

Need Finding

Amidst the pandemic, it's really hard to conduct a survey or observe to empathize with your target users. So, we utilized the use of social media to see what the current issues people are having during this pandemic. I had a lot of fun making personas because it feels like I'm making an actual possible user for our proposed application. We had a struggle here and there and made a mistake because we thought that when we make our personas, we will match it to our proposed solution but what we are supposed to do was define the problem and don't think of your proposed solution right away so your personas won't be biased to your proposed solution, giving you more ideas on where you want to focus. We also had a problem with our problem statement because our personas have different problems making our actual problem more diverse so we had to tune down to just one problem and we decided to focus on the schedule planner for APC college students.

I didn't think it was easy but I'm hoping that we could pull it off although we had a lot of mishaps along the way and I hope we can learn more if we are to fail with our first attempt.