

BBGo:

*An application designed for enhancing the integrated experience of visiting
Brooklyn Botanic Garden*

Part 2: Models and Requirements

Members: Collin Aycock, Ayesha Ewing, Soudea Forbes, Fei Gao

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Depaul University

Personas

Name: Alex

Tagline: I love travelling, I feel great when I see something new.

Background:

Age: 25

User role(s): Casual visitor

Education: MS in Accounting

Level of computer expertise:

10 years as an application end-user on smart phones

Often uses his apps to manage his daily life

Tries different apps in his smart phone

Goals/motivations:

- Wants to spend as little time as possible in planning trip.
- Wants to take photos and share with family and friends.
- Wants to have access to knowledge of events that cater to his interests

Frustrations and pain points:

- Have to change his usual travel style and habit.
- Need extra time to learn how to use a new app.
- Doesn't like technology that forces him to share too much of his personal info.

Narrative:

Alex has graduated for several years, he likes to travel around since he's an undergraduate student. Now he works in an accounting company, and would always take holidays to travel around with his family. Although he likes travelling, he still finds it a lot of trouble to plan a trip.

“There are so many things to consider, I hope I can spend less time in planning my trip so that I can focus on more important things.”

Alex is an expert in smart phone, just like most of his generation. He has many apps in his smart phone, and would try those that interest him. He has used several traveling applications, but he's not quite satisfied with them.

“I want an application specifically designed for the place that I'm going to visit, so I can start touring around once I get there. Maybe I'll spend some time in learning how to use it, but it won't be so long as I plan trip myself.”

Name: Charlotte

Tagline: I want to document my experience and schedule my activities properly, not be distracted from them.

Background:

Age: 30

User role(s): Member

Education: Master's in Communication

Level of computer expertise:

6 years as an application end-user on smart phones

often uses social media: Twitter, Facebook, Instagram, etc.

Goals/motivations:

- Wants something that aids in the documentation of her memories
- Wants to meet friends.
- Wants to be informed of future events.
- Wants an authentic experience that she can remember
- Wants to set goals for attractions to visit while at location and follow through

Frustrations and pain points:

- Have to make a choice when there is a conflict between the time of future events and her own schedule.
- Has trouble organizing attractions she wants to attend
- Most social media detract from real experiences

Narrative:

Charlotte is a professional woman, working at a corporate company. Charlotte travels a lot and likes to visit the same places when she vacations. She may travel to the same places because she has family or friends to reconnect with. She does enjoy documenting her experiences and sharing photos with close friends and loved ones.

“I can relax more when I’m with family and friends. I don’t have to plan too much, and I can enjoy talking and touring around with them.”

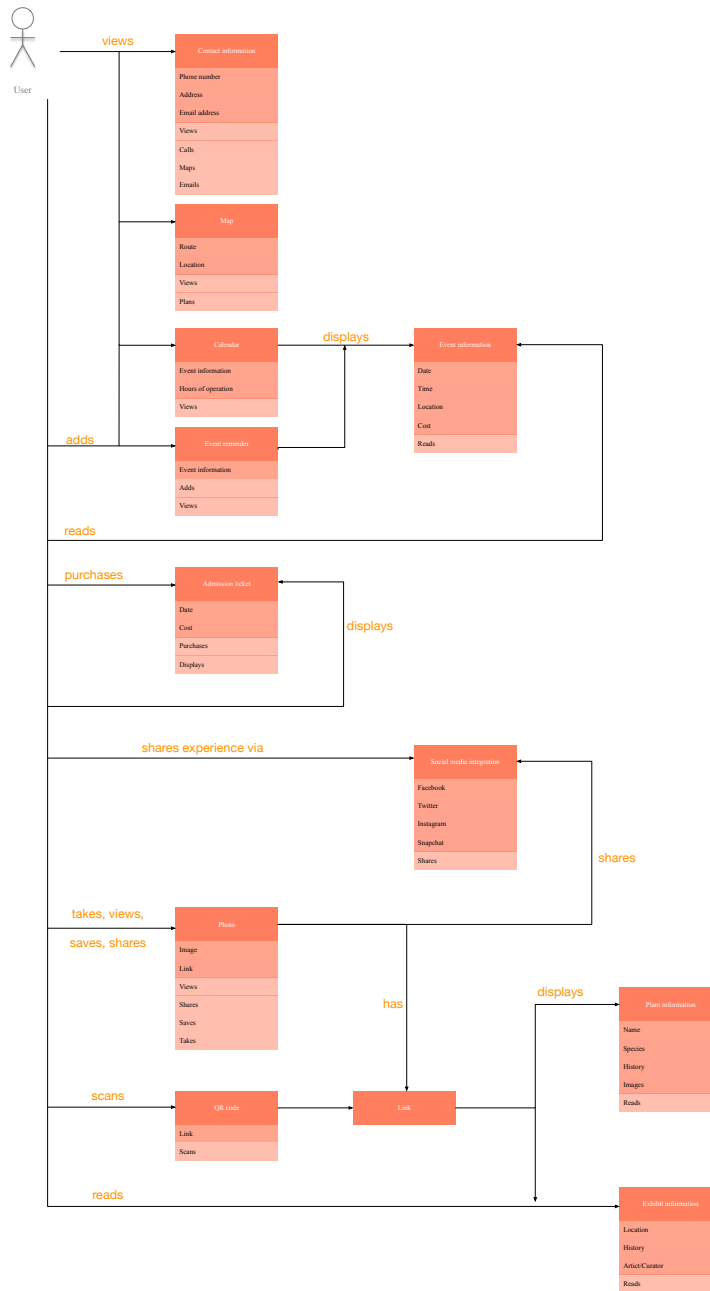
Charlotte is now a member of a local museum, she likes to participate in the events that the museum holds, she has met many new friends there. However, the museum uses traditional ways such as calls, text messages and emails to inform them with event time, and she found troubles remembering her schedules.

“I really enjoy the events, but since I have my work plan, it’s hard to check messages or emails to schedule my time, I hope I can view the event time more conveniently, including the most detailed things.”

Concept Analysis

CONCEPT	ATTRIBUTES	OPERATIONS
Map	Route Location	Views Plans (route)
Admission Ticket	Date Cost	Purchases Displays
Photo	Image Link	Views Shares Saves Takes
QR Code	Link	Scans
Calendar	Event Information Hours of Operation	Views
Event Information	Date Time Location Cost	Reads
Event Reminder	Event Information	Adds Views
Plant Information	Name Species History Images	Reads
Exhibit Information	Location History Artist/Curator	Reads
Social Media Integration	Facebook Twitter Instagram Snapchat	Shares (via)
Contact Information	Phone Number Address Email address	Views Calls Maps Emails

Conceptual Model Diagram



Requirements

Plan

- As a casual visitor, I want to find other tourist places near my destination so that I can view more things in one trip.
- As a member, I want to be able to sync the app with my calendar, so I can manage my schedule.
- As a casual visitor, I want to know where to get food and drink around my destination so that I can plan my trip better.
- As a casual visitor/member, I want a detailed digital map of my destination prior to my trip so that I can make me a detailed travel plan.
- As a casual visitor, I want multiple routines to tour around my destination so that I can choose one which fits me best.
- As a casual visitor/member, I want to be able to add custom event reminders so I can plan my trip.

Attraction

- As a member, I want a brief history of every attraction, plant so that I have a good coverage of the place.

Navigation

- As a casual visitor/member, I want a digital map of my location so that I won't get lost.
- As a casual visitor/member, I want directions to a specific attraction so I can navigate through the destination.
- As a casual visitor/member, I want to be able to zoom so I can discern detail on the map.

Event

- As a casual visitor/member, I want a QR scanner so that I can find out specific information about an exhibit.
- As a casual visitor, I want a way to view upcoming events prior to my trip so that I can make reservations early.

- As a casual visitor, I want to book events so I can schedule my time.
- As a casual visitor/member, I want alerts and notification for nearby events so I can be informed.
- As a casual visitor, I want to be reminded of events that I have bought tickets for so I can stay on schedule.
- As a casual visitor/member, I want to know if an event is open(seasonal) or not so I can plan my trip.
- As a casual visitor/member. I need a way to search for specific events so I can navigate to my location.
- As a member, I want to know who are going to participate in the event with me so I can get prepared to know new people.

Experience

- As a casual visitor/member, I want to link to other social media platforms so that I can share my experience.
- As a casual visitor/member, I want a way to document my memories so that I won't miss anything when I share with my friends.
- As a casual visitor/member, I want to be able to take photos so that I can help document specific memories.
- As a casual visitor, I want to be able to save my photos to my specified location so that I can ensure control.

Function

- As a casual visitor/member, I want to have multiple languages so I can understand the application.
- As a casual visitor/member, I want a tutorial so that I know how to use the application.
- As a casual visitor/member, I want to be able to silence the app so I won't be disturbed.
- As a casual visitor, I want to be able to buy tickets so I can save time.
- As a casual visitor/member, I want good error reporting so I know the status of

the application.

- As a casual visitor/member, I want the application to read me selected text so I can participate if I am visually impaired.
- As a member, I want to be able to create a profile so I get the correct information.
- As a casual visitor/member, I want the application to format to the size of my phone so that it appears correct.
- As a casual visitor/member, I want venue information easily accessible so I can contact the place if I have further questions.

Process Retrospective

- Abstract personas from different user types is not easy, however, once finishing the journey map, we can make it clear where we should put our efforts.
- One user type may have some specific requirements, while these requirements may not be essential to another user type, they will definitely increase the experience of using this product.

Team Member Contributions

Team Member Name	Email Address	Specific Contributions
Collin Aycock	collin.j.aycock@gmail.com	Requirements Contributed to Process Retrospective
Ayesha Ewing	chrisanthamum24@yahoo.com	Finished Personas Contributed to Requirements part Contributed to Process Retrospective
Soudea Forbes	soudeaforges@gmail.com	Finished concept analysis Created word-edition conceptual model diagram Contributed to Process Retrospective
Fei Gao	email.gaofei@gmail.com	Finished personas Created journey map Transfer conceptual model map into Omnigraffle output. Contributed to Process Retrospective. Managed final review/revisions and submission.