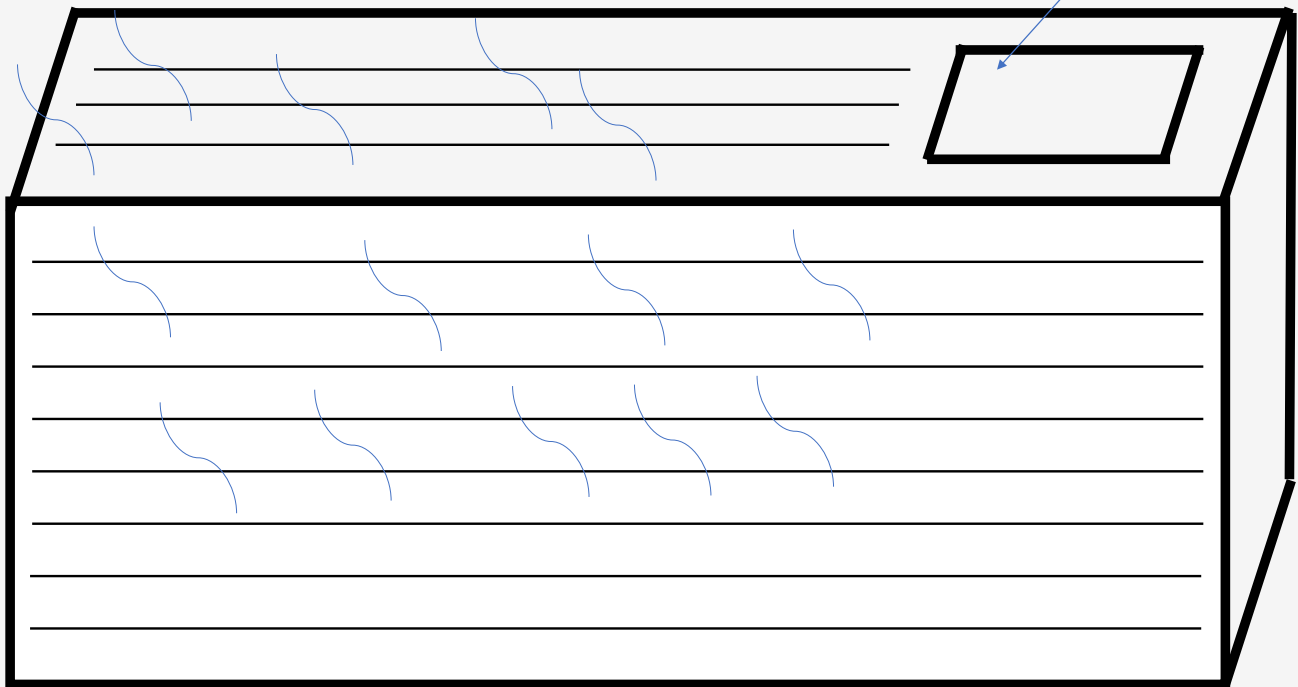
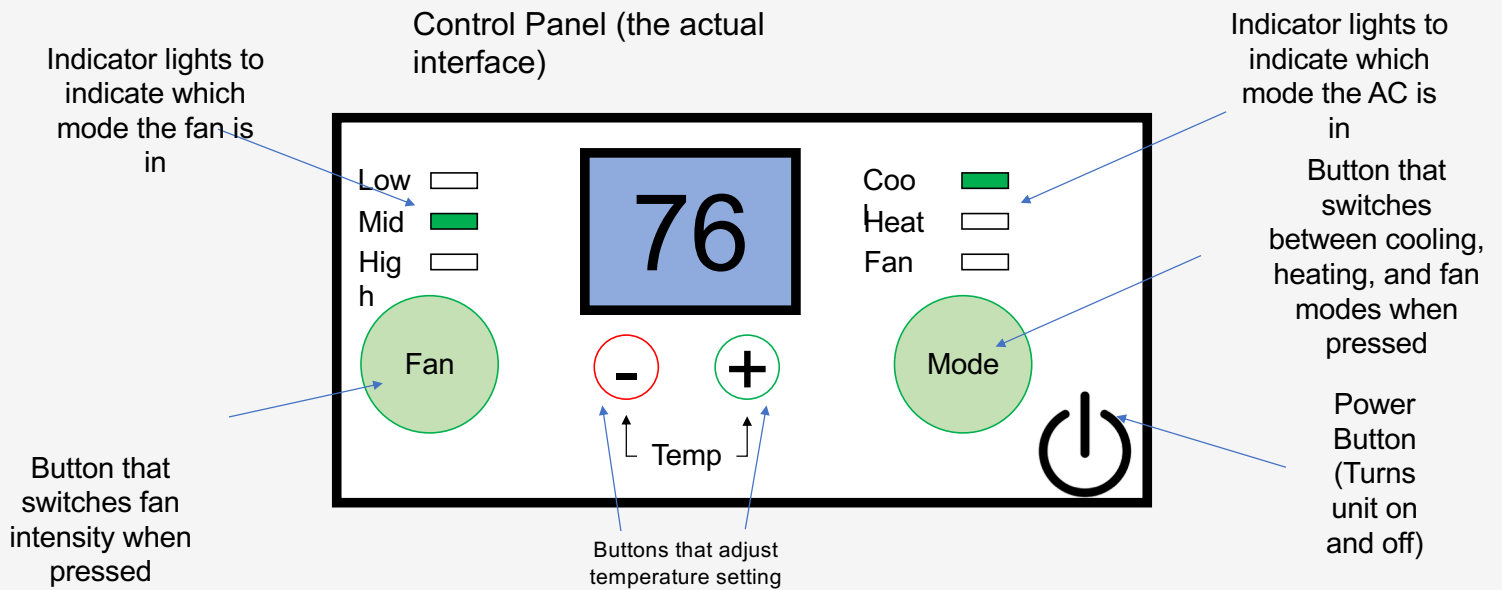


AC/Heating Unit (to provide
context on where the interface
is)

Control Panel
Interface



Control Panel (the actual interface)

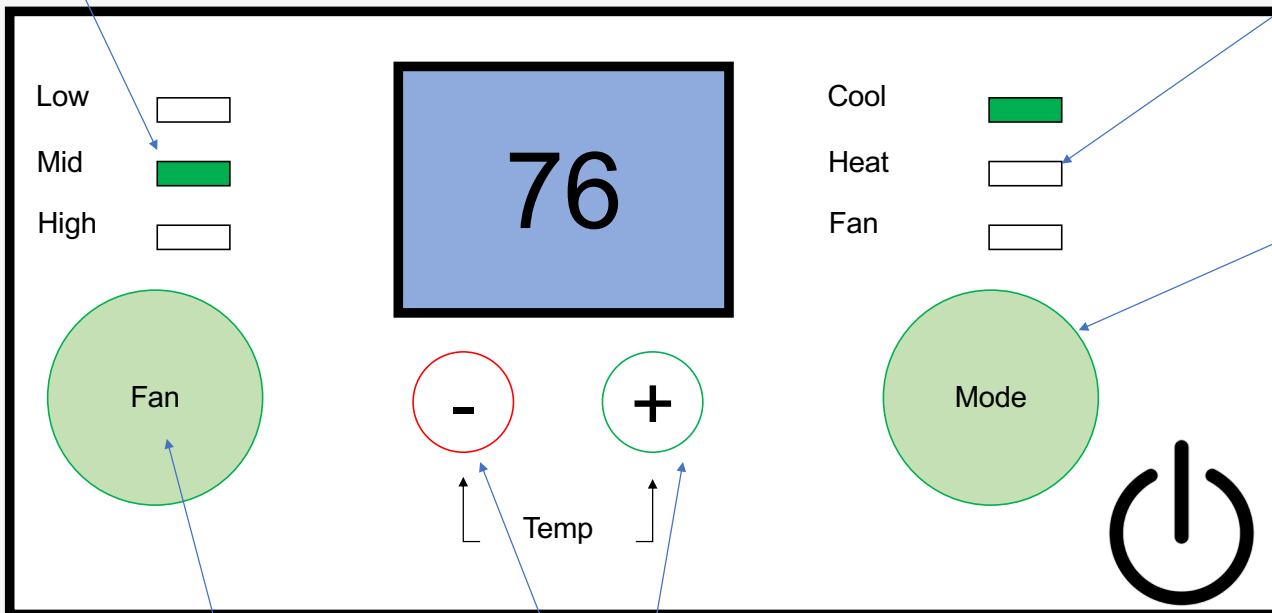


My interface is the control panel for an AC unit in private video gaming/boarding gaming rooms at my community recreation center. It aims to solve the problem of users needing individualized climates to create a comfortable gaming experience. The power button turns the unit on; the Mode button is pressed repeatedly to set the unit in AC, Heating, or Fan mode; the temperature buttons control the temperature of the output air; the Fan button is pressed repeatedly to control the intensity of the output air

Indicator lights to indicate which mode the fan is in

Control Panel (the actual interface)

Indicator lights to indicate which mode the AC is in



Button that switches between cooling, heating, and fan modes when pressed

Button that switches fan intensity when pressed

Buttons that adjust temperature setting

Power Button
(Turns unit on and off)

Thinks

Why does this thing look so old?

These lights are not easy to read

I hope my kids aren't annoying people, they're so loud

Am I getting old or is my eyesight getting worse?

All the buttons make sense, at least

Feels

Strained that the labels are so hard to read

Exhausted from taking care of the kids

Frustrated that there are so many steps involved with simple actions

Distracted by kids running around

Confident that he knows how to use the unit


Frazzled Frank

Says

"Hey, are you guys okay with this?"

"Sorry this is taking a bit"

"Is this working?"

"Jeez, just turn on already"

"Looks like we're back in the 90's"

Does

Cups hands over display to read faint lights

Rapidly press the power button when it doesn't turn on

Put on reading glasses

Check the vents to see if the interface works

Press buttons with little delay or hesitation

User Description

- Frazzled Frank is a younger middle-aged stay-at-home father of two.
- He has two rambunctious young children, with whom he spends much of his time with and frequently takes out for activities at the local recreation center and other kid-friendly locations

Interface Problems

- Frank finds the interface very manual and tedious to use. He finds that he must step through multiple steps to accomplish his objectives, and finds doing so difficult while taking care of his children
- Frank finds the buttons on the interface hard to press, as they are manual (not capacitive) buttons that require a fair amount of force
- Frank finds it annoying that the buttons on the interface must be repeatedly pressed to increment the settings (i.e. changing the temperature by 5 degrees requires 5 separate button pushes)
- Frank has a bit of trouble reading the small font sizes on the controls of the device and viewing the light that reflects user selections

User Selection Explanation

- According to Census.gov, 61.6% of men in America are fathers, and about 50% classify as middle-aged (early thirties to early 60's) representing a very large user base for the product
 - Frank was chosen as a persona as he encapsulates a very large slice of users who all exhibit similar behavior drawn upon similar life experiences and similar familial dynamics
- Frank represents the classic archetype of a younger middle-aged individual in America. He has experience with and is fully capable of using older interfaces (as these individuals have lived through and used technology of the last several decades), but much prefers the ease of use associated with newer designs.
 - Frank exhibits this familiarity when he quickly and efficiently tunes the AC to fit his needs
- Frank represents users who are busy, distracted, and prefer quick-response interfaces that can adapt quickly using the latest tools available

Thinks

What does the fan button even do?

Gosh the button colors are ugly

I wish I could connect my phone to this. I hate getting up

I hope this thing works

I hope the manager doesn't come yell at me

Confused by the presence of buttons with ambiguous functions

Curious as to what all the different functions do

Feels

Exasperated that she has to get up to use the interface

Eager to set to the correct function

Annoyed that the buttons are hard to press

New Age Amy

Says

"Hold on, this shouldn't take long!"

"You guys should see the one I have at home"

"How cold do you all want it"

"Of course I know how it works, do I look like I'm 12?"

"If you guys change your mind, you can adjust it yourself"

Cycled through every single mode setting

Surveyed the interface with brows furrowed

Does

Placed hands over vents to gauge results

Held down button to try to increment continuously

Pressed the power button twice to turn the interface on

User Description

- Amy is a 16 year old female, has two siblings, has many friends, and is currently finishing up high school
- Amy grew up in the age of technology, and is familiar with the newest innovations. She doesn't have a ton of responsibilities on her plate, and enjoys hanging out with her friends (especially at her local community recreation center)

Interface Problems

- Amy finds the interface very manual and unintuitive. She has difficulty understanding how all the settings tie together, and how they should be used to achieve her desired temperature
- Amy has a hard time pressing the buttons, and finds them clunky and unresponsive to her actions
- Amy doesn't like how the buttons require separate pushes to increment (i.e, one needs to press the "down" button five separate times to adjust the temperature down by 5 degrees
- Amy has a difficult time reading the light that indicates what setting the unit is on, especially in the brightly lit room

User Selection Explanation

- According to Statista, Gen Z (those born in the mid 90's to mid 2000's) make up 21% of the population
 - These individuals represent the next generation of frequent UI users, and interfaces must be able to satisfy their needs to be viable
- Amy represents the archetypal Gen Z individual
 - She is very well-versed in technology, has an innate understanding of how the newest touch and voice based UIs work, and has spent nearly the entirety of her life in the midst of the technological revolution
 - Amy has a somewhat limited understanding of dated technology, and finds UI's based on concepts from earlier decades a bit more difficult to use given her lack of experience
- Amy has a larger social network, and is often found in communal places where this AC interface is located in

