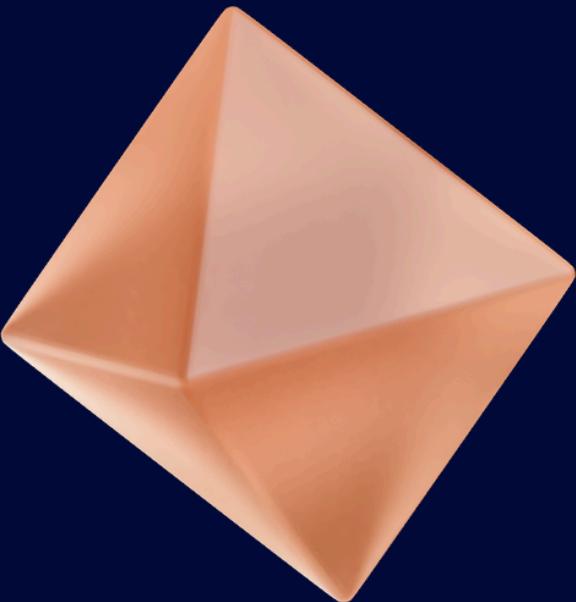




USER-CENTERED ACTIVITIES

Milestone 2



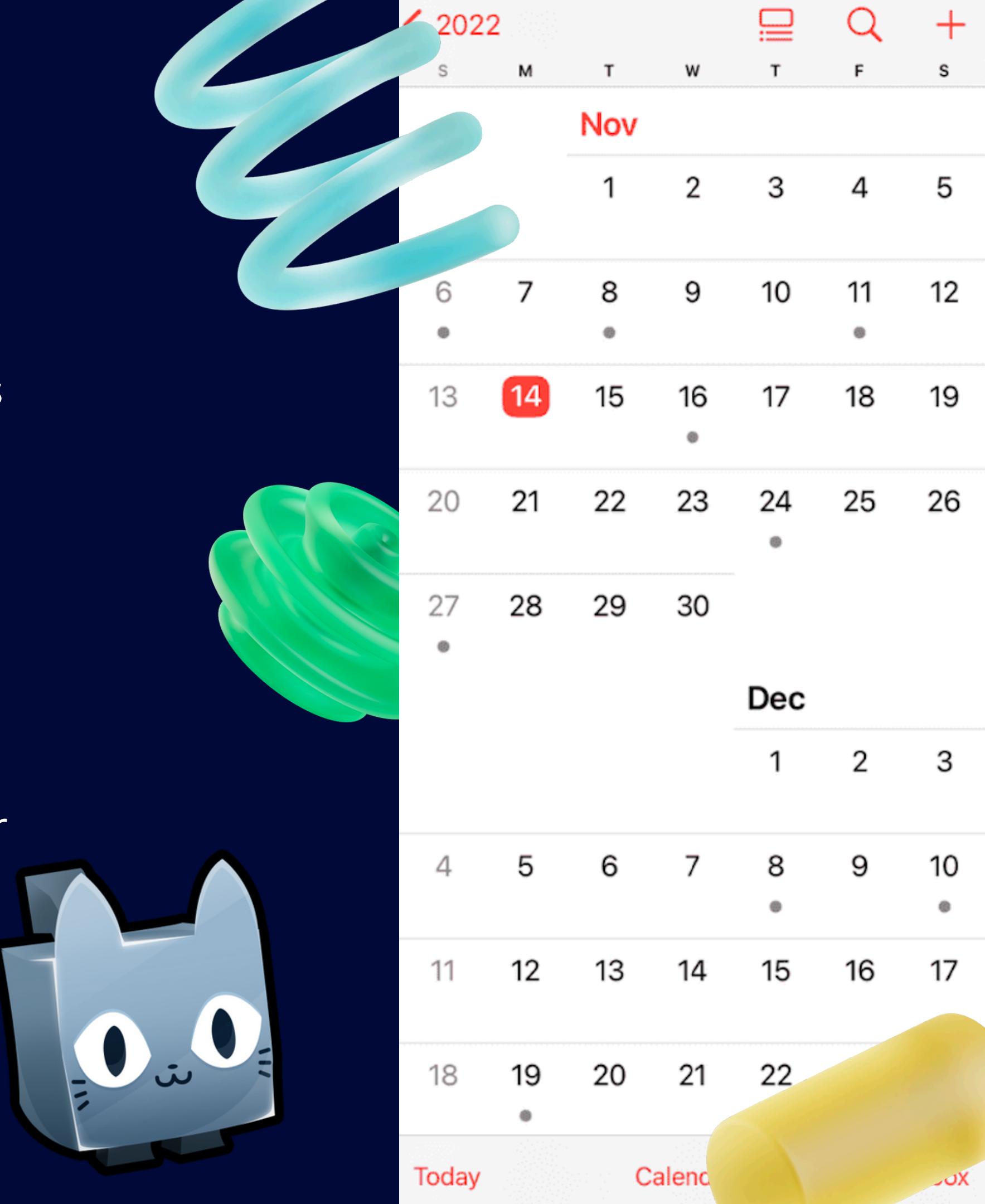
**Calvin Chau, Khanh Hoang, Tasos Lilis,
Nalysse Nakazato, Christ Nguyen, & Natali Soto Ferreira**

Agenda

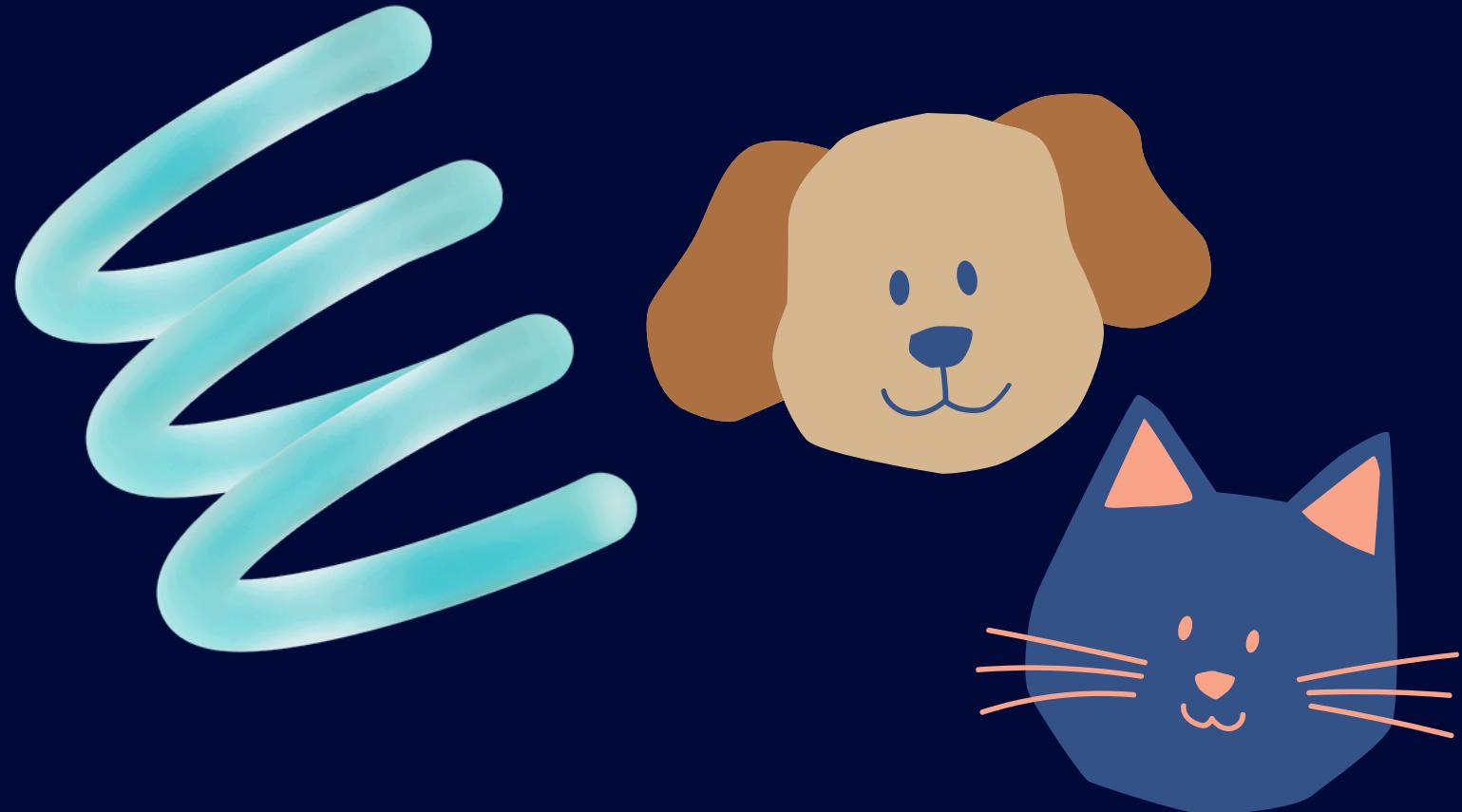
- Introduction
- Our Goal
- Insights
- Personas
- Use Cases
- Conclusion

Our Goal

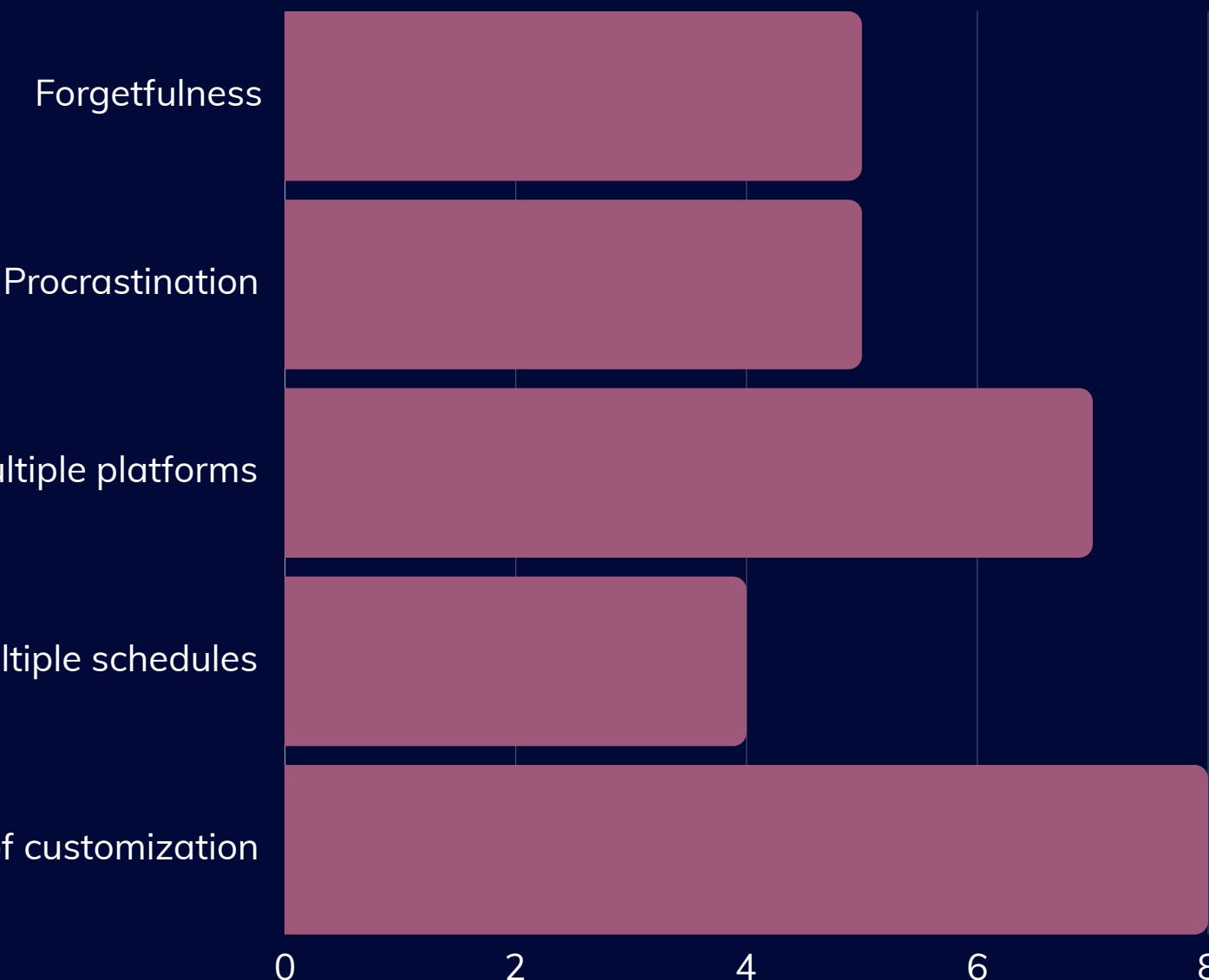
We are developing a mobile app called PetQuest, this app will combine a calendar with a to do list. Our primary audience are parents and children. Our idea is that parents can help manage their own time and their children's time through our app, to not only convince their lives but to also teach their children the valuable skill of time management. In order to keep children engaged and encouraged to complete their chores and homework, we will be implementing a pet simulator. This pet simulator can be used to level up or customize a fictional or realistic pet. While this app is intended to be used for parents and children it can also be used by individuals to help them with their own chores, events or tasks.



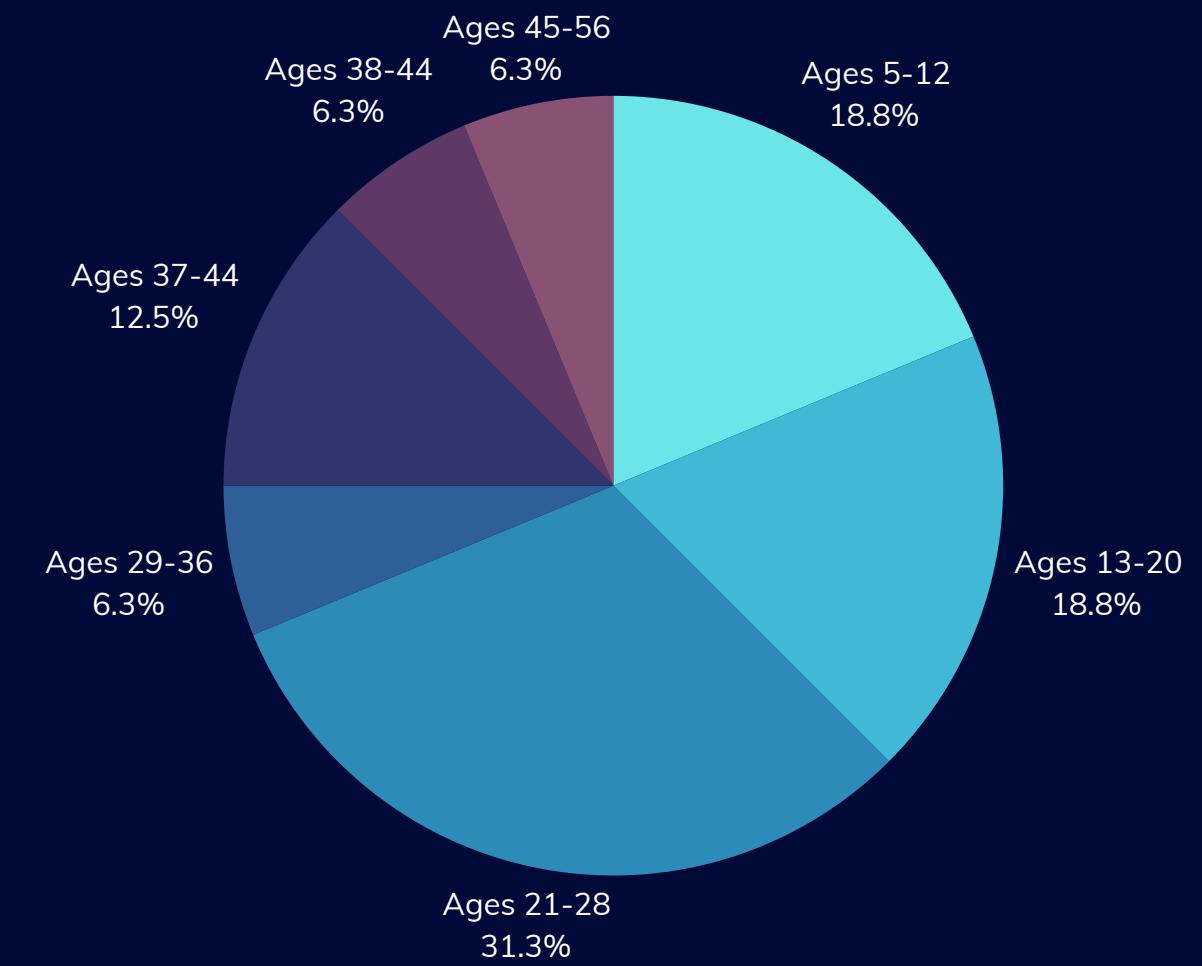
Insights



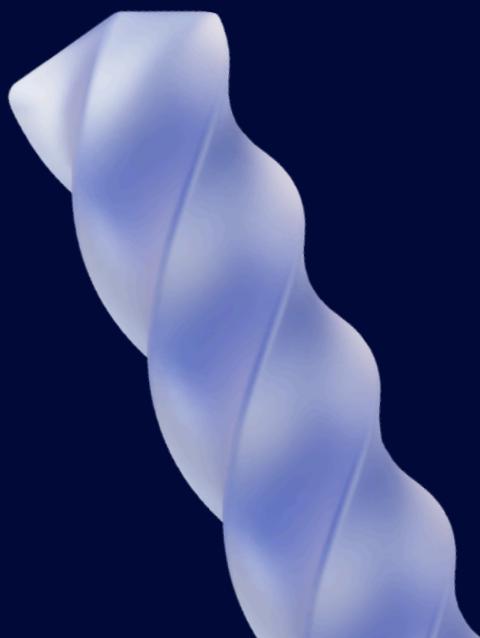
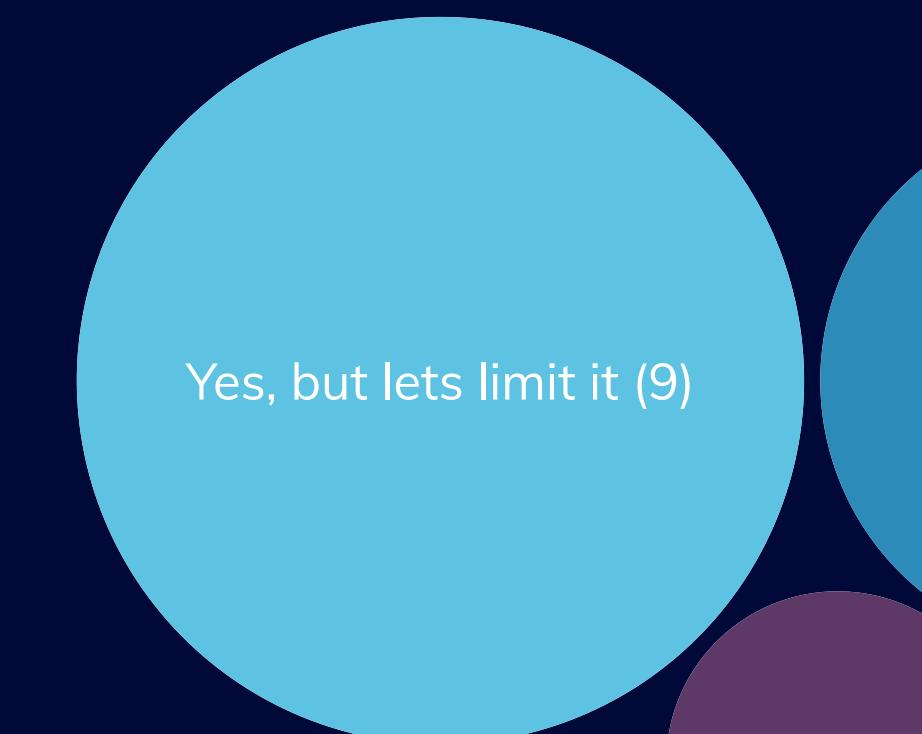
Challenges



Age demographics



Virtual Pet Integration



Persona Development



Name	Amanda	Joey	Paloma	Marc
Age	40	12	20	52
Occupation	Marketing Manager	Student	Student & Tutor	Shoreman
Favors	<ul style="list-style-type: none">Keeping herself organizedFull customizationFlexibility with accessibility	<ul style="list-style-type: none">Receiving remindersInteractive featuresCompetition	<ul style="list-style-type: none">Finds satisfaction in crossing itemsSimple interfacesCustomization	<ul style="list-style-type: none">Wants to find something interactiveLikes to share schedules with his son
Frustrations & Pain Points	<ul style="list-style-type: none">Lack of centralized systemDoes not like to repeat herselfSecurity	<ul style="list-style-type: none">Being nagged to do tasksLack of structurePoor design	<ul style="list-style-type: none">Lack of accessibilityWishes for remindersNot being able to share events	<ul style="list-style-type: none">Disorganized way of seeing tasksForgetting important datesHaving chores pile up

Summary of Wants & Needs



Amanda

Amanda needs an app that she can customize according to her needs and that allows her to manage her and her children's responsibilities



Joey

Joey wants an app that combines fun and organization to help him manage his tasks and make progress engaging



Paloma

Paloma wants an app that's easily accessible and a simple interface. She wants to be reminded of upcoming events and share schedules with other people



Marc

Marc needs an app that allows him to organize his tasks and share schedules with another person.

Use Case Scenarios



Amanda

Use Case	Users are having difficulty getting their kids to do their chores as the kids are not rewarded for completing chores.
Problem 1	Amanda is having trouble getting her kids to do their chores, and continuously nagging them about the chores adds more tasks she has to keep track of.
Problem 2	She dislikes giving them rewards as she is trying to instill good time management habits into her kids.
Solution	She tends to give them a list of chores through the app and when to do them, as well as providing the rewards the kids want through the game incentivising them to do their chores by making them feel more fun and engaging.
Reasoning	She feels like it would promote independence and a better sense of responsibility within her children if she could make the chore progress feel more fun and engaging for the kids, rather than feeling like something that they are forced to do.

Use Case Scenarios



Joey

Use Case	User is struggling with their workload during a busy period and neglects updating their current scheduling app.
Problem 1	Joey is having trouble keeping his notes app updated with the increased workload as he forgets checking it throughout the day because of the lack of a reminder system in place.
Problem 2	Joey would ask his parents to keep track of his schedule for him, but feels like it would be giving up his independence and freedom in his schedule.
Solution	He insteads decides to use our app, with the remainders sent by the pet being effective in keeping the schedule in the app updated and checked often.
Reasoning	He also finds it easier to keep track of topics studied and whether or not he should revisit the topic based on when it was last marked as studied on the calendar.

Use Case Scenarios



Paloma



Use Case	User wishes that they would be able to have through notes on their calendar app, allowing for flexibility in scheduling.
Problem 1	Paloma uses her Google calendar but wishes that she could combine some of the notes that she has put on her physical planner onto the Google calendar.
Problem 2	She wishes to continue using Google calendar to have access to her schedule easily but does not want to give up the intractability of her physical planner, but wishes her physical planner was easier to keep up to date and easier to customize.
Solution	She then downloads the app which allows her to retain the accessibility of Google calendar while being able to take notes in the same app.
Reasoning	She wants an app that can be used for multiple purposes.

Use Case Scenarios



Marc

Use Case	User wants to share a chore list with another user or users so they can complete them without needing to directly communicate.
Problem 1	Marc and his son have drastically different schedules and rarely see each other in person as he works the night shift.
Problem 2	There exists a lot of chores around the house that they have agreed to share but as they have busy and unpredictable schedules it is hard to coordinate a schedule for both of them to follow consistently.
Solution	They both download the app and Marc creates a chore list that both of them have access to and allows them to pick a chore to do in free time.
Reasoning	The app also helps provide them with some structure and organization, as well as incentivising them to check on the app often as the pet helps promote a more active approach to time management.



Thank you
for listening!

Any questions?

