

EXERCISE Week 08: Context Scenarios and IA

Overview

You are asked to prototype the interaction for people to purchase goods or services from a peer-to-peer service (think craigslist) through a native mobile application. Use the requirement of it being a native app as an opportunity to take full advantage of platform capabilities such as GPS, camera, bluetooth, etc.

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1. Document the persona

Alex



Age: 32

Gender: female

Nationality: Vietnam

Location: Ho Chi Minh

Occupation: Housewife

Technical skills: Low, mostly mobile phone usage

- Bio:

Alex doesn't show brand loyalty, but instead scours the internet for best deals and bargains.

- Frustrations:

Due to raising 3 kids, Alex doesn't have the time or resources to go shopping.

- Goals:

Find sale or discounted items and save money to pay bills other expenses.

- Motivations:

Provide her family and utilize free time to spend with her kids.

Mina



Age: 28

Gender: female

Nationality: US

Occupation: Product Manager

Technical skills: Average, can use computer efficiently.

- Bio:

Mina likes decorating house. Meanwhile she is very busy. She relaxes herself by

seeking decorating stuffs on her phone. She also loves to collect some old furnitures.

- Frustrations:

It's hard to find some good second hand furniture in a reasonable price from nearby.

- Goals:

Buy good second hand furnitures in a reasonable price, from nearby.

- Motivations:

Mina just bought a new house. She needs to find some really good second hand furnitures in a reasonable price from nearby, for saving money, time and energy.

Richard



Age: 24

Gender: male

Nationality: UK

Location: Seattle, WA

Occupation: Intern at startup

Technical skills: Average, mostly computer usage

“Sometimes I can find a good deal on Craigslist, but it is kind of hard to find them between all the sketchy offers”

- Bio:

He works for ten hours in an environmental preservation startup. He is very busy with work. He bought most of his furniture as well as some of the outdoor gear on Craigslist.

- Frustrations:

Items are not in the described condition

Many offer do not seem trustworthy

Many potential buyers answer the initial offer, but than never reply.

- Goals:

Save money by buying used items

Make some extra money, by selling old items

Buy items nearby to save time, money

- Motivations:

To save or make money online.

Samual Grey



Age: 22

Gender: Male

Nationality: UK

Location: Seattle, WA

Occupation: Student

Technical skills: High, keep up with latest tech

"I sell everything in daily life from coat hangers to rice cookers. But sometimes the rules of the websites are confusing and misleading"

- Bio:

Samual is an undergraduate student in University of Washington. He is a big fan of electronic devices and all kinds of electronically published games. He sells whenever he has items that he doesn't need any more. Overall, he sells used items about 5 times a month and buys 1 time a month.

- Frustrations:

Rules of website are confusing and misleading

Annoying when customer want see more pictures

Email notification is not convenient

- Goals:

To let more customers see the items by selling online

Save money to buy second-hand items

To ensure safety by selling online

- Motivations:

To save money as much as possible.

Gabi Bowman



Age: 35

Gender: Female

Naitonality: Vietnam

Location: HCM

Occupation: Small Business Owner

Technical skills: High, efficient in laptop and tablet

“Buying used stuff would be so much easier if I had a way to receive notifications about items of interest from sellers in my area.”

- Bio:

Gabi is married and has 3 children. She works full-time as a Program Manager for a local non-profit company. She believes strongly in recycling and reducing her carbon footprint.

- Frustrations:

Wasting time

Digging through hundreds of listings

- Goals:

To save money and save time

To try not to buy kids clothes brand new

- Motivations:

Environmental concerns

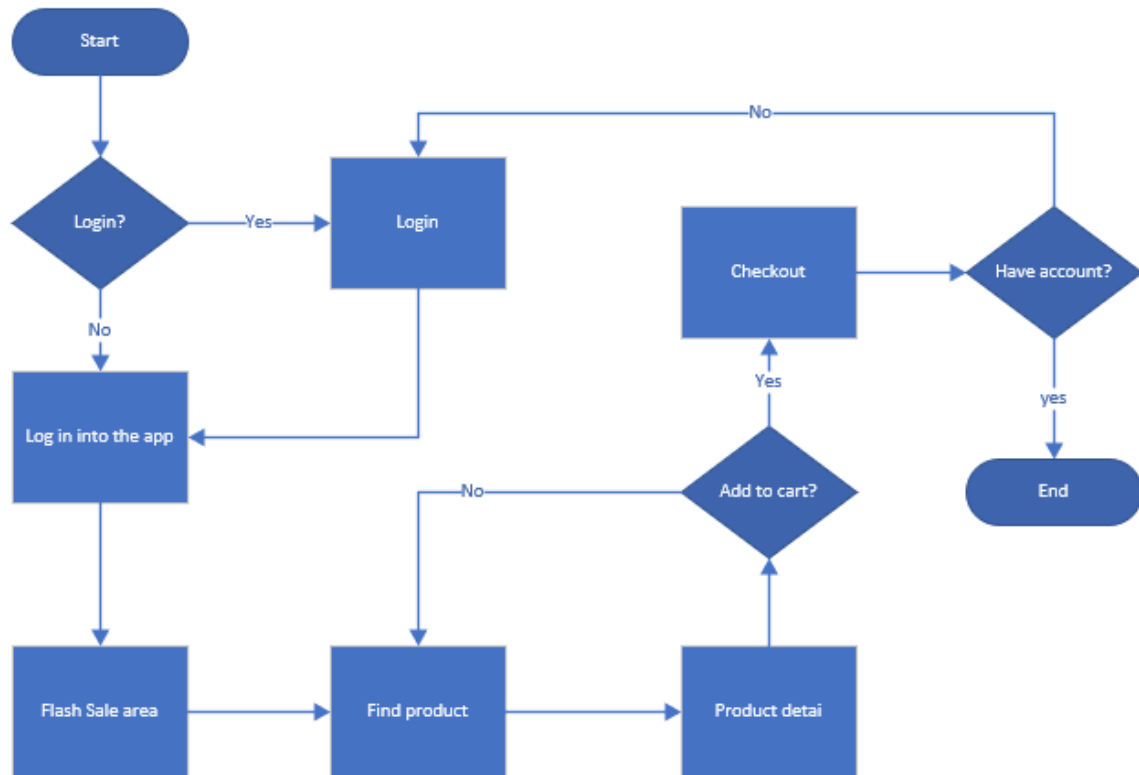
Providing her family and saving money

2. Identify 5 key scenarios that your persona is most likely to find themselves in, Include one flow diagram for each scenario with various paths including a clear "happy path".

Scenario 1 - Successful find and buy discounted items	
Due to raising 3 kids, Alex don't have time to go out shopping, but she always want to find sale or discounted items to save money to pay bills other expenses for her family	Importance: Medium Frequency: Medium

Scenario steps	Comments	Outstanding questions	Required functionality
Alex log in the app and immediately search for Flash Sale area (area that show seller sell discount items) in Home page to find if anything she need in there.	App should open user tutorial for first login	Will Alex know where is Flash Sale area? Will Alex log in before using the app?	She must downloaded before using it
Alex relized that some of her need items are in flash sale area.		How many items left for Alex's need items	

		and when will the Flash sale expire?	
Alex navigate to items detail	App show items detail and any discount and benefit to attract buyer	Is that items good enough for Alex? Will she buy it?	Alex must check if it is what she need or not
Alex add items to cart and then look for other items she need		Will she buy more?	
Alex relized there are better price of what she just bought in the next tab of flash sale. She take out old items out of cart and quickly add new items		Is she happy which new price she got?	
After find everything Alex need, she finally go to checkout for all of the items she got	App show all items in cart along when their detail	Is she login for checkout or not? If not, navigate her through it.	She must have account and address, payment detail to process to checkout
After confirming address, deliver method, she finally finish her online shopping with happiness that she got all the best deal today	App must show the progress of delivery to user		



Scenerio 1 flow chart

Scenario 2 - Successful buy good second hand furnitures in a reasonable price, from neaby.

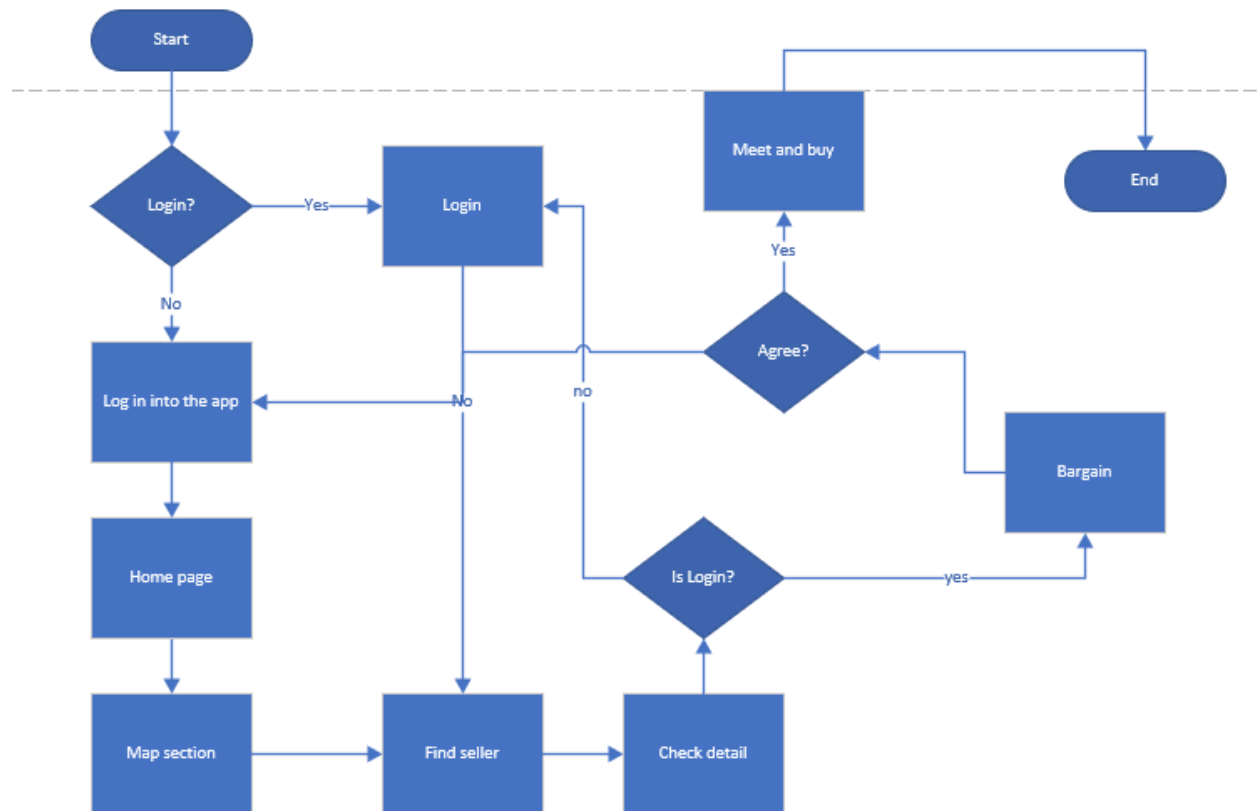
Mina is very busy. She relaxes herself by seeking decorating stuffs on her phone. She also loves to collect some old furnitures so she want to buy good second hand furnitures in a reasonable price, from neaby.

Importance: Medium

Frequency: Low

Scenario steps	Comments	Outstanding questions	Required functionality
Mina log in the app and immediately navigate to map section	App should open user tutorial for first use	Will Mina know where is map section? Will Alex log in before using the app?	She must downloaded before using it

Mina search for keyword of any seller that sell her desired items in header of the page	App primary show sellers near Mina that have thing she need		
Mina then search for if any of those seller in her local			
Mina found out that she find what she needs in 1 seller near her in the result		Is that seller have high rating?	
Mina begin contact with seller about thing she want and bargain for the reasonable the price	App show items detail and seller information	Is that items good enough for Mina? Will she buy it?	Alex must check if it is what she need or not
Mina go to the seller location and pay for what she need		Is she happy with what she got?	



Scenerio 2 flow chart

Scenario 3 - Successful buy used items that are in good conditions

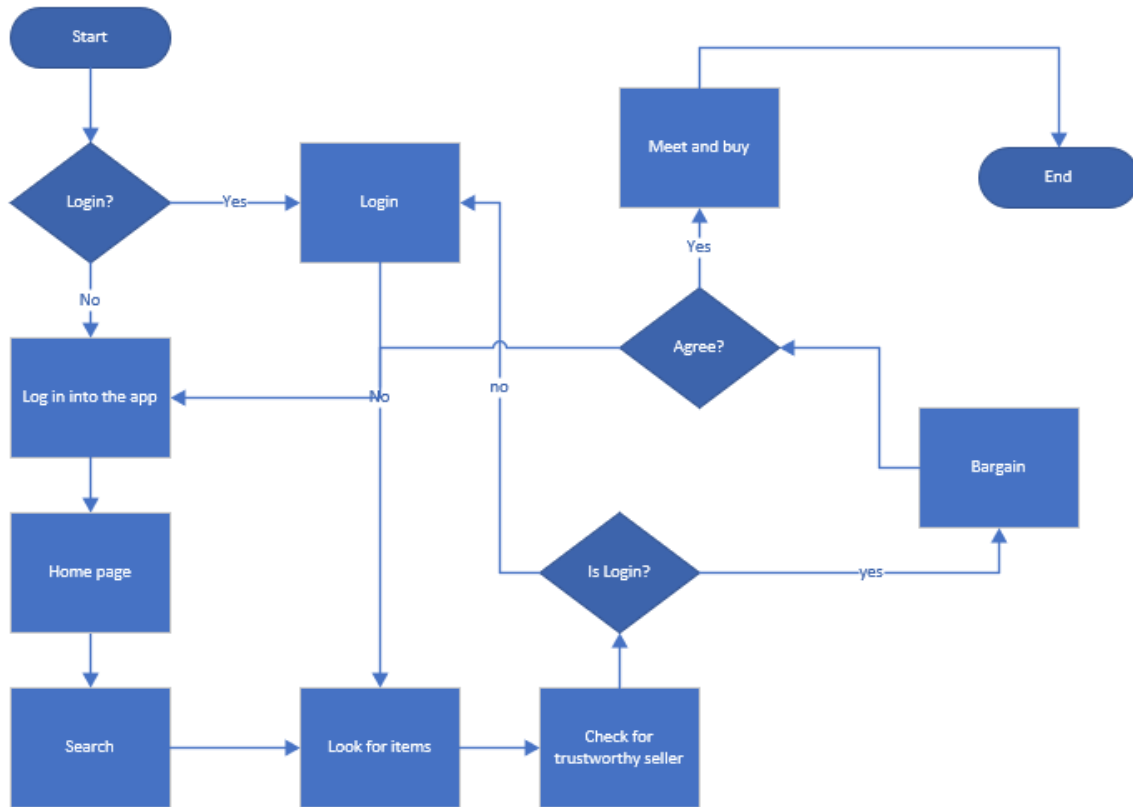
Richard works for ten hours in an environmental preservation startup. He is very busy with work. He bought most of his furniture as well as some of the outdoor gear on Craigslist, and he want to buy more but he afraid of items are not in the described condition Many offer do not seem trustworthy Many potential buyers answer the initial offer, but than never reply.

Importance: High

Frequency: Low

Scenario steps	Comments	Outstanding questions	Required functionality
Richard log in the app and immediately navigate to Home page	App should open user tutorial for first use		He must downloaded before using it
Richard search for keyword of any seller that sell her desired items	App show best rating items in the result in the top		
Richard than look for what seller have the best rating overall and best price			He must be able to identify which is the good seller
Richard check some shop along with its review sections and rating sections to find what best for him			
Richard finally find a place with all he need and also, it has high rating and response rate		Is he able to find it? Is app's suggest function work?	
Richard begin contact with seller about thing he want and bargain for the reasonable the price or	App show items detail and seller information	Is that items good enough for Richard? Will he buy it?	He must check if it is what he need or not

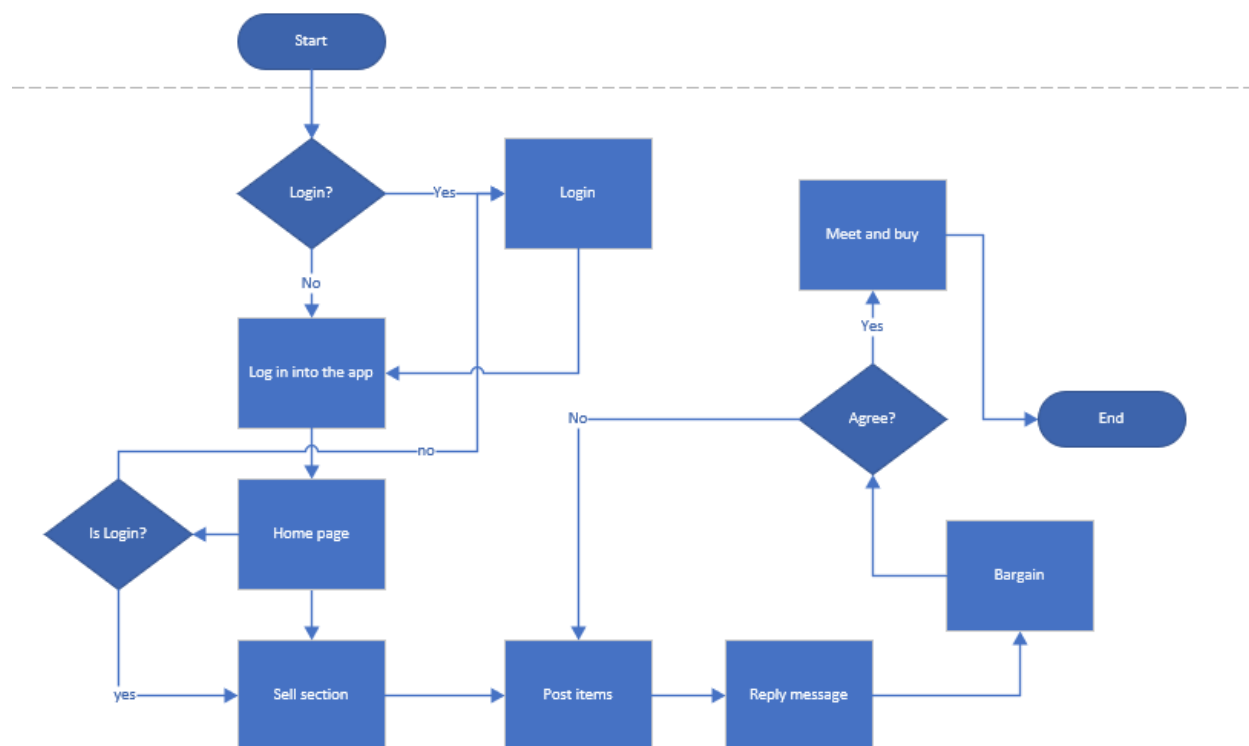
simply add to cart and have them bring to you			
After find everything he need, he finally go to checkout for all of the items he got	App show all items in cart along with their detail	Is he login for checkout or not? If not, navigate him through it.	He must have account and address, payment detail to process to checkout



Scenerio 3 flow chart

Scenario 4 - Successful sold items that don't need	
Samual is an undergraduate student in University of Washington. He is a big fan of electronic devices and all kinds of electronically published games. He sells whenever he has items that he doesn't need any more. Overall, he sells used items about 5 times a month and buys 1 time a month.	Importance: Medium Frequency: High

Scenario steps	Comments	Outstanding questions	Required functionality
Samual log in the app and immediately navigate to page for seller	App should open user tutorial for first use	Is he has a account for seller yet?	He must downloaded before using it
Samual go to the sell section and post items that he no longer need		Is that items post successful?	He must provide enough information like image, des, name, price...
Samual than check if there are any message send to him and reply			
Samual bargain with the buyer for the best price			
Samual then start packing the items after he had been paid and start deliver		Is he able to find it? Is app's suggest function work?	



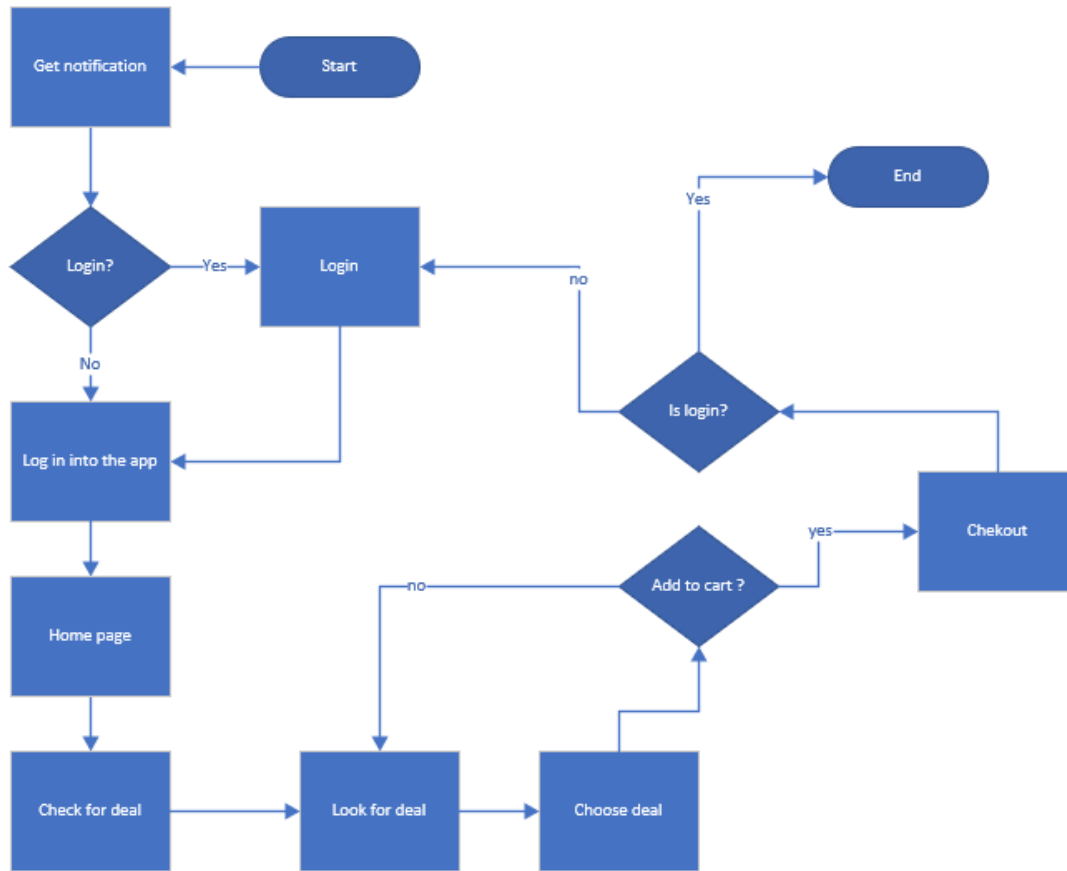
Scenerio 4 flow chart

Scenario 5 - Quickly buy items with best price from deal before everyone else

Gabi is married and has 3 children. She works full-time as a Program Manager for a local non-profit company. She believes strongly in recycling and reducing her carbon footprint. She want to save time and money from buying in her area

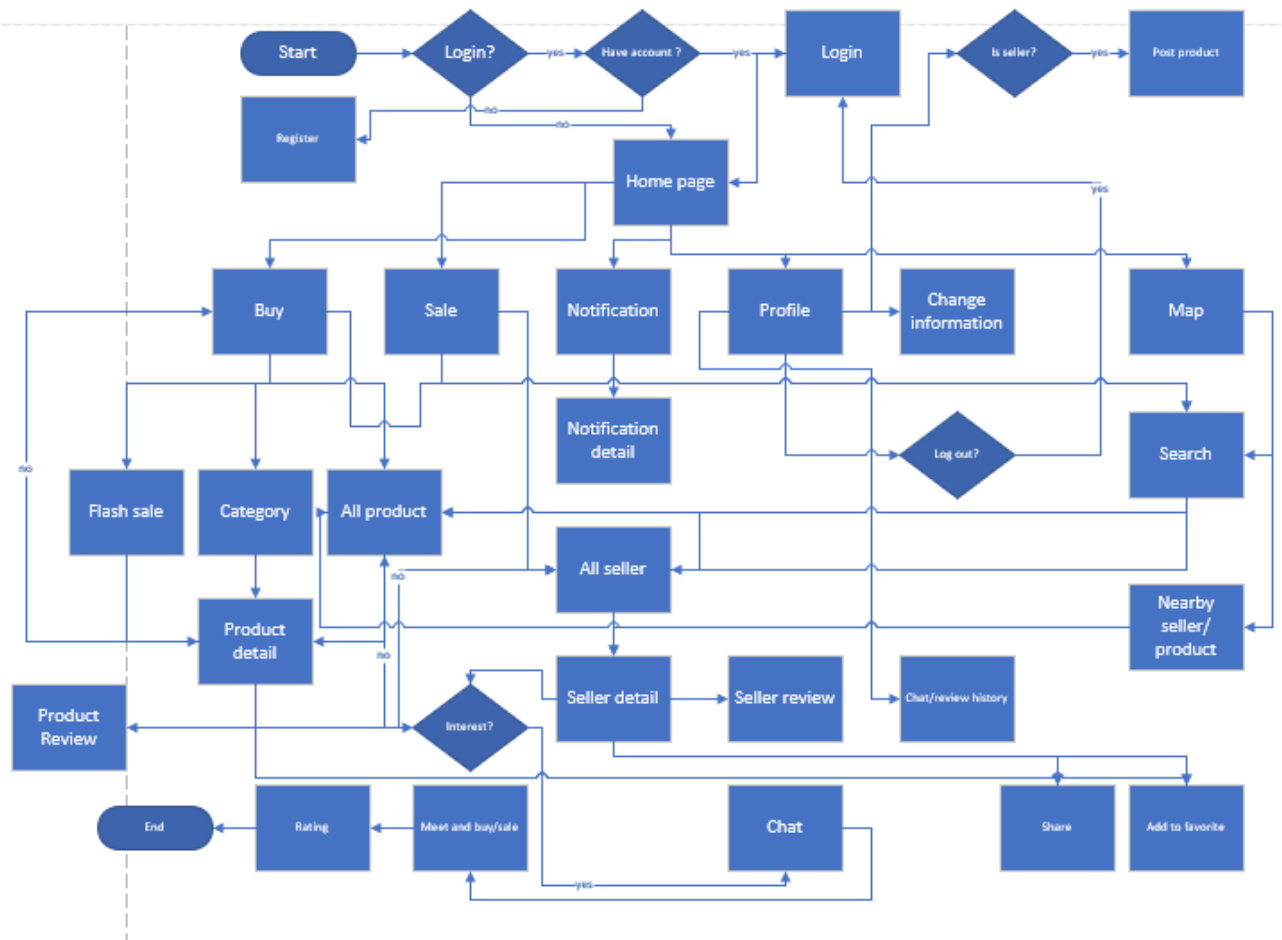
Importance: High
Frequency: high

Scenario steps	Comments	Outstanding questions	Required functionality
Gabi get notification about deal happening in seller of her area		Is she going to check it?	
Gabi log in the app and immediately check out that notification	App should open user tutorial for first use		He must downloaded before using it
Gabi then check for all deal detail and price	App show all deal happening right now	Is she going to take that deal?	
Gabi then select a deal that she find most attractive and quickly process to checkout to get it as fast as possible			
After find everything she need, she finally go to checkout for all of the items she got with best price	App show all items in cart along when their detail	Is she login for checkout or not? If not, navigate her through it.	She must have account and address, payment detail to process to checkout



Scenerio 5 flow chart

3. App-wide information architecture



Information architecture