USER EXPERIENCE

Test #2

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**Personas**

|  |  |
| --- | --- |
| Name | programmer |
| Age | 25 |
| Occupation (if applicable) | Business analyst |
| Location | Kitchener, ON |
| Interest Level in the App’s Field | Connoisseur |
| Demographics | Professional |
| Computer Skills | Expert computer programming |
| Motivations and goals with respect to the field (of the app) | * To develop company demand draft * To improve himself in respective field * To build a strong relationship with co-workers |
| Frustrations with respect to the field | * Competing with more professional developers and publishers * Finding a good work place or meeting space * Balancing between work and self-development |

|  |  |
| --- | --- |
| Name | UX Designer |
| Age | 30 |
| Occupation (if applicable) | Manager of Sales Department |
| Location | Kitchener, ON |
| Interest Level in the App’s Field | Professional |
| Demographics | Professional |
| Computer Skills | Casual (email and social media) |
| Motivations and goals with respect to the field (of the app) | * To find balance between work and life * To move to better neighborhood for her daughter * To manage her time more effectively to spend more time with her daughter |
| Frustrations with respect to the field | * Finding a perfect daycare that allows flexible pickup time * Spending too many time on road * Building a secure relationship with clients |
| Projected interest in the app | * Booking a cubicle for meetings at her convenience * Booking a daycare for her daughter * Manage her account schedules |

Persona Calculation

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| --- | --- | --- | --- |
|  | Programmer | UX Designer | Weighted Sum |
| Weight (%) | 40 | 30 |  |
| Weight (0 to 1) | 0.4 | 0.3 |  |
| Schedule scrum meeting | 5 | 4 | 4.1 |
| Development team meeting | 1 | 4 | 1.9 |
| Sign up a public meeting | 5 | 2 | 3.8 |
| Manage Schedule | 3 | 4 | 3.9 |
| Contact List | 4 | 4 | 4.3 |
| Message scrum team | 3 | 3 | 3.6 |

After calculating each feature based on weight of each persona, we found out that contact list is the least important feature for the app, and scheduling meeting is the most important one. It is reasonable to take off this feature, as less weighed persona is the only one who would be using it. Below is the refined list of features:

1. Manage my schedule and doing meetings
2. Scheduling meetings over different ways
3. Doing conferences or physical meetings
4. Manage all the saved events and add more
5. Development team meetings including designers and programmers only.

Use Case 1:

Form a development team including contact info

Use case

|  |  |  |
| --- | --- | --- |
| UC Name | Development team including contact info | |
| Brief Description | Meeting via phone calls, conference calls or in person | |
| Actors | User | |
| Normal Flow of Events | User | System |
|  |  | 1. save all the contact information of user |
|  | 2. ask to assign a meeting | 3 choose an option how to do meeting via phone call between two members, conference or video call |
|  | 4. shows messages of different members | 5. ask for group meeting scheduling |

Prototypes:

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User Experience, interaction design and cognitive psychology:

For all of those prototypes, I address three of Dr. Susan Weinschenk’s principles of software designs in these prototypes. These are explained as below:

1. First and foremost, for the very basic thing that I keep mind on is home button on each page. I assigned an home icon on each page that allows user to go back to home page when ever he wants. User don’t need to go back from every single page to reach at home page so to make that ease for use r, I assigned home button so that user can directly skip up to home page.
2. Other than home button, I tried to make sure that the page size should be short. So that user don’t need to scroll down a miles and gets frustrated of using app. That’s why I put a small sixe pages so that there is no need to scroll a lot.
3. Other than this I tried to make my app personalised so that it attracts people and make sure that everyone found exactly what they want I put drag and drop menus also I assigned drop up menus for various options.