

# CS449/649: Human-Computer Interaction

Spring 2019

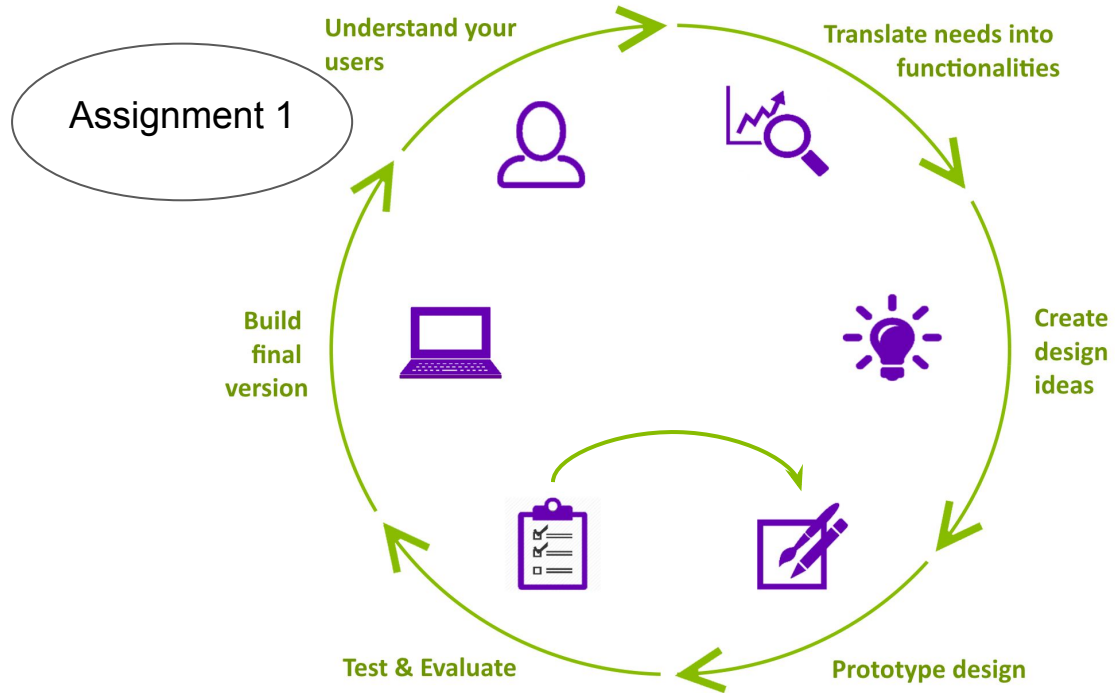
Course website:

<https://www.student.cs.uwaterloo.ca/~cs449/s19/>

Lecture II

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Anastasia Kuzminykh and Edward Lank



**1**

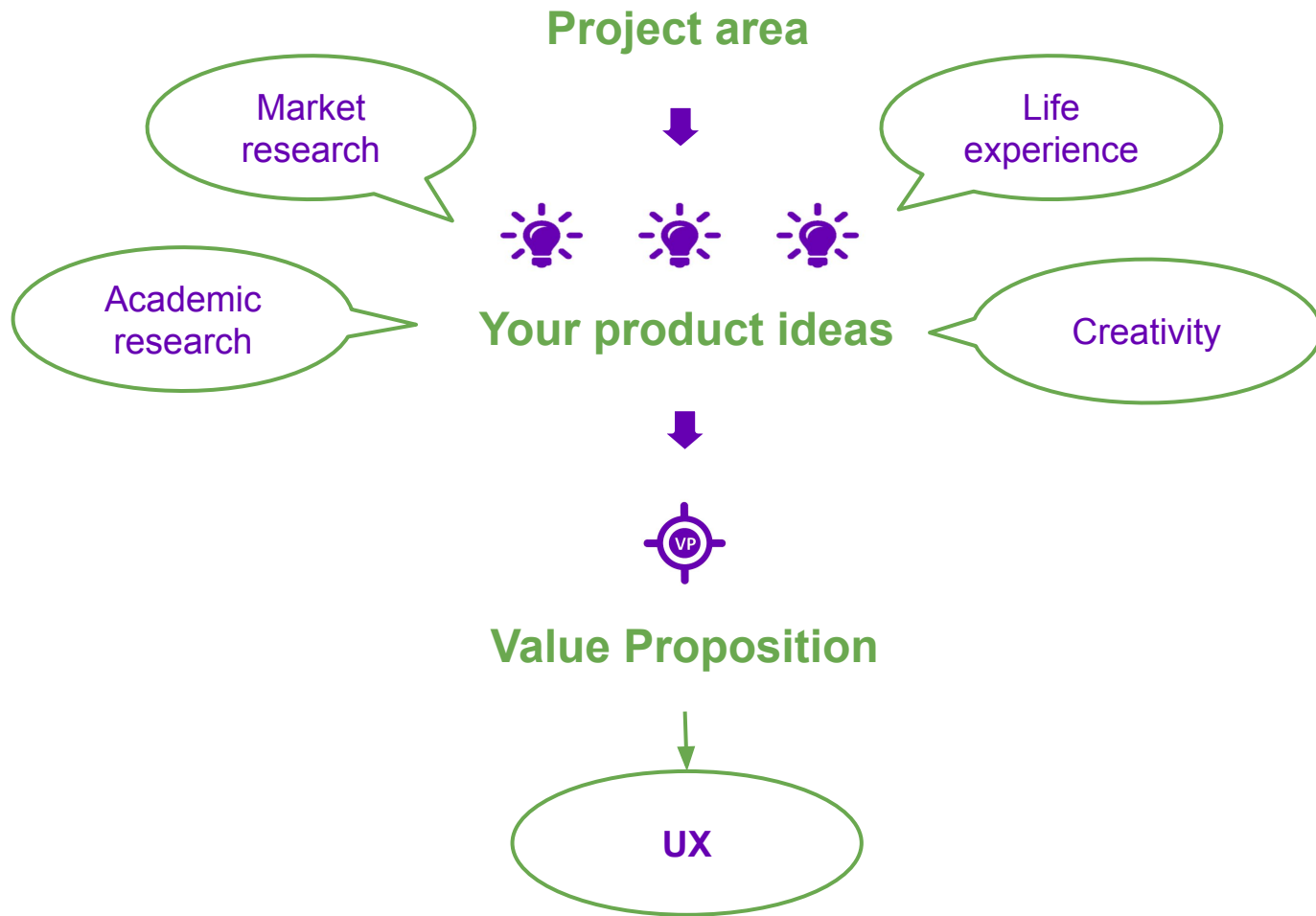
**Discuss themes with you group.  
What theme is right for you?**

**2**

**What problems do you want to solve? Mobile  
Friendly?**

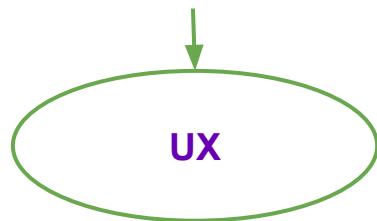
**3**

**With each problem, explain why is it important  
and how it can be addressed?**





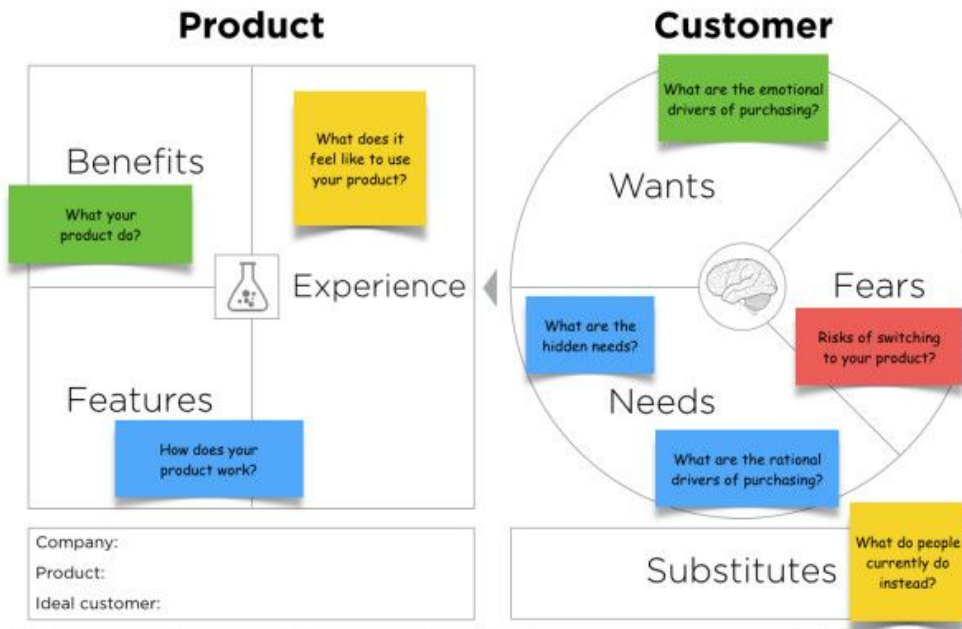
## Value Proposition



1. **Identify key objectives and desired outcomes**
2. **Identify corresponding critical aspects of the user experience**
3. **Identify the design work that can be done**



# Value Proposition Canvas



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## Value Proposition

A promise of the value you can deliver; a sharp product definition that highlights the key aspects of it.

**What do you do?**

**How will it help?**

**Who is it for?**

**Why you?**



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Assignment 1:

Description of the project

**What do you do?**

**How will it help?**

**Who is it for?**

**Why you?**

Assignment 1:

Description of the project





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project

**What do you do?**

**How will it help?**

Assignment 1:  
Goals and  
Hypotheses

**Who is it for?**

**Why you?**

Assignment 1:  
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**How will it help?**

Assignment 1:

Goals and Hypotheses

Assignment 1:

Target user groups & personas

**Who is it for?**

**Why you?**

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Description of the project



## Value Proposition

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Description of the project

**What do you do?**

**How will it help?**

Assignment 1:

Goals and Hypotheses

Assignment 1:

Target user groups & personas

**Who is it for?**

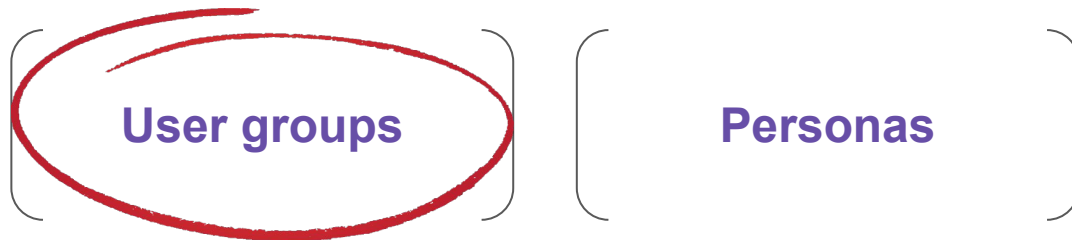
**Why you?**

Assignment 1:

Description of the project



## Your Users



## User groups



## Your Users

Set of characteristics  
Based on statistics  
General

### **Demographics:**

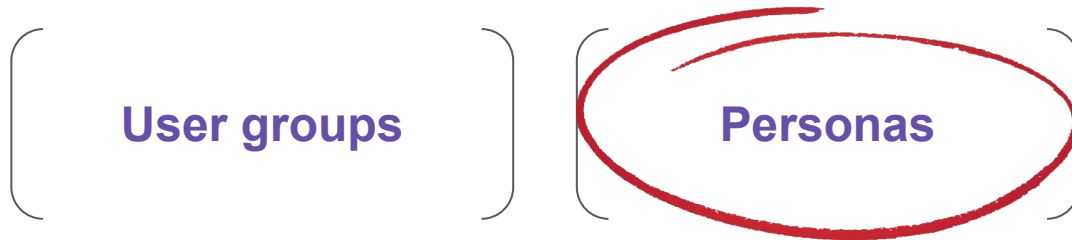
- Age & Gender
- Country & Language
- Education
- Occupation
- Residence
- Income
- Family status
- Size of a family
- ...

### **Other Characteristics:**

- Means of transportation
- Music preferences
- Hobbies
- Food preferences
- Device preferences
- Fashion & clothing style
- Haircuts
- Sport preferences
- ...



## Your Users





**Your Users**

**Personas**

**Best practice: 3-5 different personas**

- Persona Group
- Fictional name
- Job titles and major responsibilities
- Demographics (age, education, family status, etc.)
- The goals and tasks when using the product
- Physical, social, and technological environment

Fictional character  
Based on statistics  
Specific

**Important for:**

- Building empathy and relating to users
- Communicating design goals
- Staying focused of design goals
- Supporting decision-making

Reading: [The origin of personas](#) by Alan Cooper



"I need to find the information fast. I have classes to teach."

"The internet is a tool to help find experiences that enrich my life as well as my kids."

### Typical Web Tasks

- Checks email
- Plans holiday trips
- Looks for local events and ways to help Jeremy.

## Bill

- 52 Years Old
- University Professor of English
- Lives in Bradley Maine
- Married 28 years
- 2 Children (One in college)
- His son, Jeremy is 26 years old and has Down syndrome.

Bill and his wife both work full time. They each make 5 figure incomes that allow them to travel during the holidays with his wife and two kids.

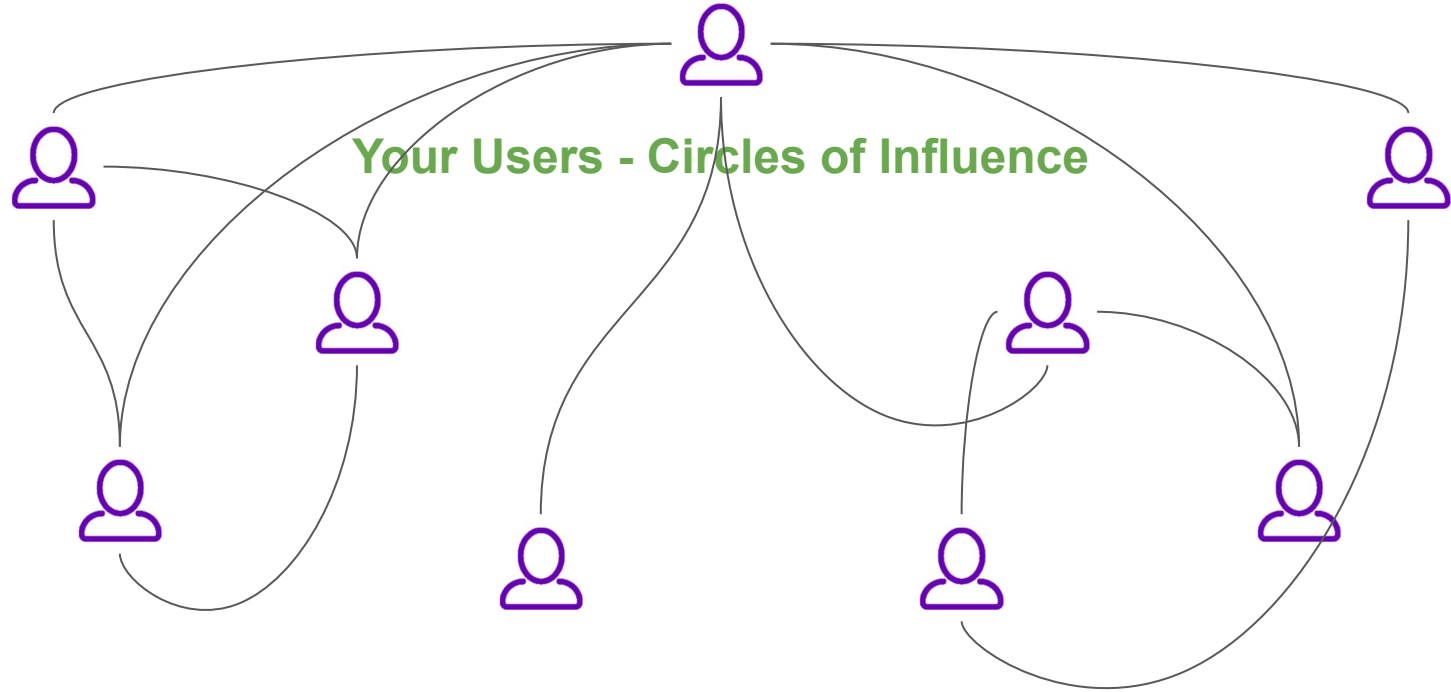
Bill uses the web for work and home. He checks his email and administers online classes. He also looks for events and places that the whole family could visit. He is impatient with the internet because his back gets sore if he sits at the computer too long.

Bill feels fine though he has high blood pressure. He eats healthy and tries to exercise at least two or three times a week.

He uses glasses when he reads and surfs the web. He hates sites with small print because they make him feel old.

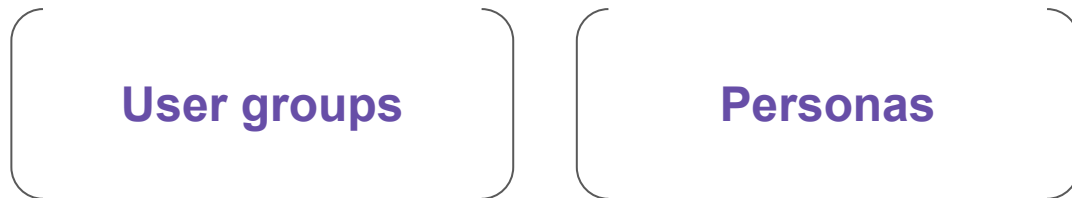








## Your Users



Set of characteristics  
Based on statistics  
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Fictional character  
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Specific