**Question** **#1**. Who do you think are the stakeholders for the check-out system of a large supermarket?  
  
Sample Answer for question #1  
First, there are the check-out operators. These are the people who sit in front of the machine and pass the customers' purchases over the bar code reader, receive payment, hand over receipts, etc. Their stake in the success and usability of the system is fairly clear and direct. Then you have the customers, who want the system to work properly so that they are charged the right amount for the goods, receive the correct receipt, and are served quickly and efficiently. Also, the customers want the check-out operators to be satisfied and happy in their work so that they don't have to deal with a grumpy assistant. Outside of this group, you then have supermarket managers and supermarket owners, who also want the assistants to be happy and efficient and the customers to be satisfied and not complaining. They also don't want to lose money because the system can't handle the payments correctly. Other people who will be affected by the success of the system include other supermarket employees such as warehouse staff, supermarket suppliers, supermarket owners' families, and local shop owners whose business would be affected by the success or failure of the system. We wouldn't suggest that you should ask the local shop owner about requirements for the supermarket check-out system. However, you might want to talk to warehouse staff, especially if the system links in with stock control or other functions.  
  
**Question#2**  
Nowadays, timepieces (such as clocks, wristwatches etc) have a variety of functions. They not only tell the time and date but they can speak to you, remind you when it's time to do something, and provide a light in the dark, among other things. Mostly, the interface for these devices, however, shows the time in one of two basic ways: as a digital number such as 23:40 or through an analog display with two or three hands-one to represent the hour, one for the minutes, and one for the seconds.  
In this activity, we want you to design an innovative timepiece for your own use. This could be in the form of a wristwatch, a mantelpiece clock, an electronic clock, or any other kind of clock you fancy. Your goal is to be inventive and exploratory. We have broken this activity down into the following steps to make it clearer:  
(a) Think about the interactive product you are designing: what do you want it to do for you? Find 3-5 potential users and ask them what they would want. Write a list of requirements for the clock, together with some usability criteria based on the definition of usability used in Chapter 1.  
(b) Look around for similar devices and seek out other sources of inspiration that you might find helpful. Make a note of any findings that are interesting, useful or insightful.  
(c) Sketch out some initial designs for the clock. Try to develop at least two distinct alternatives that both meet your set of requirements.  
(d) Evaluate the two designs, using your usability criteria and by role playing an interaction with your sketches. Involve potential users in the evaluation, if possible. Does it do what you want? Is the time or other information being displayed always clear? Design is iterative, so you may want to return to earlier elements of the process before you choose one of your alternatives.

**Expert Answer**

* hello

with the increase in the profit margin the money earned is benefited by the stake holders of there is a full chain o stake holders that gets benefited when there is increase in sales of the store that is why they maintain a proper system from the good storing to the purchase and hence providing better facility to the people

starting from the first person I am writing down this chain point wise

1.the first people is the agent that gets profited as he is one who makes the deals to the company on behalf of the store to deliver particular products to the store and with a good offer price.

2.second comes the ware house manager who is appointed to keep the check to the product and update the agent if the department needed the product in order to reduce the risk of good shortage and he is the one who supervises that the goods are in proper condition or not as well as he checks and maintain the store data base on regular basis

3.the store keeper ,these employees plays a very important role as they are the ones who maintains a check on the state of the product and they are ones who put the products in the correct shelf etc

4.then comes the billing person who makes the bill of the products purchased by scanning the barcode and ensures that there is not error in the bill

5.last it comes the customer ,not the customer is directly proportional to what the store is going to make the profit as the customer is the one who spreads the good or4 the bad reviews of the store if the customers are unsatisfied with the services provided by the store then one day no will purchase the products from there and eventually the branch will close or if the customers tells good reviews to other people there sale will increase and they make more profit hence they are able to introduce new and attractive deals to the customers with huge discount so in directly the customer is also in the chain of the stake holders of the store

So these are all the points which benefit the store from making profit.

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PArt 2

so according to the a perfect clock design could be the one that is made for formal,party and sports look targeting a huge amount of audience from the age 16-45

the y features of the watch should include

an ingenious and slim design

light weight

water resistant

proper trackers with all the sensors

a good user interface

and attractive colors

to increase more usability of the product the product can also be launched in the variants given a vast spectrum of the price range hence catering to variety off customers

b). in this era of developing technology smart watches came into power so a watch should have a collection of both time displaying properties as well a fitness band for this a major inspiration can be apple watches and amaze fit watches there are many more companies that make similar types of the product

c) and d) when it comes to designing the major focus the material the4 is used while designing the band of the watch there are many companies that design decent watch but when it comes to the strap of the watch they does not perform well in that area.

the second design perspective is the User interface it should be easy to use and should provide vast opportunity to the user customize on its own by providing this the user is also satisfied that he is wearing something that he designed giving it a personal feel hence increasing the purchase of the product

by applying these features this will fulfill all the needs of the customer