

Design Models

CI6310 User Experience

Usman Khan

Personas

The Heavy Redditor

Xtensio



"Work hard, play hard"

Name: Doug McQuaid

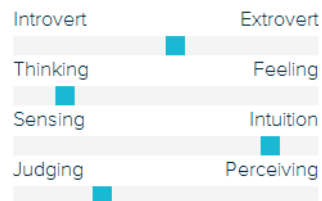
Age: 26

Work: Software Engineer

Status: Single

Location: London, UK

Personality



Educated Liberal Sociable Witty

Skills

- Experience with web/mobile based applications
- Tech enthusiast
- Able to learn new things quickly

Lifestyle

- Full time software engineer with high aspirations
- Lives in a shared house with friends
- Sports fan keeps up to date with rankings

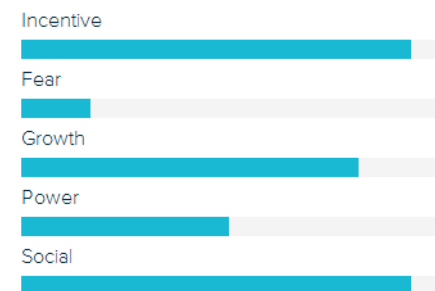
Goals

- Climb the career ladder
- Meet new people
- Travel and explore

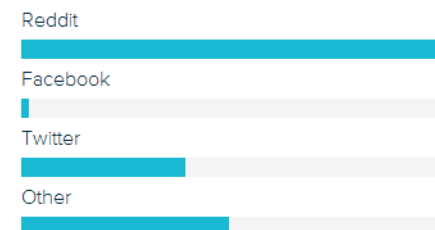
Bio

Doug McQuaid has been an avid tech enthusiast for much of his teenage years. This carried on through to university where he received a 2:1 in Computer Science. Doug's love for technology plays a big part in his social media use. He has been an active Redditor for 6 years.

Motivation



Social media usage



Reddit context of use

Compulsive browsing
Keep up to date with trends

Doug McQuaid

The first persona I wanted to create was to represent the more dedicated Redditor. This persona represents the existing Reddit userbase who are deeply integrated within the system. Reddit context of use for this persona shows the most use out of other personas created.

The motivation for this persona is heavily affected by social status. This is also conveyed within the social media usage showing usage of various different social mediums.

The Casual Redditor

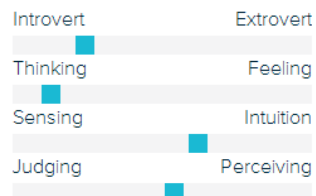
Xtensio



"Bring on the next challenge!"

Name: Darren Chang
Age: 21
Work: Recently graduated
Status: Single
Location: London, UK

Personality



Efficient

Timid

Youthful

Organized

Skills

- Hardworking problem solver
- Multilingual
- Apple ecosystem

Lifestyle

- Moved back in with parents after university
- Huge fan of music
- Spends lots of time with family

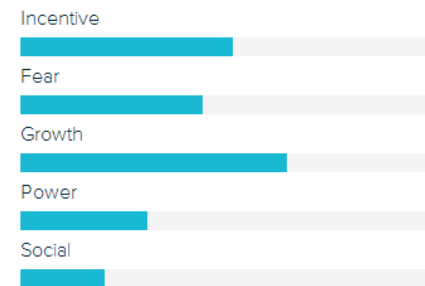
Goals

- Land a graduate job as a junior analyst
- Currently a tough job market
- Volunteer work

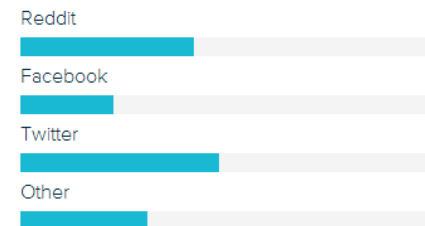
Bio

From a young age, Darren Chang has been highly motivated to achieve. The guidance given from his parents made it easy for him throughout high school and university to attain good grades. Darren has been using Reddit for nearly 1 year and may casually use it from time to time.

Motivation



Social media usage



Reddit context of use

Casual browsing

Darren Chang

This persona was created to represent the more common user who have had experience with the system. It was necessary to create this persona in order to view the experiences felt by this audience. Information such as skills, lifestyle and goals are outlined to give a further understanding into the personas background.

Mentioned within the bio of this persona is how long they have been using the system as well as how frequent they use it.

The Non Redditor

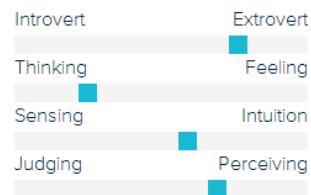
Xtensio



"Always laugh when you can. It is free medicine"

Name: Jeanette Singh
Age: 31
Work: Pharmacist
Status: Married with 2 kids
Location: Stockholm, Sweden

Personality



Nurturing

Smart

Confident

Athletic

Skills

- Intellectual
- Outgoing
- Little use of social media

Lifestyle

- Busy lifestyle to accommodate for work and family
- Full time pharmacist happily married
- Many friends to keep in contact with

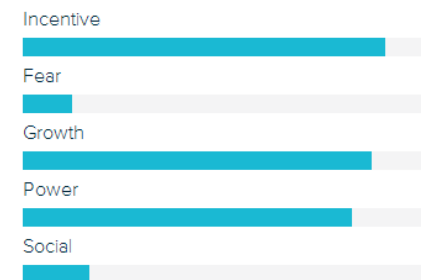
Goal

- Find a better way to keep in contact with friends/family
- Create a balance between work/life
- Keep up to date with current trends

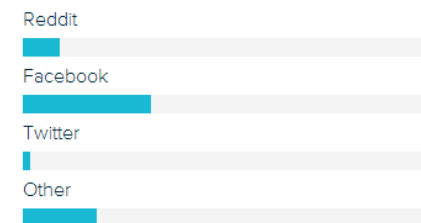
Bio

Jeanette has been outgoing ever since her parents separated. Due to this, she has always been very independent and this has lead to her living a fulfilling life. Jeanette has little to no social media usage apart from a Facebook account. Reddit was introduced to her by a colleague but it didn't really appeal to her.

Motivation



Social media usage



Reddit context of use

No Reddit account
May check posts occasionally

Jeanette Singh

The final persona was made to signify the users of Reddit who do not own an account however may still occasionally view posts. A section also shows how much social media usage each persona consumes. Out of the other personas, this one has the least social usage.

It was necessary to create this persona as a large amount of the current Reddit userbase fit into this category. This persona will give an insight into how they use the system in comparison to others.

User journeys

The Heavy Redditor – Doug McQuaid

	BROWSING	POST DISCOVERY	LEAVE LIKE/COMMENT	LEAVE POST
Process	Clicked the Reddit bookmark on the browser. Navigated to website which shows the Reddit front page.	Found a post on the front page whilst scrolling. Clicked on the title or image to view the post.	Return back to front page and click on the "Comments" link located underneath the post.	Return back to the front page by either going back in the browser or click the homepage icon.
User goals	Scrolling through the Reddit front page looking for anything that catches the eye. Purely browsing without any specific intention to find something.	Have come across an interesting post. Intention is to view and find out further about it.	Upon viewing the post, the user may want to express their views/opinions on the subject or simply read through other peoples comments.	Finished looking at this current post and its discussion and may have left a like/dislike. Want to return back to the front page to find something else.
Problems	"I've already seen the same posts a couple hours ago.. I wish they would update faster"	"Wish it would open the post in the same page rather than taking me off the front page"	"As I was saying before, if the current page had not changed I would not have to go back and click the link"	Back to the front page hoping to find something new in a field of old posts.
Feeling	Neutral feelings as this point, nothing new to be excited about	Happy to find a new post that I haven't seen before!	Interested to see the comments section and maybe add my own view	A bit miffed to be leaving a post as the discussion and interaction is over
Experience				

The first user journey displays the experience by the dedicated Redditor. The thought process of the user at each stage is shown making it clear on their experience.

The journey maps out the full interaction of the fundamental use of Reddit; finding a post. The optional stage of leaving a like/comment is also included within the journey.



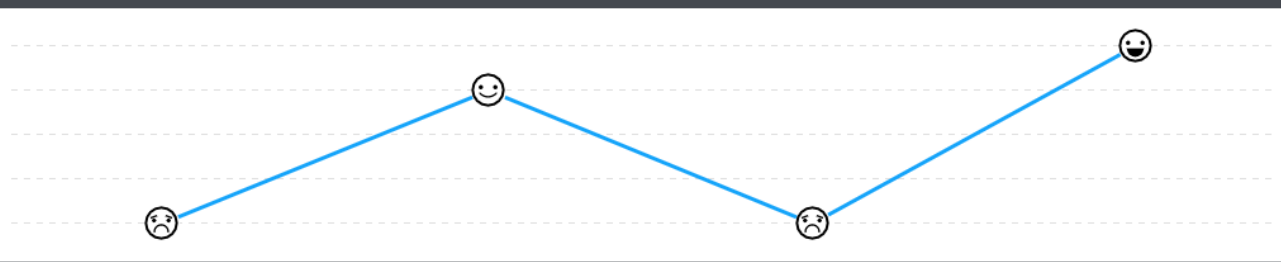
The Casual Redditor – Darren Chang



This journey shows the experience felt by the casual users of the system. The experience by the heavy Redditor is different in comparison. This is explained within the process section.

The casual Redditor uses the system less so in terms of experience when finding a new post, they are usually satisfied at the end of the journey. The heavy Redditor may find themselves disheartened to leave a good post

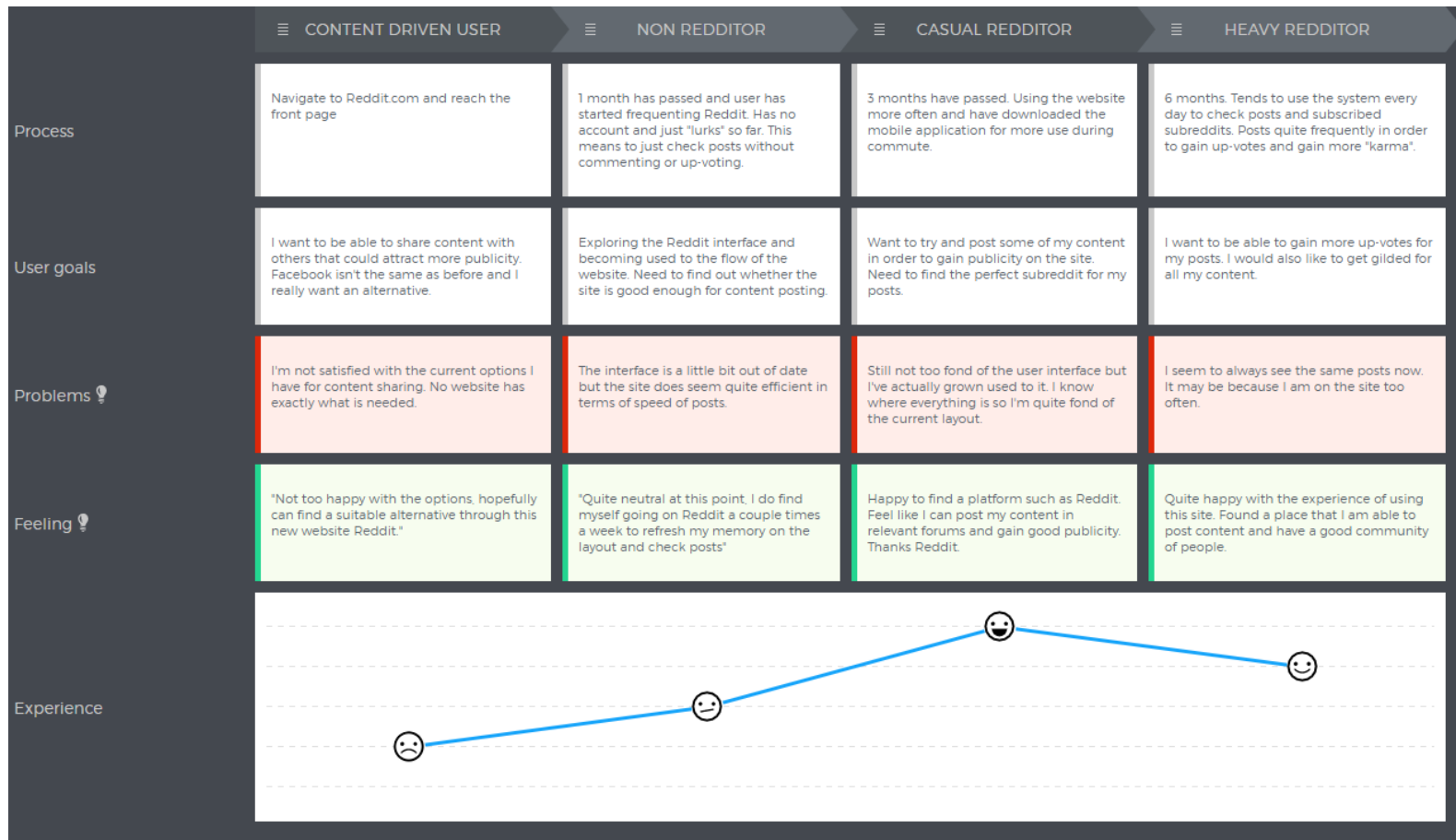
The Non Redditor – Jeanette Singh

	BROWSING	POST DISCOVERY	LEAVE LIKE/COMMENT	LEAVE POST
Process	Navigate to Reddit.com and reach the front page.	Found a post whilst scrolling through the front page and click on it.	Return to search page and click the comments link or press the up arrow to leave a like.	Return back to the front page by either going back in the browser or click the homepage icon.
User goals	Decided to search Reddit during some down time at the end of the day. Remembering what your colleague said, searching through the content to see what you can find.	Enjoy a post that was found on the front page and see if Reddit is worth it.	Wanted to leave a like on the post because I thought it was interesting.	Finished with Reddit for today. Want to leave the site and close down.
Problems 	"Why does this home page look so out of date? There is so much text it's a bit overwhelming"	"The post is fairly interesting but I am not fully happy with the experience"	"I am unable to leave a like/comment because I don't have an account"	"No problems with just closing the site"
Feeling 	Not too happy with the look and feel of the website. It is fast though I'll give it that.	Mostly happy. I enjoyed the post that I found and can begin to understand why Reddit is popular.	Quite annoyed that I cant leave a like without an account. I don't want an account either.	Happy to find a post and now closed the website.
Experience				

The non Redditor experience is also different to the other personas. The user goals show that they are aiming to achieve for a different purpose in comparison to other audience bases.

Since the non Redditor does not hold an active account, they are unable to leave a like/comment. This explains the negative experience felt at this stage of the journey.

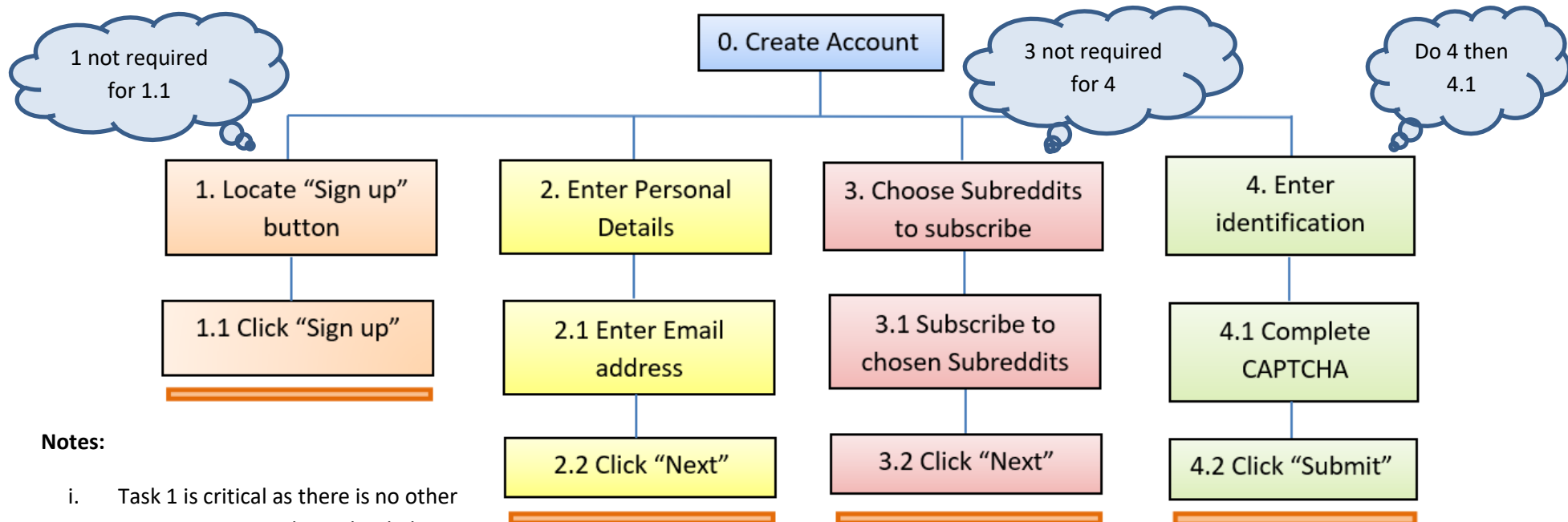
Transitional State User Journey



This user journey portrays the story of a user going from a non Redditor to a dedicated user. It entails the experiences, problems and feelings of each of the phases and also shows how the user goal changes.

Hierarchical Task Analysis

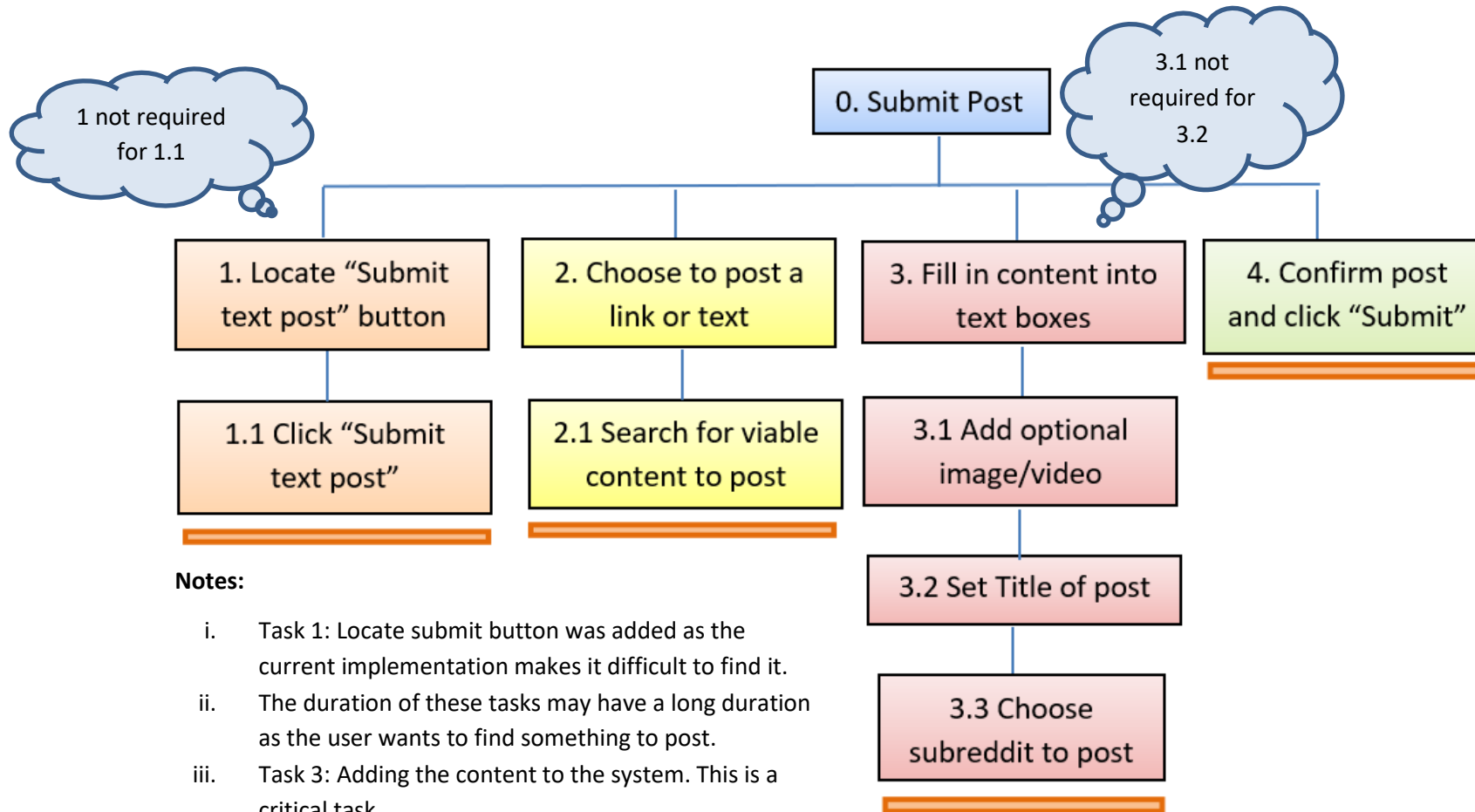
Create an account



Notes:

- Task 1 is critical as there is no other way to sign up without that link.
- Subtasks follow process within each section.
- Total task time can range depending on Task 3. Users can add a range of subreddits.
- Task 4.2 is critical as the focus of the whole task depends on it.

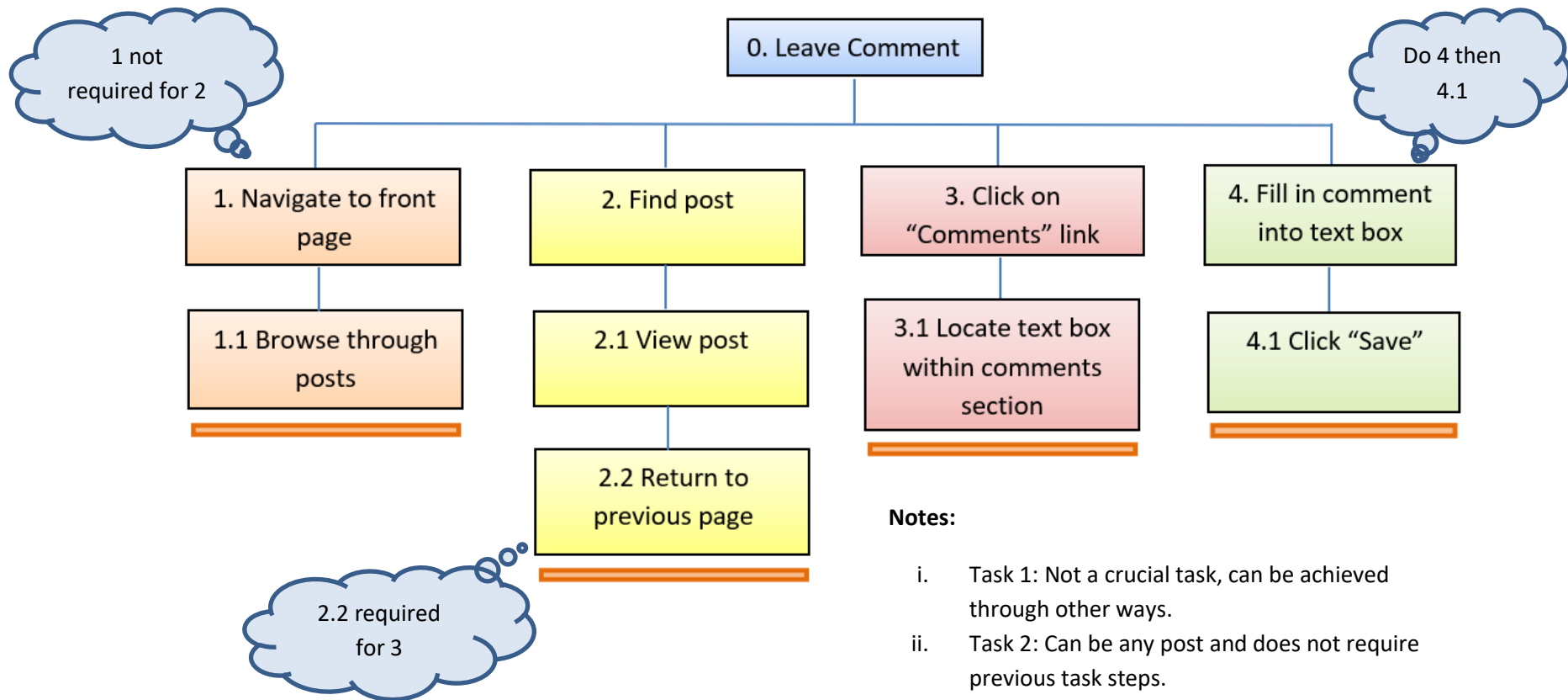
Submit a text/image post



Notes:

- i. Task 1: Locate submit button was added as the current implementation makes it difficult to find it.
- ii. The duration of these tasks may have a long duration as the user wants to find something to post.
- iii. Task 3: Adding the content to the system. This is a critical task.
- iv. Final step is the confirmation to submit the post to the Reddit web system.

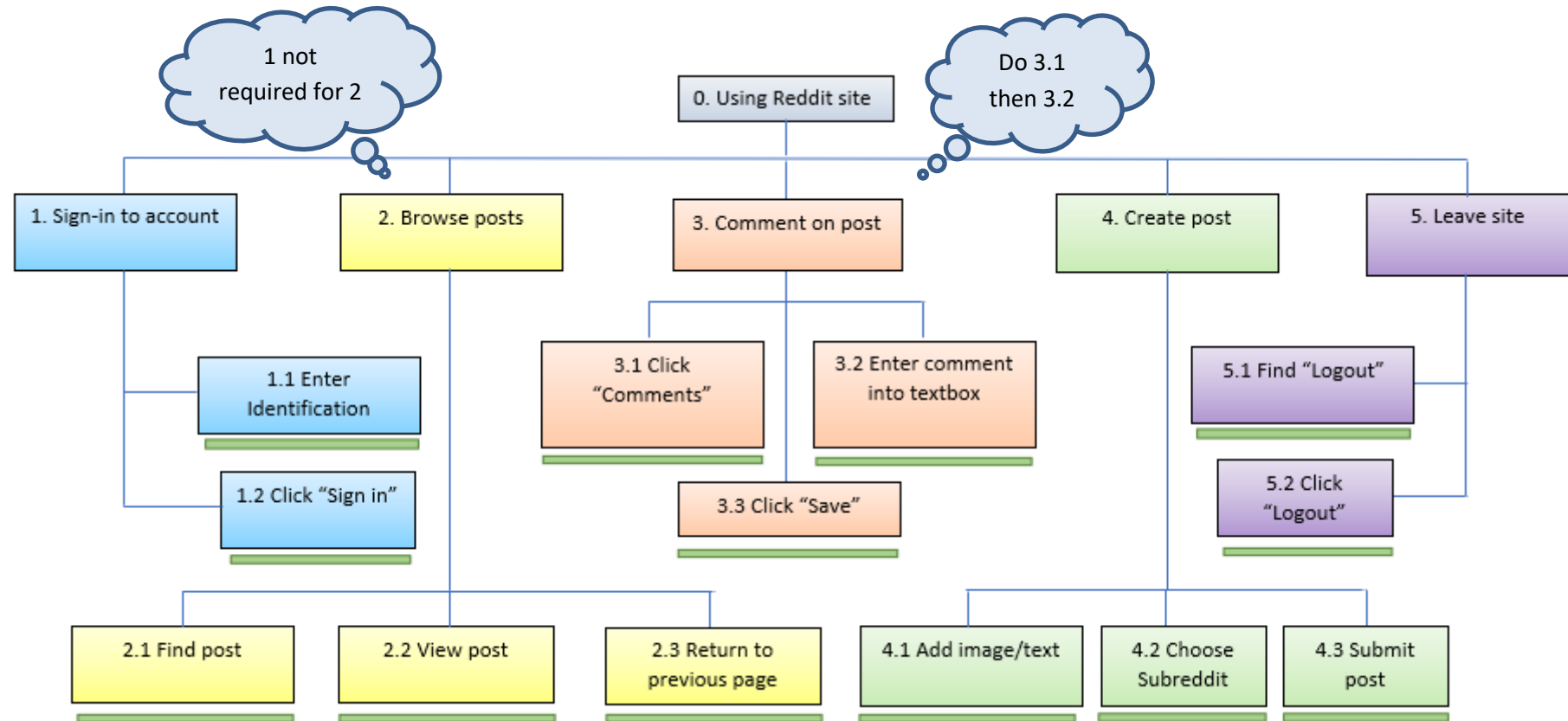
Leave a comment on a post



Notes:

- Task 1: Not a crucial task, can be achieved through other ways.
- Task 2: Can be any post and does not require previous task steps.
- Total task duration varies depending on the experience of the user.
- Task 4: Is critical and is the focus of the whole task.

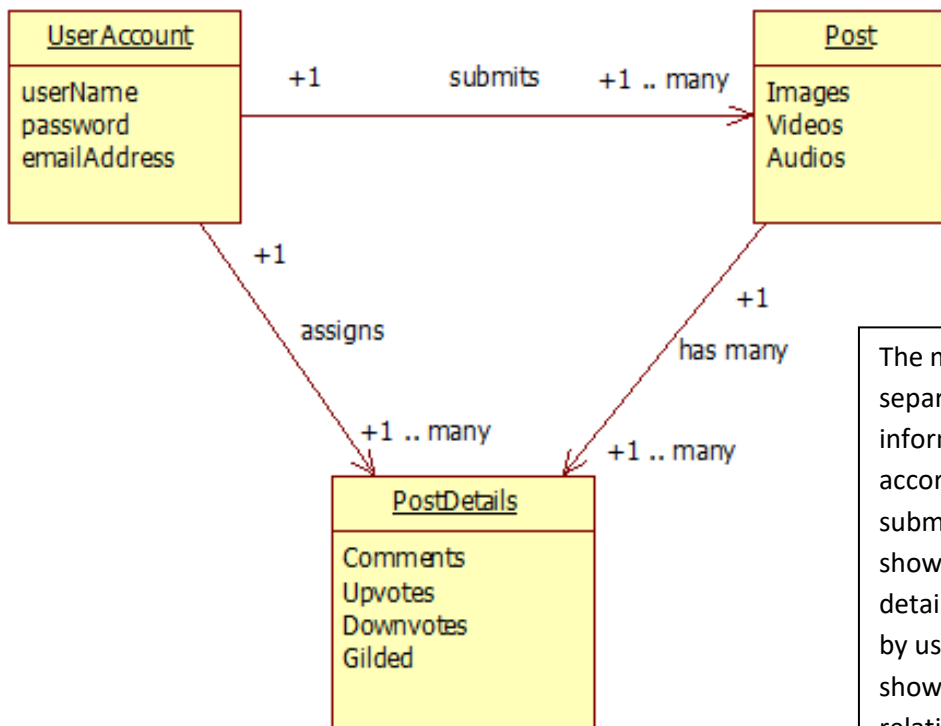
Using Reddit



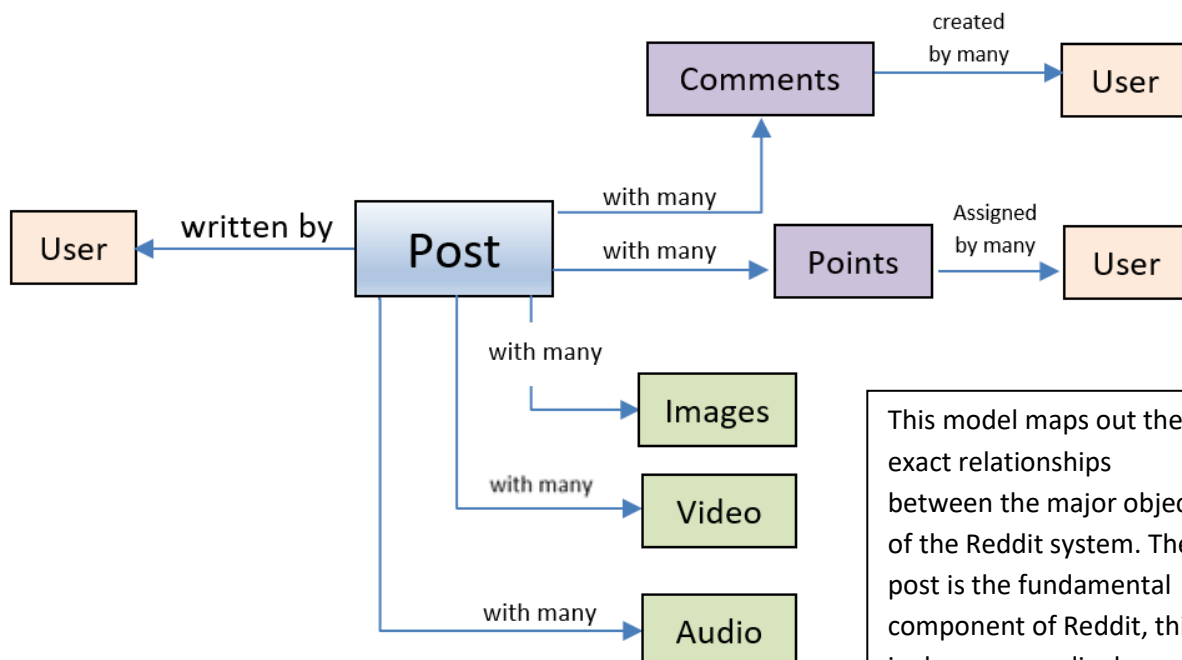
Notes:

- i. Task 1: If signed in already, not necessary to complete this step.
- ii. Total task duration is unspecified as it depends on the user.
- iii. Task 3: Does not need Task 2 to be completed. Can comment without viewing post.
- iv. Task 5: Do not need to logout not critical.

Object Model Analysis



The main objects are separated, and the relevant information is structured accordingly. A post will be submitted by a user as shown. A post will have many details and they are assigned by users. The cardinality is shown to explain the exact relationships.



This model maps out the exact relationships between the major objects of the Reddit system. The post is the fundamental component of Reddit, this is shown accordingly as all the other objects share a connection with it.

Discussion

Personas

Personas are used within usability engineering in order to gain a further understanding of the systems target audience. They give a clear picture of how a user is expected to use the site which uncovers possible features and functionality (Usability, 2018). Multiple personas were created to capture the different backgrounds and behaviours of the audience.

Advantages of using personas include the ability to make better decisions based on the users needs and goals rather than internal biased views (Keepitusable.com, 2018). Creating a persona does not come without its difficulties, as sometimes personas may be misrepresented. This then leads to inaccurate reflections on the respective user groups. The limitations of personas are that not all user groups can be accounted for as the recommended number is a maximum of four (Pomegranate, 2017).

The platform used to create the personas for this project was Xtensio. This web-based tool allows users to create flexible personas with an emphasis on collaboration and sharing. The tool could be improved by allowing for a more intuitive taskbar, as the existing implementation was a little difficult to use at first glance.

User Journey

A user journey maps a user's interaction within the system. It highlights key points that a user would take in order to reach their goal. User journeys are heavily used within user experience as they give a visual representation of the different behaviours enacted by the audience. A user journey will usually be made for each persona in order to see each perspective.

One of the advantages of user journeys is that it uncovers potential gaps in customer service. By mapping the whole interaction, it is much easier to see these gaps in a visual form (Vocalcom Blog, 2018). Consequently, this would also increase customer satisfaction. A possible disadvantage is that the maps themselves are fixed, however there may be multiple ways to reach the end point of interaction (Klaidman, 2018). The tool used to create the user journeys shown above was UXPRESSIA. The tool was easily customizable and offered a multitude of options to map even the most specific user journeys.

Hierarchical Task Analysis

Hierarchical task analysis (HTA) encompasses the different tasks that users perform in order to carry out a specific goal. Since there could be multiple ways to do the same task, this model is useful as it groups subtasks in order of completion. HTA uses standardized notation to allow the model to be interpreted by others (Stanton A N, 2006).

The advantage of creating them is that you can compare the different approaches to see which are more efficient. However, a drawback to this model is that sizeable tasks can be quite time intensive (Stanton A N, 2005). Three hierarchical task models were created for this project that covers three of the most popular tasks on Reddit. The tool used to create them was Word 2017.

Object Model Analysis

Object models are logical interfaces that are modelled after object-oriented techniques (Techopedia.com, 2018). The systems main sources of information are put into classes within the model, relationships are then mapped out to display how the classes interact with each other. Further information such as cardinality are also shown between each class.

The advantages of using object models is that they group the necessary pieces of system information into groups making it easier to understand the flow of the model. With correctly drawn object models it allows for programmers to fully understand what is needed for the system. The disadvantages of object models are that they can be difficult to understand without proper training, hence it can be problematic to create object models for highly intricate systems (Bright Hub, 2018).

StarUML was used to create the object models for this project. StarUML is a modelling software that has a uniform interface. The limitation however is that the interaction with objects can feel difficult at times.

References

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