# HINTS for Assignment IND-01

Read Sharp, Rogers, & Preece (2020) Interaction Design, Chapter 11, sections 11.4 and 11.5 (just a couple of pages) to provide some context for this assignment.

The "As a group part" just pulls together the user-type characteristics that *you already* *defined at the end of assignment GRP-02*. The point of these three types of information is to distinguish between different user groups/segments. You are trying to explain what makes *your* user segment different than other groups of users who visit your website?

* *See slides 15-18 of the week 6 lecture on Users Personas Scenarios Flows.*

The Methodology section of this assignment just presents explain, briefly, what you did to arrive at the three models below. Write this last, so you can see the big picture) and what you learned from doing it.

The User Model sections are intended to present your user as an archetype of this user group. Make them “real” so your reader can imagine what your user-type of like and what motivates them, or daunts them, when using your website.

(i) *Scenario:* Think how your typical user-segment members live and write your scenario as if you are living their life. Target your analysis at a *specific type* of user. Give them a name, so you can imagine them. Pick a typical website use purpose for these three models. Don't choose something generic such as login, because that tells you nothing about *how to support this group of users*. Imagine how and why they want to use your website for this purpose - what do they want to achieve? This doesn't have to be long, but it should be thoughtful. Imagine living in their head - how your user feels about achieving their purpose and understand their state of mind - are they anxious, anticipatory, exploring what they can achieve?

(ii) *Persona:* Understand what your user is like in real life - and what they need from the website. Use one of the templates I provided in the week 6 lecture.  Choose a template that covers all the bases in what you need to communicate about your user-type. Think about the user as if they were real. Inhabit their persona and think how they'd behave, think, and feel about technology and website use. Accompany the User Persona with a 1/2 page discussion that explains where various information in the persona came from and what are its implications for website design.

(iii) *Flow analysis:* Follow through on the typical goal or purpose you selected in part (i). *Think about how a member of this group of users would approach using the website for that purpose.*  
Perform a "walkthrough analysis" of a typical interaction sequence to achieve that purpose on your website and record the steps. Then ask yourself how you could improve it? Could you make it easier to perform, or to achieve their purpose?   Could you make it less confusing? Faster? Adding value, e.g. recording the user's transaction data for them to print out, at the end?

*Conclusions, Implications  and Recommendations*. Pull all of your ideas together here. What did you learn about your user? What did you discover from this analysis of their support needs? Why is this important - how does it change how your website should support this type of user, provide different features, or redesign various interactions. So what? What would you change and why?

*Keep this assignment short,* but make sure each section is explained from the point-of-view of this type of user. For all three parts, but especially the persona, there are *LOTS* of really superficial examples on the web.

*Finally, base your analysis on one of the templates from the week 6 lecture, not a poorly-understood template produced by someone trying to generate income through advertising .... there are an awful lot of really bad “persona generators” out there!*