

Empathy Map and Personas

Empathy Map

Visualization tool where designers gain an in depth understanding of the user behaviour and attitude

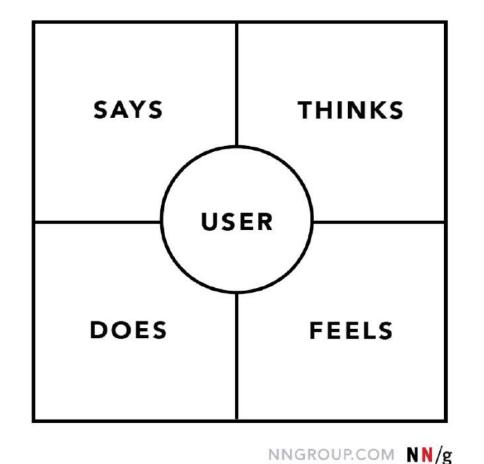
Represents a group of users, such as a customer segment

Empathy Map-Format

Direct statements

Actions that client takes

EMPATHY MAP



What the client thinks about their experience

Emphasizes the consumer mental state

Empathy Map-Example



The Library is big, spacious, neat and clean

Need a quicker way to find a book

The lights are bit low

Prefers buying books online

Enjoys spending time with friends in college

Does reference work for studies, but online

Uses mobile a lot even to watch movies



SAY



THINK

Why does it takes so long to find a book here?

Cant the lights be a bit brighter?

I would rather search online than to go the way up to the 5th floor

NAME: SAM DESCRIPTION: STUDENT

DO

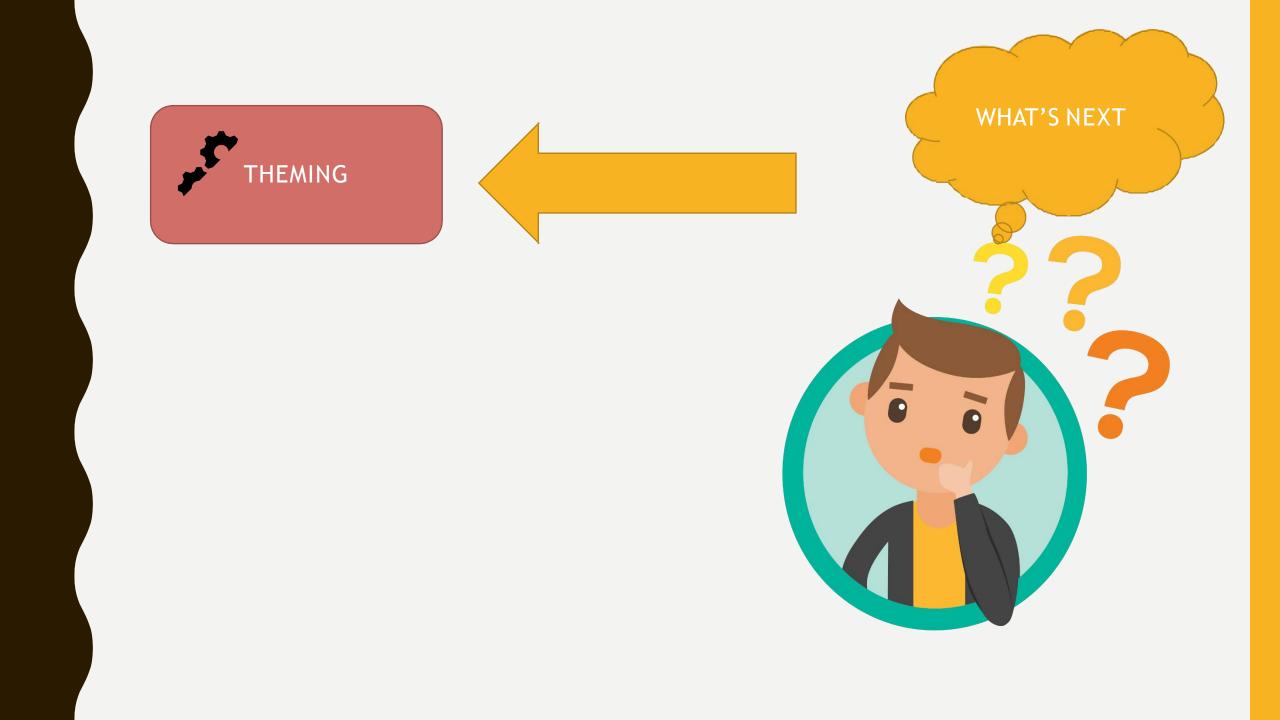
FEEL



Stressed about getting a campus recruitment

Frustrated at having to browse through rows of shelves in order to find a book

Irritated at not being able to read the book titles in dim library lights



Empathy Map-Example

THEMING

love campus life

The Library is big, spacious, neat and clean

Need a quicker way to find a book

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Does reference work for studies, but online

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SAY



THINK



NAME: SAM DESCRIPTION: STUDENT





Why does it takes so long to find a book here?

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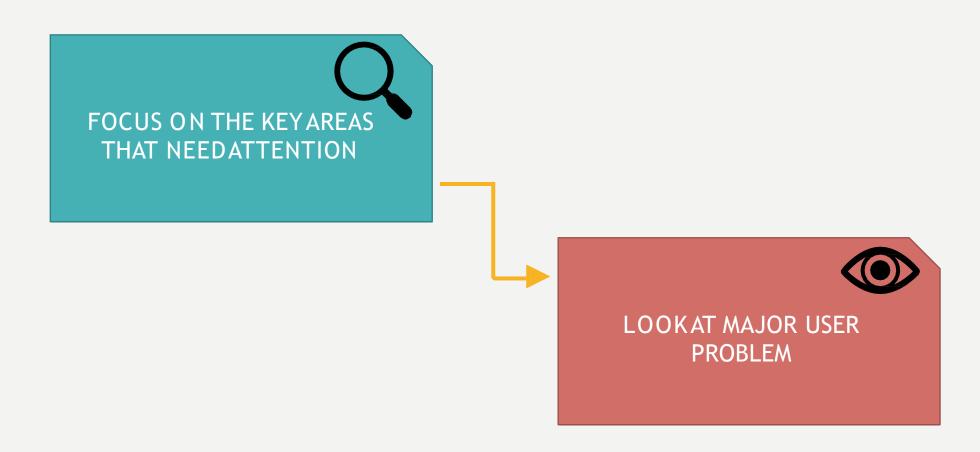
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THEMING



Empathy Map-Example

COLLEGE LIFE

I love campus life
Enjoys spending time
with friends in college.
Uses mobile a lot even to
watch movies
Stressed about getting a
campus recruitment

COLLEGE LIBRARAY Prefers buying books online
Does reference work for
studies, but online
The Library is big, spacious,
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Need a quicker way to find a
book
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through rows of shelves in
order to find a book
Why does it takes so long to
find a book here?

Advantages of Empathy Map

- Empathy map helps designers and non designers to visualize their user needs
- It slots into their workflow before the designers get involved in interactive prototyping
- It allows UX designers to map their target audience in the best way possible

PERSONAS



What are personas?

- Personas are fictional characters.
- Personas will help you to understand your users' needs, experiences, behaviors and goals.
- Personas can help you step out of yourself.
- Personas make the design task at hand less complex

Some example personas

Chervi

The seasoned assessor

About Cheryl

- Teaches history at a Grammar school
- Has been a teacher for over 20 years and assessor (off and on) for 10 years
- Is comfortable with the current paper
- Has previously struggled being a full time teacher and assessor
- Is not very confident using computers
- Enjoys the social aspect of being an assessor
- Has heard a few horror stories about eAssessment (e.g. marking on-screen)



OCR

"Being an assessor helps my students and helps me to pay for our summer holiday"

Key goals

- Earn some extra money
- Keep in touch with her network of assessor friends
- Coach her students



Ideal features

remotely

Long battery life

upload pictures to each

· Ability to take pictures

· Allowing others to access her pictures

Ability to name and add comments to

uploaded images

Ability to tracks several albums, and

Samantha Bell

"I'd love to keep in contact with my friends"

Sami is about to go abpoad for the gap year, so her parents decided to get her a new cemera, to make sure she's able o record everything she gets up to.

She likes the camera as it looks so modern, and it sable to do so much more than a lot of his friends cameras. he loves being in contact with people all the time, and one rures comp in comact with people all we time, and, finds in a speak way to lest time like when waiting for the but. She uses a let of the more advanced features — panoramic shots, online upload and

When she encounters a problem she ignores it won of the

Frustrations

- * Larch of entelless/3/2 ancress · ability to upload mages to personal site
 - Slow upleads
 Low battery life Need to be plugged wroughoad. lenages.
 - · Slow shutter speed Want to be able to nameladd
 comments to uploaded images
 - Gesting online is confusing Creating new albums

First time user

Female, 27 year old, single

Sam prefers to learn bow to things by trying things out by herself. She isn't worried about 'breaking' anything. If she does need belg anyoung, in one worst weep she would prefer to not to refer to a manual but "do it herself".

Needs

In order of preference

1. To share protures with test

- garents To share her pictures with her
- To share her pictures with people she meets whilst travelling

Key attributes

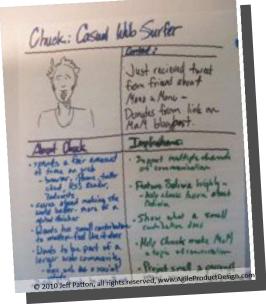


Gita The prospective assessor



"I'm keen to develop my skills and earn some extra money"







A detailed persona



Gita

The prospective assessor



Job. Teaches Biology (GCSE and AG) at Barriwel School, Slavehage, Hentfordshire - has been a teacher for 2 years

Education: Biology degree and PGCE (Post graduate certificate of education) Lives: Rents a 2 bed house on the guiskirts of Stevenase

Family status: Living with boylinand Rayi

Personality: Sociable, keen, entrusiastic

Assessor experience: Note, although she has experience of marking mock exams and coursework

"I'm keen to develop my skills and earn some extra money"

Key goals

- Earn some extra money Gita and har boylriend are saving to buy a house, so any extra money comes in
- Gains
 Gain experience as an assessor
 Gita feels that having experience or an assessor will look very good on her CV.
- Become a better teacher
 Gita hopes that being an assessor will
 ultimately help her to he a better teacher

Key needs

- Compelling and non-threatening Gita needs to have her hand held -we don't ward to scare her off
- Clear and straightforward
 Oka needs to know exactly what she
 needs to do and when she needs to get
- Fast and efficient Gita wonts to set things done as quickly as bossible so she can get on with more exciting things.
- Engaging
 Gite needs to get excited about the prospect of being an assessor, or at least at the amount of money one can pair.

Key challenges

- Can we possurede Gita that the reward for being an assessor is wordt the effort
- Can we ensure that Gits can still carry Out assessment activities at busy times?
- Can we persuade her that her Assessment experience as a bracher will make it very easy for her to become an assessor?
- Can we support Gita through cut the assessment process?

About Gita

Background

Background

(Bita is a biology backer at Barnwel School, a systimes and enterprise school for 11-16 year ods in people, Gitte Backer in Enabled for only 2 years and bleep the Supportability forducate and inopine young people, Gitte Backer for only 2 years and so is salt inspection, but the Support in Suppor

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Gis has some experience of making mock exams and ocursewers, but it is ittle apprehensive about becoming an essessor hereuve who concerned that it will take up too much of her time. When she's not in secretary of the planning for lessors and marking studer time. When she's not in wall her work, as an assessor getting in the planning for lessors, and marking studer and wouldn't see the planning for the planning for lessors and marking studer and wouldn't see the planning for the planning to spend her evenings and weekands searing document sound particularly appealing to the

A day in the site

Out likes to arrive at the school rice and back (6:16 amr of the latest) so that she has time to prepare for her
less sent of these that it is may at the material she pair be using in the reasons. Often down it drive (although
any down) and the school is a 25 minute walk from their brace e.2 a remain seaving or 7.0 and
their forms and their registration at 4.54 am and their brace e.2 a remain seaving or 7.0 and the latest
monthing and will although provide marking provide. Or most dayley to the latest
students and will give provide marking provide. Our most dayley Chair lass 3.4 lessons with
viviet in assort company and their provides marking provides provides give provides and the provides marking to the completed or lesson with
most days at 5 pm as its edit of alth set affecting to a particul,
lessons the six of the completed or lesson plans to
concern the second chair and out of the six of the
concerns the second chair and out of the six of th

Gita likes to switch off in the commings (Revi complains if this takes loss of work home with hert) and prefers to get things done at school when you's scill for work-mode! Most entenings Gits and Rawinumed in foots of the TV, especially now that they're tying to economise. Gits is a monthly of a board and when year putting on a production (usually 20 a year) most of her evenings are append rethearing, or Computer & IT experience

Computer & IT experience
(Sha is very controlled using combuters and uses the inheren most days (there is a computer in the work
saff room eth can use to check email and go online). She uses Pscaebook as to keep up with fronts and
will often both use write and find out what's comenty on his text Vises and, as she and Ray will often
pap down to trendom or the weekend to catch a show and meet up with trends.

At home Gita uses Raw's Laptop (which runs Windows XP and has a 15" screen running at 1366x768) to go ordine. They have a 2Mb windows troadband connection which annoyingly has selent to disconnecting

Attitude towards increesed use of fechnology Attitude towards increesed use of fechnology (the only recently upgrasted her mokile phone to a Beath new model) she is very control by the competer and going entine. She is untikely to be phased by darking out assessment activities online, although the assessment experience in the school to dake has all been with paper marking, so it is a bit of an unknown for foils.

vity is vita important to U.K.Y.

OCR varies for incorrupe skinbid-positive propie such as Glis to apply in order to increase the poel of switching assessors. Someone like Glas could also become a useful advocate for a seessment—depoling feart and sudfring the benefits of carrying our essessment activities colline to other escholar after actions.

Arms a visce a viscentinger.

(Size a sell very raw to absolving and to assessment in general, and is easily scared off. She is also often time poor and dossn't vanit being an assessor to negatively impact her teaching time.

ADM assessor personal v2.1 Please note that this excurrent is for internal use only

A brief persona

Cheryl

The seasoned assessor

About Cheryl

- Teaches history at a Grammar school
- Has been a teacher for over 20 years and assessor (off and on) for 10 years
- Is comfortable with the current paper process
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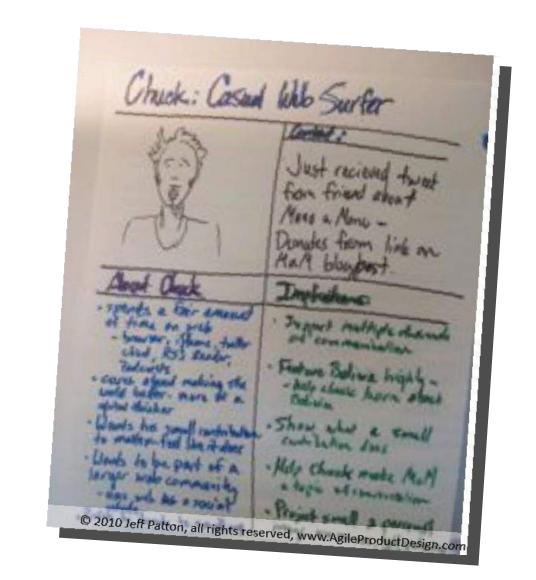


"Being an assessor helps my students and helps me to pay for our summer holiday"

Key goals

- Earn some extra money
- Keep in touch with her network of assessor friends
- Coach her students

A quick and dirty persona



An engaging persona



Why use personas?

- Put a human face to your users
- Encourage us to design and write for <u>real people</u>
- Capture important user needs & requirements
- Help to build consensus (agreement)
- Provoke discussion about users and usability
- Support and encourage user-centred design
- The creation process forces people to think about and find out about users

Creating personas



1. Find out everything you can about your users



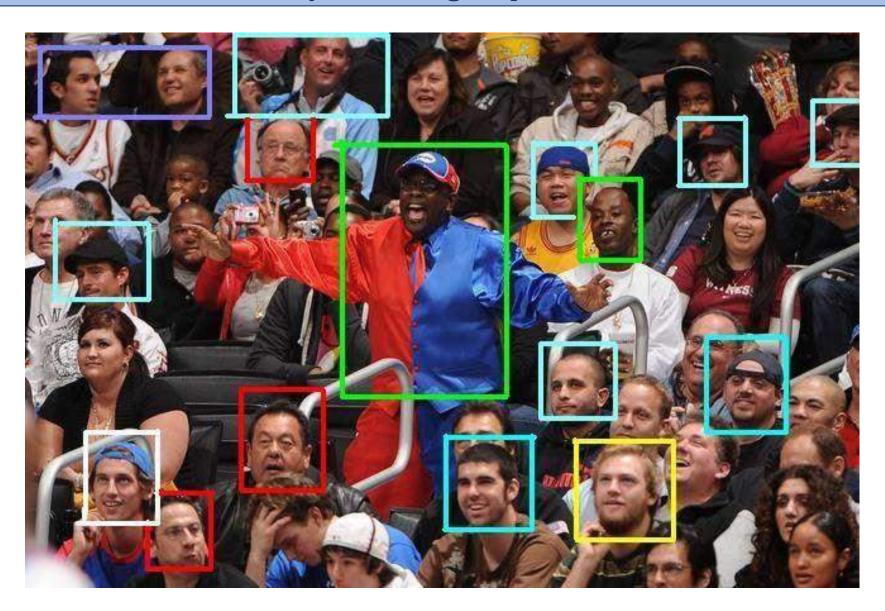
1. Find out everything you can about your users

- Talk to your users
- Talk to people who talk to your users
- Read about your users
- Survey your users
- Observe your users (with their permission)
- Write down everything you know and everything you don't know about your users...

Affinity diagramming can help to analyse findings



2. Determine your user groups & their characteristics

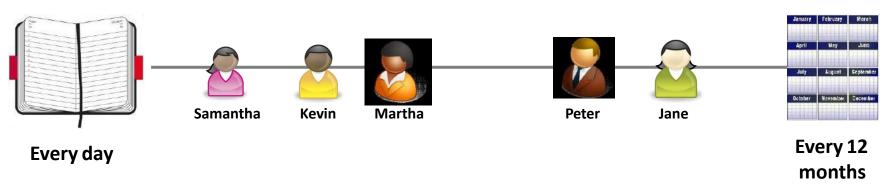


2. Determine your user groups & their characteristics

- Which groups naturally form?
- What are the trends?
- Which groups are most important?
- What are the shared characteristics for each group?
 - Goals and motivations
 - Behaviours
 - Attitudes

Map user characteristics

Frequency of use



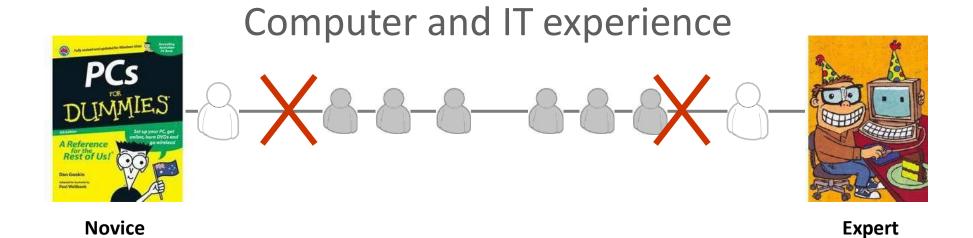
Some example user groups



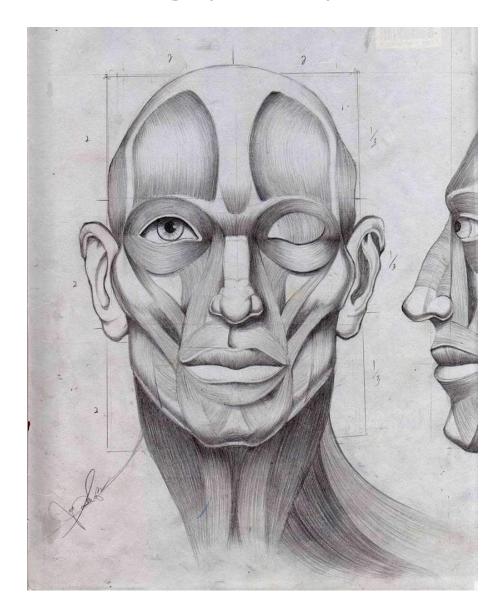




Set the design scope



3. Start creating your personas



3. Start creating your personas

[Persona's name]

[A tag line for the persona]

About [Name]

- Who are they?
- What is their background?
- What is their context?
- What's important to them?
- What are their pain points and frustrations?

A picture or photo of the persona

- "A quote the persona might say"
- Key goals & needs
- Goals Motivations Drivers
 Needs

3. Start creating your personas

Peter

The busy parent

About Peter

- Works in London for an advertising firm
- Lives in Surrey with his wife and 2 kids
- Has a busy life so is a big fan of time savers
- Is comfortable online and does a lot of shopping online
- Is a 'hunter' shopper wants to get in and out as quickly as possible
- When shopping usually just wants to find something that ticks all the boxes
- Wants to get good value preferably at the best price possible
- Gets annoyed by slow and clunky websites



"I don't want to have to faff around"

Key goals & needs

- To get the best price possible
- To be inspired
- A quick and painless online purchase

Using your personas









relationships



Allegan and the second second

Annual Control of the Control of the

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"Prof is a place to enable great relationships" collaborate trends



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"Fool it a great place for my students to engage with the real world" organise



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Using your personas

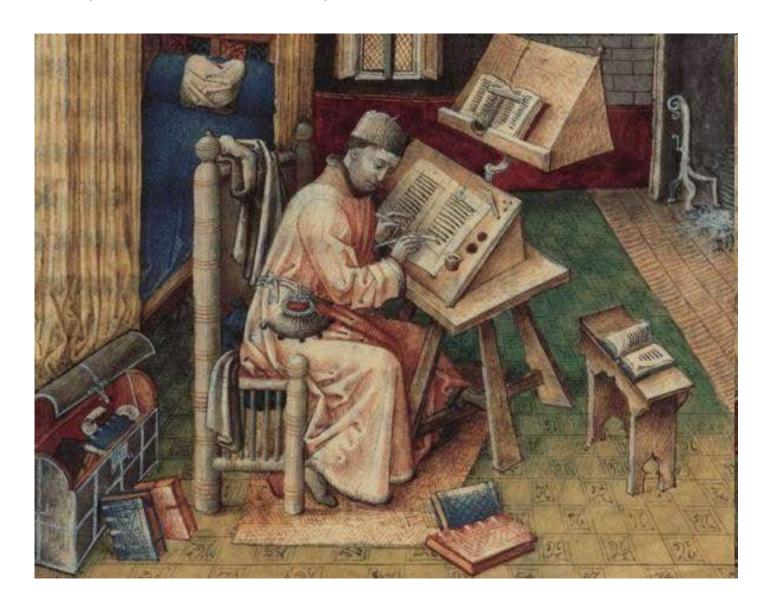
Use your personas to

- Communicate and define your users (especially key users)
- Brainstorm and think about content required by your users
- Prioritise content
- Define and think about appropriate language and terminology for your users

Using your personas

- Evaluate content and documents
- Role-play your users
- Define participants for user testing

Some persona tips



Focus on a few core personas



Make sure your personas are believable



Give your persona a memorable name

- Think of your persona as a brand
- People are more likely to remember a memorable name e.g.
 - Phoebe the photographer
 - Stuart the student
 - Enrique the engineer
- Think memorable, but believable!

Use an appropriate photo

Toby

The Cambridge new comer

About Toby (28)

- Currently lives in Cambridge with his girlfriend
- Moved to Cambridge from London 6 months ago
- Is an English & drama teacher at a Cambridge high school
- Is keen on making some new friends in Cambridge
- Uses the Internet most days and will use email and Facebook to keep in touch with friends



"I use the Internet for everything"

Key goals & needs

- To know where places are
- To find out what is going on locally
- To make new fiends

Use an appropriate photo

- A person photo should be:
 - A good size
 - A head shot
 - Natural, not too staged
 - Royalty free
- Some good websites for finding photos are:
 - Flickr
 - Stock.xchng
 - Fotolia

Use a template

[Persona's name]

[A tag line for the persona]

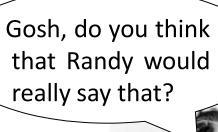
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- Who are they?
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A picture or photo of the persona

- "A quote the persona might say"
- Key goals & needs
 - Goals Motivations
 Drivers Needs

Create and discuss personas as a group





Cut out any unnecessary detail

- Only include information that is important when it comes to designing for that person
- Throw away any superfluous information (unless of course it impacts the design) e.g.
 - Their favourite film
 - What car they drive
 - Who their best friend is

Make your personas challenging



Make best guess personas explicit

Toby

The Cambridge new comer (Best guess – to be validated)

About Toby (28)

- Currently lives in Cambridge with his girlfriend
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- Is an English & drama teacher at a Cambridge high



"I use the Internet for everything"

Key goals & needs

- To know where places are
- To find out what is going on locally
- To make new fiends

Reuse them (don't re-invent the wheel)



Don't just keep them to yourself

Get your personas out in to the open

- Talk to people about them
- Put them up on the wall
- Include them in your documentation and presentations
- Create cards and hand outs for them

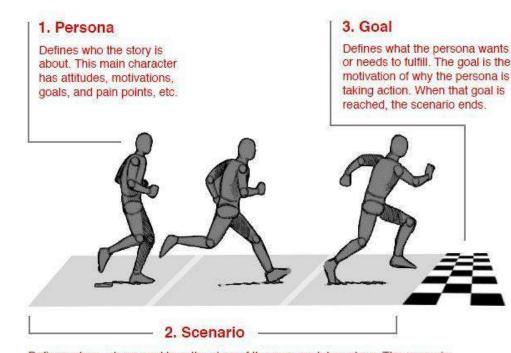
TYPES OF PERSONAS

- Goal Directed Personas
- Role based Personas
- Engaging Personas
- Fictional Personas

GOAL DIRECTED PERSONAS

Examine the process and workflow that your user would prefer to utilize in order to achieve their objectives in interacting with your product or service.

It is based upon the perspectives of Alan Cooper, an American software designer and programmer who is widely recognized as the "Father of Visual Basic".



Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

ROLE BASED PERSONAS

- Massively data-driven and incorporate data from both qualitative and quantitative sources.
- The role-based perspective focusses on the user's role in the organization.
- An examination of the roles that our users typically play in real life can help inform better product design decisions.
 - Where will the product be used?
 - What's this role's purpose?
 - What business objectives are required of this role?
 - Who else is impacted by the duties of this role?
 - What functions are served by this role?

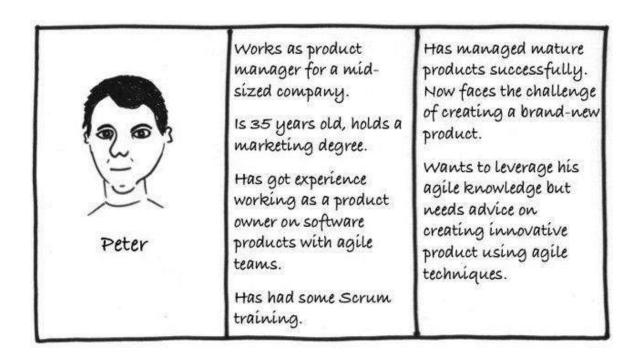






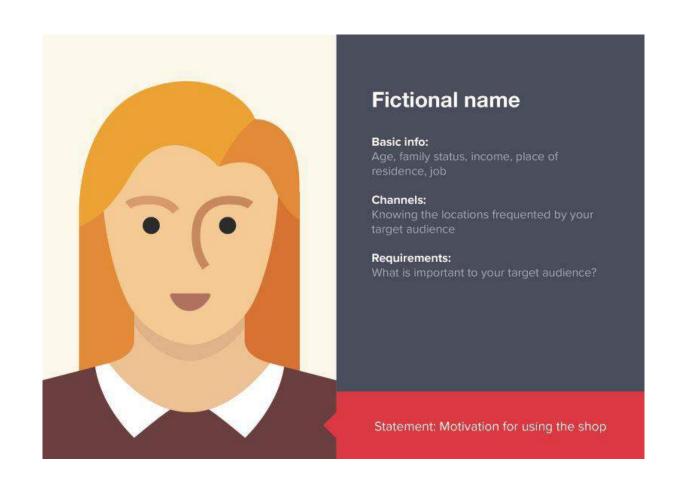
ENGAGING PERSONAS

- Move from designers seeing the user as a stereotype with whom they are unable to identify and whose life they cannot envision, to designers actively involving themselves in the lives of the personas.
- Engaging personas can incorporate both **goal** and **role-directed** personas, as well as the more **traditional** rounded personas.
- These engaging personas are designed so that the designers who use them can become more engaged with them.
- These personas examine the emotions of the user, their psychology, backgrounds and make them relevant to the task in hand.
- The perspective emphasizes how stories can engage and bring the personas to life.



FICTIONAL PERSONAS

- The fictional persona does not emerge from user research (unlike the other personas) but it emerges from the experience of the UX design team.
- It requires the team to make <u>assumptions</u> based upon past interactions with the user base, and products to deliver a picture of what, perhaps, typical users look like.
- They allow for early involvement with your users in the UX <u>design process</u>, but they should not, of course, be trusted as a guide for your development of products or services.



SUMMARY

- Empathy map is a Visualization tool where designers gain an in-depth understanding of the user behavior and attitude.
- Empathy map consists of four quadrant SAYS, THINKS, DOES and FEELS
- Data in the four quadrants are categorized into THEMES
- Personas are fictional characters to represent the different user types.
- Creating personas will help you to understand your users' needs, experiences, behaviors and goals.
- Personas are of four types GOAL BASED, ROLE BASED, ENAGING AND FICTIONAL

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