

Deliverable 2 - User Personas, User Stories, and Job Stories

UX-103
Group 4

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Restated Concept Statement:

The power of UX design is entailed within their connection between their users and clients. Their empathy with the users helps create the fundamentals of the solution and forms it with great accuracy. Similarly, the UX/Journey Design and UX looks at the customer's journey of a service and finds the best ways to aid the customer. Small steps and procedures are all analyzed which help improve their service with their understanding of the customer.

The target users of this project are UX students. We will help them understand the Service/Journey Design and help them grasp this concept. To teach them we would present a case study where we would help first students find a place to live during their second year. By using this case study of searching for 2nd year residency, we can use its steps to emphasize the procedure of Service/Journey Design and its importance.

Research Methods:

What makes the UX design process special compared to other design processes is the user participation and interaction that is built within the fundamentals of their future solution, if there even is a solution. For primary research, we used surveys and interviews to collect the users' information data. The questions asked in interviews were ordered starting off by evaluating their current knowledge of UX Service Journey/design, then questions pertaining to our case study of finding residence second year, and finally ending the interview with connecting the two ideas of UX Service Journey/design and finding a second year residence. The similar questions and its format from the interview were also used in the surveys conducted. All responses, including their body language, were all recorded. The secondary research used was statistical research. We focused on statistics and articles to gain information about our users.

Primary Research

Introduction Questions (A1,A2,A3,A4,A5 represent the different individuals interviewed):

1. What do you know about UX design/Journey?
 - **A1:** UX design is the comprehensive process of enhancing user satisfaction by improving the usability, accessibility, and pleasure provided in the interaction between the user and the product. It's not just about making things look pretty; it's about creating a seamless journey for users from start to finish.
 - **A2:** It's essentially the art and science of making technology user-friendly and enjoyable. Good UX design means that users can achieve their goals with efficiency and ease, which is crucial in today's fast-paced digital world.

- **A3:** Focusing on the user's experience, UX design involves a deep understanding of users' needs, values, abilities, and limitations. It also takes into account business goals and objectives, marrying user desires with the art of design and technology.
 - **A4:** The process involves a lot of research, prototyping, testing, and iterating. It's about constantly seeking feedback and using it to make products better. It's a never-ending journey towards perfection.
 - **A5:** At its core, UX design is about building bridges—between technology and people, between what is and what could be. It ensures that technology serves humans, not the other way around.
2. Do you know the benefits of UX design Service/Journey?
- **A1:** Absolutely, the benefits are numerous. It leads to increased user satisfaction, which in turn can lead to higher user retention rates and word-of-mouth referrals. Happy users are the best advocates for a product.
 - **A2:** By reducing user errors and frustration, good UX design can save costs on customer service and support. It's an investment that pays off by creating more efficient and self-explanatory systems.
 - **A3:** From a business perspective, it's a game-changer. It can drive sales and conversions by improving the overall customer experience, making it more likely that users will complete purchases and come back for more.
 - **A4:** It's also about building loyalty. When users have positive interactions with a product, they're more likely to stick with it. UX design helps in creating that positive, lasting impression.
 - **A5:** Moreover, it streamlines processes, making products more intuitive and reducing the learning curve for new users. This accessibility can open up products to a wider audience.
3. How do you use UX design Service/Journey through you think?
- **A1:** I apply UX principles to make informed design decisions that cater to the needs of the users. This means constantly asking 'why' and 'how' to ensure that every design choice has a purpose.
 - **A2:** I think of UX design as a tool for creating interfaces that are so intuitive, they almost disappear. The user shouldn't have to think about how to use a product; it should just work.
 - **A3:** Anticipating user issues before they happen is key. By thinking ahead, I can design solutions that prevent problems, rather than just fixing them after the fact.
 - **A4:** Prioritizing content and functionality based on user needs is crucial. It's not about what I think is important, but what the user needs to achieve their goals.
 - **A5:** Storytelling is a big part of UX design for me. The product should tell a story that resonates with the user, guiding them through the experience in a way that feels natural and compelling.

Questions based for Case Study:

1. How do you feel when finding a second year residence?
 - **A1:** If I were a student, I'd probably feel a mix of excitement and anxiety. Excitement for the new chapter ahead, but anxiety about finding the right place that fits my needs and budget.
 - **A2:** There's a sense of eagerness to find a new home that will be an upgrade from the first year's accommodations. Yet, there's also the pressure to find it quickly before the good spots are taken.
 - **A3:** The prospect of living independently or with friends is thrilling, but there's also a bit of trepidation about making such a significant decision and commitment.
 - **A4:** I'd feel determined to find a place that not only is close to campus but also offers the amenities and community that will enhance my overall university experience.
 - **A5:** It's a daunting task, considering all the factors like cost, location, and quality. There's a real concern about balancing practicality with the desire for a comfortable and conducive living space.
2. Have you started searching for a second year residence and why did you start when you did?
 - **A1:** Yes, I started early because I know that the best places get snapped up quickly. Starting early gives me the best chance to find a residence that ticks all the boxes.
 - **A2:** I began my search at the end of the first semester because I wanted to get a head start. I knew that by starting early, I could take my time to explore all the options without feeling rushed.
 - **A3:** I initiated the search as soon as I could because I wanted to secure a spot that's within walking distance to campus. The convenience of a short commute is a huge priority for me.
 - **A4:** I'm proactive by nature, so I started looking for my second-year residence as soon as the academic year began. This way, I could spread out the search over several months and not interfere with my studies.
 - **A5:** Mid-year seemed like the right time to start because it allowed me to set a budget and really consider what I wanted in a residence without the pressure of looming deadlines.
3. What challenges do you face while finding a residence? How do you feel while finding residence?
 - **A1:** Budgeting is always a challenge. It's tough to find a place that's affordable without compromising on quality. The stress of balancing cost with other factors like location and amenities is real.
 - **A2:** Finding a convenient location that's also within budget is like finding a needle in a haystack. It's frustrating at times, but I'm hopeful that the right place is out there.

- **A3:** The competition for the best spots can be disheartening. It feels like a race against time and other students, which adds a layer of stress to the search.
 - **A4:** The sheer volume of choices can be overwhelming. It's hard to know where to start, and each viewing takes time and energy, which can be draining.
 - **A5:** There's also the challenge of coordinating with potential roommates. Finding people with similar living habits and schedules can be tricky, and it's a bit nerve-wracking to think about the dynamics of living with new people.
4. What is the most important factor while you look for a residence?
- **A1:** For me, the proximity to campus is crucial. I want to minimize commute time so I can focus more on my studies and campus activities.
 - **A2:** Staying within my budget is non-negotiable. I need to find a place that's affordable so I can manage my finances without too much stress.
 - **A3:** A supportive community environment is what I'm looking for. A place where I can feel safe and make friends is important for my overall well-being.
 - **A4:** The quality of the living space is paramount. I need a clean, well-maintained residence where I can relax and study in peace.
 - **A5:** Access to public transport and local amenities is a top priority. I want to be able to get around easily and have everything I need within reach.

After they find out what UX design Service/Journey is or if they know what UX design Service/Journey is...

1. How can UX design Service/Journey help find second year residence more smoother?
 - **A1:** UX design can make the residence search process more intuitive by simplifying the interface and making it easier to compare options. A well-designed platform can save time and reduce the stress associated with the search.
 - **A2:** A personalized dashboard feature would be incredibly helpful. It could track my preferences, shortlisted residences, and scheduled viewings, keeping everything organized in one place.
 - **A3:** Virtual tours are a fantastic application of UX design. They allow students to get a feel for the space without having to physically visit, which is a huge time-saver.
 - **A4:** Data-driven recommendations based on my search patterns and preferences would be a game-changer. It would make the process more tailored to my needs and less overwhelming.
 - **A5:** Streamlining the application process through UX design would make it less daunting. Clear instructions, easy navigation, and a straightforward application form would encourage more students to apply.
2. What exactly can you use from UX design Service/Journey to help you?

- **A1:** User testing feedback is invaluable. It can help improve the residence search platform by highlighting areas where users struggle and suggesting improvements.
- **A2:** Creating personas can help tailor the search experience to different types of students, ensuring that the platform meets a variety of needs and preferences.
- **A3:** Journey mapping can provide insights into the steps I take when searching for a residence, which can then be optimized to make the process more efficient.
- **A4:** Prototyping tools are great for visualizing potential residences. They can help me get a better sense of the space and how it might be to live there.
- **A5:** Usability heuristics are a set of principles that guide the design of user interfaces. Applying these principles to the residence search process can help ensure that the platform is user-friendly, efficient, and effective in meeting the needs of students looking for housing.

Secondary Research

What is UX Service/Journey Design?

Service Design

- It targets the more iterative, customer centric, holistic approach of designer service, many focusing on improving customer experiences.
- Service design is similar to design thinking as it focus on the users and empathy
- This all correlates to have better structure with internal teams and tools to improve the customers journey
- When use the service design method the is beneficial to both the users and internal
 - Very clear document process of continuous iteration
 - A smooth customer experience
 - Connected silos across an organization
- The four core activities of service design:
 - Research - this involves the understanding the customer needs, pain and goals, which should be conducted through both qualitative and w quantitative data
 - Ideation -this is phase is where test if your idea worth spending your time on and see if it improves customer experience
 - Prototype - this phase in where test prototype and see if the idea actually work if they worth pursuing further
 - Implementation - this where ready to market your refined prototype see if people are interested in the product

Journey Mapping

- In simple term journey mapping is the process of the person going through the steps to accomplish his goals

- it goes through the timeline of the user thoughts and emotions to make a narrative
- These are the key components of a journey maps
 - Actor - this the persona of the user experience, it provide as point of view on the map
 - Scenario/ expectations - define the actor goals and , need and specific situation
 - Journey phases - define the all the different level stage in the journey
 - Actions , mindsets and emotions - Actions is the behavior and steps taken by the user. Mindset relates to thoughts, questions, motivation, and information in the different stages of the journey map. Emotion
 - Opportunities - it knowledge gained from mapping to seeing user experiences can be improved

What are the challenges of UX Service/Journey Design ?

Service Design

- There are couple of challenges that come to doing service design such as:
 - Aligning multiple stakeholders - it's hard to align the needs, expectation and goals of stakeholders, customers, employees, managers, partners and supplies
 - Managing complexity and uncertainty - to hard manage unusual situations and arises form nature of services
 - Measuring and evaluating impact - hard to measuring the impact of the design and the user experience
 - Balancing creativity and feasibility - to hard balance both creative and feasibility because the unique design is hard to make feasible and possible in physical form due budgets, technology, time, risk and regulation.
 - Integrating ethics and sustainability - it hard to include ethics and sustainability as ethics is based on trust and loyalty, reputation. Together apply sustainability implications of decisions, actions and framework

Journey Mapping

- There are couple of challenges that comes to doing journey mapping such as:
 - Scope and complexity - this correlates to the size of the project , services, the number of user personas , chanel touch points and what stages your at in the project
 - Data and evidence - journey mapping is based on guess and assumptions but not real user information and feedback. So it required to have qualitative and quantitative data form different sources
 - Collaboration and communication - journey is not an individual effort and group approach involving different roles and perspective

- Iteration and maintenance - journey mapping is not one done and it evolves over time that has updates and constant improvements

How can we tailor curriculum and teaching methods to help UX students grasp complex topics effectively?

1. Hands-on Experience

- Hands-on projects in UX/UI education allow students to apply learned concepts to real-world scenarios, enhancing their understanding of the design process and potential field challenges. Through problem-solving, design thinking, research, prototyping, and testing, students gain practical experience, deepen their subject matter understanding, and develop crucial skills such as critical thinking and communication.

2. Critique and Feedback

- Critique and feedback provides students with constructive feedback and helps them improve their skills and understand the design process better.

3. Case Studies

- Case studies provide vital insights into real-world design challenges, enhancing student's grasp of the design process, best practices, and problem-solving abilities, while also inspiring their own projects and stimulating creative thinking.

4. Examples and Exercises

- Mimicking real-world challenges is an effective practice which helps students to build the necessary skills that they need to be successful in the field.

5. Encouraging Questions and curiosity

- Encouraging students to ask questions and seek more information deepens their understanding, critical thinking, and problem-solving skills, while creating a more engaging learning environment that aids in material retention.

Which technical tools and approaches are most suitable for teaching UX concepts in a clear and engaging manner?

1. Design Software

- Tools like Figma and Adobe XD can be used for creating wireframes, prototypes, and designs.

2. Collaboration Tools:

- Platforms like Slack or Microsoft Teams can be used for communication and collaboration among students, especially for group projects

3. Survey and Feedback Tools:

- Tools like Google Forms or SurveyMonkey can be used to gather user feedback or conduct surveys as part of user research.

How do UX designers gain empathy to better understand users' needs and pain points throughout journey design?

1. **User Research:** Within user research throughout items such as surveys, observations, and articles, one gains information on users behaviors, motives and actions. Whereupon, immersive experiences can be used to gain similar experiences and/or experience their user's problems first hand in order to develop a full understanding of the user.
2. **Persona Development:** Through the creation of personas UX designers can understand the users pinpoints, and essentially put themselves in the user's shoes to better gain empathy for the user.
3. **Interviews:** Throughout the use of in-person, virtual or on the phone interviews, being an open-listener as well as observing the user ensures a personalized connection where one can actually empathize with their emotions and perspectives, to gain data towards creating a more niche and fitting solution.
4. **Prototype Testing:** Within this stage, UX designers create a prototype that includes their designs and creation for the problem they are helping to solve. In which, real-life users get to experience the prototype and use it, allowing UX designers to observe their actions and identify any needs or pain points the user is experiencing with the prototype. Not only is this data helpful in gaining feedback to make iterations, but by observing reactions UX workers can see first-hand what their users are and aren't looking out for, allowing them to better understand, pivot, and make an ideal solution that fits with everything the user wants.

Analysis

Our research delved into how UX design can improve the second-year residence search experience for students. Through interviews with student participants (primary research), we gained a fascinating glimpse into their world. The students weren't just familiar with UX design but they even recognized its potential to create a smoother and more satisfying experience. House hunting is like being on a big emotional rollercoaster. It's a mix of excitement and worry. You're excited about finding a new place to live, but you're also worried about things like how much it will cost and if you'll be able to find something you really like. Students talked about this a lot when they described how they'd like to search for a place to live. They want it to be easy and personalized to what they need. They imagine things like websites or apps that are simple to use and show them options that fit their preferences.

Some of the challenges that students faced while finding residence were:

- Finding a place that fits their budget
- Locating a residence close to campus or with good transportation access
- Dealing with competition from other students for the best places
- Feeling overwhelmed by the number of choices
- Coordinating with potential roommate

We also looked at existing knowledge on UX design (secondary research) to understand best practices and potential roadblocks. This research identified challenges associated with service design implementation, such as aligning stakeholder needs and measuring the impact of design decisions. Additionally, journey mapping, a valuable UX tool, can be hindered by factors like gathering accurate data and fostering collaboration among stakeholders.

However, the secondary research also offered valuable insights into effective teaching methods for UX concepts, including hands-on projects and real-world examples. Furthermore, it highlighted the importance of empathy in UX design, emphasizing user research methods like interviews and user testing as essential tools for understanding user needs.

Persona 1#

Limited Knowledge on the Service/Journey Design



Details:

Name: Julian White

Gender: Male

Occupation: Full-time university student

Goals:

- Understanding Service/Journey Design

Pain Points:

- Lack of understanding Service/Journey Design
- Personal learning does not align with class, challenging to learn the topic
- Ability to finding housing

Description:

Julian is a first year and UX student at university. He is in a UX class and does not understand the topic of service/journey design. His preferred method of learning is more through case studies, workshops and visuals. The lectures that he goes through in class does not help to understand the topic covered in class. Julian also happened to be looking for a place next year, he struggles to navigate through websites to find housing. Some things he considers when searching are rental cost, proximity to campus and safety. To find places he used a variety of online websites and university housing services to narrow down a place. The challenges he runs into are its availability and safety concerns. Due to all these things Julian experiences his stress increase/anxiety increases, delays securing housing and financial burdens. Overall, Julian can gain a better understanding for Service/Journey Design through the case study of finding a housing for living. He highlights his struggles through searching for a place to live, however, by learning how to integrate the Service/Journey Design, it can give him a more visual and hands on approach which is his preferred learning method to understand the topic.

Persona 2#

Knows what User Service/Design is but doesn't know how to implement it



Details:

Name: Christian Blake

Gender: Male

Occupation: Full time University Student

Current Program: Computer Science

Goals:

- Find a less tedious way to achieve his goals
- Understand UX Service/Journey Design

Pain Points:

- The tenancy process gets him stressed out
- Facing a lot of rejections when applying for housing.

Description:

Christian Blake is a full time university student who is currently in his undergraduate year. In his first year, his university provided him with a first-year residence so his living situation was very stable. While in his first year, he took a few UX courses and learned about the benefits of UX Service/Journey Design. He understands the benefits, the importance and how it can better improve different processes. Now, he and his friends are going through the tedious process of finding a second-year residence, however he notices that concepts of UX Service/Journey Design can be used to make the process more smoother. However, he does not have the knowledge to implement the concepts into the process and struggles on how to apply it in his situation. As more tedious the process gets and the more rejection he receives, the more stress and anxiety he gets. If Christian better understands the application towards UX Service/Journey Design, he can apply it and feel more comfortable and less anxious about the process.

- Wants to apply UX service/journey design to help him but doesn't know how

User Story/Job

Persona 1- Julian's Story:

Being at the start of my university journey comes with so many challenges. Balancing my course load, as well as finding time to socialize has been overwhelming at times, especially since it's my first time living away from home. I thought that maybe taking a UX course could lighten my workload in computer science, though I find it difficult to fully grasp and understand service/journey design through lecture slides alone. To add on to the academic stress, I have to start thinking of where I'm going to be living next year. I never realized how difficult and competitive it can be to find a place as there's numerous factors to consider such as rent, proximity to campus, roommate alignment etc. It's been just added side stress lately, especially since I'm not understanding some of the academic content, such as within the UX course I am enrolled in. Ultimately, I want to be able to find a place of residence for next year with less stress, along with being confident in my academic abilities and understand the UX content of Service/Journey Design. There has to be an easier way for me to grasp the content better and find a way to find housing next year that will meet both my needs and wants. Besides, I'm sure I'm not the only one who is facing this struggle. In this situation, I hope to be able to find a solution that can give me a hands-on approach in understanding Service/Journey Design in a real-world problem that can also cater to my needs when looking for housing next year. Knowing my own

struggles and challenges, creating personalized dashboards or data driven recommendations can help in producing options that are best fitted for my preferences. In my case, the location to campus, safety and rental rates are a few factors I am considering when finding my housing. Considering that I learn best through visuals and case studies, I believe a case study that relates to service/journey design will help me get the bigger picture of the content through an application based situation I am going through, which is finding my place of residence. Connecting the two ideas will not only help with bridging the gap in service journey design and finding my housing for next year, but ultimately will help improve my problem solving skills that I can apply to in the future.

For Persona 2:

As a first-year university student taking on a full course-load I already have to adapt through academics, living away from home for the first-time, managing my time and adjusting to the overall environment. The last thing I need is to increase my stress or anxiety dealing with the tedious pressure of finding a second-year housing placement. Through my present course experience of UX service/journey design, and my knowledge surrounding the benefits of this content, such as the creation of user friendly platforms and the time-saving benefits of utilizing simple data-driven interfaces, I want implement this content to streamline an efficient, stress-free and successful housing search where I can save time whilst meeting my needs. Some of the struggles I experience are the feeling overwhelmed due to not knowing where to start, along with the time-consuming struggle of contacting rental companies only to receive limited responses back due to the short housing supply and increasing demand. Consequently, I feel like I'm always in competition with other students. This leaves me feeling behind and adds a big layer of everyday stress. There must be an easier way to search, and I believe UX service/journey design

can help me. Implementing my knowledge, here are some ways I can apply this information to benefit me and others alike. Firstly, UX design can make the residence search process more intuitive by simplifying the interface and making it easier to compare options. A well-designed platform can save time and reduce the stress associated with the search. Therefore, using keywords in both my search and when contacting companies will not only simplify my options but also narrow it down to ones that only fit my needs, enhancing clarity and promoting a response due to the forwardness of my questions. Finally, viewing myself as a persona where I can write down exactly what my needs, wants and pain points are in order to create a journey map that can provide insights into the exact steps I need to take when searching for a residence, not only organizes my actions but subsequently optimizes the process making it more efficient, utilizing a roadmap view. In which, employing both these UX service/journey design tools into my housing experience will not only help me meet my goals in finding a less tedious way to achieve a second-year housing spot, but it also helps me further understand and exercise my UX service/journey design knowledge.

Results and Deliverable 3

Using the overall results of our research we comprised both primary and comprehensive secondary research. The main problems found include, many first-year students having similar challenges when it comes to the searching experience of second-year housing, specifically when it comes to the stress that it brings on and the tedious process of trying to find a place that matches all one's financial, location, roommate needs etc. Along, with the high competition amongst housing that is increasing their anxiety and making wait times for company responses limited. Whereupon, a secondary problem also found when asked, as well as after conducting

external research. In which, it is clear that many first-year UX design students are unaware of UX service/journey design and the benefits that can occur from its use. Therefore, in trying to solve these two main problems, we have decided to educate and make use of UX service/journey design by teaching students how to integrate its specific content within the housing search process to simplify and make it more efficient.. This is the idea for our 3rd deliverable, as this idea will likely lead us to create a platform for first-year UX students who are facing the problem of finding a place and who struggle with this UX content through lectures alone. Where we plan to fully integrate UX service/journey design concepts within the platform. This will create an easy, simplified experience, that narrows down search results, provides students with advice such as journey mapping to help organize their thoughts and create a roadmap for the search, as well as provides personalized recommendations as it will be a data-driven simple interface that integrates UX service/journey design concepts streamlining results for efficiency whilst helping students grasp UX concepts and mitigate their housing stress.

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User Research
Research

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