

Lesson 4.2

3.7.2020

Community Review #1

DAILY OBJECTIVE

In this lesson, students will identify community members that could potentially use your project through a Persona. Students will then attempt to schedule an interview with a potentially impacted community member, or research an impacted group, for discussion during their final show and tell session.

DEFINITIONS

Here are a few terms that you might find useful today.

1. **Persona:** A fictional character created to act as a representative user from a group or segment of a project's user base.

Section 1: Introduction to Personas

1.1 Introduction - What's a persona?

Personas are fictional characters created to act as a representative user from a group or segment of a project's user base.

Oftentimes, personas are used early on in the development process to give development teams a shared understanding of who they are developing for! We'll be using the persona we generate today to help build a short survey of questions that we can potentially use to gain more insight about how our projects can be used in the real world.

1.2 Making a Persona

Complete the following Activity:

A	15-20 Minutes	Defining a Persona Using the "Persona Building" Activity Worksheet, build a persona of a representative user for your project!
----------	--------------------------	--

Section 2: Interview Design

2.1 Designing an Interview

Now, we'll use the personas we've designed to create a short interview.

Complete the following activity:

A	15-20 Minutes	Designing an Interview Using the persona you've designed, generate 5 interview questions for a potential interview. Follow the guidelines on the "Interview Design" Activity Worksheet. These survey questions should be written and presented to a community member in the target population of your persona if possible!
----------	--------------------------	---

2.2 Conducting a Project Interview

If time permits, over the next few days students should aim to conduct a think aloud and project interview with a community member in their target population (if possible). This community member should **not** be a part of the class!

Otherwise, students should research their target populations in an effort to simulate responses to these questions as a last resort. Their findings should be presented during the show and tell sessions in lessons 4.4 and 4.5!

ACTIVITY WORKSHEET

Persona Design

Use this worksheet to design a persona for a person from the target population of your project!

Demographics

What data represents this person?

Gender:

Age:

Location:

Relationship Status:

Income Range:

Job Title:

Photo

A descriptive photo of the persona.

Background

What do we know about this person in general? What problems or issues do they face?

Goals

What goals of this person intersect with the potential benefits of our project?

Motivations

What motivations does this person have that we can accentuate?

Pain Points

What issues does this person have that we could help solve?

ACTIVITY WORKSHEET

Interview Design

Use this worksheet to develop at least 5 interview questions for a member of your target population.

These questions should be written and presented to a person **after** they've conducted a think aloud of your project, so do your best to tailor the questions to your project specifically. Add notes to help you keep track of the main reason you are asking this question.

1. Question:

Notes:

2. Question:

Notes:

3. Question:

Notes:

4. Question:

Notes:

5. Question:

Notes: