of low-income students so that they can receive the necessary food donations.

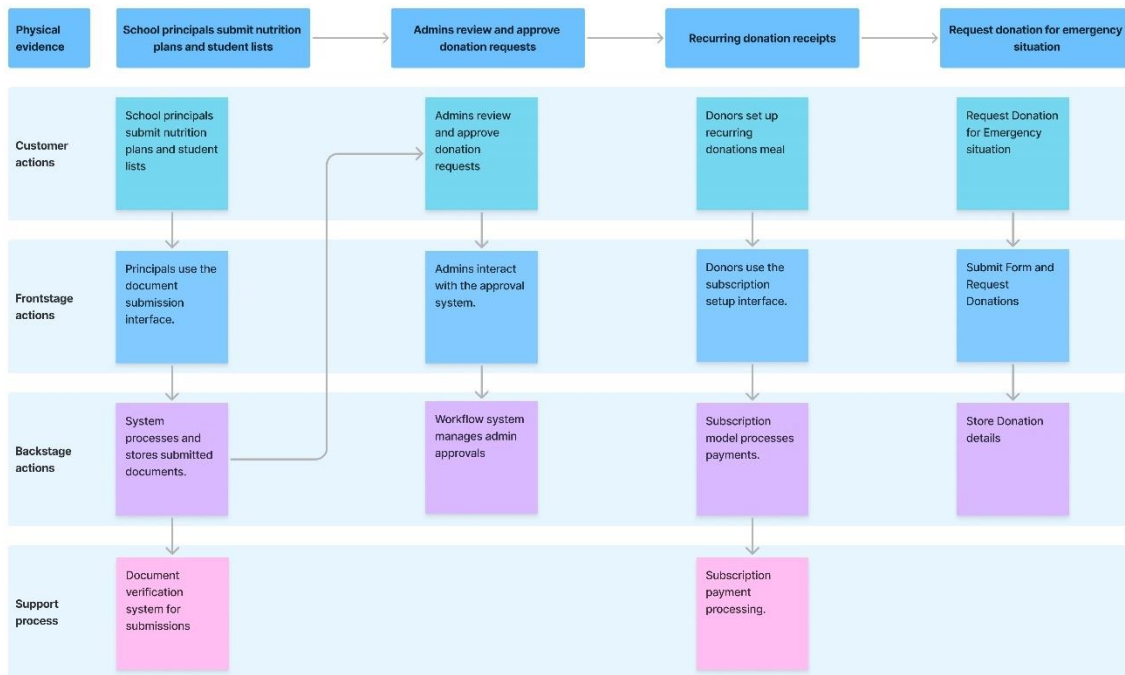
User flows

IT21315282 : The School Principal



Service Blueprint(s)

IT21315282



Lab Practical 04 – Plan and Conduct User Research

Introduction

This user research plan aims to evaluate the usability and user experience of the **HungerBuster mobile application**, which connects food donors with individuals and organizations in need, such as schools, low-income families, and community groups in Sri Lanka.

Our key participant for this study is **Anjali Fernando**, a school principal representing the educational sector. The primary goal of this research is to uncover **insights into the needs, pain points**, and motivations of Anjali, to refine the design of the app, enhance its usability, and ensure it meets the specific needs of schools requesting donations for students from low-income families. The research findings will guide future development and ensure a **user-friendly** experience tailored to key personas like Anjali.

Test Objectives

The objectives of this research are:

1. **Understand User Needs and Pain Points:** Identify Anjali's motivations for requesting donations for her school and the challenges she faces when interacting with food donation systems.
2. **Evaluate Usability and Accessibility:** Assess the usability of the app's interface, focusing on Anjali's technical capabilities and specific needs in managing donation requests for her students.
3. **Gather Feedback on Key Features:** Obtain Anjali's feedback on features like browsing donations, making requests, and managing her school's profile within the app.
4. **Identify Opportunities for Improvement:** Uncover areas where the app's design, functionality, and user interface could be enhanced to make it more convenient for educational professionals to request food donations..

Methodology

A mixed-method research approach will be used, incorporating both qualitative and quantitative data collection. The research will consist of:

1. **Interviews:** One-on-one semi-structured interviews will be conducted to gather in-depth insights into user experiences, pain points, and suggestions for improvement.
2. **Video Recordings:** Participants will be recorded while interacting with the app, capturing their behavior and challenges encountered in real time.
3. **Questionnaires:** A structured questionnaire will be distributed to gather quantitative data on user satisfaction, usability, and overall experience with the app.

Participant Profile:

- **Name:** Anjali Fernando
- **Age:** 40
- **Occupation:** School Principal
- **Tech Savviness:** Medium
- **Motivation:** Requests food donations for her school's low-income students, ensuring they receive nutritious meals to aid their academic success.

Location

The user research session with Anjali will be conducted remotely via video conferencing, ensuring convenience and ease of access.

be conducted remotely via video calls to ensure participant convenience and accessibility.

Interviewing

Interview Process

The **remote interview with Anjali** will last approximately **4 minutes** and focus on understanding her specific needs and expectations from the **HungerBuster app** as a **school principal**. The discussion will explore:

- **Her expectations** for a food donation platform in an educational setting, particularly in terms of managing food donations for students from low-income families.
- **Privacy of student information**, ensuring that the app protects sensitive data while facilitating requests for donations.
- **Health of her school students**, understanding how nutrition impacts their academic performance and well-being.
- **How food donations help her students**, ensuring that they receive the nutrition they need to succeed academically and lead healthy lives.

Interview Script

Introduction:

"Thank you for participating in this research. We are in the early stages of developing the HungerBuster app, and we'd love to hear your thoughts and expectations to help us shape the design. This interview will take approximately 2 to 5 minutes. Please feel free to share your honest feedback throughout."

Key Questions:

- How do you believe receiving food donations through the HungerBuster app would positively impact your students and the overall well-being of your school?
- Have you identified which students in your school come from low-income families? How do you currently manage this information, and how could the app support you in ensuring they receive the necessary food donations?
- **How important is it for the app to ensure privacy and security when handling sensitive student information? What concerns might you have in this regard?**
- **How would you like to ensure that the donations your school receives align with the health and nutritional needs of your students?**

Video Recording

Since the HungerBuster app is still in development, video recordings will capture participants' reactions as they envision interacting with the app. Rather than performing actual tasks, the focus will be on how they imagine using the app and the challenges they anticipate. This will help identify potential usability issues and refine the design before full implementation.

Video Plan

1. **Preparation:** Provide participants with a mockup or description of the HungerBuster app's key features, such as browsing donations, making food requests, and managing profiles.
2. **Recording Setup:** Use video conferencing software to record the participant's facial expressions and reactions as they are introduced to the app concept and the described tasks.

Preparation:

- **Provide participants with a visual mockup or detailed description of the HungerBuster app's core features, such as browsing food donations, making requests, and managing profiles.**
- **Ensure participants understand the context of the tasks they'll envision and explain the purpose of the recording.**

Recording Setup:

- **Use a video conferencing platform to capture the participant's expressions and reactions while they envision using the app.**
- **Focus on understanding their thought process as they navigate through hypothetical scenarios and identify potential pain points.**

Tasks:

- **Task 1: Imagine you've just logged into the HungerBuster app as a school principal. How would you expect to browse available food donations for your students? What types of filters (e.g., food type, location, quantity) would make this process easier for you?**

- **Task 2: Now, think about selecting a donation that you find relevant for your school. What steps would you expect to follow to request this food donation? What information would you need to see during this process (e.g., nutritional value, expiration date)?**
- **Task 3: Suppose you need to update or verify student information while managing your donation requests. How would you expect to navigate to this feature? What fields and functionalities would you expect to be available to ensure privacy and ease of use?**

Encouraging Feedback:

- **Throughout the tasks, encourage participants to verbalize their thought process as they imagine interacting with the app.**
- **Ask them to share any confusion, anticipated challenges, or features they believe would make the process smoother or more intuitive.**
- **Follow up with prompts like: “What would be the easiest way for you to complete this task?” and “What do you find unclear or missing in this scenario?”**

Questionnaire

A structured questionnaire will be used to collect quantitative data on user experience. It will include Likert-scale questions, multiple-choice questions, and open-ended questions.

Construction

1. Sample Questions:

- On a scale of 1 to 5, how easy do you think it would be to find and request food donations through a mobile app?
- What features do you think you would use the most in an app designed for food donations and requests?
- What do you expect to be the most useful feature of a food donation app like HungerBuster?
- Are there any features or functionalities you anticipate finding confusing or difficult to use?
- What concerns do you have about using a mobile app for donating or requesting food?

- Do you have any suggestions for features that could improve the user experience?
 - Any additional comments or suggestions on how we can make the app more accessible or user-friendly?
2. **Distribution:** The questionnaire will be distributed via email with a link to an online survey platform (e.g., Google Forms). Participants will have one week to complete the questionnaire.
 3. **Data Collection:** Responses will be automatically collected and stored in a secure database for analysis.

Link to the Questionnaire: <https://forms.gle/N1nGWCmE7PYZabsP9>

Participant Profiles

The participants for this research have been selected to match the user personas created for the HungerBuster app:

Participant : Female, early 40s, School principal, wants to request a donation for her school students, medium tech-savvy, uses the app request a donation for school.

Link to Interview: [Interview with IT21315282](#)

User Research – Tasks/Scenarios:

To gather insights on how participants, especially those representing institutions like schools, expect to interact with the HungerBuster app, participants will be asked to imagine completing the following key tasks. Their responses will help shape the app's design, ensuring it aligns with their needs and expectations.

Task 1: Browsing Food Donations for School

- **Scenario:** You've just logged into the HungerBuster app as a school principal looking for food donations for your students.

- **Question:** How would you expect to browse the available food donations?
- **Follow-up Prompts:**
 - What types of filters or search options would you prefer to help you find the most relevant donations for your students (e.g., food type, nutritional value, location, quantity)?
 - What information would be most important to you when reviewing available donations (e.g., expiration date, storage requirements, food source, special dietary needs)?
 - Would you want an option to filter donations specifically for schools or educational institutions?

Task 2: Requesting a Donation for Your School

- **Scenario:** You've found a donation that meets your school's needs. Imagine you want to request this food for your students.
- **Question:** How would you expect the process of requesting this food to work?
- **Follow-up Prompts:**
 - What steps would you expect to follow to submit a request for the donation?
 - What information would you need to provide about your school, such as student count, dietary restrictions, or delivery details?
 - How would you prefer to receive confirmation and updates on your request (e.g., email, app notifications)?
 - Would you want a feature to track your request's status and estimated delivery date?

Task 3: Managing Student Information and Donation Requests

- **Scenario:** You need to update or verify your students' information in relation to the donation program.
- **Question:** How would you expect to manage this process within the HungerBuster app?

- **Follow-up Prompts:**
 - **What fields or information would you need access to (e.g., student dietary restrictions, privacy settings, contact information)?**
 - **How would you expect to maintain the privacy of student information while managing donation requests?**
 - **What features would make this process easy and secure for you?**
 - **Would you prefer to see a feature that automatically anonymizes student data to maintain privacy while making requests?**

Plan for Data Analysis

Interviews:

- **Qualitative Data:** Transcripts of the interviews will be coded to identify common themes and patterns related to user needs, pain points, and suggestions.
- **Analysis Plan:** Thematic analysis will be used to categorize user feedback into usability issues, feature requests, and overall user satisfaction.

Video Recordings:

- **Qualitative Data:** Observations from video recordings will be analyzed to identify usability challenges, navigation patterns, and areas of confusion.
- **Analysis Plan:** Video segments will be categorized based on specific user interactions and tasks, highlighting successful completions and errors.

Questionnaires:

- **Quantitative Data:** Data from Likert-scale questions will be analyzed using descriptive statistics to summarize user satisfaction and usability scores.
- **Analysis Plan:** Open-ended responses will be reviewed for additional insights, and cross-analysis with interview findings will be conducted to identify consistent trends.

