Assignment 1

- Understand your users
- Translate needs into functionalities
- Create design ideas
- Prototype design
- Test & Evaluate
- Build final version
Discuss themes with your group.
What theme is right for you?

What problems do you want to solve? Mobile Friendly?

With each problem, explain why it is 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

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?
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?  
Who is it for?

How will it help?  
Why you?

Assignment 1: Description of the project
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?**
Value Proposition

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

Assignment 1: Description of the project

What do you do?

Who is it for?

How will it help?

Why you?

Assignment 1: Goals and Hypotheses

Assignment 1: Target user groups & personas

Assignment 1: Description of the project
A promise of the value you can deliver; a sharp product definition that highlights the key aspects of it.
Your Users

User groups

Personas
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

User groups

Personas
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
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.

“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.
<table>
<thead>
<tr>
<th>Name</th>
<th>Gender</th>
<th>Age</th>
<th>Location</th>
<th>Occupation</th>
<th>Motivations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jim Parker</td>
<td>Male</td>
<td>35</td>
<td>Los Angeles, CA</td>
<td>Receptionist</td>
<td>Needs shoes that are both comfortable and stylish. She likes to switch it up with different styles.</td>
</tr>
<tr>
<td>Samantha Miller</td>
<td>Female</td>
<td>26</td>
<td>Los Angeles, CA</td>
<td>Receptionist</td>
<td>Wants shoes that are both comfortable and stylish. She likes to switch it up with different styles.</td>
</tr>
</tbody>
</table>

**Goals**
- Needs shoes that are both comfortable and stylish.
- Wants to switch it up with different styles.

**Frustrations**
- Not having shoes that fit or available shoes by style.
- Waiting for fewer options when shopping online.

**Real World Customers**
- "My whole life I've been a career woman and still love shoes. I've worn for sales & my best clients ever since. I love shoes & the sales Bar for all day. We have the best selection & always get them shipped fast."
- "I wear this pair & have as a signature look & I never go out with a pair of shoes that I don't like."

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Your Users - Circles of Influence
Your Users

User groups

- Set of characteristics
- Based on statistics
- General

Personas

- Fictional character
- Based on statistics
- Specific