

USER-CENTERED DESIGN CSP 588

Participation – P3

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Participation – 3

1) Describe a persona for a customer at a café

Considering my observation point of view :

Generalising my observation there were different customers

First-time visiting customers

Experienced and frequent visitors

- Some customers were visiting the cafe for the first time and were not very comfortable with the overall experience they had considering the overall

Understanding of the menu, preferences, ordering process, and overall UI.

Difficulty with the display screen and the flow of the cafe.

Difficulty with payment methods.

- Experience of **First-time customers** :

Complex Ordering process

Difficulty understanding the UI and flow

Lack of Personalization

Long waiting time

Confused and nervous

For First time visiting customers or in general every visit to the café may be improved by creating a user-centred experience that accommodates preferences and raises the level of user experience and overall pleasure.

- Experience of **frequent visitors**:

Some customers had a good understanding of the overall flow of the cafe and were very quick with the ordering process
Their expectations were very Satisfactory because of their frequency.

Comfortable with UI

Quick with payment methods

Good understanding of the overall menu and display screen.

Friendly

Frequent customers value both the quality of the coffee and the overall ambience and experience. They seek a balance between convenience and a welcoming, relaxing environment. Understanding their preferences and behaviours can help the café tailor its offerings and atmosphere to attract and retain customers, ultimately enhancing the overall customer experience.

2) Describe a persona for users of Google search.

With its **simple** and **attractive UI**, the Google search engine has billions of satisfied but sometimes unsatisfied users.

As a user and observer my POV on Google search :

It is, in my opinion, a really useful tool for navigating the vast quantity of information available. Its user-friendly UI and strong search engines have completely changed how I find and access material online. There are advantages and disadvantages to Google Search, therefore my experience with it is not without its problems.

Users sometimes might have **a good time** with their searches but sometimes they do have **a bad experience too**.

Persona of a User with good and to-the-point experience :

Simple, **easy-to-use interface**: Google Search has a straightforward, minimalistic design. Because the search box is visible, users can type in inquiries and get relevant results immediately.

Based on user i/o questions, Google's algorithms are quite good at providing relevant search results. Whether searching for product evaluations, news

stories, or details on a certain subject, Google never fails to deliver precise and current results.

In addition to text-based results, **Google Search provides a range of features** such as knowledge panels, related searches, and highlighted snippets. These features improve the user experience while searching by giving more context and details right on the search results page.

Customisation Options: Users can change the language that Google displays, the search criteria it uses, and the results it returns based on location. user can be sure that the search results are customised to their unique requirements and preferences.

The persona of a User with not a very relevant and good user experience:

Excessive Irrelevant Results: Although Google's search engines work well most of the time, there are moments when users get an excessive amount of results, which makes it difficult to locate exactly what they're looking for. This is particularly valid for wide-ranging or unclear search terms.

Search results may **occasionally be biased** or misleading due to biases that Google's search algorithms are subjected to. This is a serious problem when looking for information on difficult subjects.

Inconsistent Search Quality: Although Google attempts to provide appropriate search outcomes, there are times when users come across situations where the quality of the results is not consistent or adequate. This might be the consequence of things like out-of-date data or subpar websites that come up highly in the search results.

Billions of users still use Google Search on a regular basis since it gives **instant access to a variety of information**. Many of users concerns regarding privacy and algorithmic bias have been balanced by its **user-friendly design**, pertinent search results, and **broad capabilities**. There is always **space for improvement**, though, especially when it comes to resolving privacy issues and **increasing internet search engine accessibility**.

