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CS-319

Milestone Two

After interviewing some family members over the phone about the barcode scanner app, I’ve come to the conclusion that this app will indeed prove useful in peoples lives. Throughout my interviews, I only had one person say they use an app that is similar in nature to the barcode scanner app. The rest were either unaware, or don’t use the similar app over issues like difficulty or not wanting to submit their email to use. The biggest theme of those who did not want to use the similar app was because of submission of an email to use it. They felt that they shouldn’t have to sign up for an email subscription to use a service of this type. With that being said, this seems to be a huge user priority. From a business perspective, it is important to obtain emails to keep the name of the business in circulation in things like emails, but from a user perspective it is annoying and pesky. Thus, this app can be created to optionally sign in for email to allow for a “tracker” of sorts to keep track of what has been scanned. Also, another pattern that arose was that all that had been interviewed would use this app, as long as it is simplistic in design and as straightforward as can be. This creates another priority of an easy-to-use design that will help users want to continue using it.

Based on whom was interviewed, it seems to provide a clear description of the demographic this app will be working with. It will be geared to young adults to near-retirement age adults, with varying education and income levels. Most of those interviewed work full-time, save for one who is retired. All of who was interviewed mentioned they view eating habits important to monitor and keep track of. This will mean that many users that use this barcode scanner app value keeping track of what they intake and their overall health. The main information they are looking for is a graphic which will display the overall health value of a particular food item in 3 sections: red, yellow, green; which will mean unhealthy, neutral, and healthy, respectively. Some of them said that they may use it when choosing new food items to see how it stands up to this scale while grocery shopping, in hopes that it will not take too long to operate. One interviewee even said that he may “go on a spree of scanning things to see how unhealthy they are.” Overall, it seems that the app would be used while in the grocery store, which will prioritize speed of the application as to not hold the user up waiting for the graphic to appear. Other information that was mentioned was a screen of the nutritional facts as you would see it on the food packaging, and another for ingredients. One interviewer said that it may be interesting to incorporate on the page for ingredients, that you can select the ingredient for a web-browser search to see how it is made/where it comes from. That way the user can put more thought into their purchases and see the process of the ingredients. All users will be using a smartphone or tablet, assuming it will have the ability to scan barcodes. When asked how long they see themselves using it at a time, the most interviewees were not sure how to answer, although one interviewer said, “I would probably keep it open and scan as I go or every so often”.

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| Persona: | Administrative Personnel |
| Name: | Ashley Smith |
| Job title/Major responsibilities: | Travel Agent and Patient Care Coordinator |
| Demographics: | * 23 years old * Married * Has a dog with husband * Works full time in healthcare, part time but full time hopeful as travel agent |
| Goals and tasks: | Spends day as Patient Care Coordinator:   * Taking in calls and scheduling appointments * Calling out to patients for follow ups/changes to schedule * Other administrative tasks   Spends day as Travel Agent:   * Spends most of day on desktop computer * Receives quote intake forms and formulates quotes for potential clients * Puts together materials to send to clients and makes reservations on clients behalf. |
| Environment | Uses phone and computer most hours of the day. Loves health and fitness and tries to spend time not on phone and computer exercising. Very comfortable using technology. |
| Quote: | “How can I make this trip easy for you?” |

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| Persona: | Local Police Personnel |
| Name: | Maureen Smith |
| Job title/Major responsibilities: | Communications operator |
| Demographics: | * 66 years old * Married * Mother of 3 adult children * Some college education, no degree |
| Goals and tasks: | Spends day at work taking calls from citizens of local area on emergency line. Directs calls to appropriate emergency department; police, fire, ambulatory/medical. Logs calls and information to help first responders. |
| Environment: | Somewhat comfortable using a computer, but only what she knows. Spends all her work days on the computer, and when at home likes to play mobile games and watch tv to unwind and relax. |
| Quote: | “I need to log this call quickly, that way all the information is there for the first responders.” |

Interview Notes