

MAJOR PROJECT: UX



USER PERSONA

DOMINIKA KUPCZYK

Occupation: Architectural Designer



Age: 32 years

Education: B. Arch

Hometown: London

Company: M Moser Associates

Brief Scenario:

Dominika is an architectural designer, and has been currently assigned a new interior office design project. She needs to come up with a conceptual design in the upcoming days.

"I keep searching for design inspirations everywhere, like, surroundings, historical places or any graphics."

Goals:

To look for a design as an inspiration, that she can use to come up with a concept design.

Frustrations:

- She is unable to find buildings of similar style.
- She is unable to remember building names and hence forgets which building design article to revisit. She wants to keep tabs on her selected building inspirations.
- She is unable to create a mood board for her design on the same website.

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USER PERSONA

BRYAN JOHNSON

Occupation: Student



Age: 26 years

Education: M. Arch (current)

Hometown: Winchester

University: Greenwich

Brief Scenario:

Bryan is an architecture student currently pursuing M. Arch and is supposed to complete an 5000 words article on different architectural styles in 2 weeks for submission.

"There are so many architecture styles that exist in the entire world and I want to learn about all of them."

Goals:

To look for content suitable for his article, so that he can complete it on time.

Frustrations:

- He has to do an elaborate search on the internet to find & combine all the buildings of one style at one place.
- He is unable to find construction techniques of the buildings to enhance his research.
- He is frustrated by reading long sets of paragraphs to understand the context. He needs something visually understandable.

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USER PERSONA

PURNESH DEV NIKHANJ

Occupation: Photographer



Age: 30 years

Education: BA

Hometown: India

Company: Freelance

Brief Scenario:

Purnesh is an architecture enthusiast and captures spaces. Dev draws from deep psychological interests to represent space in various contexts and explores philosophical ideas.

"I love to travel around and look at urban spaces. These building define the city's identity."

Goals:

To look for buildings which he can capture through his photography for his next award competition.

Frustrations:

- He is unable to just browse through the building visuals and wants to skip reading the whole detail about it.
- He is unable to book tickets for the buildings he listed out to capture or he is frustrated in finding the specific websites for booking the tickets.
- He wants to document his travel, so that he doesn't forget any place he wants to visit.