

RESEARCH

Scope

● Objectives

Let the user explore the playfulness of human-computer interaction.

Audit

● Business and marketing plans

Marketing Theme: Fun interaction with computer	
Category	Strategy
My reason for existence:	To let the user explore the playfulness of human-computer interaction.
What sets my business apart from the rest:	A human-computer interaction program
My ideal customer is:	University students
What's most important to my ideal customer when they are buying what I'm selling:	Users can relax their mind That their imaginations can be explored to a bigger scale Ideas can be inspired
What I want to accomplish this year:	Finish the programming Recruit customers
The top 3 things that are going to get me there:	Android download IOS download

	Window download
How much will each program contribute to my revenue/profitability:	Android download – 50% IOS download – 25% Window download – 25%
What will trigger my ideal customer to think of me:	Being stuck at coursework and mind needs to be cleared out
Programs I am running to reach my goal	Website advertising University official website
How much money will I need to get it done?	RM-

● Branding Strategy

Brand Story	Description
Brand Vision	We would like to let all different fields of students (not only creative students) know more about human computer interaction in aspect of art, design and technology.
Brand Values	Fun The concept of fun needs to be cultivated in the company. Fun environment is one of the important essentials for workers to provide an interesting output.
Audience Promise	“Creativity and playfulness are parts of our lives that have been forgotten by most of us.” Creativity and playfulness are promised to be gained in this program. This program is able to lighten up the mood of the users.

- **Competitors**

Music Player

Stakeholder Interviews

1. **product{project} vision**

Help students to enjoy design

2. **risk**

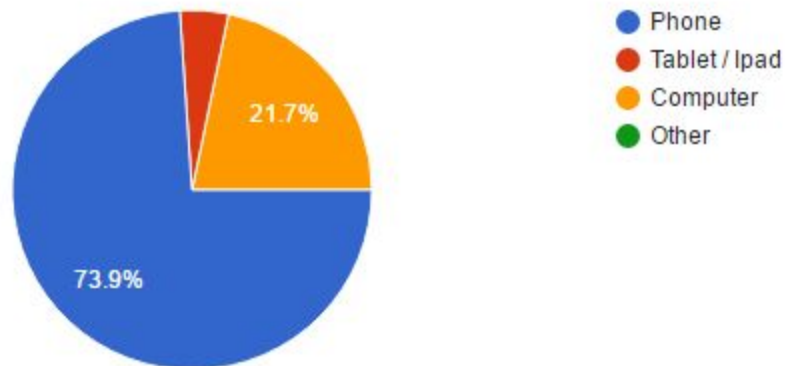
Users do not understand the playfulness of the program is the design
of visual

3. **constraints**

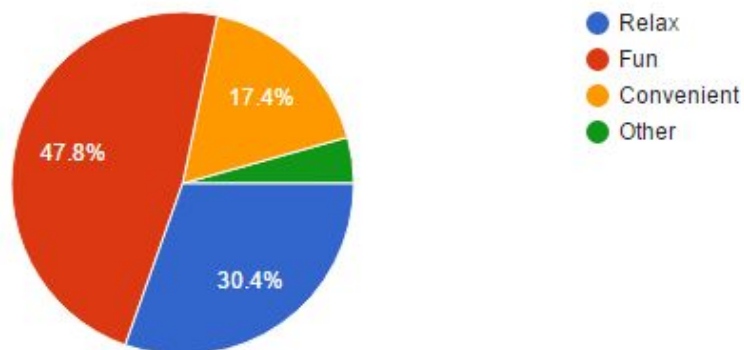
Abstract visuals are not understandable

User Interviews & Observations

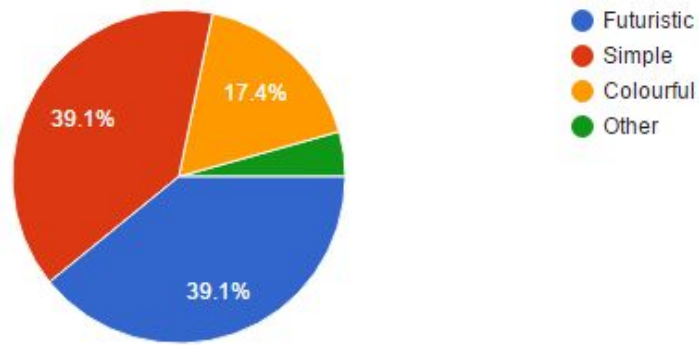
Which platform do you often to use ? (23 responses)



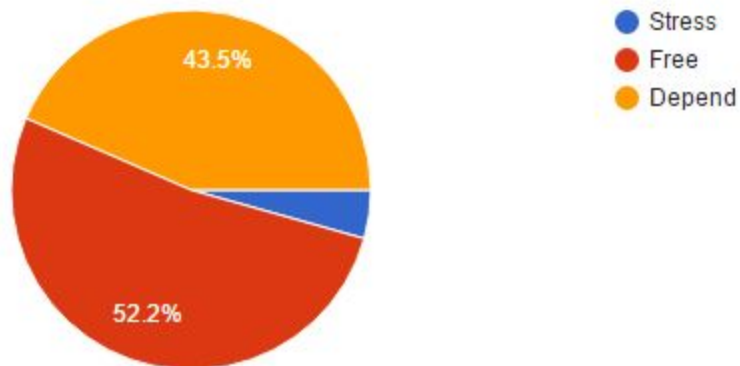
What is the purpose for you to download the apps ? (23 responses)



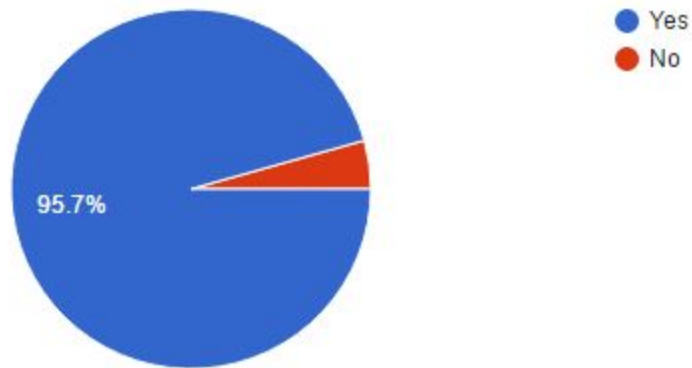
What kind of design will attract you to download the apps ? (23 responses)



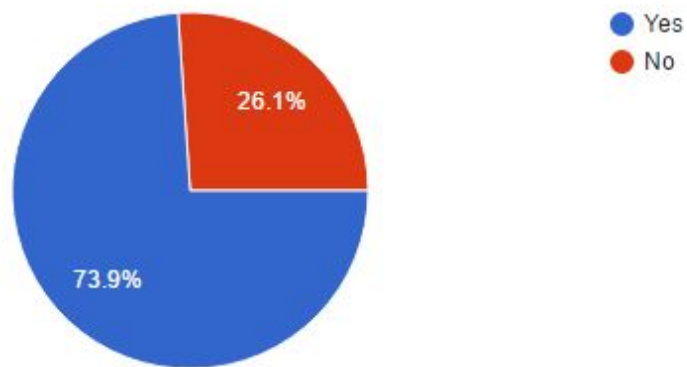
When do you use the apps ? (23 responses)



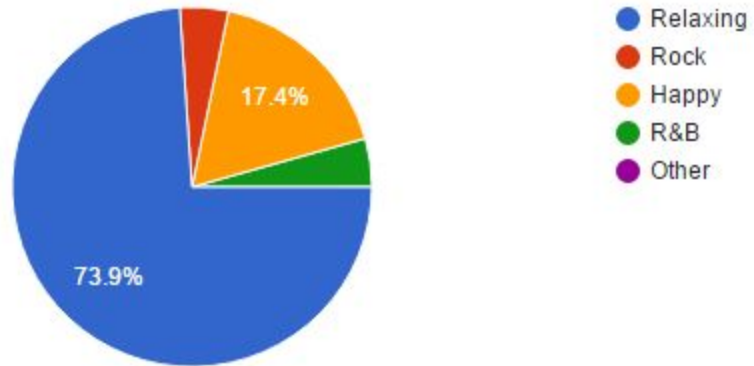
Do you prefer multi-function apps ? (23 responses)



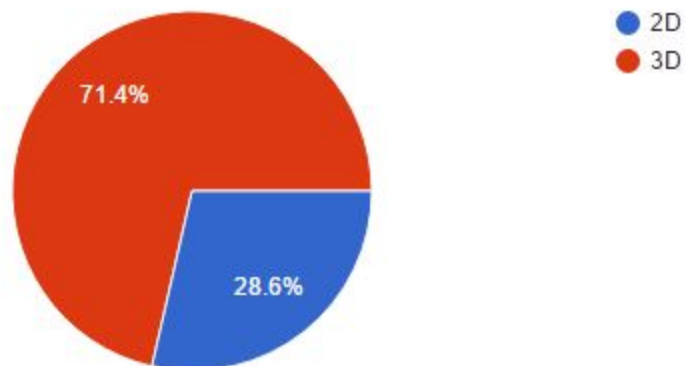
Do you prefer BGM (Background Music) in apps ? (23 responses)



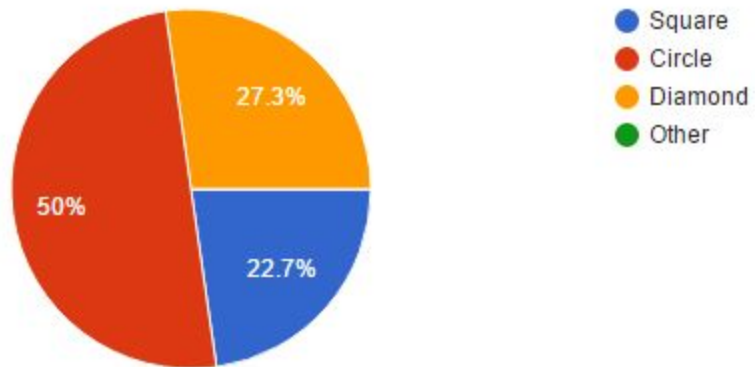
What kind of BGM do you like ? (23 responses)



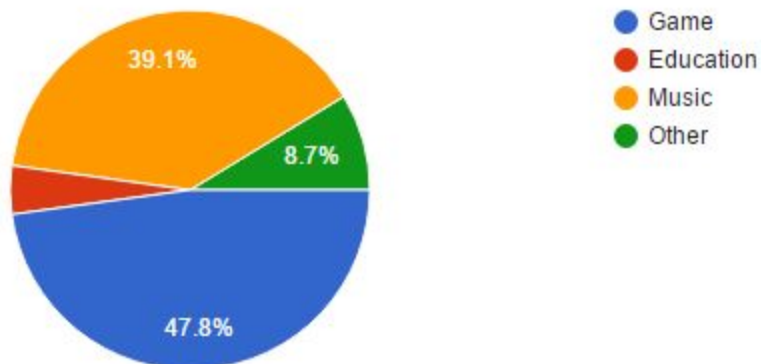
Which platformer design do you prefer ? (21 responses)



Which shape do you like ? (22 responses)



What kind of apps do you often download ? (23 responses)



MODELING

Personas

<i>Name</i>	Susan
<i>Age</i>	22 years old
<i>Gender</i>	Female
<i>Occupation</i>	University Student
<i>Faculty</i>	Faculty of Management
<i>Status</i>	Single

Bio

Susan is an undergrad business management student in Multimedia University, Cyberjaya. She constantly use her phone to download some of the fun apps when she is free. During the study week, she will like to use her phone to listen some music for relax from the stress and avoid the noise. She do like the touch screen function of her phone because it is easy and convenient to control her phone when she is busy.

She found that the interface of the music player of her phone is boring and non-user friendly. She like the simple design instance of colourful design.

Goal

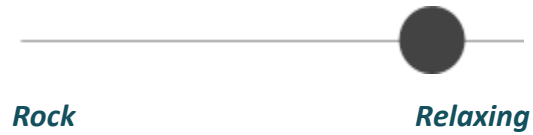
- ★ To relax from the stress during revision.
- ★ Need a more user friendly interface of the music player.

Pattern in User & Customer Behaviors

● Campus Life



● Type of Music



● Purpose Dowload Apps



● Platformer



Attitudes

- ★ Hardworking
- ★ Outgoing
- ★ Independent
- ★ Friendly

Aptitudes



Environments

- ★ Noisy
- ★ Limited space for study

Tools

Phone



Tablet



Computer



Challenges

- ★ Futuristic and simple visual design
- ★ Relaxing feature
- ★ Convenient to assist