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## Introduction

This analysis focuses on how the Dav persona engages with the application and its Figma mockups. Dav faces unique challenges due to spotty access to technology, risk aversion, lower self-confidence with unfamiliar technology, and privacy concerns. These factors show the importance of designing a user experience that is accessible, intuitive, and inclusive.

### Interaction with Login and Registration Pages

Dav's first interaction with the app begins with the login page. A simple, clean layout is a positive factor for this persona, however:

**Spotty Technology Access:** Dav may face challenges when connectivity issues interrupt login processes.

**Lower Confidence:** Having no instructions for entering credentials might deter successful login attempts.

On the registration page, Dav may feel overwhelmed due to a lack of clarity on password requirements or username guidelines.

### Interaction with Main Page

The main page offers basic functionality but introduces challenges:

- **Unfamiliar Tech Anxiety:** Features like the "share your thoughts" button, post grid layout, and interaction buttons (e.g., reply, delete) might feel unintuitive or intimidating.
- **Privacy Concerns:** Dav might be cautious about sharing thoughts if privacy settings for posts are unclear.

### Interaction with Profile Page

The profile page's clear organization helps build trust, but:

- **Limited Guidance:** Dav may hesitate to edit their profile due to a lack of tooltips or visual aids explaining actions.
- **Lack of Control:** The absence of granular privacy settings (e.g., for email visibility) might amplify privacy concerns.

### Overall Experience

While the app's simplicity benefits Dav, key accessibility and usability gaps might alienate this persona. Features that rely on users being confident with technology, having reliable internet access, or not worrying much about privacy could make it harder for Dav to stay engaged.

## Identifying Key Issues

### Application-Specific Issues

1. **Privacy and Security**
  - Lack of clear privacy controls (e.g., public/private post settings).
2. **Accessibility and Usability**
  - No user onboarding or tooltips for unfamiliar features.
  - Minimal visual aids (e.g., icons or progress indicators).
3. **Technology Access**
  - Reliance on constant internet connectivity without offline functionality.

### Issues in Competition (Threads, BlueSky, Twitter, Mastodon)

1. **Privacy Concerns**
  - Platforms like Twitter and Threads often lack transparency about data collection and usage.
  - Mastodon's decentralized nature can confuse users about privacy policies.
2. **Accessibility**
  - BlueSky and Mastodon cater to more tech-savvy users, alienating personas with lower self-efficacy like Dav.
  - Limited accessibility features (e.g., screen reader support or font size options).
3. **Onboarding and Usability**
  - Many platforms do not provide intuitive onboarding experiences, leaving new users to figure out functionality independently.

## Proposed Solutions

### Improving the Application

1. **Enhanced Privacy Controls**
  - Add toggles for public/private posts and profile visibility.
  - Include a brief, clear explanation of how data is stored and used.
2. **User Onboarding**
  - Introduce an interactive walkthrough for new users.
  - Use tooltips or modals to explain key features like posting, sharing, and replying.
3. **Offline Functionality**
  - Allow users to draft posts offline and sync when connectivity is restored.
4. **Accessibility Features**
  - Incorporate adjustable text sizes, color contrast options, and screen reader support.
  - Add progress indicators (e.g., "2/3 steps completed" during registration).
5. **Error Feedback and Instructions**
  - Provide descriptive error messages (e.g., "Password must be 8-16 characters").
  - Offer contextual help (e.g., a "?" icon with tips near fields).

## Impact on Affected Groups

- **Supporting Dav:** These solutions directly address Dav's challenges by building confidence, mitigating privacy concerns, and ensuring usability with limited tech access.
- **Balancing Ash and Fee:**
  - For Ash, who has moderate confidence and consistent access to technology, these updates enhance the overall user experience without introducing unnecessary complexity. Ash benefits from clearer error messages and onboarding, which streamline the learning curve for unfamiliar features.
  - For Fee, who is more tech-savvy and risk-tolerant, the added accessibility features (e.g., screen reader support, progress indicators) might seem unnecessary but do not interfere with their experience. Fee could also appreciate the enhanced privacy controls, as these align with general expectations for transparency and security even for advanced users.
  - Both personas gain from the offline functionality and refined onboarding, which provide convenience and a more polished experience without compromising usability for their respective skill levels.

## Conclusion

By making adjustments to better suit the Dav persona, the app becomes easier to use and more inclusive. These changes would help people from different backgrounds and with varying levels of tech experience feel more comfortable using the app. Fixing issues around privacy, making things more user-friendly, and improving accessibility would help Dav and others who might struggle with the current setup. These improvements could also make the app feel more welcoming overall, helping a wider range of users feel confident and in control. In the end, these changes would not only help Dav but also improve the app for everyone.