

# Assignment 2

## 1 Aim

Design user persona for the users of selected product/system.

## 2 Objective

To be able to identify the users of the system, their personas, and their goals/objectives for using the system.

## 3 Outcome

Students will be able to understand who will be using the system, their behaviour patterns, their needs and the issues they may face while using the system.

## 4 Theory

The system under study is our final year project, which is a wearable technology for group management. The system is aimed at schools (where it can be used on field trips), but it can also be used in other scenarios e.g. by trekkers, by tour groups, by caretakers in hospitals to monitor patients with Alzheimer's or dementia etc. It can be used primarily outdoors, and is attractive to use due to the following reasons

- Portable device
- Sturdy
- Water-proof
- Rugged
- Battery life
- Efficient Components
- Lightweight

- Appealing to children using it

The different user personas are as follows:

## **4.1 Group Leader**

### **4.1.1 Name**

Uma B

### **4.1.2 Demographic Profile**

- Personal Background
  - Age: 52
  - Gender: Female
  - Education: MCA
  - Family status: Married with children
- Professional Background
  - Occupation: Primary School Teacher
  - Income: INR 3,00,000
  - Work Experience: 20 years
- User Environment
 

Uma uses the system on field trips with her students, which are conducted every month. The field trips take place in many locations, for instance the local zoo, the local aquarium, etc.
- Psychographics
 

Uma is in charge of 40-50 rambunctious children on her field trips. She is responsible for ensuring that all the students of her class are together, and is also responsible for reporting their whereabouts to their parents. Uma has osteoarthritis, due to which she cannot run around and keep up with her wards. The children under her care are highly curious and very active, and love to wander off and explore new places for themselves.

### **4.1.3 End goals**

Uma wants a system that enables her to keep track of all the children under her care. She wishes to know how far any of her wards are at any instance in time, and to be notified when any of them strays too far away from the rest of the group.

#### 4.1.4 Scenario

”At least once a month, I take my students out on a field trip. We try to go to places that would appeal to kids, like the Zoo or the Science Fair, or any tourist attraction nearby. My students love to explore these places, but they often run away faster than I can keep track of them. Ideally, I would love to make them wear some sort of band that would be connected to my phone, that would allow me to keep track of how far all of them are from me, and would also notify me if any of the students have moved too far away from me and are in need of help.”

### 4.2 Student

#### 4.2.1 Name

Jai L

#### 4.2.2 Demographic Profile

- Personal Background
  - Age: 5
  - Gender: Male
- Professional Background
  - Occupation: Primary School Student
- User Environment

Jai uses the system on field trips with his class students, which are conducted every month. The field trips take place in many locations, for instance the local zoo, the local aquarium, etc.
- Psychographics

Jai is a rambunctious child, who loves to run around and explore new places and things. Very often, he leaves his classmates and teacher behind and explores on his own. He also loves to play games with his teacher, and always hides away when she goes searching for him.

## 5 Conclusion

Through this assignment, we have understood our users, their goals and their constraints.