User Definition - 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 | 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 | 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 |  |  |  |  |
| University students | Students looking for single day activities |  |  |  |  |
| University students | Students looking for activities related to field of study |  |  |  |  |
| International Students | Students on Gap Year in Ireland |  |  |  |  |
| International Students | Students on Gap Year in Europe |  |  |  |  |
| International Students | International students studying full-time in Ireland |  |  |  |  |
| University students (research) | Students looking for information about a city |  |  |  |  |
| University students (research) | Students looking for information about an attraction |  |  |  |  |
| Non-student young adults | Young adults looking for breaks |  |  |  |  |
| Non-student young adults | Young adults looking for single day activities |  |  |  |  |

### Ireland

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 |  |  |  |  |
| University students | Students looking for single day activities |  |  |  |  |
| University students | Students looking for activities related to field of study |  |  |  |  |
| International Students | Students on Gap Year in Ireland |  |  |  |  |
| International Students | Students on Gap Year in Europe |  |  |  |  |
| International Students | International students studying full-time in Ireland |  |  |  |  |
| University students (research) | Students looking for information about a city |  |  |  |  |
| University students (research) | Students looking for information about an attraction |  |  |  |  |
| Non-student young adults | Young adults looking for breaks |  |  |  |  |
| Non-student young adults | Young adults looking for single day activities |  |  |  |  |

### 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:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |  |  |  |  |
| University students | Students looking for single day activities |  |  |  |  |
| University students | Students looking for activities related to field of study |  |  |  |  |
| International Students | Students on Gap Year in Ireland |  |  |  |  |
| International Students | Students on Gap Year in Europe |  |  |  |  |
| International Students | International students studying full-time in Ireland |  |  |  |  |
| University students (research) | Students looking for information about a city |  |  |  |  |
| University students (research) | Students looking for information about an attraction |  |  |  |  |
| Non-student young adults | Young adults looking for breaks |  |  |  |  |
| Non-student young adults | Young adults looking for single day activities |  |  |  |  |

## Findings

### Implications

* The above findings show that \_\_\_\_ which implies that the site will need \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### 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 a career.

# Task Analysis

## User Stories

As a \_\_\_\_\_\_\_\_\_ I want to \_\_\_\_\_\_\_\_\_\_\_\_\_ so that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

## HTC (Hierarchical Task Composition)

(Diagram needed)

## Task Matrix

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Task |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |