

## Harlem Sky Milestone 2

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### Three target audiences

- Habit
- Spending
- Class progress

### 5.2 Gathering Information

- See Gathering Information folder in documents

### 5.3 Value propositions

Identify why your user will want to use your product

- Ability to customize inputs of a certain task through text, images, videos, etc.
- Ability to categorize and tag each input
- Ability to schedule times/reminders to input data
- Ability to identify a goal
- Ability to look back on previous inputs and thoughtfully reflect on trends, progress, or memories
- Ability to have all this information regarding specific tasks in one place
- An accessible way to input and read records

### 5.4 Scenarios

#### 5.4. Scenarios

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You will produce scenarios from the data you collected. These scenarios will be the *rubrics* we use to evaluate your work for the remainder of this project.

**Recall:** Scenario = user + task + context

Produce scenarios for each target audience.

#### Traveling

- You are in Thailand with your friends during your university's winter break. You will be there for about 1.5 weeks and want to try as many new foods and see as many sights as you can. You just came back to your Airbnb after a long day, and are looking back at the pictures you took. The pictures are great, but you really want to do more to remember the great moments you had during the day. Your friends just asked you to come with them to get some awesome Thai street food, but they're giving you a few minutes to quickly finish what you're doing. You feel like you want to keep a highlight of the best parts of the day, and perhaps jot some of your thoughts associated with them.
- You just got back from Thailand after an exciting 1.5 weeks with your friends. As you sit in bed thinking about all the events of the past week, you recall the records you took while you were there. You'd love to check them out and reflect upon all the good times.

- After your recent travels, you remember that there are still plenty of breaks left in the year that leave room for more adventures. You feel like keeping your most-wanted future travel destinations recorded in a safe spot where they can be organized and not forgotten.

#### Spending

- You've never tracked your spending before, but your parents give you a call and threaten you with the fact that if you don't stop your excessive spending, they will cut you off. You have hundreds of dollars worth of purchases from Amazon, Wegmans, Trillium, 7/11, etc. and want to start budgeting and figuring out where all your money is going. You've never kept a record of your spending and want to centralize purchases made with different credit and debit cards, as well as cash. You now feel the need to keep a budget and hold your spending below it.
- You go to the mall to pick up some groceries. You spend \$58 at Target getting fruits, snacks, and some drinks. As you are leaving the mall you walk past Bath and Body works and end up buying a candle for \$15 for your room. When you get home, you want to take note of how much you spent today and compare it to the day before.
- After your visit to Target and Bath and Body Works, you realize that you'd more specifically like to keep track of how much you're spending on different categories of products. You'd like to adjust your budget threshold according to category of purchase, since you'd like to allow yourself to spend a lot more on groceries than clothes.
- After a month of keeping track of your purchases and budgets, your parents give you another call to check up with how you've been doing with finances. You'd like to make sure you've been meeting the budget thresholds this past month that you set out to maintain.

#### Habits

- You want to gain 10 pounds of muscle by the end of the semester by going to the gym and eating better. You want to see if you are eating enough calories and which muscle groups you're working out everyday to meet your goal.
- After working out for a month and recording all your important progress information, you'd like to check up with how you're doing with reaching that goal. Most importantly you want to make sure you're still on track to reach that goal of a 10 pound muscle gain by the end of the semester.
- Through juggling all the problem sets, prelims, and Netflix Originals, you've really struggled to get as much sleep as you'd like this semester. You also realize that in the midst of everything you really aren't sure how much sleep you've gotten on a day-to-day basis these past few weeks. You'd really like to improve the amount of sleep you're giving yourself, but first you'd like to record the number of hours you get each night to give yourself a better sense of how much sleep you're getting and whether or not it's trending in a certain direction.
- After realizing that the hours of sleep you're getting a night is trending downwards, you feel the need to set a solid benchmark for the hours of sleep you aim to achieve in the coming weeks.

### 5.5 Personas

#### Traveling Tiffany

- College student studying AEM
- Uses computer and phone applications often

- Travels during breaks with friends and family for around a week
- She likes trying new things (foods, activities) and experiencing different cultures
- While she's traveling she takes a lot of photos (selfies, pictures with people) and videos
- She wants a balance between being in the moment and taking photos to document
- Likes looking back on photos occasionally but its too much work to do anything else with them
- Posts travel photos on Instagram

#### Spending Sasha

- College student studying Biology, Pre-Med
- Uses computer and phone applications often
- Upper-middle class from the suburbs of Boston
- Financially supported by parents so doesn't have to worry about spending
- But s/he has no idea how much s/he spends
- Spends a lot of money on food
- Doesn't really keep track of budget, but wants to practice before getting a job
  - Wants to know how much is considered a "normal" amount of spending

#### Habitual Harry

- College student studying Computer Science
- Uses computer and phone applications often
- He wants to bulk up so he wants to track his fitness and food intake
- Doesn't want to feel like "trash" if he doesn't keep up with his goal
- Documented fitness and food intake during the summer, but once the school year started, it was hard to keep up and remember to track his actions.

## 5.6 Project Themes

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Feature-creep is dangerous. Your team needs to stay focused in order to complete this project before the semester is over. Make sure you take the time to identify your project themes. Some of you may be familiar with the idea of a *Minimum Viable Product* (MVP), this is the same idea.

You don't want an app that does everything poorly, instead you want an app that does a few things well. Use project themes to help focus your team's effort for the remainder of the semester.

- Accessible and efficient
  - Easy to use with minimal amount of work
- Custom input and organization of data
  - Allow users to track and organize data in our three targeted categories in a personalized and customizable way
- Data Visualization
  - Have a theme of visualizing data whether through images, bar charts, line graphs, maps, to track trends and progress

- Goal-setting and planning
  - Allow users to set goals for themselves, plan how they aim to attain those goals, and reflect on their progression towards reaching those goals.