Name: Lisa

Age: 27

Location: Germany

Relationship Status: Single

Occupation: Graphic designer.

Sense of sustainability: very high.

Budget: Less than 2,000 € per month.

Price sensitivity: Medium, willing to pay for sustainable products (e.g. Paint or Furniture)

Information Gathered:

What is it that's prompted my persona to begin the task?
Lisa heard about this app that connects users with sustainable design experts. And she would like to check it out.

What will tell the persona that their task is finished?
She will know her task is finished when she has successfully created an account.

What information does the persona already know about the process?
They know they need to give some personal information such as (name, email)

What additional information does the persona need to know to complete the task?
Some personalized information of her expectations of the app such as what type of consultation (video calls or face to face meetings).

Finally, what tools will the persona need to complete the task?
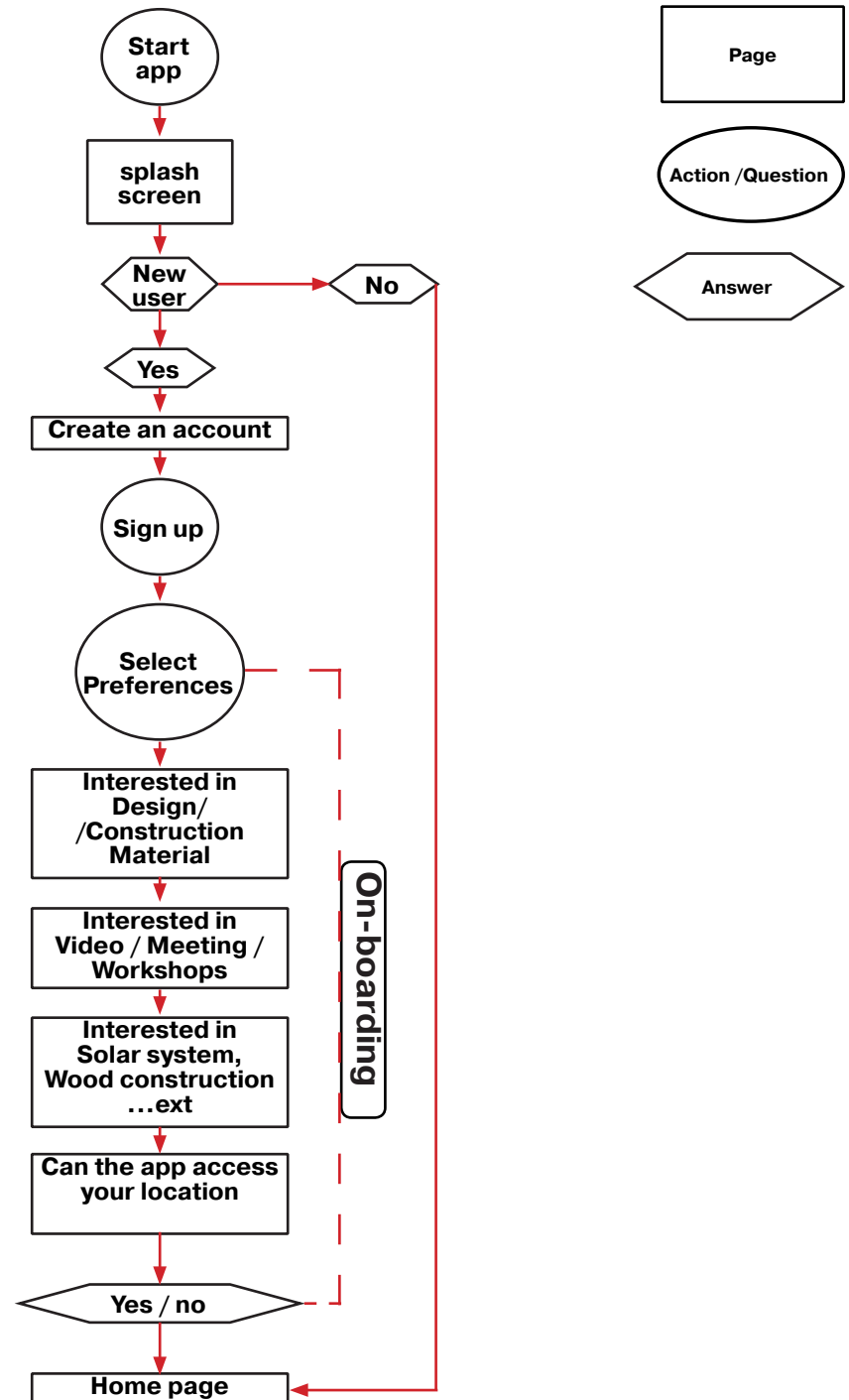She needs a smart-phone.

Objective:
Lisa is a graphic designer who seeks to translate her passion for design into her home.
She wants to be connected with like minded interior designers.
She wants to get recommendations for sustainable materials.

Task Analysis:
Entry point: Start App
Success criteria: complete the on-boarding process - set the profile setting

Flowchart:

Start app → splash screen → New user

New user → No → Home page

New user → Yes → Create an account → Sign up → Select Preferences

Select Preferences → Interested in Design/ /Construction Material → Interested in Video / Meeting / Workshops → Interested in Solar system, Wood construction …ext → Can the app access your location → Yes / no → Home page

Select Preferences → On-boarding → Home page

Legend:
Page
Action /Question
Answer

Name: Alex

Age: 32

Location: Germany

Relationship Status: Married, No kids

Occupation: Industrial engineer

Sense of sustainability: High.

Budget: around 3500 € per month.

Price sensitivity: Medium, willing to pay for sustainable products (e.g. Paint or Furniture) and sustainable services (e.g. power or gas)

Information Gathered:

What is it that's prompted my persona to begin the task?
Alex wants to get help installing a solar energy system in his house.

What will tell the persona that their task is finished?
He booked an appointment with an expert for an on-site workshop,

What information does the persona already know about the process?
They know they need to give some personal information such as (name, email) , and location to estimate travel time for the expert to the site.

What additional information does the persona need to know to complete the task?
His budget.

Finally, what tools will the persona need to complete the task?
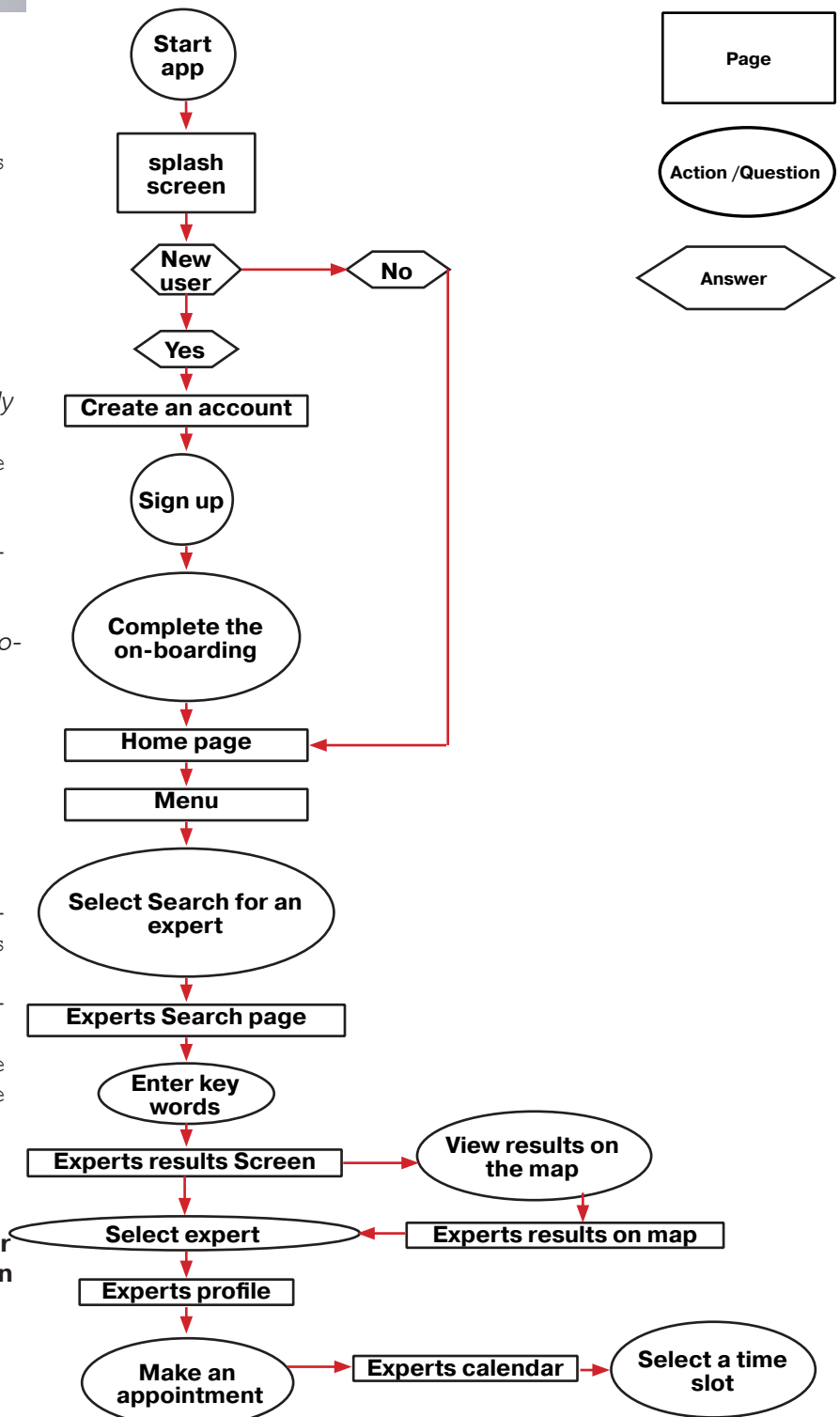He needs a smart-phone.

Objective:
Alex is an engineer who is planning to do a full remodel of his home, he wishes to replace all energy, water and air conditioning systems with state of the art climate friendly systems. He likes to do things by hand alone or with others.

Task Analysis:
Entry point: Start App
Success criteria: open app - Search for an expert - make an appointment for an on-site workshop

Flowchart

Legend:
- Page (rectangle)
- Action /Question (ellipse)
- Answer (hexagon)

Flow:
- Start app → splash screen → New user
- New user → No → Home page
- New user → Yes → Create an account → Sign up → Complete the on-boarding → Home page
- Home page → Menu → Select Search for an expert → Experts Search page → Enter key words → Experts results Screen
- Experts results Screen → View results on the map → Experts results on map → Select expert
- Experts results Screen → Select expert → Experts profile → Make an appointment → Experts calendar → Select a time slot

Name: Alex

Age: 32

Location: Germany

Relationship Status: Married, No kids

Occupation: Industrial engineer

Sense of sustainability: High.

Budget: around 3500 € per month.

Price sensitivity: Medium, willing to pay for sustainable products (e.g. Paint or Furniture) and sustainable services (e.g. power or gas)

Information Gathered:

What is it that's prompted my persona to begin the task?
Alex booked and appointment for installing a solar energy system in his house. He revived a recommendation of a suitable system from the expert, he wants to compare it to other products.

What will tell the persona that their task is finished?
He found and ordered a solar energy system.

What information does the persona already know about the process?
He already received a recommended product from the expert.

What additional information does the persona need to know to complete the task?
His budget. And the size of the installation space on the roof.

Finally, what tools will the persona need to complete the task?
He needs a smart-phone.

Objective:

Alex is an engineer who is planning to do a full remodel of his home, he wishes to replace all energy, water and air conditioning systems with state of the art climate friendly systems. He likes to do things by hand alone or with others.

Task Analysis:
Entry point: Home page
Success criteria: order material

Start app

Splash screen

New user

No

Home page

Menu

Select Search for products

Products Search page

Enter key words

Products results Screen → Edit search filter(s)

Add product(s) to the chart ← Products results via rating

Shopping chart

Complete order

Page

Action /Question

Answer