

# THINKING LIKE A UXER

2.9: Portfolio Review

Norman Wollaston

# USER PERSONAS



Eric

Age: 36

Gender: Male

Occupation: Regional manager

Residency: Walnut Creek

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*“At times I would need to google something to find a solution.”*

*“If I’m given inaccurate information would most likely stop using that service”*

## PROFILE

Eric is 36 years old and is a regional manager in San Francisco, CA. Eric is usually very busy and likes run a tight ship at work. He loves flowers and like to have them displayed throughout all of the stores that he manages.

## GOALS

Quickly speaking with an expert and receiving instant advice or solutions.

Ability to send photos to experts to help further solve a problem.

## MOTIVATIONS

Eric loves to make sure everything is perfect and like to stay fully informed and educated.

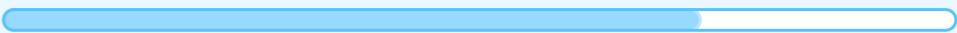
Eric is an extrovert, and loves receiving feedback about anything and loves to learn from them.

## PAIN POINTS

When Eric is in search for some answers he usually goes to google. But the list of mixed informations leaves I’m unsure what is accurate or not.

Eric is a very busy man and needs instant results whenever he is in search for answers.

Tech Savvy



Extrovert



Mobile use



Social media use





K a r a

Age: 33

Gender: Female

Occupation: Event Coordinator

Residency: Castro Valley

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*“I would like to get in contact with an expert when dealing with something unfamiliar”*

*“App efficiency is very important”*

## PROFILE

Kara is a single bay area resident of 10 years. She is constantly on the road and has started a new job as a event coordinator. Kara prefers to drive verses taking public transit and like to make sure her car is up to date on maintenance.

## GOALS

Kara is looking to get ink contact with an expert using an app that is short and straight to the point.

Kara is seeking to get accurate insight from a legit expert when it comes to her car.

She would also like to get tips on insight from other professional event planners.

## MOTIVATIONS

Knowing if she is getting a fair optics when she takes her car in for a service.

Expanding her knowledge when planning a major event

## PAIN POINTS

Receiving false recommendations on her vehicle so that she spends more.

Getting inaccurate information, resulting in her waisting her time and money.

Tech Savvy



Extrovert



Mobile use



Social media use





I s s a c

Age: 29

Gender: Male

Occupation: Student / Bartender

Residency: San Francisco, CA

**“The quicker, the batter”**

**“Usually I’m not planning something, I just do it”**

**“I like sharing thing I know with other people”**

## PROFILE

Issac is a Part time student and works full time as a bartender. He tries to study and learn as much as he can whenever he has the free time, along with sharing his bart knowledge.

## GOALS

Getting in touch with an expert quickly with short to little wait time.

Getting as much knowledge as possible in regard to my field of study.

Sharing what he's learned as a bartender with others for extra income.

## MOTIVATIONS

Gaining more knowledge and professional advice for academic purposes.

Sharing his knowledge with others for addition income

## PAIN POINTS

Being that he is a bartender and goes to school time is very limited for him.

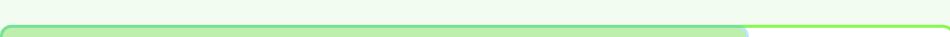
Waiting for to long for an expert would result in him loosing interest in talking to an expert.

He would also like to become an expert and share his knowledge and would need a flexible schedule to talk to other users.

Tech Savvy



Extrovert



Mobile use



Social media use



# USER JOURNEY MAP



# ERIC

## Demographic

Age: 36

Location: Wanut Creek

Occupation: Regional Manager

## Scenario:

Eric wants to revive and utilize the garden in one of his stores courtyard, but is uncertain what plants and garden accessories he should use.

Phases

### Search and find expert

Tasks

- Download/ Open SocialExprt app
- Search for gardening expert
- Find experts with most positive reviews
- Search for earliest availabilities

Thoughts

“ I need to find someone to help me with this empty void ”

Emotions

Curious with neutral expectations

Opportunities

- Provide a way to easily find experts without having to scroll through a long list. Option: a search box, with view list option below.
- Have a search filer. Example: filter for highest rated and earliest availability

### Book video conference

Tasks

- Choose an expert
- Select the earliest time for video conference

Thoughts

“ Lets see how this goes, hopefully this person know what they're talking about ”

Emotions

Slightly doubtful of expectation

Opportunities

- Display a star rating along with reviews from other users
- A profile for experts with photo galleries of what they worked on, a bio, and other pieces of information that shows how experienced they are.

### Chat with expert

Tasks

- Talk with expert
- Get questions and insight answered
- Take notes
- Leave review on experience after call

Thoughts

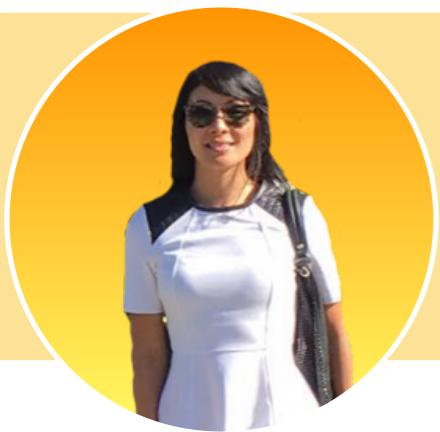
“ Very impressed! Now I know what I need to do and what I should look for ”

Emotions

Pleased from the experience and with the expert

Opportunities

- Offer an option to rate and leaves additional comments
- offer a way to save the conversation to refer back to.



# KARA

## Demographic

Age: 33

Location: Castro Valley

Occupation: Event Coordinator

## Scenario:

Kara has to get her car serviced and wants to make sure she isn't over paying on anything. She doesn't want to be obvious and needs away to get advice discreetly.

Phases

### Search and find expert

Tasks

- Open SocialExprt app
- Search for mechanic expert with top ratings and reviews.

Thoughts

“ I need to keep my car operational to get to work and for work ”

“ Who can I find that will assist me in something I'm unfamiliar about ”

### Chat with expert

Emotions

Excited but nervous what to expect

Nervous and anxious

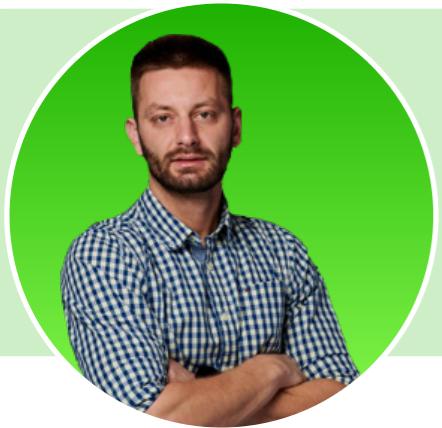
Grateful and happy with her experience

Opportunities

- Provide a filter that will list top rated experts first
- Show introduction videos for experts on their profiles to help users feel more comfortable

- Provide an option to simply chat.
- Push notification for confined chat session
- Pop up notification of message from expert

- Add a way to save and follow favorite experts for future assistance and updates
- Add option to share experts with friends and family



# ISSAC

## Demographic

Age: 29

Location: San Francisco, CA

Occupation: Bartender/ Student

## Scenario:

Issac has been a bartender for 6 years and would like to share his knowledge with other aspiring bartenders, along with making extra money while in school.

Phases

### Set up account

Tasks

- Download and Open SocialExprt app
- Input account information
- Review info and continue

### Complete profile

Thoughts

“ I would like to set up my profile quickly ”

Emotions

Low expectations and neutral

Anxious to complete profile

Exciting and hopeful

Opportunities

- have on boarding on how to be a successful expert
- connect with google or facebook for quick set up.
- Offer a quick way link up paypal or online back

- Provide a way to upload default and gallery photos at the same time

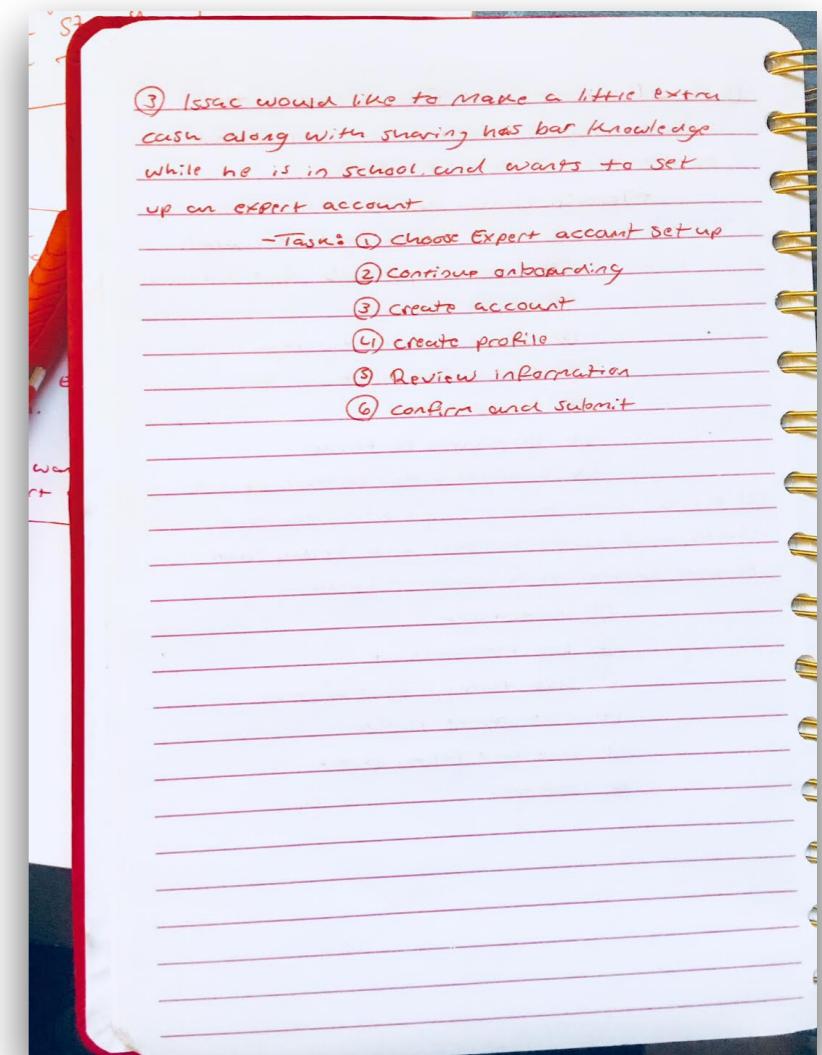
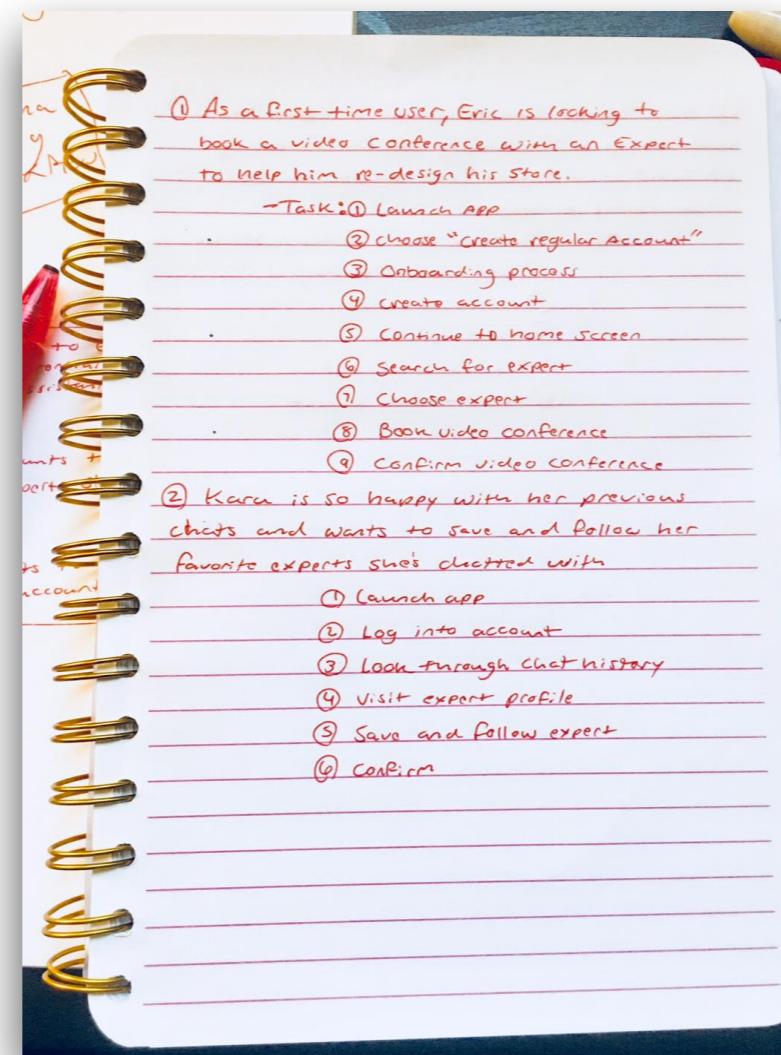
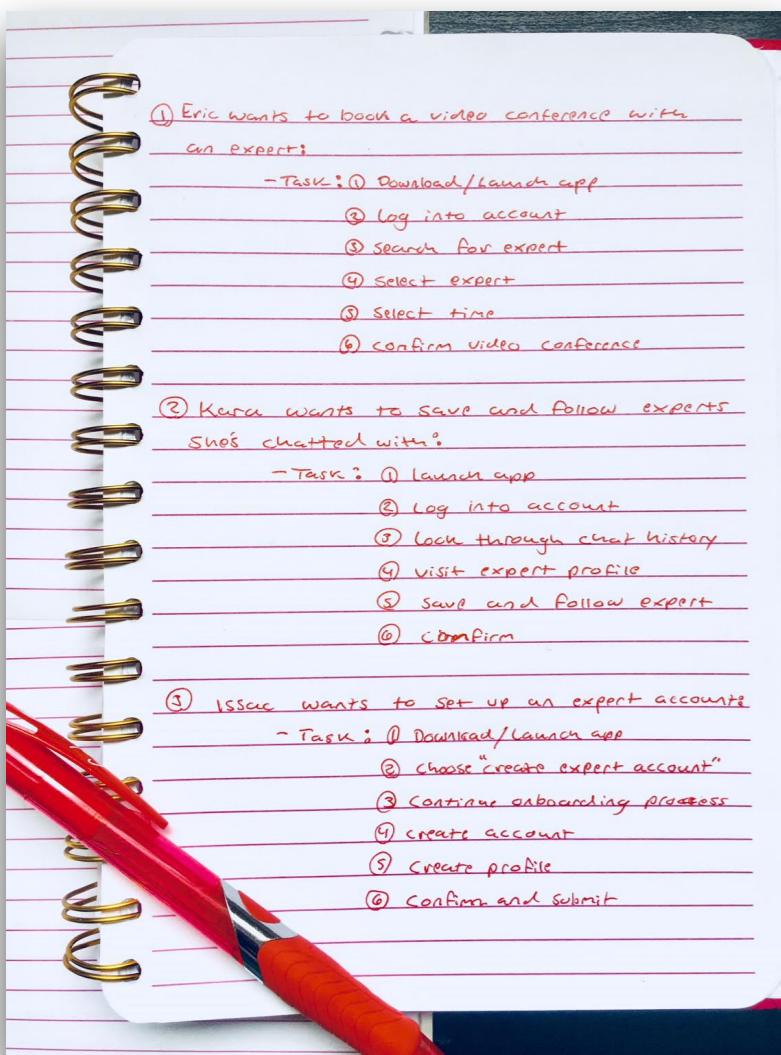
- Add a way to edit schedule for better flexibility for the next week
- Have a recommended rate for field expert

# ILLUSTRATION OF USER FLOWS

# TASK FLOWS

## The Process:

After reviewing and referring back to my personas and data I constructed my user flows in my notebook. From there I made changes and adjust based on what I felt the personas might go through and how they would can't to achieve their overall goal.





# ERIC

## Demographic

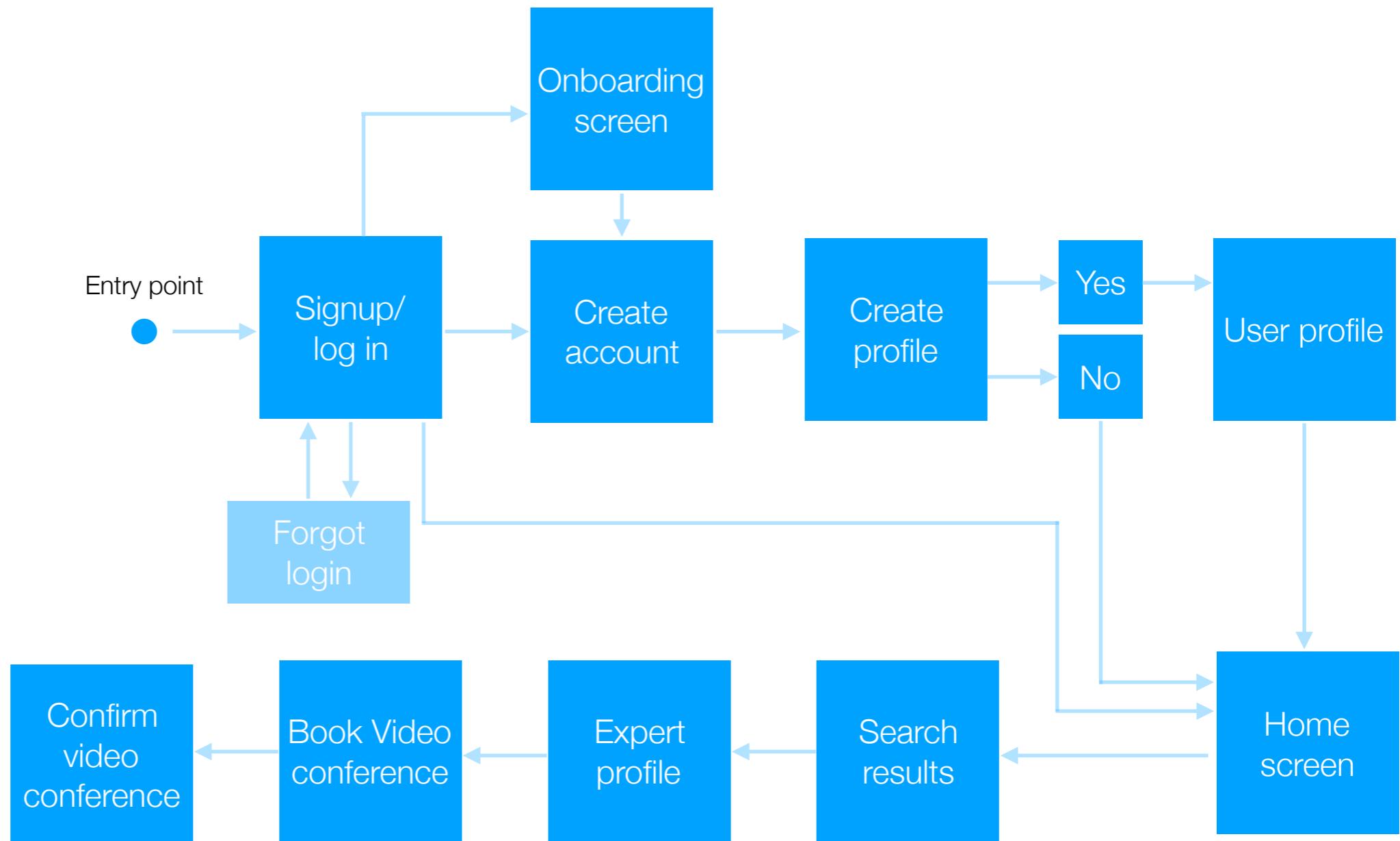
Age: 36  
Location: Wanut Creek  
Occupation: Regional Manager

## Objective:

As a first time user, Eric is looking to book a video conference with an expert to help him re-design his story.

## Task Analysis

1. Launch app
2. Choose “create regular account”
3. Onboarding process
4. Create account
5. Continue to home screen
6. Search for experts
7. Choose expert
8. Book video conference time
9. Confirm video conference





# KARA

## Demographic

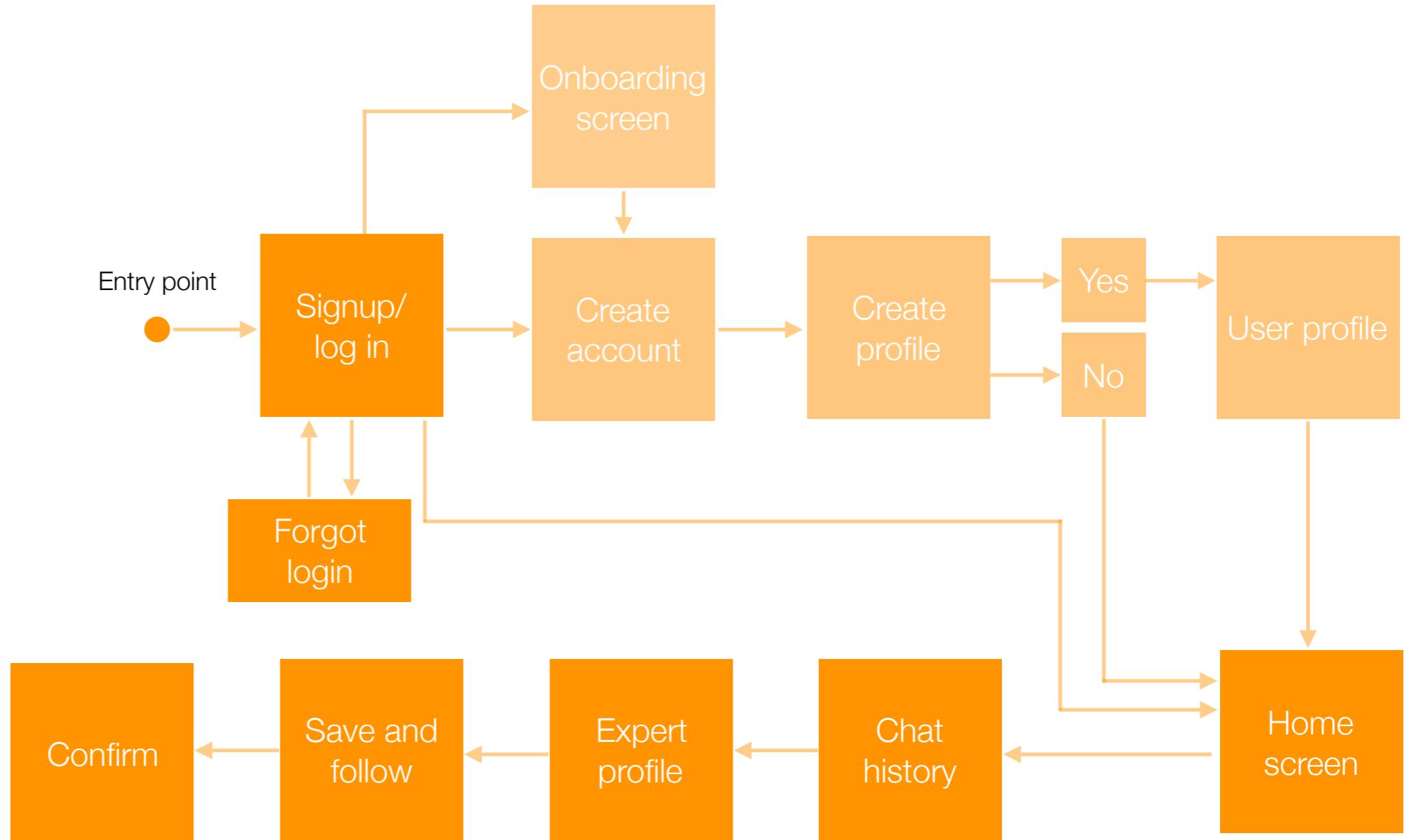
Age: 33  
Location: Castro Valley  
Occupation: Event Coordinator

## Objective:

Kara is so happy with her previous chats and wants to save and follow her favorite experts she's chatted with

## Task Analysis

1. Launch app
2. Log into account
3. Look through chat history
4. Visit expert profile
5. Save and follow expert
6. Confirm





# ISSAC

## Demographic

Age: 29

Location: San Francisco, CA

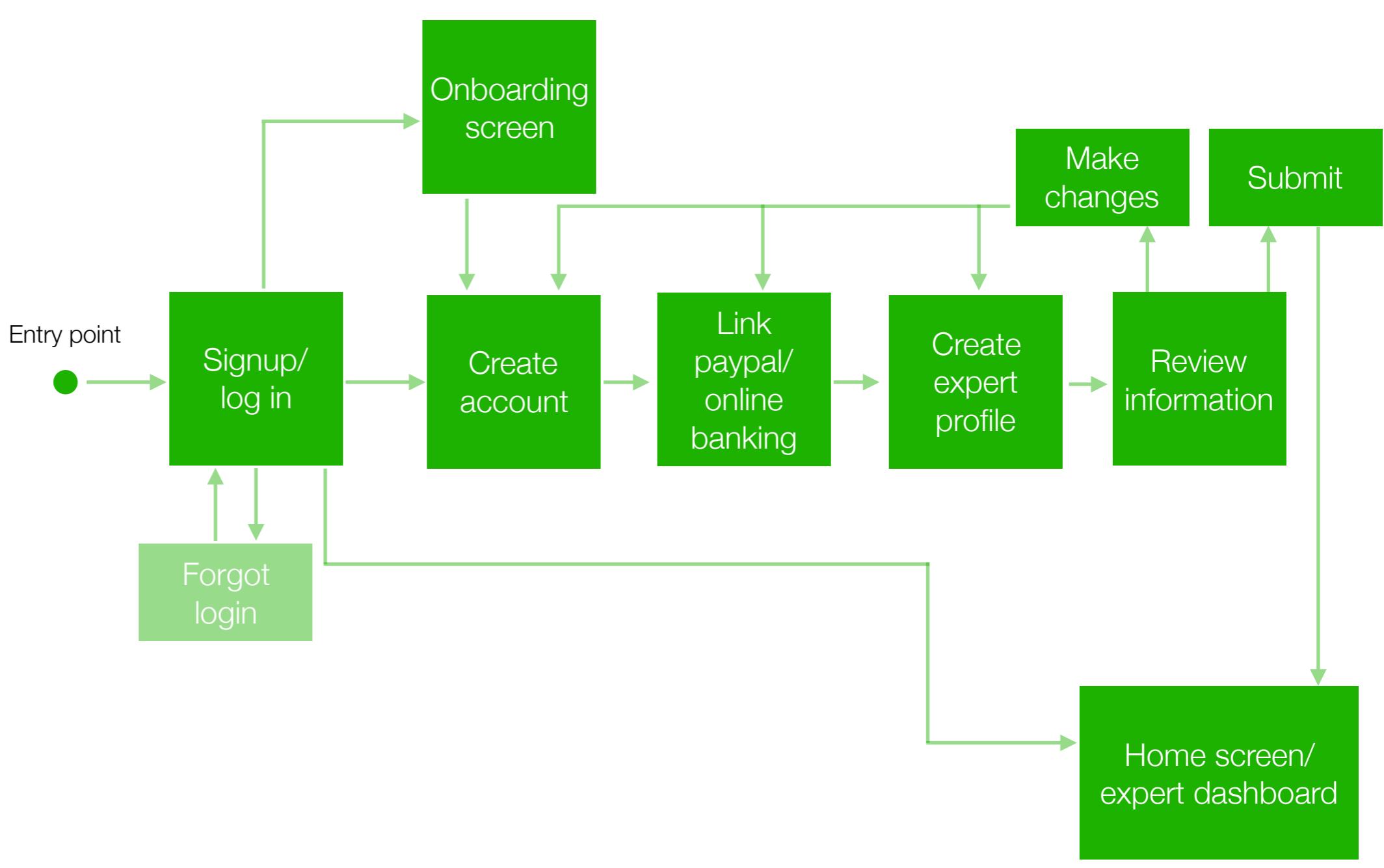
Occupation: Bartender/ Student

## Scenario:

Issac would like to make a little extra cash along with sharing his bar knowledge while he's in school and wants to set up an expert account

## Task Analysis

1. Choose expert account set up
2. Continue onboarding
3. Create account
4. Create profile
5. Review information'
6. Confirm and submit



# MOBILE FIRST DESIGN

Functionality	Content type	For persona	Mobile	Tablet	Desktop	Notes
Onboarding slides	Illustration and text	Eric, Kara, Issac	✓	✓		3-4 slides showing how to navigate and use app. Option to skip onboarding.
Sign up	Text	Eric, Kara, Issac	✓	✓	✓	Enabling first time users to register to. Option to connect with facebook or google for faster registration
Log in	Text	Eric, Kara, Issac	✓	✓	✓	Saved information and data for current users. Finger print or facial recognition provided for faster access.
Home screen	Images, text, icon and video	Eric, Kara, Issac	✓	✓	✓	Search bar display, quick link icons to top searched fields, imagery and video slides and text
Quick search links	Illustration Icons	Eric, Kara	✓	✓	✓	Icon hyperlinks to top searched or popular fields based on user data
Search box	Image, text and icon	Eric, Kara	✓	✓	✓	Quick way to type in what a user is looking for within the app. Similar to a search engine (ex: google or yelp home page)
Search category link	Text	Eric, Kara	✓	✓	✓	Text hyper link to a list of categories
Search category window (all categories)	Text and icon	Eric, Kara	✓	✓	✓	List of categories accompanied with icons and with sort presence available (alphabetically, top searched, etc.).
Tour feature	Text and animation	Eric	✓			Feature highlighting certain content and features within the app for better assistance for new users.
Expert profile	Text, image, video and icons	Eric, Kara	✓	✓	✓	Showcasing experts default photo, Photo gallery or video uploads, bio, and additional info. Here is where users book calls and direct messages.
User profile	Text, image, video and icons	Eric, Kara, Issac	✓	✓	✓	Showcasing users default photo, name, age, bio, and additional info.
User account	Text	Eric, Kara	✓	✓	✓	A space where user information can be viewed and edited and other actions users may want to take.

Functionality	Content type	For persona	Mobile	Tablet	Desktop	Notes
<b>Top horizontal bar</b>	Text	Issac		✓	✓	Housing account links to specific pages and/or windows. Housing account settings, profiles, FAQ, home link and call/ chat history.
<b>Video call</b>	Icons (during video calls), text	Eric, Kara, Issac	✓	✓	✓	Access to camera must be enabled for both expert and user. Ability to type in notes during video call.
<b>Audio call</b>	Icons (during during calls), text	Eric, Kara, Issac	✓	✓	✓	Access to audio must be enabled for both expert and user. Ability to type in notes during video call.
<b>Direct message</b>	Icons, text and image.	Eric, Kara, Issac	✓	✓	✓	Quite form to direct message experts and share photos. Profile photo displayed and close chat button.
<b>Chat history</b>	Image, icons and text	Eric, Kara, Issac	✓	✓	✓	List of previous calls in text form, with icons and expert profile image/ link to experts profile.
<b>Payment</b>	Icons and text	Eric, Kara	✓	✓	✓	Users charged per minute at a rate of the expert preference (rate max & rate recommendation applied based on field and data).
<b>Help features</b>	Icons and text	Eric, Kara	✓	✓	✓	Users will be able to reach out to customer support or provide feed back on overall experience.
<b>Default photo/ hyperlink to profile</b>	Image	Eric, Kara, Issac		✓	✓	Located on top navigation bar, displaying small thumbnails images of user or expert link to the profile.
<b>Footer</b>	Icons and text	Issac		✓	✓	A section at the bottom of the home page housing additional links for information and services
<b>Users ratings and reviews on experts</b>	Image, icons and text	Eric, Kara, Issac	✓	✓	✓	Reviews and ratings will be displayed along with icons and a thumbnail size default image connecting to the profile. (Privacy will be offered)
<b>Schedule display</b>	Icons and text	Issac	✓	✓	✓	For experts to help stay organized and informed with up coming bookings as well as confirm or cancel appointments, located on experts dashboard.

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