**CS 319 Module 2 Interview and User Personas**

**Pre-work:**

Interview Questions:

Q1: Why an app like this would help you in your daily lifestyle?

Q2: Are you interested in the app like ‘halal’ info or ‘vegan’ info?

Q3: Why do you think this app is more trusted than others?

Q4: How many of your family members use this app?

Q5: On the Scale of 1-5, 1 being less and 5 being very likely, How do you recommend this app to anyone?

Q6: What do you want to see in the app, either design or ease of use?

Q7: How many times in a week do you use this app?

**Interviews:**

**Person 1:**

1. To meet my eating standards while living in abroad,
2. halal info,
3. so far, the things it managed to tell is all true plus it tells the ingredients of the thing in details and why its haram,
4. almost everyone in my household,
5. 5,
6. change the design frequently so it can attract people attention,
7. almost every time when goes for shopping.

**Person 2:**

1. To see if I am eating only vege things,
2. vegan info,
3. it has 5 stars rating in app store,
4. few of my vegan friends,
5. 4.5,
6. ease in use should be kept,
7. almost every time when goes for shopping.

**Person 3:**

1. For checking things if they are halal,
2. halal info,
3. it provide the detail information on the products and described the detail on why we should avoid it and mention the source where they got the info,
4. I do not know ,
5. 4.75,
6. stays the same,
7. almost every time on buying something new.

**Analysis:**

* The app current version is perfect but need little change in appearance. So I think we should update the appearance of the app very often , instead of its usage.
* People mostly like it because of its detail description of ingredients, so I believe we should kept this feature.
* The keywords like halal, vegan and ratings above 4.5 stars are mentioned.
* User priorities its ease of use and then detail description of ingredients.

**Target Audience:**

* The people mostly ages between 17-65 uses this app.
* These people do not particularly belong to some kind of work background. They are all from different backgrounds but have same religion.
* They all wanted the same information if the product is halal or haram.
* The users mostly engage when they are shopping from their mobile devices. It takes around 5-7 s to scan the barcode of a particular item.

**User Personas: Goals**

* The users are almost sharing the same goals and tasks. Mostly all of them wanted to see of their product is halal or haram.
* The users mostly use it in shopping malls or homes on new products.

**Articulation of ResponseA drawing of a cartoon character

Description automatically generated**

Hamza works in a bank, and use the app to see if the product is halal or haram.

Ayesha, is a housewife, use the app to see of her family is eating halal food.