

S2: Persona Expectations & Scenarios

Project Description

Our product will be a wearable device that tracks user's sun exposure, heart/breathing rate, and stress level. It also has all the typical features that are available on the market, including stair count, calorie count, sleep activity, sleep quality, and step count. The device will also display time, weather, steps(exercise), and exposure to sunlight. It sends a signal to you when the sun is out, reminding you to get some sunlight exposure. An app will be available to download in your mobile device to visualize the data it collects and presents information such as how much sun exposure you had in a week, your sleep patterns, and exercise data. You can also record your mood and activities you've done that day in the app.

Persona 1

Our first persona is Linda James, a barista in Portland, Oregon with three children, whose goals are to keep track of exercise, have a better night's sleep, have a more organized life and schedule. This section of the paper describes the expectations and scenario of Linda, which are determined by competitive analysis, interviews, web content, and my own assumptions.

Expectations

These expectations are based off of prior research, personal interviews, and assumptions. It may identify a broad range of expectations, such as attitudes, experiences, aspirations, social, cultural, environmental, and cognitive factors, general expectations, desires, behaviors, and thoughts of the person.

Expectation	Source
Linda expects to be able to keep track of her exercise with the product	Interview with Molly: The interviewee keeps track of exercise with pen and paper
Linda expects to record her sun exposure with the product	Interview with Molly: The interviewee can not keep track of sun exposure in any way
Linda expects to be motivated to exercise	Amazon Reviews: "was motivated to play another 20 minutes extra" – Big Data Paramedic
Linda expects to be able to know why she is stressed and wants to solve issues on her own	Interview with Joy: The interviewee says she is stressed sometimes, but would not tell anyone else before solving issues on her own
Linda expects to see some analysis and trends in her records of exercise, stress levels, etc.	Interview with Joy: The interviewee says she would imagine something to be done with the data, and not having herself do the analyzing and making her more stressed

Scenario

- When getting out of bed after woken up by a gentle vibration, Linda wonders how she slept last night. She opens the application on the phone, while the phone reminds her to go outside because it is going to be sunny today, then she checks to see how many times she's woken up and makes sure she meets her sleep hour goals in order to have more energy during the day.
- Linda drives her kids to school, goes to work, walk around and take orders, and make drinks for the customers. An angry customer comes in and scolds Linda for taking wrong orders, and the device vibrates to remind Linda to calm down and encourages her with a short message. Because of the reminder, Linda calms herself down by taking big breaths and deals with the customer patiently.
- After she is done with her shift, she checks her phone to see how much steps she had today at work. She discovers she has almost reached her exercise goal, but because she has been indoors all day, she did not get enough outdoor, sun exposure time, so she felt a little lethargic.
- Because she still has some time before she picks up the kids, she decides to go outside for a walk to the grocery store, which will be a 15-minute walk from home, so she gets some Vitamin D and finish her grocery shopping. While grocery, her device vibrates and she sees that her husband is calling her. She then picks up her phone and asks him what he wants for dinner.

Persona 2

Our second persona is Jeremiah Lane, a junior undergraduate at the University of Washington majoring in English, whose goals are to socialize more without grades being affected, get more quality sleep, and manage his stress levels. This section of the paper describes the expectations and scenario of Jeremiah, determined by competitive analysis, interviews, web content, and my own assumptions.

Expectations

These expectations of Jeremiah are based off of prior research and assumptions. It includes a broad range of expectations, including elements such as attitudes, experiences, aspirations, social, cultural, environmental, and cognitive factors, general expectations, desires, behaviors, and thoughts of the person.

Expectation	Source
Jeremiah expects the product to alleviate his stress	Interview with Kenji: the interviewee wants to distress without having big life changes
Jeremiah expects to get more quality sleep	Amazon Review : “appreciate information on how I sleep” – Michael Pew
Jeremiah expects the product to be better than Fitbit because Fitbit had some places he didn’t like, like unsnapping easily	Amazon Review “unsnaps easily and little button on the side came off” – Lori
Jeremiah expects to get outdoors more	Interview with Joy: the interviewee feels like she does not spend enough time outside
Jeremiah expects it to be used in many contexts, like running, swimming, showering, and other exercises.	http://www.wearable.com/fitbit/fitbit-charge-hr-review “don’t wear it in the bath or a pool” - Wearable

Scenario

- Jeremiah wakes up in the morning, feeling tired. He checks his phone and found out that he had woken up several times at night, and at the same time, he also sees that he had been very stressed the night before, and he did not get enough exercise.
- Jeremiah goes on his day in school, going to lectures and quiz sections, then coming home to work on essays. After he was in the middle his essays, he decides take a break and play video games. However, the device vibrates to remind him that he has been inactive for a long time, which may be detrimental to his health. Plus, he has not gotten enough exercise and sun exposure, so he decides to go outdoors for a quick jog.
- After Jeremiah comes back, he checked his phone and looked at his stress level patterns, noticing that he is less stressed when he goes outside. Because he has been outside and relaxing, he no longer had writer’s block and could write efficiently. Afterwards, he showers with the device on, he goes to sleep. Jeremiah really enjoys wearing the device because he doesn’t take it off, so sometimes he forgets that it is there.
- Jeremiah wakes up refreshed the next morning. While he is preparing his daily cup of coffee, the device vibrates, so he checks his phone to first see a reminder that it is a sunny day, and next find out he had a better night’s sleep. He praises the device and promises himself to go out more often and exercise or hang out with friends more instead of staying outdoors and playing video games.