RACHEL

28 YEAR OLD SERVER FROM NEW JERSEY

DESCRIPTION

Rachel has been a server since she first graduated high school. She has worked in several restaurants, including The Cheesecake Factory, Chili's, and several local restaurants, such as smaller Italian restaurants and New Jersey diners. She is single and does not have any children. She is currently studying for her Master's in Business Administration at NYU.

Throughout her day-to-day life, she keeps her Android with her until she has to serve tables, which is when she puts it away so she can focus on service. She mostly uses her phone to communicate with others, including friends, families, and employers. She enjoys the ease-of-use and customizability that comes with her Android.

Since she works at multiple restaurants and is not frequently allowed to have her phone out, she would love to be able to have a sufficient way to check in with her employer/manager and clock in/out at each restaurant she works at, even when her manager or employer is not there.

TECHNOLOGY CAPABILITIES

Personal Computer:

- Fluent/High Competency
- Used for internet and connectivity
- Used for studying, writing, and reading

Internet Usage:

- Fluent/High Competency
- Uses to stay up-to-date with friends
- Uses to find news
- Follows various celebrities and influencers

Mobile Phone:

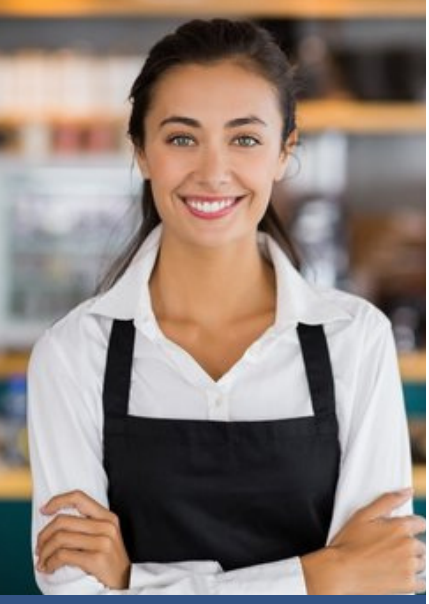
- Fluent/High Competency
- Keeps her phone everywhere she goes
- Enjoys customizing colors, wallpapers, etc.
- Used for communication and social networking

CONTEXT SCENARIO

1.Rachel begins her day by waking up and eating breakfast before getting ready and heading to work at her first restaurant for the day: a local Jersey diner called the Candlewyck Diner.

2. Once at work and ready to begin serving tables, she clocks in on the app by messaging her employer in a private, encrypted chat room. She tells him that she has arrived and is ready to begin service. She then activates tracking on the app to allow her employer to view her whereabouts. Using the app, the employer can use the messages' GPS coordinates and "maps" features to confirm that Rachel is at the diner. The simple, easy-to-use interface allows Rachel to navigate the app effectively, as all functions are clearly labeled and visible.

3. The app's "maps" feature is easy to read by both Rachel and her employer, as the users can designate the restaurant's location, and use the GPS features to track Rachel's location. Furthermore, the "maps" feature also has multiple visual settings, including the ability to switch between a "satellite" view more similar to Google Earth, and a "roadmap" view more similar to the usual Google Maps app. These options make the "maps" feature more readable, based on the user's preferences.



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USER GOALS

Visceral Goals:

- Simple, easy-to-use interface
- “Maps” portion of the app has an intuitive graphical interface that can switch between roadmap and satellite views

End Goals:

- Allow the user to notify their employer of when they start and stop work
- Allow the employer and employee to track time worked and ensure the employer is aware of the employee’s whereabouts while working

Life Goals:

- Messaging component allows employers to submit reviews of employee performance so they can improve their service
- Features such as encryption and disabling tracking ensure user privacy is kept

CONTEXT SCENARIO(CONT’D)

4. Rachel then leaves the phone on in her backpack while she is serving, and at any time, the employer can check in using the “maps” function of the app to confirm that Rachel is still at the restaurant. The app will run in the background, even when she is not actively using her phone. The app will also send her employer an alert if she leaves the area or turns off her phone, to indicate that she has left in the middle of service, or that the app can no longer track her whereabouts. This ensures her employer knows her whereabouts whenever she is working.

5. After service, she then messages her employer that she has finished her shift, and the employer can use the timestamp between the two messages to determine long she has worked to determine her hourly pay. Rachel then disables the app’s tracking features so her employer can no longer track her.

6. Rachel does not have classes at NYU today, so after lunch, Rachel goes to her second serving job at the Cheesecake Factory, where she works the dinner service. She goes through the same routine as the last restaurant. She messages her manager in a private chat room, who then checks the app’s “maps” feature to confirm that she is at the restaurant. After service, she messages her manager again that she has finished, and the manager uses the timestamps to confirm how long she worked. Rachel again turns the app’s tracking feature off, so her employer can no longer track her whereabouts.

7. Upon getting home after a long day’s work, she looks at the app and checks the total amount of time worked that day using the timestamps of the various messages. From there, she can calculate how much hourly she should be paid for the amount of time she worked. She then messages her employers to let them know the amount of time she worked. The employer responds to confirm that the time she claims to have worked is accurate, and then provides her with a service review based on feedback received from customers. This allows her to improve her service and ensure she receives the correct amount of hourly pay.

Appendix for Eric Tashji's Assignment 6

1. I conducted an interview with some local servers, and inquired what they would like from an app. Note that the image and names of those represented in the Persona are not based on any of the individuals interviewed. However, information gained from the interviews are used to gain a picture of the typical server in NJ.
2. I then went online to look up similar apps that could be used by servers. These apps were used as models of features to implement in a possible app that could be used by the persona. I drew inspiration from the scheduling features of the 7Shifts and Connectteam apps. Their websites can be found below:
    a. 7Shifts: https://www.7shifts.com/
    b. Connectteam: https://connecteam.com
3. Note that the image used in the persona is a publicly available stock photo, and therefore does not violate copyright. The image I used for the persona came from this website: https://stock.adobe.com/search?k=waitress&asset_id=128906601

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: 100