Lisa Smith

Background :
- Lisa is a single mother of a nine-year-old girl.
- Lisa works full-time, and Lydia goes to school and after-school care during the week.
- Lisa has been feeling guilty because she has not been able to take her daughter to the park or do things during the week.
- Both Lydia and Lisa love being in nature and spending their time together outdoors.
- Lisa is looking to find a local meetup with other parents and children so that she and her daughter can both make friends.

Demographics :
- Household income $50,000
- Employed full-time as a data analyst at a health insurance company
- Female, 32

Goals :
- She wants to find a group of like-minded parents to connect with and have her daughter connect with other children her age and learn about nature together.
- She desires to find more activities she and her daughter can do outdoors together and away from the television.

Simple Task :
- Lisa wants to find a local meetup and get outdoors more. She is looking for a meetup that Lydia can join as well. Lisa finds Teeny Tiny Explorers while searching for options. Lisa goes to use the web application and searches for a local Teeny Tiny Explorers group.

Complex Task:
- Lisa found that there were no Teeny Tiny Explorers groups near her. She decides that she wants to try to be a host. Lisa went to the website again and clicked on the "Become a Host." Lisa applies to become a Teeny Tiny Explorers host and now will wait to hear back.

Lisa Smith Simple and Complex Task

Simple Task :
Criteria

- The simple task will require Lisa to go to the Teeny Tiny Explorers web application. Once on the home page, Lisa will see information about Teeny Tiny Explorers. There will be a navigation menu towards the top of the page, which Lisa will have to review. Once the navigation bar is located, there will be a menu option that says, "Find a Group." Lisa will click on "Find a Group." After selecting the specific menu option, Lisa will be directed to a page with a table and search bar. The table houses all Teeny Tiny Explorers groups. Lisa will need to go to the input search option and enter a county or state. Once Lisa enters a search field, she will then press enter. If there are groups local to Lisa, they will populate in the table results.

Review

- Lisa is comfortable with technology as she works with it in her full-time job. If Lisa was a user persona that was not very comfortable with technology, there might be some navigation concerns it was an admin. However, even if the user is not comfortable using technology, the navigation is clear and concise, which creates understanding and more straightforward navigation for users.

Complex Task:
Criteria

- Lisa wanted to sign up to become a host in her area; she searched the Teeny Tiny Explorers group for groups in the Washtenaw County area in Michigan. She was not able to find any groups near her to attend with Lydia. To complete this task, Lisa will need to go to the site again, and instead of clicking on "Find a Local Group," she will have to select "Become a Host." Once Lisa chooses this option, she will be directed to a page that includes information on being a host and contains a submission form. Lisa needs to read the content on the page to know what to expect and also needs to fill the form out completely.

Review

- In reviewing the complex task as Lisa, I believe the user interaction and flow of the web application are appropriate. The criteria for successful completion can be met because Lisa is comfortable with technology, and the areas that she needs access to are located at the top of the menu bar and are easy to find.

Alicia Jenson

Background :
- Alicia is a real estate agent and works a flexible schedule around her children.
- Three years ago, Alicia used to host a nature-focused meetup for children but found that keeping track of all the events, member contacts, and seeing other people who hosted similar groups to collaborate with was very difficult.
- Two years ago, Alicia learned about Teeny Tiny Explorers through a parenting group on Facebook. She did not find one near her in Pennsylvania and decided to start one.
- Alicia is a host and is in charge of contacting new members that sign up for her area and is in charge of keeping track of attendees planning on going to events

Demographics :
- Household income $180,000
- Alicia is 30 years old and married with two children
- Her husband works at a refinery full-time, and she works as a realtor fulltime

Goals :
- To continue growing her local group and facilitating meaningful, impactful, and organized events with the local parents in Teeny Tiny Explorers.
- Keep track of member information, past events, upcoming events, and potential ideas.

Simple Task :
- Alicia needs to find a member's contact information so she can call them. Alicia needs to login into her user account that providers a view of the admin dashboards. Alicia needs to go into the member dashboard and look for Ayla Conner and her contact information.

Complex Task:
- Alicia needs to get the number of new members within the last 30 days and the last 7 days. She will have to sign into her profile and then navigate to the admin dashboards

Alicia Jenson Simple and Complex Task

Simple Task :
Criteria
- Alicia needs to contact Ayla Conner, one of the members that attend the local meetups. Ayla left personal belongings at the last meeting by accident, and Alicia wants to let Ayla know she found them. Alicia will need to login into her Teeny Tiny Explorers account and then enter the admin dashboard's view. In the admin area of the web application, Alicia will find a member table that houses the members' names and contact information. Alicia will need to search for Ayla's name. Utilizing the search bar above the member table, Alicia can search by location and name to narrow down her results.

Review
- As a host, the user can view admin information. All members' contact information is hosted in a database. If the host needs to find a specific member, they will need to know where the member is from and their first or last name to help narrow results for the host.

Complex Task:
Criteria
- The simple task for Alicia requires that she login to Teeny Tiny Explorers, navigate to the admin dashboards, locate the member data for the last 30 and 7 days. Alicia wants to utilize this information in the next meetup to show the members how much Teeny Tiny Explorers grows throughout the United States.

Review
- The steps to complete this simple task are more than of a member-only account would have. Due to Alicia being a host, she also has access to administrative dashboards that show information such as the number of new groups, and new members in the past 7 and 30 days. The data on the dashboards is for Teeny Tiny Explorers as a whole, and the users should be aware of this information as they are hosts.

Kelly Green – Stretch Feature Persona

Background :
- Kelly, her family, recently moved from Colorado to Michigan due to a new job assignment her husband received
- Kelly stays at home with the children, and they homeschool due to her husband having to relocate frequently for his job.
- They have been looking for a local family outdoors group like groups they were part of in Colorado.
- Kelly's daughters are 11 and 9 and miss their friends in Colorado and are hoping to find new friends in Michigan that love nature activities as much as them.

Demographics :
- Household income $120,000
- Kelly is a stay-at-home mom to two girls, and her husband works in security
- Female, 36

Goals :
- Help her daughters connect with children their age with similar interests and find other parents to meet with during the week for home school activities at local parks and nature trails.

Simple Task :
- Kelly read about Teeny Tiny Explorers on a local Facebook group and wants to register her and her family for meetups. Kelly goes to the Teeny Tiny Explorers website and searches for the local group name she read on the Facebook post. There is a group in her area, and she would like to get meeting and event information. Kelly needs to be a member of the site to access any detailed meeting information.

Complex Task:
- Kelly would like to RSVP to the Halloween Scavenger Hunt and needs to fill out the attendance form. Kelly will need to login into her profile and then navigate to the events section. In the events section, Kelly will find a table with all the events listed in their area.

Kelly Green Simple and Complex Task

Simple Task :
Criteria
- The simple task for Kelly requires her to go to Teeny Tiny Explorers and create a user profile. To create a user profile, Kelly will need to find the signup link in the navigation bar. Once Kelly selects the signup link, she is then directed to the page to create a profile. Once Kelly fills out the fields on the form, she can click the submit button to send the request to the site administrators. Once her user profile is set up, she can search for local events near her on the event page.

Review
- After reviewing the simple task and doing the steps that Kelly would need to create a user profile and search for local events, I believe that the structure of the web application to complete this task is appropriate. The design and the features of the website allow for intuitive actions to take place.

Complex Task:
Criteria
- Kelly is wanting to sign up to attend the local Halloween Scavenger Hunt with her and her children. Kelly has previously registered for a user profile. She is needing to login to the site, locate the event tab, search for the specific event, and then utilize the event regisration form to RSVP for the Halloween Scavenger Hunt.

Review
- The complex task for Kelly requires her to navigate through multiple pages and use various valuable features. The process does require Kelly to submit a form with her contact details. The form must be filled out, and if the fields are not filled out entirely, the user will get an error message that there are missing fields.