

User Scenarios

by John Chang, Karen Kim, and Joanne Wu

04 December 2014

User Group #1: The outgoing, athletic student

This group includes the fun loving, adventure seeking people with large network of friends. They are social and seem to always be up to date with what events are happening around the city. They may become restless when left alone with nothing to do and want to bring their friends together to plan something. Since they may tend to be frugal with spending, they jump at the opportunity to save costs while still being able to do the things they love.

User Persona: Megan Fox



Gender: Female

User Type: Current Student

Age: 21

Occupation: ICAM student at UCSD

Interests: Craft beers, surfing, hiking, sports, DJing, Rastafarian culture

Megan a San Diego local and an avid adventurer who is always looking for group activities to organize or join. She is on the UCSD swim team and a part of the intramural soccer team. Megan is an extrovert who enjoys meeting new people and therefore often checks out websites like meetup.com or Groupon for good deals on pilates barre classes and other activities she can do with friends. Although she enjoys going out, Megan is not a big spender and would rather take part in activities that are low cost or free. She can be considered an expert level user of travel and recreation websites.

Predictions About Group & Surprises

This user group focuses on people who love adventures and physical activities, so we predict people wanting to find out how to sign up for classes and the different classes they offer. Because they enjoy group outings, they will want to recruit friends and go to places where they can meet a lot of new people. Since they are active enthusiasts, we expect to see them look for not just simple classes like yoga but for rock climbing trips or backpack across the canyons for a week kinds of trips. We expect them to look for group classes that involve socializing rather than focusing on just the individual. Since they are not big spenders, we also predict to see them look for any opportunities for free classes or trips that do not cost very much and try to organize group events that become cheaper with more people.

Upon interviewing the group, it was surprising that often, they didn't entirely care about the usability and design of a website. They are not technically up to date with the latest designs and are concerned only that the website is functional and provides the information they are looking for. With this knowledge, we decided to keep the current two navigations in place (a side and top bar), and know it will be fundamental to include events happening soon with details as well as facility open times on the main page.

Interview Summaries

Chandler

Chandler is from Sacramento and has spent a lot of time hiking. He likes to skateboard and surf in San Diego. He likes to try out new activities. He enjoys hanging out with his friends and also likes meeting new people. He likes to lift weights at RIMAC. He doesn't care too much about website usability, and didn't mind the UCSD recreation website.

Colleen

Colleen - She is a junior studying Communications at UCSD. She also enjoys hiking, surfing, snorkeling and going out with friends. She would be interested in competing in intramural sports if she wasn't on the swim team. She

also enjoys the the UCSD fit life program. She thought the website was designed nicely. She thought all of the information that needed to be there was there. She thought the most important thing about the recreation website was hours, location and price for all of the activities. She did think it was difficult to find some of the things she was looking for.

CJ [REDACTED]

CJ is a freshman studying Computer Science at UCSD. He is a little more introverted and likes playing videos games in his dorm room. He will go out if his friends are going, but he probably wouldn't go try a new activity by himself. He is pretty social when around friends but sometimes shy around new people. He was pretty critical of the website. He noticed a lot of design flaws. He thought both navbars were effective. He said, trying to figure out how to do something was pretty straight forward. He also thought the website looked very old and very "2008" and could be redone.

Five User Scenario

- Megan wants to know if she is able to sign up her friends for activities too
- Megan wants to organize a meetup to go ice skating but wants at least 10 people to commit to go so it can be cheaper
- Megan wants to see if there are any challenging summer trips Outback is providing in the summer
- Megan has free time between classes and wants to see if there is anything going on close by at that moment
- Megan heard there's a group trip to Disneyland and wants to know if she can find out if any cute guys are going

User Group #2: The infrequent exerciser/activity site user

This user group is not lazy, but doesn't often make time for themselves to exercise. When they have free time for exercise, they would rather stay at home and follow a workout video over going out and doing group activities. They are hardworking, planning type of people who like things to fit neatly in their schedule. Before doing anything, they will do extensive research to find out more so they can be prepared. They are curious about what they might be missing out on, so they check out the website for ways to ease into group outings and regular exercise.

User Persona: Taylor Swift



Gender: Female

User Type: Student

Age: 20

Occupation: Archaeology professor

Interests: Cooking, reality television, Disney movies, reading, talking on the phone

Taylor is a student at UCSD and lives on campus. In general, she is kind of shy, doesn't have a lot of friends and doesn't like to try new things. She isn't opposed to trying new things as long as its not expensive. She would like to try more fun activities if she could go with her friends and the activities were cheaper. She doesn't really feel comfortable hanging out with random people that she has never met before, while she is alone. But if she were with her friends she wouldn't mind meeting up with other groups. She likes to stay at home and study because she doesn't usually like to plan ahead. If there were events that were planned or set up for her, she would be more inclined to go.

Predictions About Group & Surprises

Because this group pertain to users that are introverts, we expect them to look for activities that emphasize on the individual rather than teamwork. We also expect them find activities that do not take much time and have no time commitment. Since this group has money to spend, these users might want to looks for group discounts if possible to save them as much money as possible. Because this group is not enthusiastic about exercising, they will be looking for exciting classes.

Surprisingly, although this group spends a fair share of their time on the internet, they are not too concerned about the aesthetics of the site, tending to only go on it with a goal in mind and expecting only that it is informational. They are largely concerned with efficiency and noted that the most important features for them was that what they were looking for be plainly displayed, easily searchable, arranged in an order that makes sense, and would prompt them if something has changed from the previous page after a click. Due to this, we decided to add a search bar and consistent navigation at every page, arrange types of activities to in different ways to be easily found, and provide as much information as possible at each page without it being cluttered to reduce the number of clicks.

Interview Summaries

Parisa [REDACTED]

Parisa is a fourth year Psychology student at UCSD. She enjoys going out from time to time, but will generally choose to do quieter activities. Her favorite forms of exercise are pilates barre classes and doing yoga with other

people or at home alone, but when these are not possible, she visits RIMAC. When searching websites for activities to attend, she looks for obvious indicators to find what she's looking for, so on the rec site, she liked that the hours were clearly displayed on the homepage, the side bar was in alphabetical order, when new information showed up, it would appear with a different background color. Her attention may be limited and she may give up looking quickly after a few clicks.

Sarah [REDACTED]

Sarah is a third year Psychology student at UCSD. She was in cross country in high school but stopped exercising since she has been in college. She will exercise when her friends drag her out to yoga classes. Sarah prefers to stay in and read or just relax. She is a practical person and appreciates informative and fast loading and responsive websites. She is resourceful and does not need information to be handed to her, as she prides herself in being independent. She feels that as long as the website provides the data, she will be able to find it.

Rebecca [REDACTED]

Becca is a fifth year astrophysics student. As a homebody, she enjoys spending her free time at home catching up on tv shows, playing computer games, and chatting with friends back home on Skype. Becca thought that the UCSD rec center website was fine the way it was. It was functional and didn't break when she changed the screen size (although found the website wasn't responsive and therefore not designed for mobile use). She thought that it could be improved if information was all presented easily, instead of in categories. Her biggest complaint was that there should be a search bar on the home page.

Five User Scenario

- Taylor wants to make sure that attending a group activity is safe
- Taylor wants to see if there is any way she can save money by finding cheaper or free activities
- Taylor wants to know if there are any group activities for her little sister and her friends who are not students at UCSD
- Taylor wants to know how many people are planning to attend a meditation session on Saturday but tends to give up searching after two clicks
- Taylor has a set schedule and wants to know what are the weekly activities she can fit during her spare time

User Group #3: The clueless but motivated

This user group have never looked into the opportunities UCSD or San Diego has to offer because of their inflexibility in schedule and their lack of interest in physical activities. But they are willing to look into trips, classes, or programs if they sound interesting and exciting. Money is not an issue but flexibility is so they would like to see programs or trips that meet once a week or is an one time thing. They would like to branch from their world and explore different activities their college and city have to offer. Because they want to participate in something exciting, it is important there is a variety of activities offered from something peaceful like yoga to exotic like tribal dancing in Black's Beach.

User Persona: Robert Downey Jr.



Gender: Male

Age: 20

Occupation: Mechanical Engineer Student

Interests: Video games, napping, eating at Pines, redditng, and watching Netflix

After carelessly eating at the dining halls freshman year and binge drinking in his suite, all these unhealthy habits have finally caught up to him. After getting rejected by his crush and her blowing his self-esteem by calling him fat, Robert decides to get up and become a changed man. Robert wants to lose his freshman 15 and more but he knows that he can't lose everything in one hit. So he wants to look for a program or activity he can partake that will motivate him to lose weight. Robert loves video games so he will be interested in activities like shooting range, paintballing, or laser tagging. Robert would really like to join a community that will encourage him to work on reach his goal and where he can have fun.

Predictions About Group & Surprises

This group speak to a lot of users because there are many out there that are unmotivated to be physical or be motivated, but need that extra push. This user group will need to find activities that fit to their schedule because of obligations like school or work. Because of their lack of discipline, they might need good community support so they will be very interested in what this website has to offer. What was surprising was that once they saw the intriguing classes that UCSD had to offer, they would definitely enroll in these classes. So it is true that you need to exciting classes to offer. Because this group would like to have a community, they would be interested in the group discount because it can provide them with a fun activity as well as friends at a discounted price. These interviews have affected what my group wants for this website because these users want informational events that will provide flexible time. Also making them go through the Outback Adventures website, we know that the users want to see a lot of pictures because that is what gets them excited about these activities.

Interview Summaries

Jacqueline [REDACTED]

Jacqueline Kim is an incoming Muir freshman who wants to broaden her horizon and take on more extracurricular activities next quarter. She has integrated herself well in UCSD by being part of greek life, attending house meetings, and working at Bistro. But with this busy life, she would like to focus on her physical state and start exercising. She would like to take rec classes or group teams but she doesn't know or how to sign up. She didn't even know that UCSD provided rec classes and programs like Outback. With her busy schedule and lack of desire to

exercise, she hopes to find classes that are intriguing. She wants to find something soothing like yoga and pilates but as well as something exciting like rock climbing. She would like to use this website and hope to find activities that she can join that can broaden her friend group and interests. When I mentioned that UCSD has boulder climbing, she got really excited and ask what else UCSD and San Diego have to offer. This website can provide Jacqueline the resources that UCSD has as well information how to sign up for classes.

Howei [REDACTED]

Howei, a junior CS major, has a desire to exercise and be active but his coursework as well as his girlfriend take a lot of his time. He is hoping he can find a coed class that he and his girlfriend can both take that can create a new interest and hobby they can do together. He knows that UCSD provides classes but he never looked into it because he thought they he wouldn't have time. This website can provide a restricted search for students who might not have a flexible schedule and give a listing of classes one can take. His girlfriend who just got her license and a new car has a burning desire to explore SD and what it has to offer. Because he wants to explore SD as well as find an activity the two lovebirds will enjoy, the group activity sign-up for a discount is perfect. He would be very interested in this option if he can get all the provided information. He want to also find another couple where he and his girlfriend can have brunch with on Sunday mornings.

Vicky [REDACTED]

As a former dancer, she misses exercising and having free time to do do fun, active things on the weekend. Because of her sorority life and volunteer at the Scripps hospital, she barely has free time for herself. She is hoping to maybe find a class or a group activity her sorority can do together so this website can help her find a group activity at a low cost. She would like this very much because when she tries to find things for her sorority to do, she can not find a listing of local businesses that provide group activities as well as discount. But other than her busy sorority, school, and volunteer life, she would like to have to a me time but only once a week. She is only free on Thursday mornings so she hopes to find a restful, peaceful class UCSD provides. Because of how expensive rent and her dues are, she would like to find an affordable class. The cheaper the better. Vicky, a party animal, would love to meet more people and be part of a community that can encourage her to exercise. She would be interested in a group activity that encourage friendship and activeness so she hope the website has programs or trips UCSD provides.

Five User Scenario

- Robert wants to just browse through the programs that this website has to offer
- Robert wants to see the times or flexibility of these programs
- Robert wants to find friends from UCSD so he will be looking for UCSD classes or programs
- Robert wants to see if he and his friends can join a class for yoga
- Robert wants to know what San Diego has to offer, so he will check what kind of activities are offered beyond UCSD classes and programs

Other persona not yet surveyed:

Business owners who want to bring attention to their activities by advertising to be on the front page, or by adding their activity to the site catalogue at a discounted price for large groups.