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DESIGN TESTING AND EVALUATION

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User Types

User types for asana.com.

Empathy Maps

Two empathy maps - one for each user type.

UX Audit

Screenshots of UX Audit on asana.com as well as the Figma link.

1. USER TYPES

Two user types for productivity software

1. **SENIOR PROJECT MANAGER FOR A SOFTWARE COMPANY**
2. **JUNIOR GRANT WRITER FOR A NON-PROFIT**

SENIOR PROJECT MANAGER

Desires a software that will:

- ▷ Set clear team goals
- ▷ Allow for delegation of tasks
- ▷ Set a timeline for completion of tasks
- ▷ Allow team members to collaborate on task completion
- ▷ Streamline workflows
- ▷ Gain insights through reporting and analytics
- ▷ Scale to meet the evolving needs of the projects and teams

JUNIOR GRANT WRITER

Desires a software that will:

▷ Show clear directive of goals from supervisor

▷ Show task assignments and completions

▷ Allow collaboration with team members

▷ Streamline document management

▷ Track the status of grant applications

▷ Monitor funding opportunities

▷ Generate reports on their activities

2. EMPATHY MAPS

Two empathy maps, one for each user type

① WHO are we empathizing with?

John - a project manager for a software company.

GOAL

② What do they need to DO?

Set clear team goals.
Delegate tasks.
Set timelines.
Platform for team members to collaborate on tasks.

Charts, graphs, and reports displaying project progress and metrics.
Team members working on various tasks.

③ What do they SEE?

Emails, notifications, and messages related to project updates.
Competing priorities and deadlines.

"I need a tool that helps me stay organized and on top of multiple projects."

④ What do they SAY?

"I wish there was a way to track progress more efficiently without micromanaging my team."
"I feel overwhelmed by the amount of information and tasks I need to manage daily."

⑦ What do they THINK and FEEL?

PAINS

Difficulty in prioritizing tasks.
Challenges in coordinating with team members.
Stress from managing multiple projects simultaneously.
Fear of project failure due to unforeseen issues or lack of resources.

GAINS

Increased productivity and efficiency.
Improved collaboration and communication.
Greater visibility into project progress and performance.
Stakeholder satisfaction.

Frustrated when projects fall behind schedule Anxious about meeting deadlines and keeping stakeholders satisfied. Overwhelmed by the amount of information and data they need to manage.

Feedback from team members about challenges they face.
Requests from stakeholders for project updates or changes.
Suggestions or complaints about the current productivity tools being used.

⑥ What do they HEAR?

Success stories from other project managers using efficient software solutions.

Manages multiple projects simultaneously.

⑤ What do they DO?

Conducts regular meetings with team members to discuss progress.
Analyzes data and reports to track project performance.
Delegates tasks to team members based on their strengths.

Empathy Map

1 **WHO are we empathizing with?**

Julie - a junior grant writer for a non profit.

GOAL

2 **What do they need to DO?**

Manage time and tasks.
Focus on grant writing applications.
Follow a schedule/timeline for various projects.
Track grant reporting for money received.

Colleagues discussing the challenges of grant writing and time management.

Supervisors emphasizing the importance of meeting deadlines and submitting quality applications.

6 **What do they HEAR?**

Mentors offering advice on streamlining the grant writing process.

Complex grant applications with extensive documentation requirements.
Colleagues using various tools or methods to manage their tasks.

3 **What do they SEE?**

Senior grant writers handling multiple grants with apparent ease.

7 **What do they THINK and FEEL?**

PAINS

Feeling overwhelmed by the volume of information and tasks.

Fear of missing deadlines or requirements.

Lack of confidence in managing grant writing tasks efficiently.

GAINS

Increased confidence through improved organization and time management.
Greater peace of mind knowing that deadlines and requirements are tracked effectively.
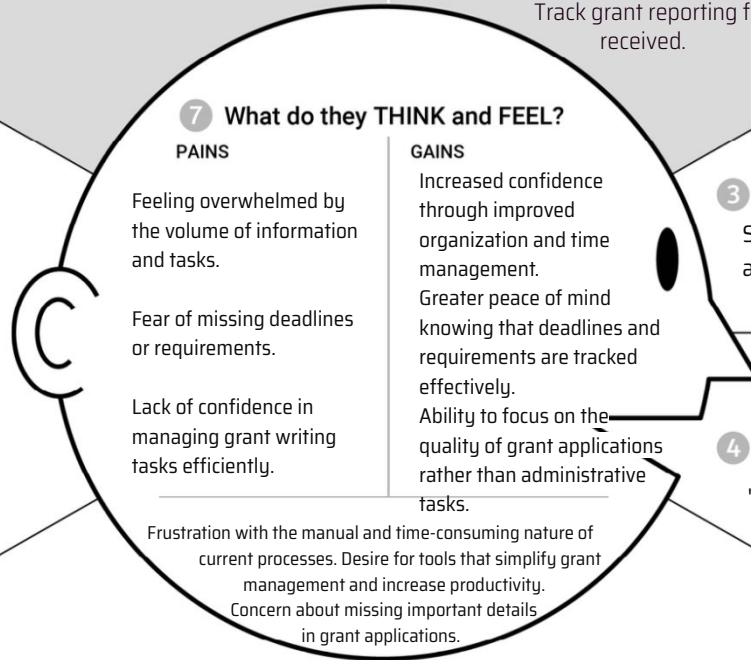Ability to focus on the quality of grant applications rather than administrative tasks.

Frustration with the manual and time-consuming nature of current processes. Desire for tools that simplify grant management and increase productivity. Concern about missing important details in grant applications.

"I feel overwhelmed with the amount of information I have to manage."

4 **What do they SAY?**

"It's challenging to keep track of deadlines and requirements for different grants."
"I wish there was a more efficient way to organize my grant writing tasks."

5 **What do they DO?**

Spends significant time researching grant opportunities and requirements.
Keeps multiple spreadsheets or documents to track deadlines, requirements, and progress.
Often feels stressed or pressured to meet tight deadlines.

UX AUDIT

To view UX Audit in Figma, please click here