

# NAGARJUNA COLLEGE OF ENGINEERING AND TECHNOLOGY

NAAC Accredited with “A+” grade

(An Autonomous College under VTU, Belagavi)



A Report on

**“UI/UX”**

**CCE -2**

**BACHELOR OF ENGINEERING**

**in**

**INFORMATION SCIENCE AND ENGINEERING**

**Submitted by**

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**NAGARJUNA COLLEGE OF ENGINEERING & TECHNOLOGY**

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## Introduction

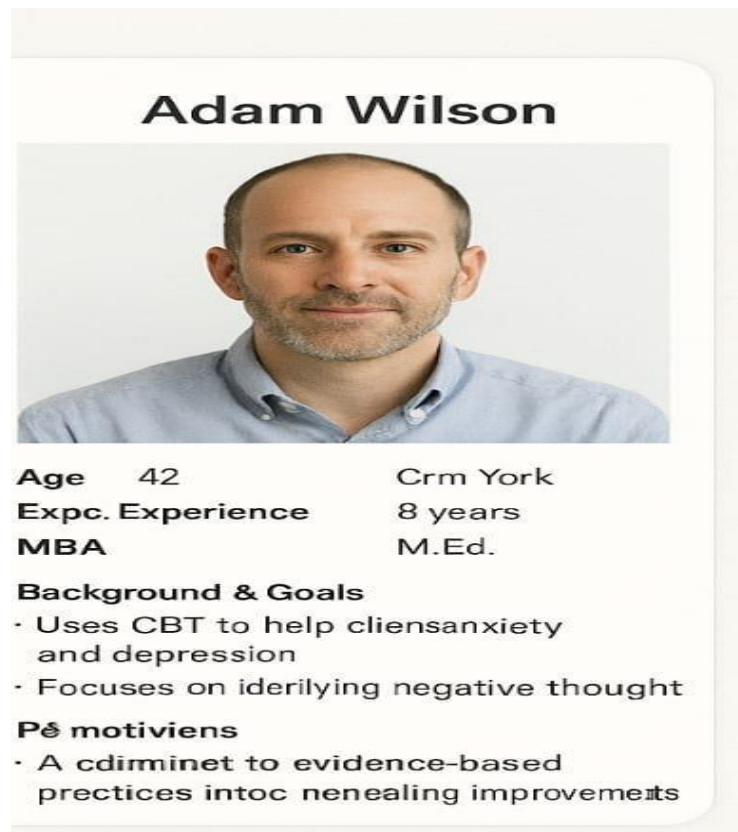
In user-centered design and product development, understanding the needs, behaviors, and goals of the end users is essential. One effective method for achieving this is through the creation of *user personas*. A user persona is a semi-fictional representation of a target user based on research and real data. It helps in empathizing with the user, ensuring that products or services are tailored to meet their expectations. In this report, three distinct personas of career coaches have been developed—each with unique backgrounds, motivations, and work experiences. These personas represent different demographics and career stages, helping to visualize the varied needs of professionals in the career guidance space.

Understanding user behavior is equally critical when it comes to designing and improving digital platforms such as e-commerce websites and apps. To gain deep insights into how users interact with these platforms, qualitative research methods like user interviews are highly effective. Therefore, this report also includes a set of 15 carefully crafted interview questions focused on gathering user feedback about their experience with e-commerce platforms such as Amazon, Flipkart, or Myntra. These questions aim to uncover user expectations, pain points, and satisfaction levels during various stages of interaction—from product search to purchase, delivery, and customer support.

By combining user personas with targeted interview questions, we create a foundation for developing user-friendly solutions that resonate with real needs. This approach not only improves usability but also builds stronger user engagement, loyalty, and trust in digital services

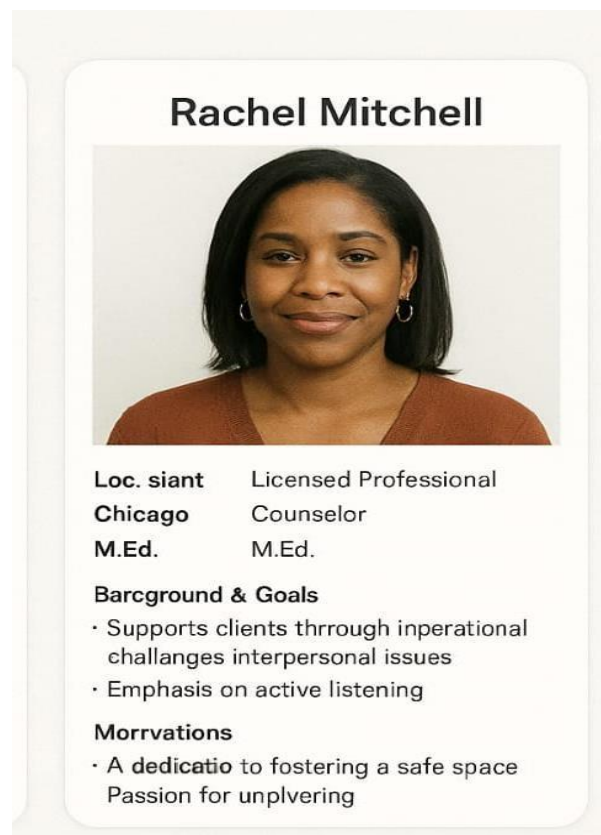
## Part 1 User Personas (Career Coaches)

### Persona 1- Adam Wilson



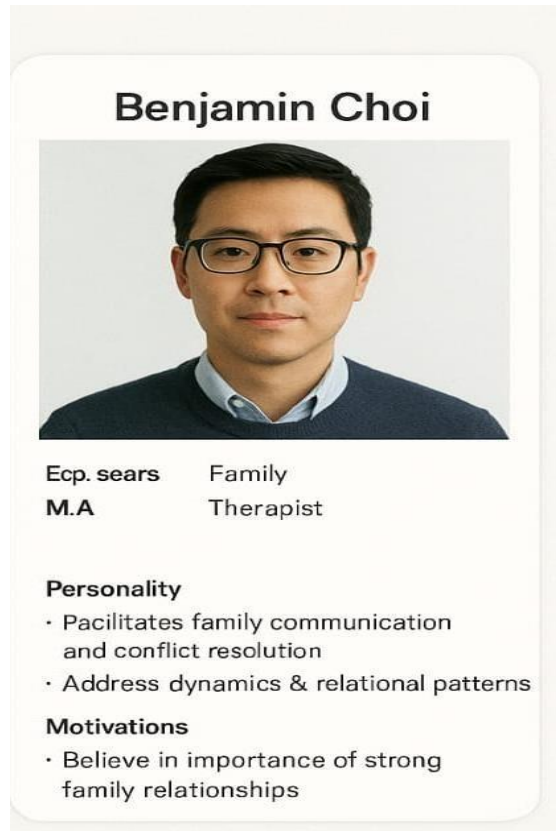
Adam Wilson is a 42-year-old Cognitive Behavioral Therapist (CBT) who operates from New York City. With a solid academic foundation holding both an MBA and an M.Ed., Adam brings a unique blend of business acumen and psychological insight to his practice. Over the past 8 years, he has worked with individuals from diverse backgrounds, particularly those struggling with anxiety, depression, and stress-related disorders. Adam is a firm believer in structured, goaloriented therapy. He uses CBT techniques to help clients recognize, confront, and change maladaptive thought patterns, promoting long-term mental clarity and emotional regulation. He is appreciated by his clients for being analytical, yet compassionate—creating sessions that are both thought-provoking and supportive. Adam’s motivation stems from a deep commitment to evidence-based methods and his desire to make a measurable impact in people’s lives by helping them take actionable steps toward emotional well-being.

## Persona 2- Rachel Mitchell



Rachel Mitchell is a 38-year-old Licensed Professional Counselor based in Chicago, Illinois. She holds a Master of Education degree and has cultivated a career focused on helping clients navigate interpersonal relationships, workplace stress, and personal transitions. Rachel's clients often describe her as a warm, grounded presence who listens deeply and reflects with clarity. She emphasizes empathy, trust-building, and active listening in her therapeutic approach. With a specialization in emotional intelligence and self-awareness development, Rachel works primarily with adults facing identity challenges, relational conflict, or burnout. Her approach is holistic—considering not just what clients do, but who they are. Rachel's motivation lies in her belief that everyone deserves a safe space to process emotions and grow. She sees her role not just as a guide, but as a companion on her clients' journeys toward clarity and self-compassion.

## Persona 1- Benjamin Choi



Benjamin Choi is a 39-year-old Family Therapist who specializes in relationship dynamics and intergenerational communication. Based in Seattle, Benjamin holds a Master of Arts in Counseling and has spent his career working with families, couples, and adolescents. His focus is on helping clients build healthier family interactions through improved communication, conflict resolution strategies, and emotional validation. Benjamin's therapeutic sessions often involve joint and individual conversations with family members, emphasizing balance, respect, and the development of shared understanding. He is detail-oriented and calm, known for his ability to deescalate tense discussions and create pathways toward unity. Benjamin is driven by a core belief in the power of strong family ties and the healing potential that comes from open, honest connection. His ultimate goal is to support families in building lasting bonds and emotional resilience.

## **Part 2 – User Interview Questions For E-Commerce App**

The interview questions included in this report are designed to gather valuable user feedback about their experiences with e-commerce websites and apps such as Amazon, Flipkart, and Myntra. These 15 questions cover various aspects of the user journey—from product discovery and navigation to checkout, delivery, and customer service. The goal is to understand user satisfaction, pain points, preferences, and suggestions for improvement. The questions are open-ended and user-focused, encouraging participants to share detailed insights based on real experiences. This qualitative data can be used by UX designers, product managers, and developers to identify usability issues, improve user interfaces, and enhance overall customer satisfaction. Effective user feedback helps in building intuitive, responsive, and reliable e-commerce platforms that meet the evolving expectations of modern consumers. These questions serve as a foundation for meaningful conversations with users, ultimately guiding data-driven design decisions.

1. How do you typically decide which e-commerce app or website to use for a specific purchase?
2. Have you ever subscribed to a product or service through the platform (e.g., auto-delivery or membership plans)?
3. How satisfied are you with the product packaging and protection during delivery?
4. Have you ever received a damaged or incorrect item? How was the return/replacement process?
5. Do you find it easy to compare products and prices within the app or website?
6. Have personalized recommendations ever led you to discover a product you actually bought?
7. How often do you use search suggestions or auto-complete when typing in the search bar?
8. Have you ever interacted with customer reviews by liking, commenting, or uploading images/videos?
9. How important is the estimated delivery date in your purchase decision?
10. Have you used any voice-enabled or AI-based shopping features? If yes, how was your experience?
11. How well does the app/website handle product availability (e.g., showing “Out of Stock” or “Notify Me”)?
12. Are you satisfied with the amount of product detail and specifications provided?
13. How do you usually handle payment—via UPI, card, wallet, or cash on delivery? Why that method?
14. How helpful are the platform’s promotions, flash sales, or daily deals for your shopping habits?
15. What would motivate you to switch permanently to a different e-commerce platform?

## Conclusion

In today's user-driven design and service environment, developing a deep understanding of target audiences is no longer optional—it is essential. The creation of user personas offers a practical and effective way to represent real users in the design and development process. In this report, we developed three distinct user personas—Sarah Johnson, Anil Mehra, and Priya Menon—who represent career coaches from diverse backgrounds and regions. These personas help in identifying user needs, expectations, goals, and challenges, ultimately guiding product teams in creating tailored solutions that enhance user satisfaction and engagement.

Furthermore, the inclusion of interview questions focused on e-commerce platforms provides valuable insight into how users interact with digital shopping experiences. The 15 questions developed in this report serve as a strong foundation for conducting qualitative research that can uncover usability issues, user frustrations, and areas for improvement. These insights can help in refining website/app features, enhancing the customer journey, and building better user trust and loyalty.

Together, user personas and user feedback questions form a comprehensive approach to human-centered design. While personas allow teams to focus on user goals throughout the development cycle, feedback collected through structured interviews ensures that product updates and improvements are aligned with real-world user needs. This dual strategy not only leads to more intuitive and enjoyable user experiences but also contributes to long-term product success in competitive digital markets.

In conclusion, adopting persona-driven thinking and user feedback mechanisms is essential for creating meaningful, efficient, and satisfying user interactions—whether in career coaching platforms, e-commerce applications, or any other domain. These methods ensure that end-user voices are heard and reflected in every stage of the product lifecycle, driving innovation and user loyalty.