Target Group

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Persona

Action:

Develop prototypes (e.g., wireframes, mockups, interactive prototypes) Identify the stakeholders and target users for feedback Conduct usability testing or feedback sessions with the prototypes Gather and analyze feedback from participants Iterate and refine the prototypes based on the feedback
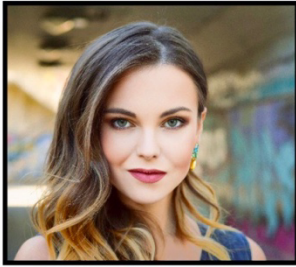
Research:

For the persona was made a survey and I did a interview with one of our students. I and Aleksa made the persona. There were two so I decided to take with Aleksa the girl persona. I put everything needed first I decided to make a story that stated the current situation overall from all the answers and then I put little details.

Feedback:

The feedback for the persona was good and the teacher told me that persona was good enough but the interview needed more attention and to make follow up questions

Results:

Sarah Thompson

Age: 19 years old
Education: ICT Media Design
Hometown: Eindhoven, The Netherlands
Occupation: Student

New Student in the city is open for a new adventures with new friends - Radiant Force of Empathy

Alexa Gramatikova

Goals

- She wants to be more social and get out of her comfort zone. As she like to make friends with the same interest she is also open for a new things.

- She also feels more comfortable and easy to make friends if they share the same interest

- Convenience and user-friendliness are essential for her, given her lifestyle.

Frustrations

- Sarah finds it difficult to search for a websites that offers her to find friends with the same hobbies

- She doesn't know the city so Sarah would rather find friends close to her

- Sarah wants to make friends in the new university as she finds it hard in the new city. She often describes herself like an introvert

Sarah is a lonely student in the big city, she doesn't know anyone here and she often has a free time after university. She wants to find people with the same interest as her as she finds it easier to communicate with them. She has a variety of hobbies like skiing and she enjoy creating events.

Reflection:
Now after the feedback, I know what an actual interview should be like. I understood the feedback from my teacher and later I made a new interview with follow-up questions and questions that will help me decide what to deliver on my group project website

Interview Transcript

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HobIT Website

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