

User-Centered Design Week 5 Template

Final deliverable content (part 1.2)

Please use this template to prepare the PDF report for your final report part 1.2 group deliverables of week 5. Please respect the word limits and the structure provided. Any material exceeding the word limit, or outside the provided structure will not be read.

Do not forget to calculate the word count where indicated.

Overview Task week 5:

- Create an affinity diagram from your interview data

1. Please compile a report on your findings from the interview and affinity diagramming (max. 150 words)

The used apps for looking for a new room where:

- Facebook: easy to use, many offers, but no clear overview and many people did not respond back
- Vestide: long waiting list, which is especially annoying for the internationals
- Kamernet: must pay to send a message, has the same offers as Facebook

For an alternative app, there is a preference for a message and video call function, a clear overview of the room and a filter function. As regard to notification, people like to get one when they have received a message, when there are new rooms available that match their preferences and if there is an update about the house you liked.

People like to know the general information and a picture and/or video about the potential room and/or roommate. They also like some additional information, like the interests and hobbies of the person looking for a room.

Word Count: 147

2. Please add (an image of) your final affinity diagram? (1 image)

affinity diagram

Anna Gijs Silver George Lara At least used in the app



To read the text better:

<https://miro.com/welcomeonboard/E4ipEGOms0ncM3SibPuDYz6mKGWUAWvzQSI0QMioEIDw/wjelsUdCrHKR2YpJyLk>

3. Provide a process description of how you conducted your data analysis (max. 100 words).

The first thing we did after the interviews, was making some categories that we thought would be useful. Everybody inserts information of the person that they interviewed, individually, and then we looked at each other's notes and split it up into subcategories, in order to have a different perspective on the information. The notes that were the same were put on top of each other so that we knew that more people thought that was important. Afterwards, we had a good discussion about our findings and surrounded the notes that we found most useful.

Word count: 94

4. Add your two final personas and add a max. 50 word description on WHY these two personas were chosen.

Persona 1:

Background

Education Communication management at the Fontys

Profession Parttime waitress

Hobbies Sport (hockey), drinking wine with the girls, plays guitar, sometimes she likes to play games (especially drinking games), loves to read romans and to watch Netflix

Family Originally from Utrecht, one sister and one older brother, parents still together, a dog at home (big golden retriever)

Lifestyle Likes a drink at night, eats kind of healthy and is a flexitarian, trendy and up to date when it comes to clothing

Socio Parents earn a decent amount of money economic and give here enough for a living, but status she still needs some DUO for fun extras

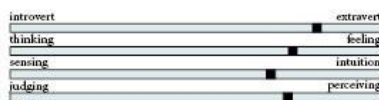
Personal profile

Lisselot is a bubbly, extravert and trustworthy person. She has finished HAVO and is motivated to finish her study. Besides her study, Lisselot also likes to play the guitar and listen to music. She thinks it is important to have fun in the house, so she takes initiative in the house and she visits her roommates often. Finding a roommate can be hard for her, because she is very busy and she gets a lot of messages via Facebook. An app which filters her preferences would be helpful for her. Lisselot is a visual person, she prefers pictures, video and a videocall over text.

Lisselot Visser

Day in the life

After Lisselot wakes up, she goes to Fontys for her study. In the break, she lunches with with some friends. At 4 o'clock she goes to her hockey training, and after that she eats some diner with her housemates. In the evening, her friends come over and they with some housemates have a drink.



Goals, needs & requirements

For the app:
 Much info and much to choose from
 Easy to use
 Give clear overview
 Should show at least a picture, preferably more than one, maybe even a video
 Description of the persons age, nationality, hobbies, interests, story about their student life
 Take care of privacy

For a roommate:
 Eat together
 Common interests: sport, drinking, music
 Takes initiative
 About the same age
 Communication should be possible in a good way



Tagline

“Gezelligheid kent geen tijd” (their is no time limit to fun)
 “I find it most important that I can have a good time with my roommates.”

Classification
 Looking for a roommate



Age 19
 Gender Female
 Nationality Dutch
 Location Holland

Picture Lisselot Visser:

Tankilevitch, P. (2020, 4 december). *Woman in gray sweater and white pants* [Photo].

Pexels. <https://www.pexels.com/photo/woman-in-gray-sweater-and-white-pants-6073534/>

Persona 2:

<p>Background</p> <p>Education Graduated school, prospective student in TU/e (applied physics)</p> <p>Hobbies American football, watching movies, playing videogames, cooking, hanging out with friends, filming.</p> <p>Family Lives with his parents and his two sisters in Huntsville, Alabama</p> <p>Lifestyle A healthy lifestyle: he likes to sport and pays attention to what he eats.</p> <p>Socio status Both his parents do have work, but do not earn very much, so he thinks his family fits the middle class.</p> <p>Personal profile</p> <p>John is motivated to stay fit, find a room in Eindhoven and eventually complete his study in Holland. He is social, a good team player, a good athlete and creative. He has just finished High School and now works as a physics tutor for children in his neighborhood.</p> <p>John is a social person who likes to be around people. That is why he wants to have one or more roommates. He is also not a big spender and doesn't like to spend much money on rent. Videos are what he likes to make. So he often does that with friends. That is why he appreciates visualization. He often studies Dutch, to eventually know how to speak it. His experience with searching a</p>	<h1 style="text-align: center;">John Anderson</h1> <p>Day in the life</p> <p>After John wakes up, he goes to the gym, to keep up with his healthy lifestyle. After that he goes to take a shower. Around 12 o'clock he goes to work as a physics tutor. When he comes home at 5 o'clock he starts to study Dutch. He then eats dinner with his parents and two sisters. In the evening he goes to his friends house to have a drink.</p>  <p>Goals, needs & requirements</p> <p>For the app: Provide the complete information of the rooms. Giving a clear overview of information. Get a room as fast as a local person would get. Able to select languages the roommates speak. See a picture and video of the room and appliances.</p> <p>For a room: Needs a place to stay during his studies abroad. He prefers to find peer roommates to live with and make new friends. The room should not be extremely expensive but at the same time include all the necessities. The house should speak a common language</p>	 <p style="text-align: center;">Tagline</p> <p style="text-align: center;">“I think it should be just as easy for international students to find a room as it is for national students to find a room.”</p> <p style="text-align: center;">Classification Looking for a room</p> <p style="text-align: center;">Age 18 Gender Male Nationality American Location USA</p>
<p>Picture John Anderson:</p>		
<p>Marshall, L. (2018, 21 juni). <i>Man Wearing Denim Jacket</i> [Photo]. Pexels.</p>		
<p style="text-align: center;">https://www.pexels.com/photo/man-wearing-denim-jacket-1427889/</p>		
<p>Description of WHY personas were chosen (max. 50 words)</p> <p>We have chosen someone who is looking for a roommate and someone who is looking for a room, so we have two perspectives on which functions the app should have. For an international it is harder to find a room, the persona tells us what those difficulties are.</p> <p style="text-align: right;">Word count: 48</p>		
<p>5. Write a brief reflection on the personas in which you indicate the relation to the data and the analysis (100 words).</p>		
<p>Lisselot wants to be able to add her possible roommates to a favourites list, so she wants as much possible information about them. For John, it is important that he can communicate with his roommate, by speaking the same language.</p> <p>According to the data, both personas want an app that is easy to use and with a clear overview. They want to stay well updated when something happens on the app, and they want to have as much as possible imagery of the room/person.</p> <p style="text-align: right;">Word count: 84</p>		

Group E9