Part01: Persona Design

Ethan Hunt – 33-Year-Old Software Engineer from Hoboken, NJ	
	Ethan completed his Masters in Computer Science from Stevens Institute of Technology, prior to his Master, he completed his Bachelors with a Majors in Computer Science and minors in Project Management from New York University (NYU). Ethan is a highly motivated individual, who is an extrovert by nature. He is currently working as a Senior Software Engineer remotely in a Stealth startup based out of San Fransico, California. Ethan is also enthusiastic about sports and hyper cars. Ethan major career objective is to grow in the field of Technology and create a startup of his own to solve problems faced by people in their everyday lives with the help of his technical skills and knowledge. He also finds inspiration in some of the big names of the Tech industry like Bills Gates, Elon Musk, Steve Jobs, and many more for how their technical contributions made an impact on society and how the world today works.

Part 02: Context Scenario

Ethan starts up his day by waking up early in the morning by around 6AM, after waking up, he goes on a run around the Hoboken Waterfront, as soon as he gets free from his running, he gets a notification from the Chat Application of a message received from his colleague with a label urgent. He opens the message and learns that there is a severe downtime their application is facing.

Ethan immediately acknowledges the message and responds back with his availability in the next 10 minutes, in the meanwhile he opens the other conversations section of the application and forwards the message to On-Call group and his related team members with an Online Meeting Link where they will be collaborating to fix and diagnose the issue.

Once Ethan and his team are done with the fix, they immediately gather to take a break, and everyone has a casual discussion on what could be done to avoid such mistakes in the future. In between discussions, one colleague suggested that they should write a blog post with their learnings to teach the broader community about their learnings and experiences. For this purpose,

Ethan sends the location of his home for every team member where they can meet for a team dinner, and they can together work on the blog post.

Overall, the application is an essential part of Ethans daily routine which he uses to keep track of his working schedule, the GPS location feature allows him to share his location and schedule events with his friends and colleagues. He also uses the application social feature to stay in touch with a lot of members, which might be his office hangout group, some other learning group/communities. The app also helps grouping critical communication, and also mark them based on their severity or type, which further helps boost productivity and organization.

Appendix:

- Image Reference: https://t3.ftcdn.net/jpg/02/43/12/34/360_F_243123463_zTooub557xEWABDLk0jJklDyLSGl2jrr.jpg
- https://www.amity.co/blog/the-benefits-of-social-features-for-any-app-a-guide-to-app-success
- https://www.linkedin.com/pulse/importance-social-features-modern-games-gameram/

CS 522—Mobile Systems and Applications
Assignment Six--User Experience—Rubric

User Experience Design: This should consist of the three following deliverables:

1. ☐ 40% At least one persona description.
   a. 15%: Description
   b. 10%: Photograph of the persona (not yourself or a celebrity)
   c. 3 x 5%: Description of their goals (at least two goals for each of the cognitive goal categories discussed). Zero points for a goal that is not appropriate for its category.

2. ☐ 40% A context scenario based on that persona. The context scenario must highlight contact points with the app you are proposing.

3. ☐ 5% Appendix on process

4. ☐ 5% Completed rubric.

5. ☐ 10% Professional aesthetic (e.g., as though you were making a product pitch).

Total: ☐