Personas

BRANDI TYLER

PROFILE	Narrow Feet
GENDER	Female
AGE	36
LOCATION	Los Angeles, CA
OCCUPATION	Receptionist; $38k

"It's SO difficult to buy shoes that fit my feet."

MOTIVATIONS

Brandi gets very emotional about shopping for shoes in retail stores because she rarely can find a pait that fits her narrow feet. Recently, she's turned to online shopping to avoid the hassle of shopping in stores. Brandi found Munro after Googling "narrow width shoes" and reading other reviews online about the company.

GOALS

- Needs an SS (4A) width shoe
- Would like to purchase several pairs to fit occasion, style, and color
- Hoping to find that she doesn't have to sacrifice style or options when searching by fit

FRUSTRATIONS

- Not being able to filter available shoes by width
- Getting far fewer options when she applies width filter
- No other recommended shoes when she's looking at a pair she particularly likes

REAL MUNRO CUSTOMERS

"My whole life has been a choice between fit and style - when I was younger, I went for style & my feet killed me. As an adult, I tried for fit & the styles were for 95 year olds. This shoe is the 1st time I could get both."

"I wear a 4A and I have struggled my entire life finding shoes narrow enough for my feet and more so in recent years. I stumbled onto this Munro brand sandal and was shocked to find it comes in up to a 4A width and it actually fit and is like wearing a glove! I now have two pairs in different colors."

"Love these slides so much I went out and bought two more pairs. I have very narrow feet and they fit perfectly. They're very stylish and I get compliments whenever I wear them."

Why are digital products bad?

- Ignorance about users
  - How are they going to use the product we're designing?
- Conflicting interests
  - Coding -v- Design time
  - Deadlines
- Lack of Process
  - A repeatable, predictable, analytical process for transforming an understanding of users into products that meet their needs and excite their imagination

Questions for Designers

1. Who are my users?
2. What are my users trying to accomplish?
3. How do my users think about what they're trying to accomplish?
4. What kind of experience do my users find appealing and rewarding?
5. How should my product behave?
6. What form should my product take?
7. How will users interact with my product?
8. How can my product's functions be most effectively organised?
9. How will my product introduce itself to first time users?
10. How can my product put an understandable, appealing and controllable face on technology?
11. How can my product deal with problems that users encounter?
12. How will my product help infrequent and inexperienced users understand how to accomplish their goals?
13. How can my product provide sufficient depth and power to expert users?

User Research

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Personas

- **Models** of users
- **Not real** people, but abstractions of behaviours, motivations and goals of real people
- Precise means of **thinking about** how users behave, think, act, what (and why) they wish to accomplish
- Means of developing **empathy** with users

Personas

- Key to understanding personas is their **goals**
- Three types of goal linked to three types of cognitive processing

Three Levels of Cognitive Processing

- **Visceral**: React to product prior to interaction. Based on visual stimulus, or other sensory stimulus.

- **Behavioural**: Processing to allow us manage simple, every day behaviours – constitutes the majority of human activity

- **Reflective**: Conscious consideration or reflection on past experience.

Three Types of Goal

- Experience Goals (Visceral Processing): How someone wants to feel while using a product
  - How a user wants to feel
- End Goals (Behavioural Processing): Motivation for using the product
  - What a user wants to do
- Life Goals (Reflective Processing): Deep desires, long term goals
 - Who a user wants to be

Process for Constructing Personas

1. Identify behavioural variables
2. Map interview subjects to behavioural variables
3. Identify significant behaviour patterns
4. Synthesise characteristics and relevant goals
5. Check for redundancy and completeness
6. Expand description of attributes and behaviours
7. Designate persona types

1. Identify behavioural variables

- Consider
  1. **Activities**: What the user does
  2. **Attitudes**: How the user thinks about the product domain
  3. **Aptitudes**: What education and training the user has, their capability to learn
  4. **Motivations**: Why the user is engaged in the product domain
  5. **Skills**: User capabilities related to the product domain

2. Map subjects to variables

• Place interviewees along continuum for each of the behavioural variables
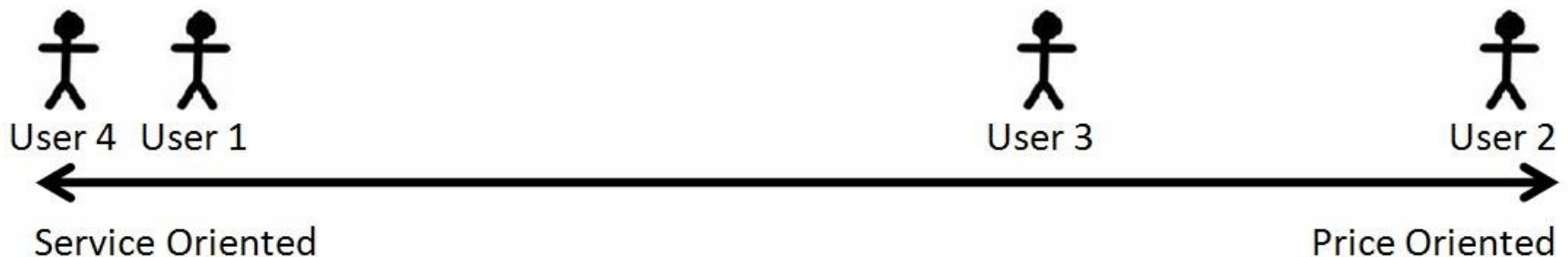
3. Identify Significant Behaviour Patterns

- Subjects who cluster in a large number of behaviour variables will form the basis of a persona

- There must be a logical or causative connection between the clustered behaviours

4. Synthesise Characteristics and Goals

- Determine key goals (typically end goals)
- Describe
  - Potential environment
  - Typical workday
  - Current issues
  - Relevant relationships with others
- Name the persona

5. Check for Completeness and Redundancy

- Check for gaps

- Merge personas if possible / important

- Ensure the persona set is complete and that each persona is meaningfully distinct

6. Expand description of attributes and behaviour

- Majority of user research findings should be contained in the persona description

- 1-2 pages of prose

- Contain relevant information

- Narrative should explain what the user wants from the product

- Choose photograph for the persona – illustrating their environment and other characteristics

7. Designate Persona Types

- Two main types of persona
  - Primary
  - Secondary

Primary Persona

- Primary target for the product
- One primary target per interface
- Will not be satisfied by a design targeted at any other persona in the set
- Choose a persona which, if targeted, will not result in dissatisfaction for other personas
- If no clear persona arises as primary, then consider alternative interfaces

Secondary Persona

- Mostly satisfied with the primary persona's interface

- Has additional specific needs which can be satisfied without disturbing the product's ability to serve the primary persona

- Design for the primary – adjust for the secondary

Strengths of Personas

1. Determine what a product should do and how

2. Communicate with stakeholders

3. Build consensus and commitment to design

4. Measure the design's effectiveness

5. Contribute to other aspects of the project, such as marketing etc.

Task

- In groups, design (without data – not usually a good idea) a set of personas for a weather app
  - Focus on Goals

Using Personas for Requirements Definition

1. Create problem and vision statements
2. Brainstorm
3. Identify persona expectations
4. Construct context scenarios
5. Identify requirements

1. Problem Statement

- Relationship between business goals and persona concerns e.g.

"Company X's satisfaction ratings are low and market share has diminished by 10% over the past year because users don't have adequate tools to perform X, Y and Z tasks that would help them to meet their goal of G"

2. Vision Statement

- High level design objective or mandate
- Lead with the user needs

"The new design of Product X will help users achieve G by giving them the ability to perform X, Y and Z with greater (accuracy, efficiency…), and without problems A, B and C that they currently experience. This will dramatically improve Company X's customer satisfaction and will lead to increased market share"

3. Identify Persona Expectations

- For each primary and secondary persona, identify
  1. Attitudes, expectations, aspirations, social, environmental, cultural, cognitive factors which influence persona's expectations
  2. General expectations and desires the persona may have about the experience of using the product
  3. Behaviours the persona will expect or desire from the product
  4. How the persona thinks about the basic elements or units of data (e.g. in e-mail, *messages*, *people*...)

4. Construct Context Scenarios

- Narrative, using the personas, which answers:
  1. In what setting will the product be used?
  2. Will it be used for extended periods of time?
  3. Is the persona frequently interrupted?
  4. Are there multiple users on the same device?
  5. With what other products will it be used?
  6. What primary activity does the persona need to complete to meet their goals?
  7. What is the expected end result of using the product?
  8. How much complexity is permissible, based on persona skill and frequency of use?

5. Identify Requirements

- Consider objects, actions and contexts
  - E.g. Call (action) a person (object) directly from an appointment (context)

- Types of requirement
  - Data (**objects** and **adjectives** of those objects)
  - Functional (**actions** or operations on objects)

Task

- In groups, design (without data – not usually a good idea) a set of requirements based on your personas for the weather app

References

- About Face 3: The Essentials of Interaction Design
  - Alan Cooper, Robert Reimann, David Cronin