

Persona: Dominika

Goal: Find an architectural style that resonates with her conceptual design

ACTION	Find a website to look for architectural designs	Browse through designs	Find designs of same styles	Create a mood board	Get the mood board approved	Refer to the mood board later for her submission
TASK LIST	a) Find a website that shows building study b) Go to the website & signup	a) Casually browse through styles on the homepage. b) Click on the building image she likes.	a) Use the filter option to get a list and browse for buildings with a similar style. b) Notes down the name of the buildings she likes.	a) Goes to MS PowerPoint and creates a mood board of images copied from the website.	a) Sends the PPT to her senior. b) Receives comments on her mood board and creates another PPT.	a) Bookmarks the website pages for her reference later on.
FEELING ADJECTIVE	<ul style="list-style-type: none">• Confused• Intimidated	<ul style="list-style-type: none">• Hopeful• Inquisitive• Glad	<ul style="list-style-type: none">• Alert• Focused	<ul style="list-style-type: none">• Productive• Ingeniousness	<ul style="list-style-type: none">• Overwhelmed• Mentally drained	<ul style="list-style-type: none">• Relieved• Foreboding
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Better wayfinding	<ul style="list-style-type: none">• Better wayfinding• Accessibility key on map app	<ul style="list-style-type: none">• Option to save designs	<ul style="list-style-type: none">• Ability to create mood board on scratch pad for her ideation	<ul style="list-style-type: none">• Add a share & comment feature, to include peers	<ul style="list-style-type: none">• Link the pad to user account.• Can show previously saved notes on homepage.

Persona : Bryan

Goal: Find content on architecture for his upcoming article submission

ACTION	Find a website with architecture study content	Opens the article document	Find the topic he wishes to study for	Note down the important points for his article	Write the article	Give the article for submission
TASK LIST	a) Finds a website that shows architectural content for studying b) Go to the website & signup	a) Opens a word document to start writing the article. b) Writes a basic introduction paragraph.	a) Use the search option to look for specific content. b) Keep the important tabs open to frequently switch between important content.	a) Notes down the important content that he wishes to add to the article.	a) Writes the article on a word document & copy paste references from the website.	a) Sends his article to his peers before submitting the final document to his professor.
FEELING ADJECTIVE	<ul style="list-style-type: none">● Confused● Intimidated	<ul style="list-style-type: none">● Hopeful	<ul style="list-style-type: none">● Alert● Focused● Inquisitive● Irritated	<ul style="list-style-type: none">● Productive● Analyzing	<ul style="list-style-type: none">● Mentally drained● Bored	<ul style="list-style-type: none">● Tired● Overwhelmed
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">● Easy sign up through email or linkedin	<ul style="list-style-type: none">● Add notes/scratch pad side tab for users, so that they can scribble down their ideas .	<ul style="list-style-type: none">● Add filter option to optimize the user's search in terms of construction, design, style, urban space, etc.	<ul style="list-style-type: none">● Option to save designs, articles, and blogs for future use.● Better visually understandable material.	<ul style="list-style-type: none">● Ability to share the notes & get comments on it	<ul style="list-style-type: none">● Add an option to convert the notes into a word/ PDF document.

Persona: Purnesh

Goal: Find historical places to visit and photograph those places for an upcoming awards competition

ACTION	Find a website with architecture buildings list	Browse through the list of historical buildigns	Find the building he wishes to capture	Makes a list of places he wants to go to	Look for booking websites	Book the historical building ticket
TASK LIST	a) Finds a website that shows list of historical buildings b) Go to the website & signup	a) Casually browse through architecture historical on the homepage. b) Click on the building image he likes.	a) Opens the article tab of the building he likes. b) Looks for buildings with a similar style of architecture	a) List down the historical places he wants to visit	a) Goes back to google search & look for booking websites by typing the building's name	a) Opens the website and completes the booking process. b) Makes the payment for tickets.
FEELING ADJECTIVE	<ul style="list-style-type: none">● Confused● Intimidated	<ul style="list-style-type: none">● Hopeful● Optimistic	<ul style="list-style-type: none">● Absorbed● Captivated	<ul style="list-style-type: none">● Analyzing● Attentive● Irritated	<ul style="list-style-type: none">● Bored● Overwhelmed● Exhausted	<ul style="list-style-type: none">● Tired● Excited
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">● Easy sign up through email or linkedin	<ul style="list-style-type: none">● Save option on images & places.	<ul style="list-style-type: none">● Provide a feature for suggesting similar-style buildings on the map.	<ul style="list-style-type: none">● Give an option for creating an itinerary.	<ul style="list-style-type: none">● Provide a direct link for ticket booking, to reduce unnecessary seaching.	<ul style="list-style-type: none">● Can give suggestions for discounted ticket coupon codes.