Project Name: Lumina
Team Name: DesignSphere
Trello board URL: https://trello.com/b/CjqsFb8M/lumina
Github repo URL: https://github.com/ma2088/DesignSphere

Member information

#	Name
1	Marius Adrian
2	Jennifer Lebrun
3	Isaiah Williams
4	

All the project iteration 1, activity 2 items from all members

Member 1 Marius Adrian	
Survey Monkey Survey	
Create a survey to understand the needs of users aged 50-65 who are looking for a website that provides travel planning, financial resources, job opportunities, and social connections. The survey should explore their interests, challenges, and expectations for a Website.	
https://www.surveymonkey.com/r/?sm=7YReIBOmrG6PSRw78_2FKGjOuHx2AiTKRd0Y6LAaUlFOiQgsoicag69Z_2FnvhFqCRdm&embedded=true	
Interview users	
Age of the individual	*Insert the age here*
Gender of the individual	*Insert the age of the individual*
Interview questions and answers	
What challenges do you face when using websites designed for financial planning, travel, or job searching?	Many of them have too much information crammed into one page, making it overwhelming. I also find that some websites assume I already know technical terms, which I don't.
What kind of customer support or assistance would you expect from an online platform like Lumina?	A chat feature or a help section with step-by-step guides would be useful. Sometimes, I just need quick guidance instead of searching for answers on my own.
How comfortable are you with technology, and do you prefer a simple or feature-rich website experience?	I use my phone and laptop daily but prefer websites that are simple and intuitive. If there are too many features, I get lost.
What features would you find most useful in an online platform designed	I would like simple, easy-to-read health tips and wellness plans. A section for local fitness events or

to help seniors with health and wellness?	senior-friendly workout recommendations would be great.
Would you be interested in a budgeting tool or retirement savings calculator on an online platform?	Yes, I would love an easy-to-use calculator to help me plan my expenses.
Have you faced any difficulties finding job opportunities tailored to older professionals?	Yes, most job sites focus on younger applicants, and I feel overlooked because of my age.

User Need Statements (list 5 statements)

[Seniors planning their finances] need [a simplified budgeting tool and retirement savings calculator] in order to [easily plan their expenses and feel financially secure as they approach retirement].

[Seniors navigating online platforms] need [a website interface that minimizes technical jargon and organizes information clearly] in order to [avoid feeling overwhelmed and confidently access essential content].

[Seniors job seekers] need [a job board with tailored opportunities for experienced professionals] in order to [find meaningful employment without feeling overlooked due to their age].

[Health-conscious seniors] need [easy-to-read health tips and recommendations for local senior-friendly fitness events] in order to [stay active and maintain their well-being].

[Seniors users planning retirement] need [a simple budgeting tool or retirement savings calculator] in order to [organize their finances and plan expenses effectively].

Member 2: Jupiter Lebrun

Survey Monkey Survey

Create a survey for me to understand users of a website that I have to build for a website called "Lumina" to provide emergency financial assistance, health and fitness resources and tips, and mental health tools and resources to people aged 50 to 60 so that I can create user persona and user need statements. This survey should highlight their needs, challenges, preferences, and the type of support they seek in these areas. Follow these set of rules for the survey: ask direct questions, avoid leading and biased questions, use response scales whenever possible, avoid using grids or matrices for responses, rephrase yes/no questions, and use unbalanced scales with care.

https://www.surveymonkey.com/r/8Z5SRTJ

Interview users

Age of the individual	*Insert the age here **TDB***
Gender of the individual	*Insert the age of the individual **TBD***

Interview questions and answers

What are the biggest challenges you face in maintaining mental wellbeing?	*Open ended question. Type a response*
What are the biggest challenges you face in maintaining physical fitness?	*Open ended question. Type a response*
What are the biggest challenges you face in managing your financial health?	*Open ended question. Type a response*

What types of financial assistance are you most interested in? Select all that apply.	*Emergency funds* *Debt management* *Budgeting tips* *Investment advice* *Retirement planning*
What types of mental health tools and resources are you interested in? Select all that apply	*Counseling services* *Stress management techniques* *Mindfulness exercises* *Support groups* *Mental health articles*
Which health and fitness resources would you find most useful? Select all that apply.	*Exercise routines* *Dietary advice* *Health monitoring tools* *Fitness challenges* *Wellness workshops*

User Need Statements (list 5 statements)
user needs access to emergency fund resources, debt management tool, budget tips, investment, and bias resource planning in order to receive financial assistance and prepare for the future.
user needs mental health tools and resources such as counseling services trust management techniques mindfulness exercises support groups in order to find ways to deal with ongoing stressors in their life.
user needs access to health and fitness related resources such as exercise routines, dietary advice, health monitoring tools, fitness challenges, and Wellness workshops in order to develop a healthy lifestyle and improve their health.
User needs to identify challenges and men maintaining therapist physical fitness in order to identify the root cause on what is impacting their health and fitness goals.
User needs to identify the biggest challenges and managing their financial health and maintaining mental health well-being in order to identify what is impacting these areas in their life

Isaah Williams	
Survey Monkey Survey	
Can you create a survey for a website that my team created that helps people from ages 50-60 find travel plans and care?	
https://www.surveymonkey.com/r/ZKMQDJQ	
Interview users	
Age of the individual	*56*
Gender of the individual	*Male*
Interview questions and answers	
What are some places you would like to visit as a newer senior citizen?	*"I would like to go on more cruises that are longer than a week, maybe an Alaskan cruise one day."*
What would you like to see out of Lumina?	*"Ways to find good deals, maybe some added benefits for trips for people my age or above."*

Can you give an example of these benefits?	*"Being able to book a trip at a lower rate, easy to navigate through, also get good deals for the family."*
What is some other information you would like to see?	*"Available flights, being able to rent a car easily along with some age 50+ places to stay."*
What are your overall thoughts about this upcoming website	*"I believe it's a good idea, I hope it can stand out among the crowd."*
User Need Statements (list 5 statements)	
Information on places for senior citizens (anything ages 50+)	
Easy Navigation through the website	
Finding good deals for trips including flights, hotels, and even cruises	
Being able to view reviews of the places that we can book	
Finding good deals for if we want to book a family trip	

Final List of User Need Statements

User Need Statements – final list
[Health-conscious seniors] need [easy-to-read health tips and recommendations for local senior-friendly fitness events] in order to [stay active and maintain their well-being].
[Seniors users planning retirement] need [a simple budgeting tool or retirement savings calculator] in order to [organize their finances and plan expenses effectively].
User needs access to emergency fund resources, debt management tool, budget tips, investment, and bias resource planning in order to receive financial assistance and prepare for the future.
User needs mental health tools and access to health and related fitness resources in order to find ways to deal with ongoing stressors in their life and in order to develop a healthy lifestyle and improve their health.
Finding good deals for trips including flights, hotels, and even cruises

Summary of discussion on the effectiveness of the survey and interview questions

The survey and interviews helped identify key user needs in finance, travel, health, and job searching. Surveys gave broad insights, while interviews provided deeper personal experiences. Overall, the research was useful but could be improved with clearer questions and more participants.

User Personas

Member 1 User Persona: Marius Adrian

Goals:

Find job opportunities suitable for older professionals

Manage finances effectively with simple tools

Stay socially connected and engaged

Pain Points:

Overwhelming website interfaces with too much information

Limited job postings for older professionals

Age: 58
Gender: Male
Marital Status: Married
Location: Denver, CO

Motivations: Financial security and independence

Maintaining a healthy and active lifestyle

Access to senior-friendly travel resources

Channel:

Education: Bachelor's Degree in Business

Occupation: Text   Retired Accountant, Seeking Part-Time Consulting Work

Annual Income: 70'000

Devices: Smartphone for daily browsing

Laptop for job searching and financial planning

Name:

Key Strategies:

Simplified Website Interface: Organize content clearly avoid technical jargon

Job Board for Seniors: Offer job postings tailored for experienced professionals

Customer Support Options: Integrate a live chat feature and a help center for quick guidance

Behavior:

Uses Facebook for social connections and local events

Reads news on financial trends but struggles with complex investment platforms

Shops online but prefers websites with clear navigation

Member 2 User Persona: Jupiter Lebrun

Goals: Develop a healthier lifestyle to cope with stress. Find access tto mental health tools. Incorporate fitness into her life while managing her schedule with out feeling overwhelmed.

Pain Points: Struggles with stress due to work, family and aging concerns. Feels overwhelmed with information overload. Finds it difficult to her schedule.

Age: 58
Gender: Female
Marital Status: Married
Location: Huston, Texas

Motivations: Wants to improve physically and mentally as she ages. Desires more energy to fully enjoy her creative work and personal life.

Channel: Email, apps, videos, and online articles

Education: Bachelor's in Fine Arts
Occupation: Freelance Illustrator
Annual Income: $55,000

Devices: Cell phone and laptop

Name: Ashley Laurent

Key Strategies:

Offer flexible fitness programs

Provide access to mental health resources.

Create a community space for users to share experiences.

Behavior: Spends time creating paintings and digital illustrations. Tries to eat healthy but struggles with meal planning. Prefers working out with a fitness trainer and in group sessions.

Member 3 User Persona: Isaiah Williams

Goals:

- Planning for retirement
- Looking for trips for senior citizens
- Finding quality homes for senior citizens

Pain Points:

- Most websites look very ugly
- No good offers for trips
- No homes for senior citizens listed

Age: 67
Gender: Female
Marital Status: Married
Location: Atlanta, GA

Motivations: Finding a place to settle down post retirement

Education: Masters of Early CHildhood education

Occupation: Teacher
Annual Income: $87,000/yr

Channel: None

Name: Carly Williams

Devices: Phone and Laptop

Behavior: Gets along well with her family and her kids in her class.

Key Strategies: Looking for housing on senior citizens in retirement homes by touring different local areas
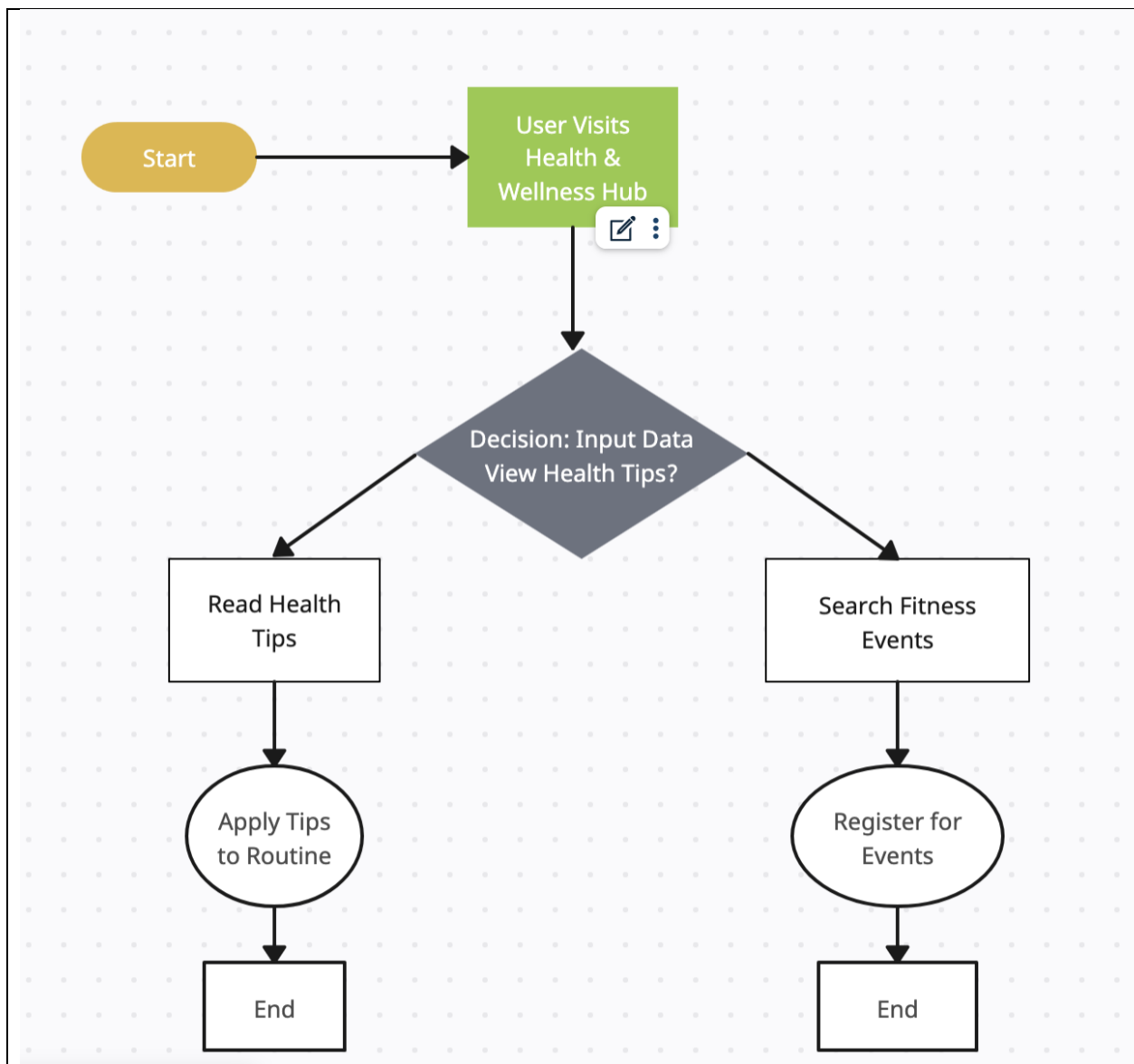
Combined User Persona

Goals:

- Developing a healthier lifestyle
- Looking for trips for senior citizens
- Managing finances with easy to use tools

Age: 75
Gender: Female
Marital Status: Married
Location: Smryna, GA

Education: PHD Medicine
Masters in chemistry
Occupation: Professor
Annual Income: $97,000/yr

Name: Michelle Claxton

Behavior: Spends time researching bacteria that can help the envioment and provide healthier air.

Pain Points:

- Most websites look very ugly
- No good offers for trips
- No homes for senior citizens listed
- Struggling with stress
- Feels overwhlemed by a lot of information at once
- Limited postings for opportunities due to her age

Motivations:
Achieving finanacial security
Desires more energy for physical activity
FInding housing post retirement

Channel: None

Devices: Phone and Laptop

Key Strategies:

- Job boards \
- House listings
- Retirement home information

User Flows

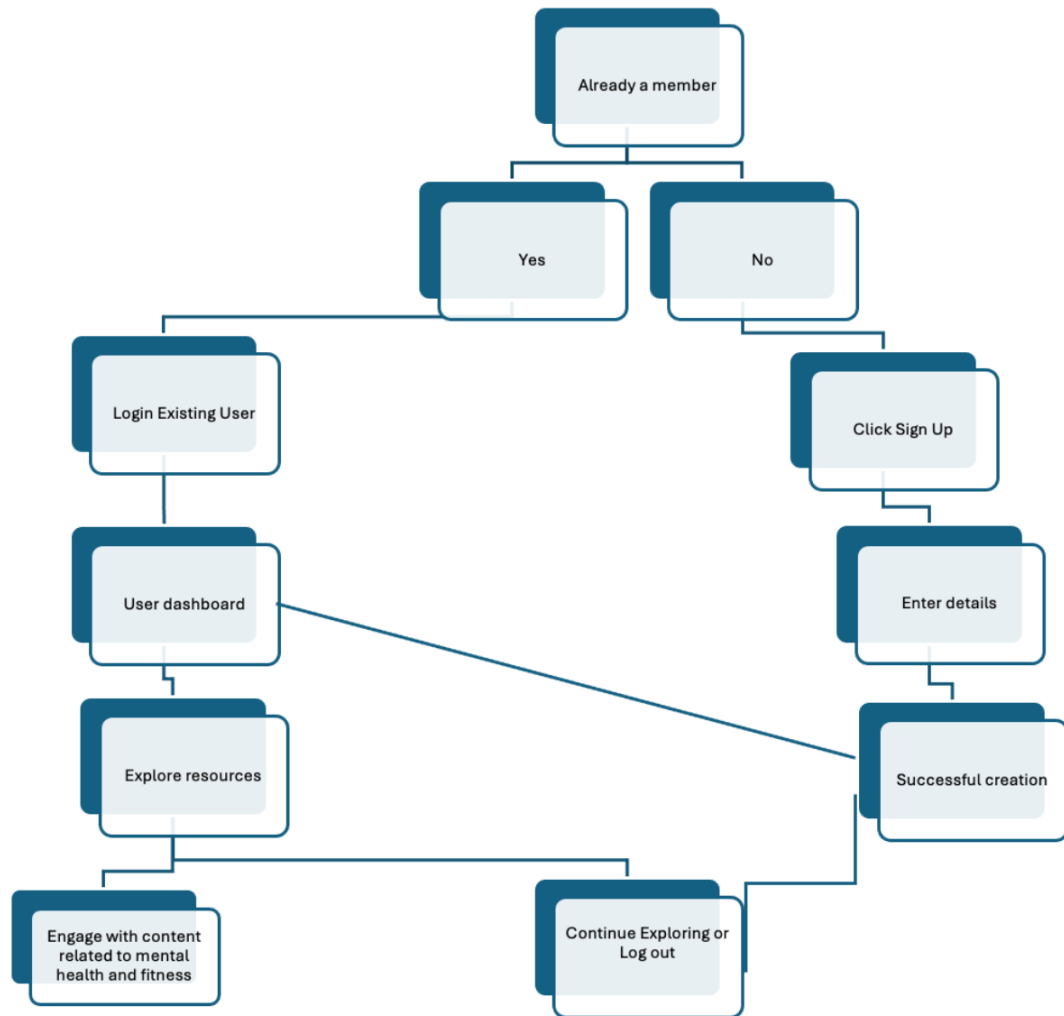| Member 1 User Flow: Marius Adrian |
|---|
| [Health-conscious seniors] need [easy-to-read health tips and recommendations for local senior-friendly fitness events] in order to [stay active and maintain their well-being]. |

Member 2 User Flow: Jupiter Lebrun

User needs mental health tools and access to health and related fitness resources in order to find ways to deal with ongoing stressors in their life and in order to develop a healthy lifestyle and improve their health.

Flowchart nodes:
- Already a member
  - Yes → Login Existing User → User dashboard → Explore resources
    - Engage with content related to mental health and fitness
    - Continue Exploring or Log out
  - No → Click Sign Up → Enter details → Successful creation → User dashboard

Member 3 User Flow: Isaiah Williams

Finding good deals for trips including flights, hotels, and even cruises

User Flow