

MODELING USERS

PERSONAS

690A- Advanced Methods in HCI

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TODAY

- Personas [20 min]
- In class activity [30min]
 - Personas
- Discussion of readings [20min]

LEARNING GOALS

- describe the Persona method, specifications, and why we use it
- understand different types of Personas and be able to identify and prioritize them for an HCI project
- describe how to develop a Persona
- describe the pros/cons and challenges of using Personas

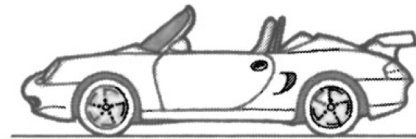
PERSONAS

The best way to successfully accommodate a variety of users is to design for specific types of individuals with specific needs.



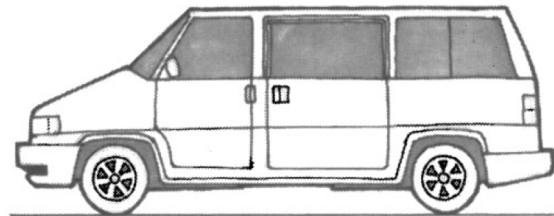
Alesandro's goals

- Go fast
- Have fun



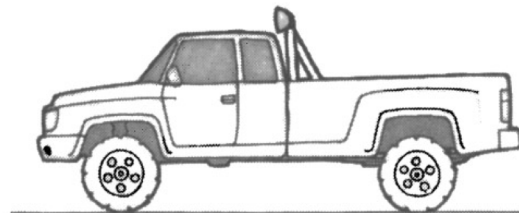
Marge's goals

- Be safe
- Be comfortable



Dale's goals

- Haul big loads
- Be reliable



WHAT IS PERSONAS

A human-centered tool to design for specific types of individuals with specific needs

- **Ground design in users' goals and activities**

A fictional user/character - a personification

- archetypes based on real data gathered from interviews and field research
- The power of fiction to engage

A precise descriptive model of the user

- what he wishes to accomplish, and why

WHY PERSONAS

Provide a shared basis for communication

- Communicate and build consensus across design teams and stakeholders

Helps to avoid critical errors in design

- Elastic user
 - constantly changing definition of the end user
- Self-referential design
 - designers design toward their own goals, needs and motivations.
 - designers may base scenarios on people similar to themselves.
- Edge cases
 - designers design for possible but not users

PERSONAS SPECS

- Design for one person
 - represents a group
- Hypothetical not real
- User persona not a buyer persona

Powerful tool if uses to complement other method but not replace them.

WHY NOT JUST USE REAL PEOPLE

- everyone has some behaviors one would not want to focus design on.
- a Persona represents **a group of people**
 - designing for/testing six Alans...

PERSONAS TYPES

We must prioritize our personas

- Primary persona (user persona)
 - one primary persona per interface
- Secondary persona
 - has additional needs that can be accommodated
- Customer persona
 - address the need of customer not end users
- Served persona
 - not users but directly affected by the use of the product
- Negative/Anti-persona
 - the type of person you don't want to target

CREATING PERSONAS

COOPER ET AL

qualitative research data: behavioral patterns observed during interviews and observation.

1. Group interview subjects by role.
2. Identify behavioral variables.
3. Map interviewee to behavioral variables.
4. Identify significant behavior patterns.
5. Synthesize characteristics and define goals.
6. Check for completeness and redundancy.
7. Expand the description of attributes and behaviors (narrative).

CREATING PERSONAS

PRUITT & GRUDIN

Development Process

1. Begin with intensive research based on fieldwork and marketing data
2. Divide the team to focus on different personas, gather relevant research data, consider 'anti-personas'
3. Consolidate data collection and analysis in *Foundation Documents* that serve as a repository of relevant data for each persona.
4. Construct narrative stories based on affinity diagrams of data.
5. Create images of personas and give names

CREATING PERSONA

Links between Persona characteristics and the supporting data are made explicit and salient in the *foundation documents*.

Overview – Alan Waters (Business Owner)

Get to know Alan, his business, and family.

A Day in the Life

Follow Alan through a typical day.

Work Activities

Look at Alan's job description and role at work.

Household and Leisure Activities

Get information about what Alan does when he's not at work.

Goals, Fears, and Aspirations

Understand the concerns Alan has about his life, career, and business.

Computer Skills, Knowledge, and Abilities

Learn about Alan's computer experience.

Market Size and Influence

Understand the impact people like Alan have on our business.

Demographic Attributes

Read key demographic information about Alan and his family.

Technology Attributes

Get a sense of what Alan does with technology.

Technology Attitudes

Review Alan's perspective on technology, past and future.

Communicating

Learn how Alan keeps in touch with people.

International Considerations

Find out what Alan is like outside the U.S.

Quotes

Hear what Alan has to say.

References

See source materials for this document.

A FEATURE-PERSONAS

an example of how Personas can become explicitly involved in the design and development process

	Persona 1	Persona 2	Persona 3	
Weight:	50	35	15	Weighted Sum
Feature 1	0	1	2	65
Feature 2	2	1	1	150
Feature 3	-1	1	0	-15
Feature 4	1	1	1	100
Etc.	-	-	-	-

- 0 (the Persona doesn't care about the feature one way or the other)
- 1 (the Persona is confused, annoyed, or in some way harmed by the feature)
- +1 (the feature provides some value to the Persona)
- +2 (the Persona loves this feature or the feature does something wonderful for the Persona even if they don't realize it)

IN CLASS ACTIVITY [30 MIN]

Use your notes from interviews and observations of people (potential product's users) and identify a set of behavioral variables for **each of your participant** by focusing on the following types of variables:

- **Activities**-What the user does; frequency and volume
- **Attitudes**-How the user thinks about the product domain and technology
- **Aptitudes**-What education and training the user has; ability to learn
- **Motivations**-Why the user is engaged in the product domain
- **Skills**-User abilities related to the product domain and technology

DISCUSSION ON READINGS [20 MIN]

Get into group of 3-4 answering the following questions:

- What surprised you? or
- What you disagreed with?
- Others?

ON DECK...

Next class (Thursday) ...

1. No Reading
2. Second Project milestone: Define
❖ due on Wednesday Feb 27

EXTRA SLIDES

BENEFITS

- become a management tool in the development process
 - guides development towards building a human centered product instead of tech-centered
- provide internal and external project participants with a common language and a common understanding of the users.
- help make assumptions and decision-making criteria explicit.
- help establish who is and consequently who is not being designed for.
- provide insights into and maintain focus on user needs and company goals.

CHALLENGES

- expensive tool: it takes time and money to create personas
 - demands a proper validation and large sets of data.
- hard to keep in mind that the personas are not real users and cannot replace meetings with real users.
- difficult to encompass a large cast of personas in design process (more than 10).
- the method does not provide instructions on how to use the personas, as the focus is on descriptions of people.
- it can be difficult to get management support.
 - validity of a small number of interviewed

RISKS OF PERSONAS

- the characters are not believable
 - designed by committee (not based on data) or the relationship to data is not clear.
- the characters are not communicated well.
- adopt or adapt Personas
 - marketing and product development have different
- needs that require different Persona attributes.
- Personas can be overused.
 - At worst, they could replace other user-centered methods, ongoing data collection, or product evaluation.