

CS 522—Fall 2022
Mobile Systems and Applications
Assignment Six—User Experience

Develop two aspects of the user experience design for a hypothetical app for which the assignments in this class could be the basis. Remember that the user experience design focuses on the user experience, not on the technology used to achieve that experience.

Part 1: Persona Design

Give a persona design for the archetypal user of your app. As explained in the lectures, a persona design should include a portrait of this user, including a photograph to personalize them (the photograph should not be of you or some famous personality). You should also provide a description of their goals (at least one goal for each of the cognitive goal categories discussed).

Part 2: Context Scenario

Give a “day in the life” scenario for the user of your app, revealing contact points where the app is part of their experience. The scenario should include communication with other users via messaging, the organization of this communication into conversations, the exchange of location (GPS) information in this communication, and the use of maps to organize this location information. Again, your scenario should not mention how the app achieves what it is supposed to do, “magical thinking” is okay at this point in the design. You should be clear about what forms of user goals the app is attempting to achieve.

Your document should be uploaded as a PDF document, approximately two pages (one for each part of the specification). You should also provide an overall report, as an appendix, that describes (briefly) the process you followed in the design, e.g., any research you did via the Web, where you obtained photographs, etc. You should also provide a completed rubric. Your solution should be uploaded as a zip file containing these PDF documents, or a combined PDF document, via the Canvas classroom.