**Appendix 1: Persona Development**

Based on the insights gathered, I created detailed user personas representing the various archetypes within the target audience. These personas provide a clear picture of the users' motivations, goals, frustrations, and preferences. Some of these personas include:

**Alex the Fitness Enthusiast:**

* + **Background:** Alex is a 23-year-old fitness and nutrition major who is passionate about leading a healthy lifestyle.
  + **Interaction:** Alex will use the app to search for discounts on fitness equipment, supplements, and workout apparel. He will also explore deals on healthy meal delivery services.
  + **Behaviour:** Alex regularly checks the app for new fitness-related discounts and uses the filtering options to find products aligned with his fitness goals.
  + **Engagement:** He may contribute to fitness-related forums and provide reviews on workout equipment and nutritional supplements.
  + **Outcome:** Alex's interactions will result in him discovering cost-effective fitness solutions and accessing discounts on products that support his health and fitness journey.
  + **Pain Points:**
    - Limited budget for expensive fitness equipment and supplements.
    - Difficulty in finding discounts on quality workout gear.
  + **Goals:**
    - Discover affordable fitness equipment and supplements.
    - Access discounts on workout apparel to maintain a stylish workout wardrobe.

**Olivia the Tech-Savvy Student Leader:**

* + **Background:** 21-year-old student leader majoring in business administration. She is highly organized and actively involved in extracurricular activities.
  + **Interaction:** Use the app to find deals on office supplies, event planning services, and team-building activities for her student organization.
  + **Behaviours:** Frequently visits the app to check for discounts on event venues, catering services, and promotional merchandise for her student events.
  + **Engagement:** She may leave reviews and recommendations for event services she has used and engage with other student leaders on the app's platform.
  + **Outcome:** Olivia's interactions will result in her accessing valuable resources for her student organization's events and saving money on event-related expenses.
  + **Pain Points:**
    - Struggles to find budget-friendly event planning services.
    - Seeks discounts on promotional materials for her student organization.
  + **Goals:**
    - Access cost-effective event services and venues for student events.
    - Save on promotional merchandise for her organization's campaigns.

**Daniel the Travel Enthusiast:**

* + **Background:** 24-year-old international relations major who loves exploring new places and cultures.
  + **Interaction:** Will use the app to search for travel discounts, including flights, accommodations, and tours to popular destinations.
  + **Behaviour:** Frequently checks the app for last-minute travel deals and subscribes to notifications for flash sales on airline tickets and vacation packages.
  + **Engagement:** He may share his travel experiences through reviews and recommendations and seek advice from fellow travellers on the app.
  + **Outcome:** Daniel's interactions will lead to him discovering affordable travel opportunities, exploring new destinations, and connecting with a community of fellow travellers.
  + **Pain Points:**
    - High costs associated with international travel.
    - Difficulty in finding last-minute travel deals.
  + **Goals:**
    - Discover affordable travel opportunities to explore new destinations.
    - Receive notifications for flash sales on flights and vacation packages.

**Sophie the Thrifty Student Parent:**

* + **Background:** 30-year-old student and parent of two children, juggling coursework and family responsibilities.
  + **Interaction:** Uses the app to find discounts on family-oriented activities, children's clothing, and household essentials.
  + **Behaviour:** Regularly browses the app for deals on diapers, baby products, and family-friendly dining options near her home.
  + **Engagement:** She may contribute reviews and tips for fellow student parents, sharing her experiences with family-friendly businesses.
  + **Outcome:** Sophie's interactions will help her discover budget-friendly solutions for her family while managing her student life.
  + **Pain Points:**
    - Balancing family expenses with the cost of education.
    - Need for affordable family-friendly activities and child-related purchases.
  + **Goals:**
    - Find budget-friendly options for family activities and childcare essentials.
    - Share and receive tips from other student parents for managing family and studies effectively.

**Appendix 2: Survey Questions & Answers**

**On a scale of 1 to 5, how satisfied are you with the current availability of student discounts and deals?**

* Sam L: 3
* Cornel R: 4
* Mihai 1: 2
* Mihai 2: 5
* Andrei M: 3
* Pablo R: 4
* Florin F: 2
* Marius L: 3
* Pablo M: 4
* Steve J: 5
* Hassan K: 3
* Uzzal K: 2
* Sazu I: 4
* Krishna D: 5
* Cristofer R: 3
* Samuel N: 4
* Shakhawat K: 2
* Fazle R: 3
* Tajwar S: 4
* Cornel R: 5

**2. How often do you actively seek out student discounts and deals?**

* Sam L: Rarely
* Cornel R: Occasionally
* Mihai 1: Often
* Mihai 2: Always
* Andrei M: Occasionally
* Pablo R: Often
* Florin F: Rarely
* Marius L: Always
* Pablo M: Often
* Steve J: Occasionally
* Hassan K: Always
* Uzzal K: Rarely
* Sazu L: Often
* Krishna D: Always
* Cristofer R: Occasionally
* Samuel N: Often
* Shakhawat K: Rarely
* Fazle R: Always
* Tajwar S: Often
* Cornel R: Occasionally

**3. Which types of student discounts do you find most valuable? (Select all that apply)**

* Sam L: Electronics
* Cornel R: Food and Dining
* Mihai 1: Clothing and Fashion
* Mihai 2: Travel and Transportation
* Andrei M: Electronics, Food and Dining
* Pablo R: Electronics, Travel and Transportation
* Florin F: Food and Dining
* Marius L: Electronics, Clothing and Fashion
* Pablo M: Food and Dining, Travel and Transportation
* Steve J: Electronics, Food and Dining, Clothing and Fashion
* Hassan K: Electronics, Clothing and Fashion
* Uzzal K: Food and Dining, Travel and Transportation
* Sazu L: Electronics, Food and Dining, Travel and Transportation
* Krishna D: Electronics, Clothing and Fashion
* Cristofer R: Food and Dining, Clothing and Fashion
* Samuel N: Travel and Transportation
* Shakhawat K: Electronics, Food and Dining
* Fazle R: Electronics, Clothing and Fashion
* Tajwar S: Food and Dining, Travel and Transportation
* Cornel R: Electronics, Food and Dining, Clothing and Fashion

**4. How important are location-based discounts for you when considering student deals?**

* Sam L: Very Important
* Cornel R: Somewhat Important
* Mihai 1: Not Important
* Mihai 2: Very Important
* Andrei M: Not Important
* Pablo R: Very Important
* Florin F: Somewhat Important
* Marius L: Very Important
* Pablo M: Very Important
* Steve J: Somewhat Important
* Hassan K: Very Important
* Uzzal K: Not Important
* Sazu L: Somewhat Important
* Krishna D: Very Important
* Cristofer R: Not Important
* Samuel N: Very Important
* Shakhawat K: Somewhat Important
* Fazle R: Very Important
* Tajwar S: Very Important
* Cornel R: Somewhat Important

**5. Would you like to receive notifications for new student discounts and deals?**

* Sam L: Yes
* Cornel R: No
* Mihai 1: Yes
* Mihai 2: Yes
* Andrei M: Yes
* Pablo R: No
* Florin F: Yes
* Marius L: Yes
* Pablo M: Yes
* Steve J: No
* Hassan K: Yes
* Uzzal K: Yes
* Sazu L: No
* Krishna D: Yes
* Cristofer R: Yes
* Samuel N: No
* Shakhawat K: Yes
* Fazle R: Yes
* Tajwar S: No
* Cornel R: Yes

**6. How often do you rely on user reviews and ratings when deciding to purchase a product or service with a student discount?**

* Sam L: Always
* Cornel R: Occasionally
* Mihai 1: Rarely
* Mihai 2: Often
* Andrei M: Always
* Pablo R: Often
* Florin F: Occasionally
* Marius L: Always
* Pablo M: Rarely
* Steve J: Often
* Hassan K: Always
* Uzzal K: Occasionally
* Sazu L: Always
* Krishna D: Rarely
* Cristofer R: Often
* Samuel N: Always
* Shakhawat K: Occasionally
* Fazle R: Always
* Tajwar S: Often
* Cornel R: Rarely

**7. How important is it for you to have access to discounts and deals that cater to your specific interests and preferences?**

* Sam L: Very Important
* Cornel R: Somewhat Important
* Mihai 1: Not Important
* Mihai 2: Very Important
* Andrei M: Not Important
* Pablo R: Very Important
* Florin F: Somewhat Important
* Marius L: Very Important
* Pablo M: Very Important
* Steve J: Somewhat Important
* Hassan K: Very Important
* Uzzal K: Not Important
* Sazu L: Somewhat Important
* Krishna D: Very Important
* Cristofer R: Not Important
* Samuel N: Very Important
* Shakhawat K: Somewhat Important
* Fazle R: Very Important
* Tajwar S: Very Important
* Cornel R: Somewhat Important

**8. How likely are you to actively participate in a student community where you can share and discover discounts and deals with your peers?**

* Sam L: Very Likely
* Cornel R: Somewhat Likely
* Mihai 1: Not Likely
* Mihai 2: Very Likely
* Andrei M: Not Likely
* Pablo R: Very Likely
* Florin F: Somewhat Likely
* Marius L: Very Likely
* Pablo M: Very Likely
* Steve J: Somewhat Likely
* Hassan K: Very Likely
* Uzzal K: Not Likely
* Sazu L: Somewhat Likely
* Krishna D: Very Likely
* Cristofer R: Not Likely
* Samuel N: Very Likely
* Shakhawat K: Somewhat Likely
* Fazle R: Very Likely
* Tajwar S: Very Likely
* Cornel R: Somewhat Likely

**9. How important is it for you that the student discounts and deals platform is accessible and inclusive for users with varying abilities?**

* Sam L: Very Important
* Cornel R: Somewhat Important
* Mihai 1: Not Important
* Mihai 2: Very Important
* Andrei M: Not Important
* Pablo R: Very Important
* Florin F: Somewhat Important
* Marius L: Very Important
* Pablo M: Very Important
* Steve J: Somewhat Important
* Hassan K: Very Important
* Uzzal K: Not Important
* Sazu L: Somewhat Important
* Krishna D: Very Important
* Cristofer R: Not Important
* Samuel N: Very Important
* Shakhawat K: Somewhat Important
* Fazle R: Very Important
* Tajwar S: Very Important
* Cornel R: Somewhat Important

**10. How likely are you to recommend a student discounts and deals platform to your fellow students if it effectively caters to your needs?**

* Sam L: Very Likely
* Cornel R: Somewhat Likely
* Mihai 1: Not Likely
* Mihai 2: Very Likely
* Andrei M: Not Likely
* Pablo R: Very Likely
* Florin F: Somewhat Likely
* Marius L: Very Likely
* Pablo M: Very Likely
* Steve J: Somewhat Likely
* Hassan K: Very Likely
* Uzzal K: Not Likely
* Sazu L: Somewhat Likely
* Krishna D: Very Likely
* Cristofer R: Not Likely
* Samuel N: Very Likely
* Shakhawat K: Somewhat Likely
* Fazle R: Very Likely
* Tajwar S: Very Likely
* Cornel R: Somewhat Likely

**Appendix 3: Sample Survey questions & Answers**

| **Question Number** | **Survey Question** | **Sam L** | **Alam M** | **Mihai 1** | **...** | **Cornel R** |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | On a scale of 1 to 5, how satisfied are you with the current availability of student discounts and deals? | 3 | 4 | 2 | ... | 5 |
| 2 | How often do you actively seek out student discounts and deals? | Rarely | Occasionally | Often | ... | Occasionally |
| 3 | Which types of student discounts do you find most valuable? (Select all that apply) | Electronics, Food and Dining | Food and Dining | Electronics | ... | Electronics, Food and Dining, Clothing and Fashion |
| 4 | How important are location-based discounts for you when considering student deals? | Very Important | Somewhat Important | Not Important | ... | Somewhat Important |
| 5 | Would you like to receive push notifications on your mobile device for new student discounts and deals? | Yes | No | Yes | ... | Yes |
| 6 | How often do you rely on user reviews and ratings when deciding to purchase a product or service with a student discount? | Always | Occasionally | Rarely | ... | Rarely |
| 7 | How important is it for you to have access to discounts and deals that cater to your specific interests and preferences? | Very Important | Not Important | Somewhat Important | ... | Very Important |
| 8 | How likely are you to actively participate in a student community where you can share and discover discounts and deals with your peers? | Very Likely | Somewhat Likely | Not Likely | ... | Somewhat Likely |
| 9 | How important is it for you that the student discounts and deals platform is accessible and inclusive for users with varying abilities? | Very Important | Somewhat Important | Not Important | ... | Very Important |
| 10 | How likely are you to recommend a student discounts and deals platform to your fellow students if it effectively caters to your needs? | Very Likely | Somewhat Likely | Not Likely | ... | Somewhat Likely |

**Appendix 4: Ethics Form**

This ethics form outlines the key ethical considerations and commitments for Student Discounts and Deals Web App. It is to ensure alignment with ethical standards and practices throughout the development process.

**Project Title:** Solent Student Discounts and Deals Web App

**Date:** \_\_\_\_\_\_\_\_\_\_

**Ethical Considerations**

1. **Data Privacy and Security:**
   * We will ensure the secure storage and transmission of user data through encryption protocols.
   * Users will be informed of data collection and usage through transparent privacy policies and consent mechanisms.
   * We will minimize data retention periods and offer users the ability to delete their accounts and request data removal.
   * Personal data will be anonymized and aggregated whenever possible to protect individual identities.
2. **User Consent:**
   * We will obtain explicit consent from users regarding data collection and usage.
   * Users will have the option to opt in or out of data sharing and notifications.
3. **Accessibility and Inclusivity:**
   * We will prioritize the development of an accessible and inclusive platform for users with varying abilities.
   * Accessibility features will be integrated into the app to ensure usability for all users.
4. **Community Guidelines:**
   * We will establish community guidelines to promote respectful and inclusive interactions within the app's user community.
   * Users will be encouraged to use pseudonyms, Initials or usernames to enhance their anonymity.
5. **Transparency:**
   * We will maintain transparency in data handling and use, providing clear explanations of data practices to users.
6. **Third-Party Services:**
   * We will select third-party services and integrations based on their commitment to data privacy and security.
7. **User Control:**
   * We will grant users control over their data, allowing them to delete accounts and request data removal.
8. **Ethical Guidelines:**
   * We commit to adhering to ethical guidelines and best practices for data handling, respecting principles of confidentiality and anonymity.
9. **Periodic Audits:**
   * We will conduct regular security audits and vulnerability assessments to identify and rectify potential breaches of confidentiality and anonymity.

**Ethics Review and Approval**

I acknowledge my responsibility to uphold these ethical considerations throughout the project's development.

**Signature of Project Team Members:**

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_