Group 6

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Software for Global markets – assignment 2

User Definition and Analysis

User Definition (*Ireland, Germany, Brazil*)

# User Analysis

## Primary User Groups

University Students looking for holiday breaks

International Students

## Secondary User Groups

Non-students

## All User Groups

#### University students (students living in home country but travelling to Ireland)

* Students looking for breaks
* Students looking for single day activities
* Students looking for activities related to field of study

#### International students (students coming to Ireland for 6 months / 1 year as exchange for example)

* Students on Gap Year in Ireland
* Students on Gap Year in Europe
* Students studying full-time from abroad

#### University students (research) (student who aren’t planning on coming to Ireland but need to find facts)

* Students looking for information about a city
* Students looking for information about an attraction

#### Non-student young adults (young adults from home country planning trip to Ireland)

* Young adults looking for breaks
* Young adults looking for single day activities

## User Group Matrix

### Brazil

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Range** | low | medium | high | NA |
| **Experience level** | Inexperienced | Moderate experience | Experienced | Not applicable |
| **Score system** | 1 | 3 | 5 | 0 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **User Group** | **English Fluency** | **International Travel Experience** | **Knowledge of Ireland** | **Intended frequency of use in/travel to Ireland** |
| University students | Students looking for breaks | Medium | Low | Low | Low |
| University students | Students looking for single day activities | Medium | Low | Low | Low |
| University students | Students looking for activities related to field of study | Medium | Low | Low | Low |
| International Students | Students on Gap Year in Ireland | High | Low | Low | High |
| International Students | Students on Gap Year in Europe | Medium | Medium | Low | Medium |
| International Students | International students studying full-time in Ireland | High | Medium | Medium | High |
| University students (research) | Students looking for information about a city | Low | NA | Low | NA |
| University students (research) | Students looking for information about an attraction | Medium | NA | Low | NA |
| Non-student young adults | Young adults looking for breaks | Low | Low | Low | Low |
| Non-student young adults | Young adults looking for single day activities | Low | Low | Low | Low |

### Germany

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Range** | low | medium | high | NA |
| **Experience level** | Inexperienced | Moderate experience | Experienced | Not applicable |
| **Score system** | 1 | 2 | 3 | 0 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **User Group** | **English Fluency** | **International Travel Experience** | **Knowledge of Ireland** | **Intended frequency of use in/travel to Ireland** |
| University students | Students looking for breaks | Medium | Medium | Medium | Low |
| University students | Students looking for single day activities | Medium | Medium | Low | Low |
| University students | Students looking for activities related to field of study | Medium | Medium | Low | Low |
| International Students | Students on Gap Year in Ireland | High | Medium | Medium | High |
| International Students | Students on Gap Year in Europe | Medium | Medium | Low | Medium |
| International Students | International students studying full-time in Ireland | High | High | High | High |
| University students (research) | Students looking for information about a city | Medium | NA | Low | NA |
| University students (research) | Students looking for information about an attraction | Medium | NA | Low | NA |
| Non-student young adults | Young adults looking for breaks | Medium | Low | Low | Low |
| Non-student young adults | Young adults looking for single day activities | Medium | Low | Low | Low |

### Ireland

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Range** | low | medium | high | NA |
| **Experience level** | Inexperienced | Moderate experience | Experienced | Not applicable |
| **Score system** | 1 | 3 | 5 | 0 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **User Group** | **English Fluency** | **International Travel Experience** | **Knowledge of Ireland** | **Intended frequency of use in/travel to Ireland** |
| University students | Students looking for breaks | High | Low | High | High |
| University students | Students looking for single day activities | High | Low | High | High |
| University students | Students looking for activities related to field of study | High | Low | High | High |
| International Students | Students on Gap Year in Ireland | High | Low | Low | Medium |
| International Students | Students on Gap Year in Europe | Medium | Medium | Low | Low |
| International Students | International students studying full-time in Ireland | High | Medium | Medium | High |
| University students (research) | Students looking for information about a city | High | N/A | Medium | N/A |
| University students (research) | Students looking for information about an attraction | High | N/A | Medium | N/A |
| Non-student young adults | Young adults looking for breaks | High | Low | High | High |
| Non-student young adults | Young adults looking for single day activities | High | Low | High | High |

### User Matrix compilation from all countries

Each of the metrics of the user matrixes from Ireland, Germany and Brazil were scored individually (increasing range of 1-5) according to their levels of experience. The results were then collated, and the following matrix was then assembled:

|  |  |  |  |
| --- | --- | --- | --- |
| **Min level** | low | medium | high |
| **Req. L10n** | Minimal |  | Required |
| **Score system** | 1 | 2 | 3 |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Category** | **User Group** | **English Fluency** | | **International Travel Experience** | | **Knowledge of Ireland** | | **Intended frequency of use in/travel to Ireland** | |
|  |  | Max-Min | Min Level | Max-Min | Min Level | Max-Min | Min Level | Max-Min | Min Level |
| University students | Students looking for breaks | 2 | 2 | 2 | 1 | 3 | 1 | 3 | 1 |
| University students | Students looking for single day activities | 2 | 2 | 2 | 1 | 3 | 1 | 3 | 1 |
| University students | Students looking for activities related to field of study | 2 | 2 | 2 | 1 | 3 | 1 | 3 | 1 |
| International Students | Students on Gap Year in Ireland | 1 | 3 | 2 | 1 | 2 | 1 | 2 | 2 |
| International Students | Students on Gap Year in Europe | 1 | 2 | 1 | 2 | 1 | 1 | 2 | 1 |
| International Students | International students studying full-time in Ireland | 1 | 3 | 2 | 2 | 2 | 2 | 1 | 3 |
| University students (research) | Students looking for information about a city | 3 | 1 | NA | NA | 2 | 1 | NA | NA |
| University students (research) | Students looking for information about an attraction | 2 | 2 | NA | NA | 2 | 1 | NA | NA |
| Non-student young adults | Young adults looking for breaks | 3 | 1 | 1 | 1 | 3 | 1 | 3 | 1 |
| Non-student young adults | Young adults looking for single day activities | 3 | 1 | 1 | 1 | 3 | 1 | 3 | 1 |

## Main User Group Personas

Nicole Manes Borges

|  |  |
| --- | --- |
|  | Age: 20  Academia: Geology student – 3rd Year  Country: Brazil  Nicole is a geology student in her 3rd year in São Paulo. Nicole has been studying English since she started university and feels English is important for her future career. Nicole is considering taking a year off after college to tour Ireland with her friends and wants to be able to plan her trip well before she arrives.  Nicole doesn’t know much about Ireland but enjoys reading about its history. She would like to visit some historic sites but would like to know more before she arrives. |

Emily Murphy

|  |  |
| --- | --- |
| C:\Users\alanh\Downloads\pexels-photo-762020.jpeg | Age: 19  Academia: Accounting student – 2nd Year  Country: Ireland  Emily is a 2nd year accounting student in Dublin. Emily has studied French and Spanish in the past, she did both for her Leaving Certificate. She would like to travel either during the summer holidays or she would like to take a year off after college to travel.  Emily believes it is important to see as much of the world as she can. She enjoys learning about other cultures. At some point she would like to work abroad if the opportunity arises. |

Rudolf Mössbauer

|  |  |
| --- | --- |
|  | Age: 20  Academia: Computer Science Student – 2nd Year  Country: Germany  Rudolf is a computer science student in his 2nd year at TUM in Munich. Rudolf is fluent in German and has studied English and Spanish since starting school so has almost fluency.  Rudolf wants to become fluent in English as he knows he will be working abroad in the future. He doesn’t have much experience in other cultures but is very ambitious and keen to learn. |

# User Analysis

## User Stories

As an international student I want to be able to search for a country so that I can find attractions for that specific country.

As a university student I want to be able to post comments so that I can share my opinions with other users.

As a university student I want to be able to login so that I can post on different sections of the webpage.

As an international student want to be able to post my own comments so that I can help other travellers.

As an international student I want to be able to read other people’s posts so that I can get other people’s opinions on an attraction.

As a university student I want to see images of the place being described so that I can have a visual as to what it looks like.

As a university student I want to be given the top ten attractions in the city so that I can see what the most popular attractions are.

As a university student I want to be able to find information about the country so that if I need to do research on a country it is easily accessible.

As an international student I want to be able to choose the language of the web page so that I do not have to translate it into my native language.

As an international student I want to be able to make an enquiry to the organisation so that I can get more information on a place or attraction if I need to.

As a university student I want to have my language preference saved so that if I return to the webpage I don’t have to re-enter my preference.

As a non-student I want to see a list of the top ten attractions in a city so that I don’t have to search them individually.

As a non-student I want to be able to see comments so that I can read other’s opinions.

As an international student I want to be able to be able to automatically translate the site so that I don’t have to.

As a non-student I want to be able to log in and save my information so that I don’t have to always retrace my steps.

As a university student I want to see photos with articles so that the information is illustrated.

As an international student I want to have easy access to attraction information like prices so that I don’t have to search it all.

As a non-student I want to be offered direct links to attraction websites so that I don’t have to look them up.

As an international student I want to be able to change website visuals so that I can get to important information easier.

As a university student I want to see transport information so that I can determine the best route to take.

## Prototype

### Wireframes

#### Home Page

#### City Page

#### Attractions Page