



CSE519: Human Computer Interaction

Project Report 2

Section 2

Submitted to faculty: Prof. Anurag Lakhani

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Student Details (Group-3)

Roll No.	Name of the Student	Name of the Program
AU2040111	Kenil Shah	B. Tech CSE
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2022-2023 (Winter Semester)

## **Kenil Shah**

### **1) Pen-Paper Design**

### **2) Persona Development**

Name: Neha.

Photo:



Bio: Neha is a 25-year-old recent college graduate who is interested in furthering her education and professional development. She majored in business and is currently working in a marketing role at a small tech company.

Quote: "Education is the key to unlocking your potential and achieving your dreams."

Brand Preference: Coursera, Udemy, and LinkedIn Learning

**Behaviours:** She is a motivated and goal-oriented individual who is willing to invest time and money in her personal and professional development. She is also tech-savvy and comfortable using online platforms to access educational resources.

**Goals:** To acquire new skills and knowledge that will help her advance in her career, as well as exploring new areas of interest and develop a well-rounded skill set.

**Pain Points:** Overwhelmed by the number of educational options available online, and struggles to find high-quality courses and resources that fit her budget.

**Personality:** Conscientious, organized, driven and values education and personal growth.

**Motivations:** The prospect of advancing in her career and achieving her long-term professional goals and also, the sense of accomplishment that comes with completing a challenging course or program.

### **3) Scenario**

Neha is a marketing professional who has been working in the field for a year. She wants to learn new skills and stay up-to-date with the latest marketing trends, so she decides to explore Educator's workshops and seminars. She logs into the website and goes to the "Workshops" section to browse the available courses.

After going through the different categories, Neha finds a workshop on "Social Media Marketing Strategies" that she's interested in. She clicks on the workshop to see more details, such as the course description, instructor information, and course length. The course seems perfect for her needs, so she checks the pricing and finds that it's affordable.

Next, Neha reviews the workshop's syllabus to ensure it aligns with her learning objectives. She finds that the course covers various social media platforms and has practical applications that will benefit her in her role. She reads through the reviews and finds that previous students have rated the course highly.

Feeling confident in her decision, Neha enrolls in the workshop and schedules her time accordingly to complete it. The workshop provides her with valuable insights, tips and tricks that help her in her job, and she feels happy to have invested in her professional development.

#### **4) Use Case**

- 1) Neha logs into Educator's website and navigates to the "Workshops" section.
- 2) The website loads the Workshops section and displays the available workshops and seminars.
- 3) Neha selects the "Marketing" category to narrow down the options and sees a workshop on "Digital Marketing Strategies for Small Businesses."
- 4) The website loads the workshop details, including the course description, syllabus, instructor information, and pricing.
- 5) Neha reads through the course description and syllabus to ensure it aligns with her learning objectives and interests.
- 6) The website displays the course details and provides the option to enroll in the workshop.
- 7) Neha checks the pricing and reviews left by previous students to get an idea of the course's quality.
- 8) The website displays the pricing and reviews left by previous students.
- 9) Satisfied with her decision, Neha enrolls in the workshop and adds it to her cart.
- 10) The website adds the workshop to her cart and directs her to the checkout page.
- 11) Neha enters her payment information and completes the checkout process.
- 12) The website processes the payment and sends Neha a confirmation email with the course details and access instructions.
- 13) Neha follows the access instructions to start the workshop and begin learning.
- 14) The website grants Neha access to the workshop and provides her with the necessary materials to complete it.

Alternative path:

- 11) The payment information is incorrect.
- 11.1) The website displays an error message.

11.2) Neha re-enters the correct details.

11.3) Go to Step 12.

**Neel Buddhdev**

**1. Pen-Paper Design**

## 2. Persona Development

Name: Sarah

Photo:

Bio:

Quote: "I want to find a career that aligns with my values and passions, and allows me to make a positive impact in the world."

Brand Preference:

Behaviours: She is a motivated and driven individual who is constantly seeking new opportunities to grow and develop professionally. She is not afraid to take risks and try new things, but she also values stability and security in her career. Sarah is a lifelong learner who enjoys exploring new ideas and acquiring new skills.

Goals: To find a fulfilling career that allows her to use her skills and talents to make a positive impact in the world and that aligns with her values and passions and allows her to achieve personal and professional success.

Pain Points: Sarah can become frustrated when she feels stuck in her career, or when she is unable to find opportunities that align with her values and passions. She can also struggle with indecision, as she wants to make sure she is making the right choices for her future.

Personality: Sarah's personality type is likely to be INFJ (Introverted, Intuitive, Feeling, Judging). INFJs are known for their strong sense of empathy, their deep concern for others, and their ability to see the big picture. They are also highly intuitive and creative, and they are driven by a desire to make a positive impact in the world. However, they can also be highly sensitive and may struggle with feelings of overwhelm and stress.

Motivations: The desire to make a positive impact in the world and to use her skills and abilities to help others, to achieve personal and professional success, to be recognized for her achievements, and to make a difference in her community.

### **3. Scenario**

Sarah is a recent college graduate who is feeling lost and uncertain about her career path. She has always been passionate about making a positive impact in the world, but she's not sure how to translate that into a fulfilling career. One day, Sarah comes across a career guidance website that promises to help her find a career that aligns with her values and passions.

Excited by the prospect, Sarah begins exploring the website and filling out a series of questionnaires that assess her skills, interests, and values. The website then provides her with a list of potential career paths, along with detailed descriptions of each one, including job duties, salary ranges, and educational requirements.

Sarah spends hours reading through the information and reflecting on her options, and she begins to feel more confident and excited about her future. She even discovers a few career paths that she had never considered before but that sound perfect for her.

By the time Sarah finishes exploring the website, she feels empowered and motivated to take the next steps towards her career goals. She thanks the website for providing her with such valuable guidance and sets out to research the careers she's most interested in, with a newfound sense of clarity and purpose.

#### **4. Use Case**

- 1) Sarah navigates to the career guidance website and creates an account.
- 2) The website asks Sarah to fill out a questionnaire to assess her skills, interests, and values.
- 3) Sarah fills out the questionnaire and submits it.
- 4) The website generates a list of potential career paths based on Sarah's responses.
- 5) Sarah reads through the list of career paths and selects a few that interest her.
- 6) The website provides detailed descriptions of each career path, including job duties, salary ranges, and educational requirements.
- 7) Sarah reads through the descriptions and reflects on her options.
- 8) Sarah decides to research two of the careers further.
- 9) The website provides links to external resources for Sarah to research careers.
- 10) Sarah reads through the external resources and gains a better understanding of the careers.
- 11) Sarah decides that one of the careers is not a good fit for her after all.
- 12) Sarah decides to pursue another career and begins researching educational programs.
- 13) The website provides a list of educational programs for Sarah to consider.
- 14) Sarah selects a few programs to research further.
- 15) Sarah thanks the website for its guidance and closes the website.



# Yesha Dhivar

## 1. Pen-Paper Design

## 2. Persona Development

Name: John

Photo:



Bio: A recent graduate with a Bachelor's degree in Computer Science, seeking opportunities to gain practical experience and kickstart my career in the tech industry. Passionate about learning new skills and exploring new technologies.

Quote: "Learning is a continuous process, and I am always eager to expand my knowledge and skills."

Brand Preference: Google, Amazon, or Apple.

Behaviours: He is actively seeking out new learning opportunities, staying up-to-date with the latest trends in their field, and networking with professionals in their industry.

Goals: To gain practical experience in their field, build a professional network, and eventually secure a full-time job with a reputable company.

Pain Points: lack of practical experience, difficulty standing out in a competitive job market, and the stress of navigating the job search process.

Personality: Driven, curious, and adaptable.

Motivations: A desire to learn and grow professionally, a passion for their field, and a determination to succeed in their career.

### **3. Scenario**

John, a recent Computer Science graduate, is browsing through educational websites to find job and internship opportunities. He lands on Educator's homepage and starts exploring the different courses and programs available on the platform. While browsing, he notices the "Career" section and clicks on it. He is impressed to see that Educator offers a variety of career services, including job listings, resume reviews, and interview preparation.

John decides to explore the job listings section and filters the results by location and job type. He is excited to see several job and internship opportunities that match his interests and qualifications. He reads the job descriptions carefully and clicks on the ones that catch his eye. He is taken to a page that provides more details about the job, including the requirements, responsibilities, and application process.

John decides to apply for a few of the opportunities and uses the resume review service offered by Coursera to ensure his resume stands out. With the help of the platform, he is able to apply for several jobs and internships that match his interests and qualifications, feeling confident and optimistic about his prospects.

#### **4. Use Case**

- 1) John logs in to the Educator's website and navigates to the "Career" section.
- 2) The system provides a section for career services, including job listings, resume reviews, and interview preparation.
- 3) John filters the job listings by location and job type.
- 4) The system displays job listings based on John's filters.
- 5) John selects a job listing and clicks on it to view more details.
- 6) The system displays more information about the job, including the requirements, responsibilities, and application process.
- 7) John decides to apply for the job.
- 8) The system provides a resume review service to help John improve his resume.
- 9) John uses the resume review service and makes necessary changes.
- 10) The system confirms that John's resume is complete and ready for submission.
- 11) John submits his application and resume.
- 12) The system processes John's application and sends a confirmation message to him.
- 13) John receives the confirmation message, indicating that his application has been received and is under review.

Alternative path:

- 10) John observes an error in his resume and go back to the application page.
- 10.1) The system process the changes made by John and verifies it.
- 10.2) Go to step 11.

## **Freya Modi**

### **1. Pen-Paper Design**

## 2. Persona Development

Name: Jeel Patel

Photo:



Bio: Jeel is pursuing engineering in the computer science domain. She is an astute student who is passionate about her career. She is currently in her second year of college. She likes to utilize her free time and is always keen to learn something new. She constantly searches for some courses to upgrade her knowledge in her field. She wants to enhance her practical skills and look into the real-life application of the same.

Quote: “To secure a job in a dream company, I must enhance myself with more and more knowledge”

Brand Preference: Coursera and Youtube.

Behaviours: She is always ready to perform her best and is not afraid to do hard work. She uses Udemy and Codechef for learning and coding skills.

Goals: To seek knowledge and utilize her free time.

Pain Points: She wants to get in touch with the real-life application of what she studies. She uses a certain website but she wants to test her skills in order to improve her skills which she is unable to get.

Personality: Intelligent, introvert, perceiving and analytical.

Motivations: To achieve great heights in her career with dignity and gain more knowledge in her domain.

### **3. Scenario**

Jeel was engaged in searching for a video related to machine learning on an educator's website. Initially, she logged in to the website and started exploring the videos, but she was unable to find the particular course she was looking for.

As a result, she decided to use the search button and typed in "machine learning" to obtain relevant results. This search generated various options for courses on machine learning and artificial intelligence. Jeel proceeded to go through the details of each course and shortlisted a few that piqued her interest. After weighing her options, she finalized a course that she wanted to enroll in.

Luckily, the course was offered free of charge, and Jeel was able to enroll in it without having to pay any fees. She began watching the video and continued for some time before closing the website. When she later reopened the site, she was able to pick up where she had left off in the video.

### **4. Use Case**

- 1) The system prompts for username and password.
- 2) After completing the sign up, the user signs in the website.
- 3) System verifies the user password.
- 4) The website displays the categories of different courses to pursue.
- 5) The user chooses the search option.
- 6) The system displays the search menu.

- 7) The user types the Course of his choice.
- 8) The website shows all the options available related to the course the user has searched.
- 9) The user selects the course of his/her choice.
- 10) The user went through the time duration, costing and other details.
- 11) The user selects the course.
- 12) The user can choose the payment method.
- 13) After the payment is confirmed and the user is enrolled in the course.

Alternative path:

- 4) If user password is not valid
  - 4.1) The system displays an error message.
  - 4.2) The system returns to step 1.