

Kelly Carr

USER NEEDS ANALYSIS

Scope and Definition of Requirements

A. DEFINE USERS

1. Define your audience: Who are the users?

- College students, young adults

2. Identify user goals:

- The user goals would be to have a better user experience with the Cash App, meaning, the users would need an app that protects their personal information and cards. I would also assume that the user would want a very easy transaction checkout, simply enter the money amount and press a button or tap phone like Apple Pay.

3. Define your business goals:

Who are the users	Goals	Motivation	Needs	Behaviors
College Students	Transfer Money using Cash App	Pay friends, co-workers, etc / bill at restaurant	-Security -Speed of transaction	- impatient -Protective (of their information)

Scenarios

Incorporate the product

College Student Scenario #1

Two students go out for dinner at a rather fancy restaurant after Christmas break. They agreed that the two would pay for their own meals as they both have received a lot of Christmas gift cards and money for their dinner. While there, one student decides that they want to order an expensive bottle of wine for the two to share. They agreed to pay for the bottle with cash, but only one of the student's only brought their card.

In order to split the payment for the wine, the student who didn't bring cash decides to transfer money to his friend using the Cash App. After the dinner, the student pulls his phone out after the meal to pay his friend the money he owes for the wine. He has never used the app before and downloads the app to his phone. After setting up his profile he is weary to put his card information into the app, but realizes that he must in order to pay his friend.

After the student sets up his profile, he is confused on how to transfer the money to his friend. The layout confuses the user as the app has many features he is unfamiliar with. The student becomes frustrated with the app as his friend also is confused with it. They both decide he will pay him back with cash when he gets paid again.

College Student Scenario #2

Two students go out for drinks after their semester finals end as a celebration of their good grades. Usually, the two take turns paying for each other when they go out and use they're CashApp. One Student, Marney, uses the CashCard and the other, Dolly, simply uses the app to transfer money as well as collect money from her friends on their nights out.

Being rather familiar with the app, Marney checked her account to ensure that she had enough money to pay for tonight drinks. Dolly would pay next time, but for now she would send her friend money with the app. Right now, the two are in a crowded bar and Dolly feels uncomfortable about transferring money due to the size of the screen and people seeing her money, so she decides to do it later.

The two continued on their night and finally went home. Since the two were having so much fun, Dolly forgets to transfer the money when she gets home, as does Marney when she was going to remind her. Marney eventually goes to pay her rent money, but realizes that she is short of money. She then remembers that Dolly had forgotten to pay her back after their night they had gone out. By the time she texts her friend it is too late for her to pay on time and she is charged a late fee.

Personas

Personas

College Student User

Motivations

- Easily use the app to transfer money

Goals

- Transfer money using Cash App

Frustrations

- Unable to easily transfer money using the app
- App is cluttered with information that a majority of users would not use
- Needs better organization

Personality

- Impatient
- Weary of personal information, such as card information and personal information (protective)
-

Technology

- A large majority of user have a good understanding of how to operate their cell phone
- Knowledge of navigating an app on their phone
- Basic understanding of troubleshooting should their device not work as well, or at the very least knows how to contact help to fix it

B. SET OBJECTIVES

4. Define the usability objectives:

User	Usability	Sample Design	Method/Instrument
CS	Efficiency, Error Prevention, Memorability, and Satisfaction (might need to change)	SRS (Simple random design)	Qualitative/ Interview

5. Identify the design constraints:

- The timeline for this project is 3 weeks. The project team will consist of me, Kelly. The goals of the project would be to analyze the user needs analysis and define the user's goals, needs, motivations and behaviors, as well as create a lo fi prototype of the user experience for the Cash App. Our users are college students. The target platform is redesigning Cash App.

6. Define functional specific actions:

- The function of the PSA is to improve the user experience of the CashApp, meaning improvement of the App.

C. CONDUCT BACKGROUND RESEARCH

7. Define the sampling parameters and strategy for the data gathering process; populations, sampling frames, approaches (qual / quant / mixed), methods (surveys, interviews, and FG) for each user type.

Users	Methodology	Sample Strategy	Instrument(s)
College Students	Interviews	qualitative	Meeting (via Zoom)

8. Construct data gathering instruments; surveys (semi, structured, or open ended), focus group schedule (list of questions), surveys (questions and design).

Questions (OPEN ENDED)

Meeting with two users:

User #1:

What is the primary use

- Sending money to friends if I don't have money on me if we are out.
- I did recently send a friend some money

What is the biggest problem with the app

- The layout
- Probably an organization problem

Do you use the CashCard and the Coupons with it?

- Does not use the cash card or coupons provided with it

Do you think that your information is secure

- Not enough at least

- Is worried about leaked information with the app (possibly privacy about card or cashtag getting out)

Do you feel that the app is simple enough to use that you can quickly transfer money with it

- Is quick (I think so)

User #2

What is the primary use?

- Send money to people

What is the biggest problem with the app?

- Saving your information. Layout and organization issue. Maybe if you have to scroll a lot

Do you use the CashCard or stock, or bitcoin?

- I would use the CashCard the most, probably not the stocks or the bitcoin

Do you think that your information is secure on the app?

- Maybe change the interface so that others around couldn't see how much money or the names of who you are sending it to can see

Do you feel that the app is simple enough to use that you can quickly transfer money with it

- It's fine
- As long as there is a process and you do not accidentally bump into someone it would be beneficial

User Needs Analysis Outcome

I. User Definition and Goals

A. The goals of the user would be to successfully navigate through the CashApp, using its features to transfer money to their friends, order and use the CashCard, and buy and sell Bitcoin and stocks.

B. Objectives:

1. Usability: According to my research with the two users they both had issues with the layout and security of the
2. Design Constraints: The Design Constraints of this project is 3 weeks done by me, Kelly, and me alone.

C. Background Research

1. Survey Instruments with Questions
 - a) I will run a 15 minute interview with two random college students who have used the CashApp
 - b) Questions
 - (1) What is the primary use?
 - (2) What is the biggest problem with the app?
 - (3) Do you use the CashCard, or buy and sell stocks, or bitcoin?
 - (4) Do you think that your information is secure on the app?
 - (5) Do you feel that the app is simple enough to use that you can quickly transfer money with it?
2. Observation Notes (dates, times, locations)
 - a) I will interview the participants using Zoom at 1:00 pm on Saturday, November 26, 2020.
3. Raw Data and Data Analysis
 - a) Both of the users felt that the app was cluttered with useless information that they did not use. I was a bit surprised to learn that one of the users said they would use the cashcard if the app was better organized and more secure. Both of the users had issues with the layout and organization as well as the security.
4. Conclusions and Findings
 - a) (See page 6)

II. Ideation

A. Brainstorming (journey and mind maps, card sorts)

1. Journey: The user logs into their profile, or creates an account and is taken directly to the MONEY page. All of the pages are connected to each other with a menu. The only pages that aren't fully connected are the pages on the Account page.

Stage Two: Ideation

Step 3: The user's mostly were focused on the layout and security. They also did not seem to use any of the app's other features. The problems presented were the app design, such as the colors used, layout and organization and the security.

Step 4: Some of the common mistakes in the assumptions that I made were that users were impatient and wanted a quicker way to send people money. Both of the people I had spoken with said that the speed of the transaction was fine, and even thought that if it meant more security, then they would be willing to wait (like entering a passcode should there be an apple pay feature where you tap phones). I was, however, correct in assuming that users value their privacy. I had thought that user's would not use the other features on the app such as the CashApp, like the CashCard, stocks and bitcoin.

One of the users I had interviewed stated that they would use the CashCard, but stated that the app needed to be better organized so that they could easily find the information about the card. Both of the users had issues with the layout and organization of the app. I had a feeling they would have issues with the app's layout, as I think it needs an update.