



FACULDADE DE
CIÊNCIAS E TECNOLOGIA
UNIVERSIDADE NOVA DE LISBOA

Interacção Pessoa-Máquina

2020/2021

TMASK

Stage 2: User and task analysis



Realizado por:

41936, Samuel Robalo
44592, Alexander Denisov
50654, Francisco Silva
51095, Daniel Dias

Lab class Nº P2

Group Nº 13

Professor:
Teresa Romão

September 02, 2020

Problem

The human head can have many shapes and feats. Therefore, it is hard to find a hygienic mask that adapt to their unique features.

Most of the masks available do not match our day-to-day clothes or maybe we just need a mask that fits well with a formal attire.

Another relevant aspect that is lacking is the option to make the masks our own, that is, to express ourselves. Whether from adding a single word or phrase to create a work of art.

Users

The target demographic consists of anyone that intends on buying a face mask.

Mostly targeted at teenagers, young adults and adults, it is meant to be mainly utilized by any user that feels comfortable around image editing, but can also be utilized by less experienced users, that may just want to browse and search for pre-built designs.

Tasks

Task #1 - Take measurements

Goal: Get the user's measures

Pre-conditions: Have a bendable ruler or a printer

Sub-tasks:

- a. Select option "TAKE MEASUREMENTS"
- b.1. Print the available pdf
- b.2. Get a measurement tool
- c. Measure the distance from the bridge of your nose to just under your chin
- d. Measure the distance between the ears, passing through the chin
- e. Record both numbers

Exceptions: None

Frequency of use: Low - this task is usually used when the user first creates an account or if multiples users share the same account

Task #2 - Create a new facial profile

Goal: Create a new profile

Pre-conditions: Logged account

Sub-tasks:

- a. Select option "PROFILES"
- b. Select "Create a new profile"
- b.1. Import existing profile
 - b.1.a. Click on "Import from"
 - b.1.b. Search for the profile to serve as a base
 - b.1.c. Click on the profile. The following sub-tasks will have editable options selected as default
- b.2. Skip profile import
- c. Select the shape of the face (e.g. round, square, diamond, heart, oval, rectangle...)
- d. Take and save measurements (*Task #1*)
- e. Select the type and format of the mask
- f. Select the number of layers
- g. Write an appropriate name for the profile
- h. Save the facial profile

Exceptions:

- Empty list of profiles when tried to import
- There is already a profile with the given name

Frequency of use: Low - this task is usually used when the user first creates an account or if multiples users share the same account

Task #3 – Search Product

Goal: Find specific product

Pre-conditions: None

Sub-tasks:

- a. Select option "PRODUCTS"
- b.1. Scroll until found product
- b.2. Search by Tag
 - b.2.a. Click on field "Search"
 - b.2.b. Write something (e.g. "SLB")
- c. Chose "Product" by clicking on it

Exceptions:

- Search by Tag returns nothing

Frequency of use: High - this task is used frequently as per the fact that is part of the core functionality

Task #4 – Share your mask design

Goal: Publish Your Mask Design for everyone to see

Pre-conditions: You need to have finished design or being in the last step of the mask design creation process

Sub-tasks:

- a. Check “I Want to share this” checkbox.
- b. Fill the “Tags” field, separated by comma (e.g. “banana, mango, orange”)
- c. Read “Terms and Conditions”
- d. Check “I Agree to the Terms and Conditions” checkbox
- e. Press “Publish my Mask” button

Exceptions:

- Users may choose not to publish Mask
- The user failed to check all checkboxes which will not allow further publish process

Frequency of use: Low-Medium - this task is used sometimes as per the fact that is part of the Personal choice of the user

Task #5 – Guided Product Build

Goal: Generate a product from preferences

Pre-conditions: None

Sub-tasks:

- a. Select option "START BUILDING"
- b.1. Some Button UI options appear
- b.2. User selects an option
 - b.2.a. If user selected skip the guided builder
 - b.2.a.1. Take user into mask builder
 - b.2.b. If system has more customization options, go to b.1
 - b.2.c. If no more options to display
 - b.2.c.1. Save preferences and Tags related to the choice
 - b.2.c.2. Take user into mask builder and load info from guide

Exceptions:

- Skipped
- User not logged in

Frequency of use:

- High for new users, the task is used frequently by users on landing page.
- Normal to Low, registered users will likely skip the builder guide and do manually.

Task #6 – Review your shopping cart

Goal: Interact and review information about the products selected for shopping

Pre-conditions: There must be at least one item in the shopping cart

Sub-Tasks:

- a. Select an item in your shopping cart
- b.1. Review the information about the chosen product (e.g. price, shape, tags...)
- b.2. Edit the chosen product (leave the shopping cart, and redirect to the editor)
- b.3 Remove the chosen product from the shopping cart
- c.1 Finalize the purchase (will be redirected to the payment options menu)
- c.2. Empty the cart, removing all the products

Exceptions: None

Frequency of use: High – for a full usage of the service, the user will always interact with the shopping cart

Scenarios

Scenario #1 - Find a matching mask for a dress

Alicia had a beautiful pink dress with strass to wear to the ball.

But, due to COVID, she should always wear a mask when she goes outside.

She looked in her house and found only ugly "medical green" masks.

She decided to browse online on a useful website that she already had an account and searched for a matching mask. She chose the mask "Simple Pink", selected the profile "My profile" and bought it.

Scenario #2 – Share your Art

Pedro, a local artist, was looking for a way to share his art and express himself. But, due to COVID, there is no way to display it in the gallery or in the usual way.

So, to show his paintings, he went to the website that Alicia recommended him. He opened the mask builder, uploaded one of his pictures, adjusted it to its fit and shared them with his audience by the tags "art, painting".

Scenario #3 – Jonny spend too much on masks

Jonny is very afraid catch COVID, so he always uses a mask!

Luckily for Jonny, he found a nice website with masks in different shapes and colours. He chose some masks and even designed one himself. He put all of them on the shopping list, but later found out he was about to buy too much. So, he checked what he was buying, removing all but the one he designed.

Scenario #4 – Create a facial profile

Nahla just logged in and is using the website for the first time. She decides to create a facial profile. Proceeds to take her measurements and introduces the data on the forms. Nahla has an oval face, 7cm from the bridge of her nose to just under her chin and 26cm between her ears, passing through the chin. Picks the default type and format of the mask, selects 3 protection layers and saves the profile under the name of “My profile”.

Interviews

We did a survey that reached several age groups, according to our target audience.

First, we noticed that the preference of buying hygienic masks locally or online was quite distinct, with a small advantage for the latter.

Detailed information about the material, quality and protection levels of the masks seems to be the most sought-after characteristics, according to the data collected.

The feature of having customizable measurements of each person's face to increase the likelihood of compatibility and adjustment to the face's features was also well received.

However, the possibility of customizing the masks is slightly behind, as even the best quality masks are disposable after a certain amount of use and they require washing, which can make them lose colour. On other hand, it seems like a good option for small parties with themed masks.

The choice of having personalized disposable mask packs proved to be more interesting for a more adult audience and did not captivate young people as much.