

HCI Project

Personas and Scenarios

Persona 1: Local

Name:

Description: care about environment, have a small store, have low-end smartphone with slow internet connection

Trait: Know the locations where garbage is often dumped, especially near his store

Peruan - Speak Spanish

Age: 39

Gender: Male

Job: Manager/Boss of a grocery store

Personality: Strong, humorous

Living situation: Average

Use of system: report dumped or blown rubbish to the municipality

When: Whenever seeing dumped or blown rubbish in public places

Computer expertise: below average

Income: Average

Device used: smartphone (low-end)

Scenario 1:

See a trash bin is dumped near the store

Access to the website to report

Choose a location (in text, because cannot load map)

Write a review or a comment (description)

Submit the report

Scenario 2:

A customer ask him to report a location

Access to the website to report

Choose a location (in text, because cannot load map)

Write a review or a comment (description)

Submit the report

Persona 2: Tourist

Name:

Description: love travel, care about environment, love surfing

Trait: Have a 1-month-vacation at Lobitos and want to discover this area.

England - Speak English

Age: 39

Gender: Female

Job: Manager of a franchise brand store

Personality: Strong, active, friendly

Living situation: Higher than local

Use of system: report dumped or blown rubbish to the municipality

When: Whenever seeing dumped or blown rubbish in public places

Income: High

Device used: Laptop, smartphone (high-end)

Scenario 1:

See an advertisement and find out a place that have blown trash

Access to the website (in Spanish) (by smartphone)

Change language to English

Read "About us", "Why is this report helpful?"

Report rubbish

Choose a location (Point on (graphic) map)

Write a description

Submit the report

Scenario 2:

See a trash bin is dumped near the hotel (where she live)

Access to the website (in Spanish) (by Laptop)

Change language to English

Report rubbish

Choose a location (Point on (graphic) map)

Write a description

Submit the report

Key features:

Change language (Spanish/English)

Support high-qualified website (show map and animations) and small/basic website (show only text and minimal stuffs)

Easy to access (short URL)

Provide a QR code of URL website that could be printed and glued in public places, stores, markets.

Support multiple screen size.