**ITIS 6400/8400 Human Computer Interaction**

**Fall 2018**

**CA02 – Personas and Task Analysis**

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In this activity you will create a persona, scenario, and hierarchical task analysis related to an activity you will be somewhat familiar with – ordering food from an online delivery site. Pretend you are a group of designers, exploring new interfaces and features for your site.

**Persona (~15 minutes)**

You have been tasked to develop a set of personas, covering the range of users who may order food from your company. First, brainstorm the types of qualities and descriptions that you should represent in a persona.

Qualities and Descriptions to be represented:

1. A new user that is interacting with the system for the first time.
2. A specific type of food that the user regularly enjoys eating.
3. Trend spotting in user orders and selections.
4. Users who order food based out of time constraints.

Next, brainstorm the types of users you could create a persona for:

1. Working Class user
2. Busy parents user
3. Student user
4. Teacher user

Finally, choose one type of user, and create a persona as a set of bullet points. Remember to describe the goals and values relevant to ordering food and add enough additional details to make the “person” seem realistic.

Tom:

* Student at a University with full load
* Always busy
* Does not have much money
* He has allergy towards certain food items/ingredients
* Does not know how to cook
* Does not care about being healthy
* Student at a University with full time job

**Scenario (~10 minutes)** Now create a scenario for your persona, demonstrating either a typical successful use, or one illustrating a potential problem. First brainstorm the types of actions and context you want to represent. Then write a brief story illustrating those actions.

**Goal**: Running under tight schedules and time constraints, Tom is interacting with the system under the following circumstances to order food on the go.

**Details/Context**: The trailing points illustrates this:

1. First Tom has a class at nine in the morning.
2. Tom has multiple classes throughout the day in different departments of the University.
3. Tom is running late to class, does not have time to eat.
4. Tom pulls out his phone to lookup the food deliveries and vendors near his class.

**Scenario**: Tom is a student at a University where he has three classes all in different departments of the University. Tom is running late some of the days. So, he needs to order food from a delivery service online. Tom was able to use his phone to research local food vendors in the area that deliver to the University. Tom found a food company that had the type of food that he enjoys eating with a low cost. Tom goes through the online menu and chooses the cheapest prices items to order. Tom places the order that best suits his needs. Then Tom pays for the food with a credit card from his wallet. Tom walks into class with one minute to spare. Tom then waits in the class for the food company to delivery his order. Then Tom receives the food from the food company driver. Tom eats his meal in a hurry during the last few minutes of his class.

**Potential problems**

* He has different classes consequently in different departments at the University, the delivery place and time accuracy become very important.
* He has not enough time to go to cafeteria especially during lunch cafeteria because it is crowded.
* He must add/edit his menu every day to the cart for ordering.
* The directions and instructions in the system for the delivery agent should be accurate with location, since University has multiple classes in the same building/department.
* He does not have the time to pack a lunch.
* He has food allergies and does not want to cause an allergic reaction; a comprehensive listing of the ingredients becomes very relevant here.

**Hierarchical Task Analysis (~15 minutes)** Now create a hierarchical task analysis for the goal “place a new order”. This can include your site, and other related tasks as needed. Your model should go down at least 2 levels. You can either display this in a list or in graph form. After determining the subtasks, create plans as needed.

**Task**:

1. Registration/Login

1a. Navigates: To Enter User details

1b. Capture: User name, Email ID, Password, and address

2. Select the delivery location, time:

2.a. Select surrounding vendors and go to their menu in navigation

2b. Browsing to meal choice

2b 1. Scrolling through the website

2c. Choosing the fastest meal

2d. Putting the food item in the cart

3. Check Out

3a. Select the mode of Payment

3b. Select the registered Credit/Debit card to be used for payment

3c. Enter the details of the card if hasn’t added one

3d. Proceed for check out

3d 1. Clicking submit order