

Journey Lines and Personas – 40 Points for this assignment

Due: ~~Monday 1/29/24~~ Tuesday 1/30 by midnight (extra day since I was late posting again)

This assignment will let you try two common UI/UX user research methods, Journey Lines and Personas.

Packages to consider using for diagram drawing elements:

- Microsoft Word or Powerpoint
- <https://www.drawio.com/> - Draw.io/Diagrams.net (online or Win/Mac/Linux, free)
- <https://moqups.com/> - Moqup (online, free)
- <http://pencil.evolus.vn/Default.html> - Pencil Project (Win/Mac/Linux, free)

Journey Lines are a visual timeline of the steps a user deals with to perform a task – and often shows which parts of the task are pleasant and which are not. See the starred slide 26 in lecture 3 for more information, also the reference at <https://uxpamagazine.org/using-journey-lines/> or <https://medium.com/@Barryovereem/the-journey-line-e9faae129fc5>.

Personas are a description of a typical but fictional user for a system that helps guide the team in making design decisions by considering what that user would want from the interface or interaction. See starred slide 33 in lecture 3 for more information, also information at <https://www.interaction-design.org/literature/topics/personas> and templates online such as the one at Moqups <https://moqups.com/templates/business-strategy/user-persona/>.

You will be making a Journey Map and a (pseudo-)Persona for the users of the USB-connected drug dispenser from Assignment A1 along with your mobile or desktop GUI. Follow the following steps:

- 1) Create a README Markdown file for Assignment A2, including Project name and student name, and design tools used.
- 2) Decide on at least six steps or operations that a user of the drug dispenser would have to perform in the process of using the device. This can be for multiple interactions; setup, dispensing, refilling, etc. Capture a list of those steps in your README for the project under User Task List.
- 3) Map those steps on a Journey Line diagram, deciding on whether the task is a negative, neutral, or positive part of the interaction, and placing it on the Journey Line appropriately. I am not judging results on art, so a simple block diagram version of your Journey Line that shows the tasks is sufficient.
- 4) Decide on a set of fictional persona characteristics of a typical user of the drug dispenser and create a Persona diagram. At a minimum, your Persona should include: Name, Photo, Demographics (Age, Gender, Location, Occupation), 3 general description elements, 3 goals, 3 frustrations, 3 interests, 3 problems, 3 solutions, and how much they use technology. Again, I'm not judging art as much as the effort to create a persona that tells this user's story for the design team of the dispenser.

Submit the Journey Line image, your Persona image, and your README in a GitHub Repo, providing the repo link as a comment or as content in a text file. The README is worth 10 points, the Journey Line and Persona images and content are worth 15 points each, judged on the level of effort and following the instructions and targets for the exercise.

See Bruce for questions.