

Nathaniel Escaro

CS522

I pledge my honor that I have abided by the Stevens Honor System

## **Assignment 6: User Experience**

## Jake - 18 Year Old Student From NYC, New York



### Personal Background

Jake is a freshman at the Tandon building of NYU pursuing a Bachelors in Computer Engineering. In addition to being a student, he also works part-time as a delivery worker for a local pizzeria restaurant a few blocks from the university. Since his house is located in the upper Manhattan region, he decides to commute to and from school with the help of an electric bike purchased years ago.

### Goals

#### Accessibility

A handful of Jake's time is spent on his e-bike going place-to-place. To make sure he can see the directions to his delivery destination and to make sure he does not miss any incoming messages sent to him, he keeps his phone mounted on his bike. As a result, he can only navigate through his phone with his index finger. So he tries his best to find apps that can be used with a few taps to the screen.

#### Responsiveness

Jake can't stand waiting for a long period of time. The moments where he is free are already scarce enough, so he makes a plan everyday to ensure that he has some control over it. If he were to stand idle for too long, he would be forced to make changes to his daily schedule.

#### Finding Directions

Jake enjoys his job as a delivery person, but he finds it inconvenient and frustrating to manually input the addresses he receives for each order. It slows him down and it's very easy to incorrectly type the location into the map app, causing him to retype it again. He desires to have something that does this automatically for him.

#### Remaining Organized

Jake receives numerous messages each day from his work, friends from school, friends out of school, and his family. He tries his best to sort these messages into specific chat rooms and groups to avoid getting overwhelmed and frazzled by all the incoming text. He hopes to find an app that organizes these conversations for him.

#### Strive for Strong Relationships

College is a new unexplored environment for Jake. Yet, this does not stop him from trying to build new connections with his peers. After his first few days of college, he has already established several bonds with other students and has exchanged contact information with them to possibly plan hangouts and other activities to further strengthen these relationships.

#### Feel/Explore the Area

Jake loves venturing around NYC. Typically he saves certain places from past deliveries or recommendations given from his friends, so he can visit them whenever he has some spare time.

## Context Scenario

Jake starts his morning getting himself ready for a day of classes and checks his phone to see if received any messages overnight. With just a single tap, he opens his chat app and sees that his friend Marcus invited him and a few others to hang out at Central Park later today. He responds saying that he will go after he finishes his shift today, and heads to the university.

He arrives at campus and finishes all his classes around the end of noon. Afterwards, he mounts his bike and prepares to head towards his job. Before starting his trip, he opens his phone and quickly messages his boss in his “work” chatroom that he will be there shortly for his shift.

At the pizzeria, Jake meets up with his boss to clock in and gain access to the channel for which all the delivery orders requested via text message goes into onto his chat app. Once connected, he checks the first few messages on the channel, picks up their orders in the restaurants, and sets them on his bike.

He clicks on the first message in the channel and sees the GPS location of the customer at the time the order was sent. By tapping the GPS coordinates on the app, his phone opens Google Maps and instantly gives him the directions to the delivery location. With this, he mounts the phone onto his bike and heads off.

Jake repeats the process for the remaining orders that he has to do. After finishing his last delivery, he messages his boss that he has finished his deliveries for today. Shortly after, he gets an “OK” from his boss.

He remembers Marcus' message earlier and navigates to the chatroom with all his friends to ask where they are. He texts them in that room and receives a response from Marcus saying that they are at Times Square. Like his deliveries, he taps on the GPS coordinates included in the message and he follows the directions that are shown on Google Maps.

He meets up with them and hangs out for a while until it starts to approach midnight. He sends his goodbyes and starts to head back home to prepare for his next day of school.

## **Appendix**

### **Research Into the Making of “Jake”**

Creating this persona was primarily based on my personal experience as a freshman, some basic research around the area of NYC, and some research about popular delivery apps. The number of delivery drivers have drastically increased ever since the popularity of UberEats, Grubhub, and other food delivery applications. However, these software typically use a cloud-based system for creating a chat room between the delivery person and the customer. To avoid this issue, the pizzeria Jake works at uses a local number which sends messages to a peer-to-peer chat app that Jake can then view and see.

Image for Jake comes from a stock photo of “Portrait of boy going college with friends in background”(<https://www.alamy.com/stock-photo-portrait-of-boy-going-college-with-friends-in-background-39267923.html>).

**CS 522—Mobile Systems and Applications**  
**Assignment Six--User Experience—Rubric**

*User Experience Design:* This should consist of the three following deliverables:

1. ☐ 40% At least one persona description.
  - a. 15%: Description
  - b. 10%: Photograph of the persona (not yourself or a celebrity)
  - c. 3 x 5%: Description of their goals (at least two goals for each of the cognitive goal categories discussed). Zero points for a goal that is not appropriate for its category.
2. ☐ 40% A context scenario based on that persona. The context scenario must highlight contact points with the app you are proposing.
3. ☐ 5% Appendix on process
4. ☐ 5% Completed rubric.
5. ☐ 10% Professional aesthetic (e.g., as though you were making a product pitch).

Total: