UI/UX Assignment

Q.1. Brief note on Open type and True type fonts.

Open type font - OpenType is a file format for scalable font files that extends the existing TrueType font file format used by Microsoft Windows and Apple Macintosh operating systems. Opentype is a more recent font. It has Smaller file sizes and the ability to specify advanced typographic controls.

True type font - Truetype was developed by Apple. It uses a glyph table for the characters and also uses hinting that modifies the control to some degree so that the rasterizer can create a better image of the characters. It is the most popular font in use today. It is easier to create compared to Opentype.

Q.2. Write a case study on at least 2 personas.

➤ **Riya Kumari ,Supply chain manager**

Fictional Name : Riya Kumari

Occupation : Supply chain manager,oil and gas company

Demographics
- 34 years old
- Lives in Mumbai , India
- Divorced and has 2 children

Goals and Needs
- To make the most of free time and create memories with kids.
- To grow enough herbs and vegetables to cook with all summer and some pretty flowers.
- Support local businesses & shop organic.

Pain Points
- I usually only have 15-20 minutes to browse my phone. I want to be able to save and shop later.
- Sometimes the seeds I've planted don't turn out like they're supposed to.

Relevant Patterns of Behavior

She works a demanding job, Coordinating schedules and running a household takes up a lot of time. She finds gardening relaxing. She wants to make sure she gets quality and supports local businesses and likes simple apps that allows her to compare, research and save items to buy later.

Personality

"Results are really important to me - at work and in the garden. I don't like to waste my time."

➤ **John Deo ,Marketing Manager**

Fictional Name : John Deo

Occupation : Marketing Manager , MNC

Demographics
- 28 years old
- Lives in Arlington , VA
- Single

Goals and Needs
- Get notification which concerts are happening around him.
- Able to book a last minute ticket.
- Able to sort by city/country.
- Able to see similar events around.

Pain Points
- Don't have time for planning.
- Researching events takes long as too much content to read.
- Tickets are always sold out.
- Getting good seats at the concerts.

Relevant Patterns of Behavior

He is a very social person and uses social media everyday to stay in touch with what his friends are doing. He is a concert goer and purchases multiple tickets a year. The only problem with John is that he doesn't have time to research what's going on in the city/country. According to him Research takes hours of time as there is too much content to read. He also finds difficulty in finding concerts of his interest when visiting a new place.

Personality

"I want to filter events around my interest, I don't want to spend hours on researching events."