



GET Me caffeinATED!

User Profiles

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Assignment Criteria

User Profiles: A short user profile containing a description of the users of your system. This description should have two components. The first should describe whether your primary users will be novice, knowledgeable intermittent, or expert. This description should consider the users in terms of syntactic, task semantic, and computer semantic knowledge. The second component should consider characteristics of the users that we discuss in class, including work experience, computer experience, age, etc. Please refrain from including information about design; think of this as part of the requirements. Design will come later.

Get Me Caffeinated! Recap

Educational Intent

This application will educate users on how to brew different varieties of coffee. After using the application, users should feel confident in their ability to brew many types of coffee at home.

Target Users

Coffee enthusiasts, cafe frequenters, coffee skeptics. Anyone interested in brewing their own cafe drinks at home will benefit from this application.

This interface will be appropriate both for new coffee drinkers and for those who already know how to make coffee, but would like to learn to brew new varieties at home. For novice users, there will be a step by step tutorial on how to brew coffee. Advanced users, however, will be able to quickly access information about different varieties of coffee.

Primary User Persona One



The Undergraduate Student

Name: Joe Myers

Background

- 21 years old
- Full-time college student
- Has a high proficiency with computers
- Doesn't know much about coffee drinking

Goals

- Learn the ingredients and steps necessary to brew a cup of coffee.
- Discover new types of coffee drinks.

Frustrations & Pain Points

- Having to create an account or enter personal information unless absolutely necessary.

Scenarios

- Learning how to make coffee at home on his free time.

Narrative

Joe is a full time college student and spends a great deal of time studying and work for classes. Surprisingly, though, he's not an avid coffee drinker. He finds himself constantly staying up late and getting up early and would like to introduce coffee into his life to ease the morning drowsiness and keep his all-nighters lively. Being a college student, he spends a lot of time on the computer and oftens surfs the web while doing other things. As coffee is something completely new to Joe, he would use this site periodically when he wishes to learn more about preparing coffee, and exploring other caffeinated choices that may better suit him. He'd like a place where he can learn all the basics to make a drink quickly so he can get back to his studies.

Experience Level

Task Semantic

This user has low task semantic knowledge. He does not drink coffee and thus has no knowledge of the coffee-making process.

Computer Semantic

This user has high computer semantic knowledge. He uses the internet regularly and has experience using various websites and software applications. He also has knowledge of software development, which gives him an intuitive understanding of how applications should work.

App-specific syntax

This user has low app-specific syntax knowledge. He has not used this particular application before. He has, however, used many other websites, some of which are of a similar nature.

Characteristics

Work Experience

This user has some work experience that mainly involved doing software development. As part of the job, he helped to build various programs and he made use of many applications to do his work.

Computer Experience

This user has extensive computer experience. He has used various software and web applications. He also has experience in software development.

Education

This user graduated from high school and is working towards a bachelor's degree in Computer Science.

Reading Skills

This user is a proficient and avid reader. He has a large vocabulary and high comprehension skills.

Language Skills

This user is fluent in the English language, which is his first language. He can also read and speak Spanish, but he is not fluent and cannot speak the language at a high level.

Primary User Persona Two



The Workaholic Father

Name: Adrian Clark

Background

- 38 years old
- Married
- Father of two
- A manager at ABC Company, and PhD student
- Has a high proficiency with computers

Goals

- Learn how to brew a cup of strong coffee with varieties of flavors that helps him stay awake and refreshed for longer hours both in office and at home.

Frustrations & Pain Points

- Being bothered with too much information that is unnecessary or unhelpful.

Scenarios

- Learning to brew coffee during free time at work.
- Searching for new varieties of coffee or coffee-related drinks.

Narrative

Because he is a manager, a PhD student, and a parent, Adrian does not have a lot of free time on his hands. He does, however, know the power of coffee and how it can help him maximize his day. Getting great coffee, though, always costs him precious time and money. Adrian would like to know how to recreate all his coffee shop favorites right in the comfort of his home or office instead of wasting time in line at the local establishment. Adrian would like

a tool that would help him get right to brewing and would be able to teach him specifically what he wants to know quickly, so he can get back to managing the rest of his busy life.

Experience Level

Task Semantic

Has moderate task semantic knowledge, as he has visited sites of a similar nature. He does not, however, know the specific steps involved in brewing exotic caffeinated drinks.

Computer Semantic

This user has high computer semantic knowledge. He knows how to use different applications, and surfs the internet proficiently.

App-specific syntax

This user has moderate app-specific syntax knowledge. He has been using some kind of procedures from different sources to brew his own coffee.

Characteristics

Work Experience

This user works as a manager for an ABC company.

Computer Experience

This user has years of experience using computers. He has experience using numerous software applications. In addition, he browses the internet on a daily basis and therefore has used many web applications.

Education

This user has both a bachelor's (economics) and master's degree (business), and is currently a PhD student.

Reading Skills

This user has a very high level of reading comprehension and a substantial vocabulary. If ever confronted with an unfamiliar term, he will go out of his way to search for the definition.

Language Skills

This user is fluent in English, but does not speak any other languages.

Primary User Persona Three



The Typical Teenage Girl

Name: Stephanie Salvator

Background

- 15 years old
- Currently a high school student.
- Has some experience using computers.
- Growing up in a fast paced technologically inclined world.

Goals

- Learn how to brew a cup of sugary, caffeinated, whipped cream topped coffee drink for peers and self.
- Eager to try out new things and follow and start the newest trends.
- Have fun.

Frustrations & Pain Points

- Tedious instructions are a major annoyance.
- Having to repeat steps is a no go.
- Shortened attention span and patience.

Narrative

Stephanie spends her weekdays in high school, where frozen, foam topped coffee drinks are all the rage amongst the cool kids. Unfortunately, being a high schooler, she has no cash to spend on pricey five-dollar beverages to impress her peers. One thing she does have, though, is time and access to her parents' kitchen. She uses the application on the weekends and after school to make iced coffee drinks for all her friends. She would like to use the application to try replicating drinks she's had before and make brewing them herself a piece of cake. A barista in the making.

Experience Level

Task Semantic

This user has low task semantic knowledge, as she has never made coffee.

Computer Semantic

This user has moderate computer semantic knowledge. She knows how to surf the internet, and uses social media sites like Facebook and Twitter. However, she doesn't use many programs outside of the internet and is generally unfamiliar with how they work.

App-specific syntax

This user has low app-specific syntax knowledge. She has no experience using this application or any similar application.

Characteristics

Computer Experience

This user has some computer experience. She uses a few software applications for school work, although she is not very experienced with them. Most of her computer use involves surfing the web. Specifically, she mostly visits social media sites like Facebook and Twitter.

Education

This user is currently a sophomore in high school. She has not taken any sort of computer skills class. She generally gets good grades in all of her classes.

Reading Skills

This user reads well for her age. She has decent comprehension skills and a moderate vocabulary. However, if she encounters a word that she is unfamiliar with, she is not likely to lookup the definition of that word.

Secondary User Persona



The Retired Grandfather

Name: Bob Donaway

Background

- 65 years old grandfather to seven grandchildren.
- Has a master's degree in education.
- Is a retired teacher.
- Only recently started using a computer.

Goals

- Find out about new and unfamiliar types of coffee.

Frustrations & Pain Points

- Technology has not been a friendly experience to him and he does not like when an application assumes too much prior computer knowledge.
- Enjoys the personal interaction that technology sometimes removes.
- Greatly dislikes unclear or confusing error messages.

Scenario

- Learn how to make a drink that he was told about by a friend.
- On free time, learn about a new type of coffee drink that he is not familiar with.

Narrative

Bob is retired, but he's no stranger to coffee. He's been around the caffeine block but his memory isn't as good as it used to be when trying to remember all the tricks of the trade. Bob has plenty of free time, and does plenty of things with it, including spending a lot of

with the grandchildren. He has ample time to use this application and he is willing to spend a while using it, so long as it is informative and interesting.

Experience Level

Task Semantic

This user has high task semantic knowledge. He has been brewing coffee for years, so he is very familiar with the process involved. He is also familiar with the ingredients necessary for brewing most common types of coffee.

Computer Semantic

This user has low computer semantic knowledge. He has just started to use a computer on a regular basis, so he has little experience using software applications or navigating the web. He often finds himself confused on how to use most software applications and usually has to ask someone else for help.

App-specific syntax

This user has low app-specific syntax knowledge. He has not used this particular application before and he hasn't used any similar applications.

Characteristics

Work Experience

This user was a teacher for over twenty years. Although making coffee was not a required part of his job, he prepared coffee often during the work day.

Computer Experience

This user has little computer experience. He has just started using a computer and is learning to navigate the web. He uses few software applications, and those that he does use he is not very experienced with.

Education

This user has a bachelor's degree in history and a master's degree in education.

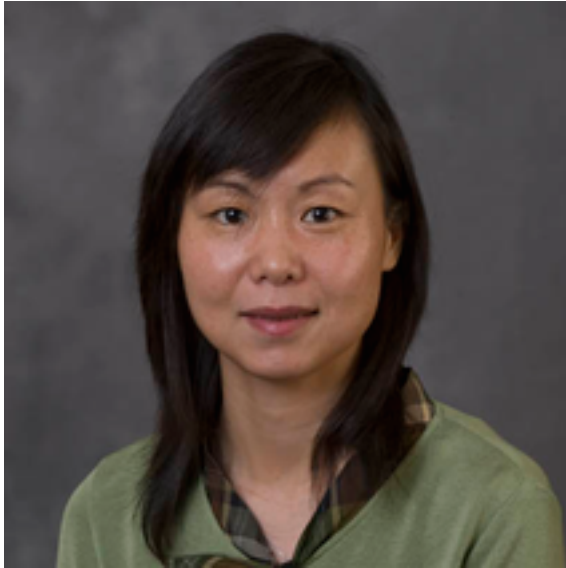
Reading Skills

This user has good comprehension skills and a decent vocabulary.

Language Skills

This user is fluent in the English language, but does not know any other language.

Served User Persona



Primary Breadwinning Mother

Name: Jiao Smith

Background

- 31 years old.
- Immigrated to U.S from China when she was a teenager.
- She works as a physician, her husband is a stay-at-home father.

Goal

- Husband is using the application to learn how to make coffee for both of them.
- He intends to teach her as well.

Frustrations & Pain Points

- She has a tough schedule and is always on her feet.

Scenario

- Drink coffee prepared by her husband who is using the application.
- Learn from him how to brew drinks that she likes.

Experience Level

Task Semantic

This user has low task semantic knowledge. She does not drink coffee regularly and does not know how to brew it.

Computer Semantic

This user has moderate computer semantic knowledge. She uses a computer often for work, but rarely uses them when not working except to visit a few web sites and check her e-mail.

App Semantic

This user has low app semantic knowledge. She has never used this application nor any other application like it.

Characteristics

Work Experience

This user has worked for years as a physician.

Computer Experience

This user uses computers at work to check and enter medical records, as well as other purposes related to her practice.

Reading skills

This user has good comprehension in both Chinese and English.

Language skills

This user is a native Chinese speaker and is fluent in that language, but she can speak and read English well also.

Resources

- Joe Myers Photo
<http://chicagomaroon.com/wp-content/uploads/2011/11/110811-nws-tech-guy-Darren-Leow-808x1024.jpg>
- Adrian Clark Photo http://childrenshospitalblog.org/wp-content/uploads/2009/08/Erik-IMG_0369-240x300.jpg
- Stephanie Salvator Photo
https://encrypted-tbn0.google.com/images?q=tbn:ANd9GcRwfECHZc2s-DsCh_mvWUK2Ld2pF-3XJwFeewVrAwo2SuTW2qQq
- Bob Donaway Photo
<http://www.recoverybridge.org/Man%20Talking%20on%20the%20Phone6.jpg>
- Jiao Smith Photo
https://engineering.purdue.edu/ECE/Spotlights/professor-dan-jiao-invited-to-national-academy-of-engineerings-2011-us-frontiers-of-engineering-symposium/jiao_dan_news_2009.jpg