UX Design Week 2 Assignment 2016.4.10

User interviews & personas

# Research Objectives

### To learn about potential users’ personas

### Users’ end goals for engaging on the app

### Test the viability of the idea

### Find out about users’ pain points and finding unique ways to solve their problems

# potential user-types

# user type A --- travelers

### Frequent travelers who go for business trips and have empty luggage

### International students who are studying abroad and travel back to their home country after semester breaks

### Flight attendants and other flight staff

### Educated tech savvy travelers who like to visit new places and gain new experiences

# user type b --- buyers and shippers

### People who wants to purchase from a foreign website but the wanted items cannot be shipped to their home country or take too long to be shipped or too costly to be shipped

### People who desire to ship products to their loved ones who are living in a different country

### potential user-types People who wants to purchase from a foreign website but the wanted items cannot be shipped to their home country or take too long to be shipped or too costly to be shipped

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# interview disscussion guide

### Tell me a story about the last time you ordered something online from a different county?

### Tell me a story abort the last time you want to ship something but failed

### Tell me the last time you want to ship something to your friends or families who live in a different country

### What do you think was the hardest part about shipping internationally?

### Why was that hard? \*\*\*\*(Most imp ??? for creating value prop)

### How do you solve it now?

### Why is that not awesome?

# (COMMENTS: look for ppl emotions to connect with customers, repeat questionnaire 3 times with the same 5 whys)

# Abbreviated user interviews

# personas

### 35-year-old man travelling to Pakistan from Toronto to visit his parents and wish to reduce his traveling cost and desires to travel often

### 40-year-old business man constantly flying from Toronto to other international cities for business trips and desires to make extra money

### 21-year-old University of Toronto international student who wish to get her desired products from China and wish to reduce shipping cost

### 19-year-old international Saudi student who wish to visit his parents after every semester break but cannot do so due to high travelling cost

### 30-year-old Indian mother of 2 children who wants Canadian products but no shipment available to her city

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