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SWEN303 (2022) Assignment One - Personas and Requirements

Due: 25th March 2022

Assignment One is a persona and system requirements analysis task.

You will create a report on the users and requirements for **one** of the following TopicAreas systems Signup to the "Project X" with your area.

You should aim to identify the key kinds of people using the system, and what tasks those people will need to do. You should consider that the system may be used on a computer, on mobile, or other devices. The goal of this process is to try to think clearly about what the user needs rather than describe what the system does. The system will also be used by different types of users. You will need to explain why you prioritised specific use cases and users.

Book Resources: From the Reading List you need to read chapters from Alan Cooper et al. About Face and Constantine and Lockwood (C&L) Software For Use text books.

Report

Your report should conform to the SWEN303 Written Assessment Rules. Organise your report into 4 Parts:

- Part 1 (20%). An introduction to the project and what you see as the key background for why the system is important. The introduction will be no more than 4 pages and will describe the background for the system and references to existing solutions, model overview of personas, scenarios/tasks, user journey and relationship between them. As well as the process used to create the persona model.
- Part 2 (30%). description of 2-4 personas (2 personas/member)
- Part 3 (30%). Describes the system requirements from the users perspective. These will be scenarios of use or use case analysis and user journey. There should be at least 2 user journeys and no more than 5 pages of scenarios.
- Part 4 (20%). Will include what you learnt about the users while constructing the personas (1 page/member), scenarios, and journey. This will include an explanation of prioritisation of personas and an explanation of how you evaluated the scenarios (1 page/member).

Part 1: Introduction(<4 page) (20%)

Description (1-2 pages)

Describe the system that you are working with:
- Describe existing solutions if there are any
- Explain the business objectives for creating a solution
- Explain the importance of the system to stakeholders

Model Overview (1-2 pages)

Give a one/two-page **overview** of your model: the personas and scenarios/tasks/essential use cases and the relationships between them. The **overview** may be textual, a diagram (e.g. a use-case diagram) or a combination. Diagrams may be hand-drawn and scanned or produced using a drawing tool. Your overview should include all the most important personas and scenarios/task use cases. Indicate (e.g. in bold) which personas and scenarios you have chosen to focus on in the rest of your report.

Describe the **process** you used to create the persona model:
- identify which persona generation technique(s) you used
- describe your use of the technique, including how you identified personas and how and why you choose these personas to focus on.
- describe the process you used to create the scenarios/tasks/essential use cases
- describe how you prioritized these scenarios/tasks/essential use cases

Part 2: Personas (<4 pages) (30%)

Personas (min. 2 per group member, 1 page per persona)

Choose between 2 (individual) to 4 (pairs) personas that you have identified — pick the personas you think are the most important to the design process, and that together give a good coverage of the requirements for the system. If working in a pair each persona must be attributed to a group member.

For each persona:
- give them a name
- describe the persona, their goals, etc
- you may incorporate structured persona attributes or facets (Constantine & Lockwood, **C&L** "Software For Use" text book, [GenderMag](#), other with reference)
- you should include one or more pictures

You should present the personas in **order of importance**. Your marks may be affected if a persona is clearly not in the right place.

Part 3: Scenarios, Usecases and Journey (3 - 6 pages) (30%)

Scenarios (3-6 pages, 1 to 4 per page)

You should present min 3 pages if working alone and 5 if in a pair. Pick the scenarios you think are the most important to the user experience, and that together give a good coverage of the requirements for the system,

For each scenario:
- give it a name
- show which persona(s) are involved in that scenario
- give a description(narrative or use case steps) for the scenario.

You may choose to use either long style scenarios (as in Alan Cooper "About Face" text book chapter 4) or short style scenarios (essential use cases as in Constantine & Lockwood, **C&L** "Software For Use" text book). All your scenarios should be in the same style. If you use long form scenarios you may fit only one or two per page: short form scenarios may fit three or four per page. Do not break scenarios across page boundaries.

Again, You should present the scenarios in order of importance, and your marks may be affected if a task etc is clearly not in the right place

You will include at least 2 User Journey Maps. These combine the use case scenario into a map that includes the entry and exit of the use case.

Part 4: Reflection (<2 page per member) (20%)

Persona Reflection (<1 page per member)

Describe what you learnt about the users during the creation of the personas. Think about the process of creating the personas, who you asked and what you learnt about while formalising your thought processes. What aspects of writing the personas made you think about aspects of the users which may not have been obvious until you tried to document/create a persona.

Scenario Reflection (<1 page per member)

Describe what you learnt about the system during the creation of the scenarios. Think about the process of creating the use cases and what you learnt about while formalising your thought processes. What aspects of writing the scenarios made you think about aspects of the scenarios which may not have been obvious until you tried to document/create a scenario.

Working in pairs

This project may be carried out individually, or in pairs. Individual or pair reports will be assessed to the same standards but with pairs expected to create more personas and scenarios. As a pair submits one joint report it must be clear which personas, scenarios and reflection are attributed to each participant. Students will be expected to be able to discuss the personas they create when larger groups are created for the project. In some circumstance students may be able to work in groups of three, please contact the course coordinator.

The course tutors will help students to find pairs, and provide advice and guidance in working together. Each member of the pair must submit the same report file before the deadline, and must indicate their pair when they submit. If you have problems with working on your pairs you should contact the course tutor in the first instance. Confidential issues may be raised directly with the course coordinator.

Assessment Criteria

We will be using a rubric for this assignment, see Ass1Rubric.

The default assessment will consider both presentation and content.

The presentation grade will be based on how easy it is to read, correct spelling, grammar, punctuation, clear diagrams, and so on.

The remaining content will be assessed according to its clarity, consistency, relevance, critical engagement and your demonstrated understanding of the material in the course. We will not mark you down because you missed a detail that covers a fairly minor situation, but we will if the missing detail is important to the strength of your argument.

Gitlab is optional for this assignment (compulsory for the final project). However, students can use gitlab to document their process during the development of this assignment. Documenting work will make it easier to show who was responsible for which tasks.

Submission

Please submit your assignment into the Assignment 1 SWEN 303 submission system.

Q&A

- Q: If I have a question about the assignment where shall I ask?
  - Please ask on the forum first for Assignment One topic: https://ecs.wgtn.ac.nz/cgi-bin/yabb/YaBB.pl?num=1646268468

- Q: Am I supposed to review a current system or am I supposed to propose new ideas of a new interface that could be used to accomplish the user tasks?
  - You are supposed to propose a new system based on one of the TopicAreas. You can look at systems that exist currently to work out what is possible but you are designing a new interface.

- Q: When coming up with an interface for an existing system, should that be examples of systems that already exist or are we proposing our own system which we are creating?
  - You can use examples of interactions from the existing system as tasks that personas need to achieve. But try to find the core activity rather than the actions. So asking a question might be a task - clicking on the button to create a new question is an * action*. Focus on the tasks rather than the specific technological actions in the current solution.

- Q: Is there a sample for the report and personas?
  - SWEN303-Ass1-ExampleA.pdf
  - SWEN303-Ass1-ExampleB.pdf
  - SWEN303-Ass1-ExampleC.pdf