UX Boot-camp

@ GA General Assembly

UX

PERSONA   BRAINSTORMING   WIREFRAMING

Task: Improve the DC Metro

Focus on the following factors:

1. COST
2. TIMING
3. SCHEDULE

To start, we broke out into small groups and prepared a discussion guide to use in the interview process.

Step 1: We interviewed other group members and created a persona.

Step 2: We wrote the answers we collected onto sticky notes and bucketized them.

Step 3: We mapped out various solutions using sketches, flow charts, and wireframes.

Step 1: Doing the Interview/Creating the Persona

Interviewing a small group of people and creating a persona for each person who participated.

Penny Wieguhlbutz

age: 25-30
residence: DC Metropolitan Area
education: College
occupation: Professional mix
marital status: Unknown

A quote from to help define their voice and personality.

A quick summary of behaviors and practices like how he/she spends their day.

Comfort With Technology

INTERNET

SOFTWARE

MOBILE APPS

SOCIAL NETWORK

Needs

- Transportation from A to B

Criteria For Success:

Customer uses Metro for events and to get to work. She needs the Metro to be a more convenient, easy to use service that runs reliably and is cheaper than other forms of transportation (eg cars, rideshare, biking, etc.) in the DC Metro area.

Penny needs a way to lower costs because she has a financial goal she wants to meet.

Penny needs reliable service because she travels internationally and needs to get to the airport on time.

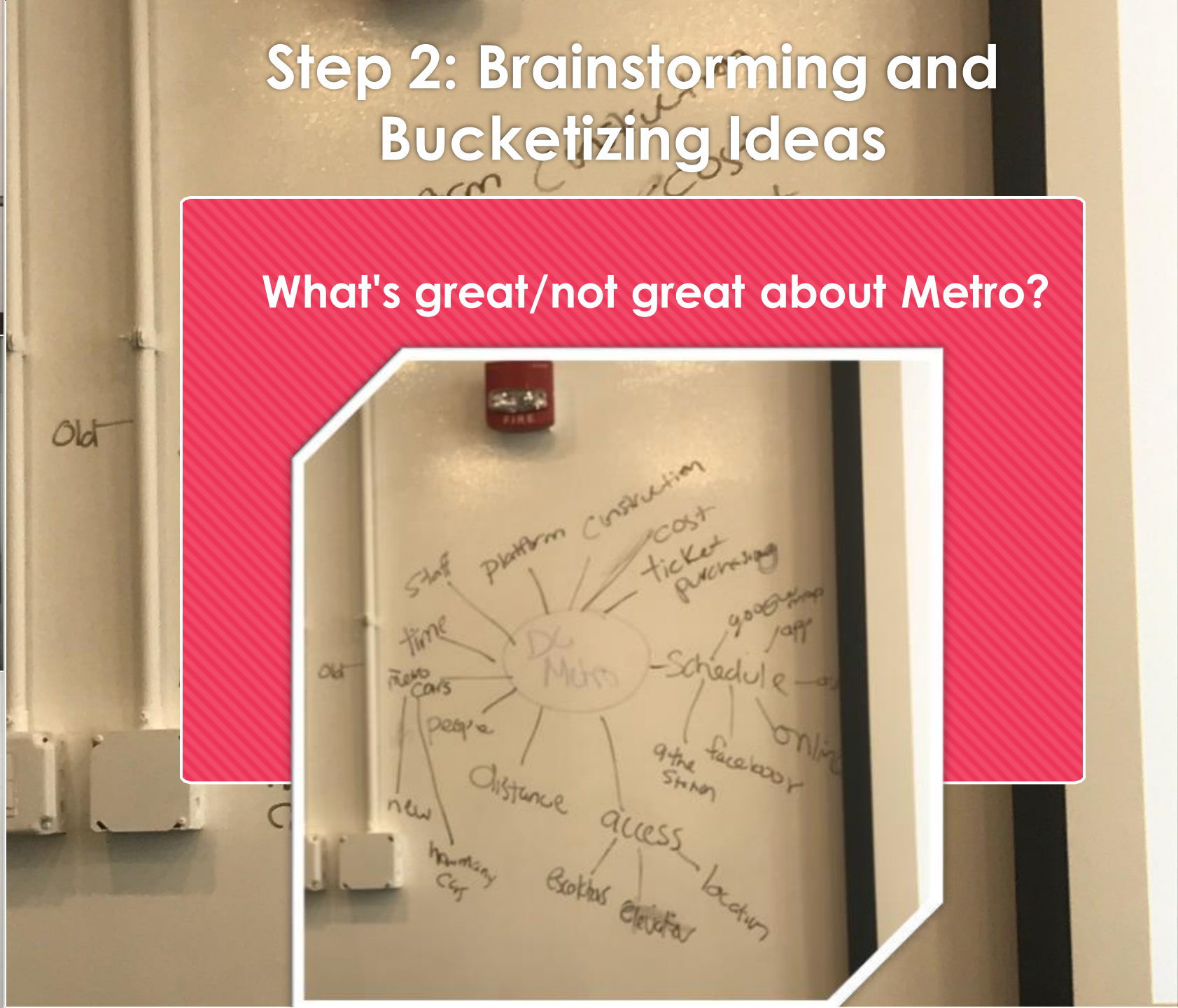Penny needs access to shuttle scheduling because her station will be closed during the summer.

Wants

- Low cost: Cost needs to be equal to or lower than other transportation methods
- Reliable source of Metro information (app, website, notifications of track work, etc.)
- Accessibility
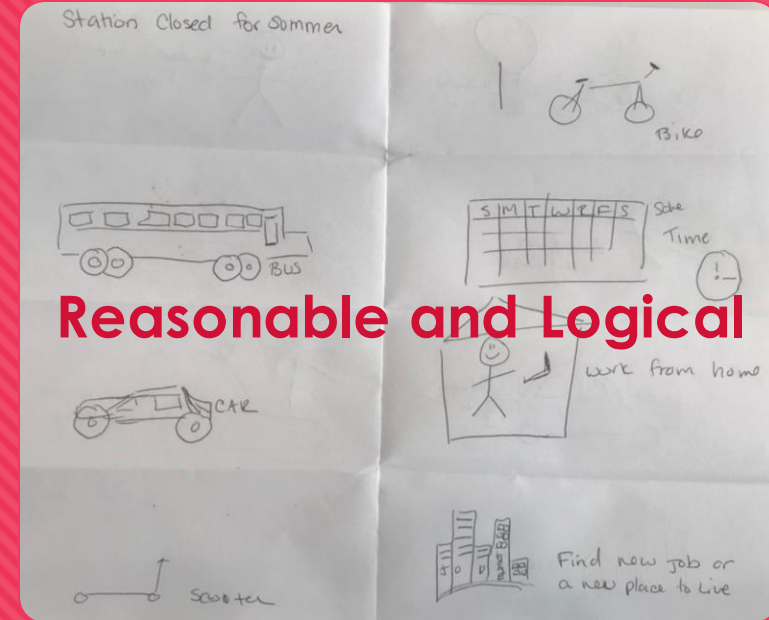- Cleanliness

Step 2: Brainstorming and Bucketizing Ideas

What's great/not great about Metro?

PROBLEM: Six Metro stations will be closed from 5/25 to 9/8. How will users get from Point A to B?

Mapping out a flow of ideas

Wireframing a few ideas

FUN and CreatIve! OR **Reasonable and Logical**

SOLUTION: Sketching out ideas for alternatives (e.g. modes of transport, living arrangements, etc.).

Thank You

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