5.0 The End User Experience

# Assignment Background

The customer and client (aka "end user") is the person or groups of people that will use the product or service that is the focus of your final project. The purpose of this assignment is to describe the end user and how the end user uses the product or service.

### The End User Experience

*(~1-2 paragraphs)*

1. Describe the end user experience, including:
   * Who is the end user of the product or service?
   * What does the end user desire from the product or service?
   * What are the end users' "pain points?"
   * Can you improve the end user experience by making adjustments to the operation?