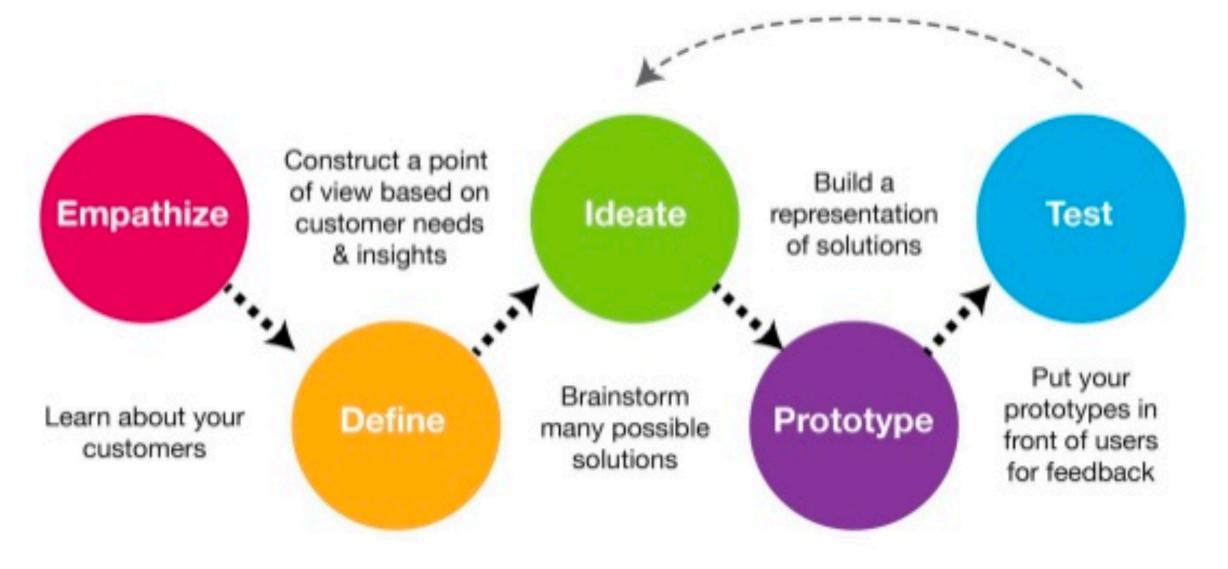


### **TODAY**

- 1. In the first assignment you looked at values and stakeholders
- 2. In the second assignment you are going to built a prototype for a recommender system based on the MovieLens dataset (<a href="https://grouplens.org/datasets/movielens/">https://grouplens.org/datasets/movielens/</a>)
- 3. Now, we are going to work on a series of interfaces for a recommender system: Videopolis
- 4. For this workshop we will also include "television shows/talk shows/public media content"
- 5. This will help you with the second individual assignment

## **TODAY (IN RANDOM GROUPS OF 4)**

- First a quick introduction to wireframes and personas (±15 minutes)
- 2. Sprint 1 (±30 minutes): defining the problem, developing two persona's
- 3. Sprint 2 (±40 minutes): designing wireframes round 1
- 4. Sprint 3 (±20 minutes): designing and reflecting on wireframes round 2
- 5. Sprint 4 (±40 minutes): combining, designing and reflecting on wireframes round 3
- 6. Presentations (±40 minutes)
- 8. Little bit of coding (±30 minutes)



### **HOW WE WILL WORK**

- 1. I create random groups of 4 (in breakout rooms)
- 2. Each of you pick a number 1, 2, 3, or 4. No duplicates
- 3. I will assign a target audience to a number
- 4. In each sprint I will create new combinations based on these numbers
- 5. In the final sprint I will put all the same numbers together in groups so they can discuss and create the final interface for the specific target audience

## **UNSURE?**

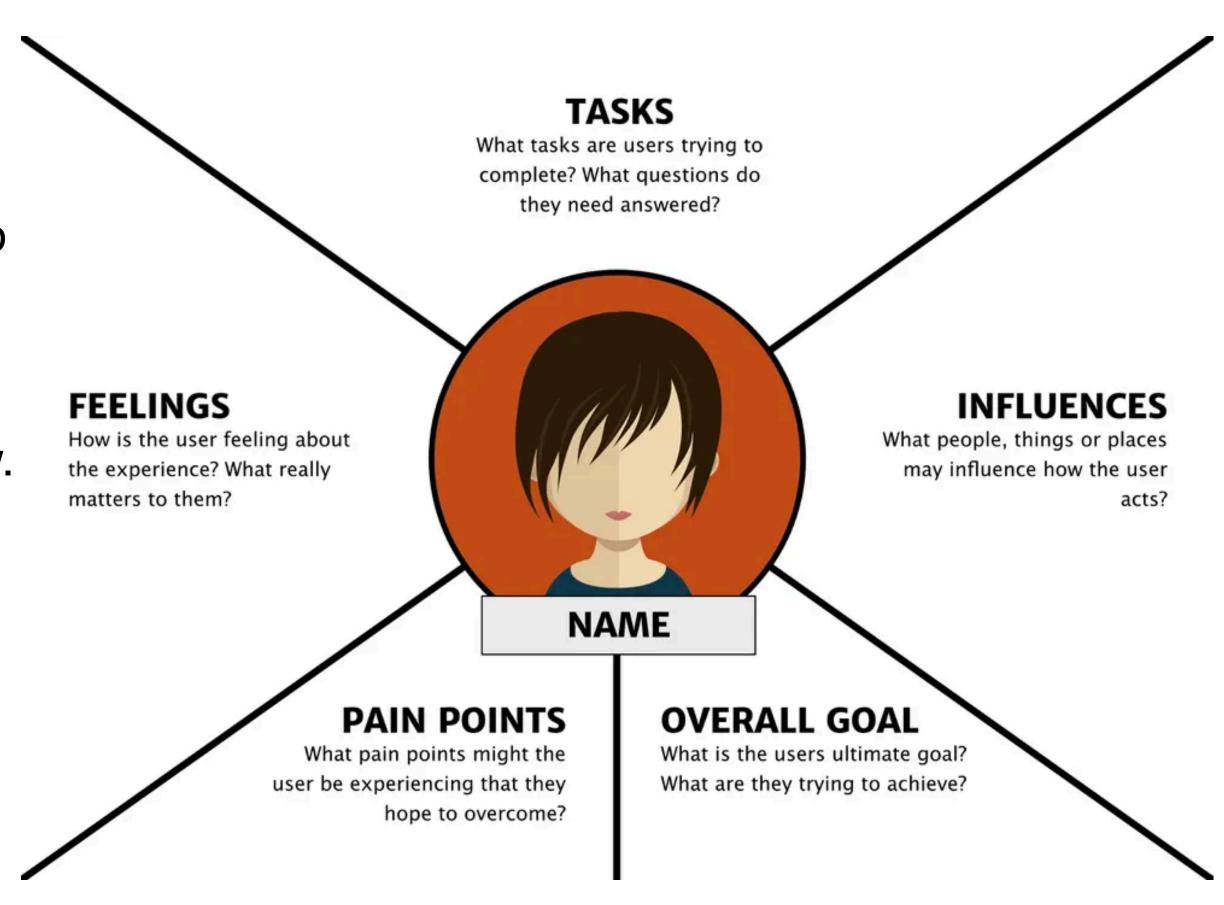
- 1. So each round you are challenged to think on behalf of your target audience and design
- 2. Draft, don't draw. Sketch, don't illustrate
- 3. You can sketch on paper, powerpoint, online tools as Figma, Photoshop, etc.
- 4. In each sprint you interact and challenge each other. A lot of Why questions
- 5. Always think of your user and the values? Which values am I communicating

## **TIPS**

- 1. Our pattern library on Algorithmic Affordances
- 2. Think of the data (or the lack of data); this is a freeform workshop so go crazy
- 3. Really try to solve something for the target audience... even if it is something quite simple

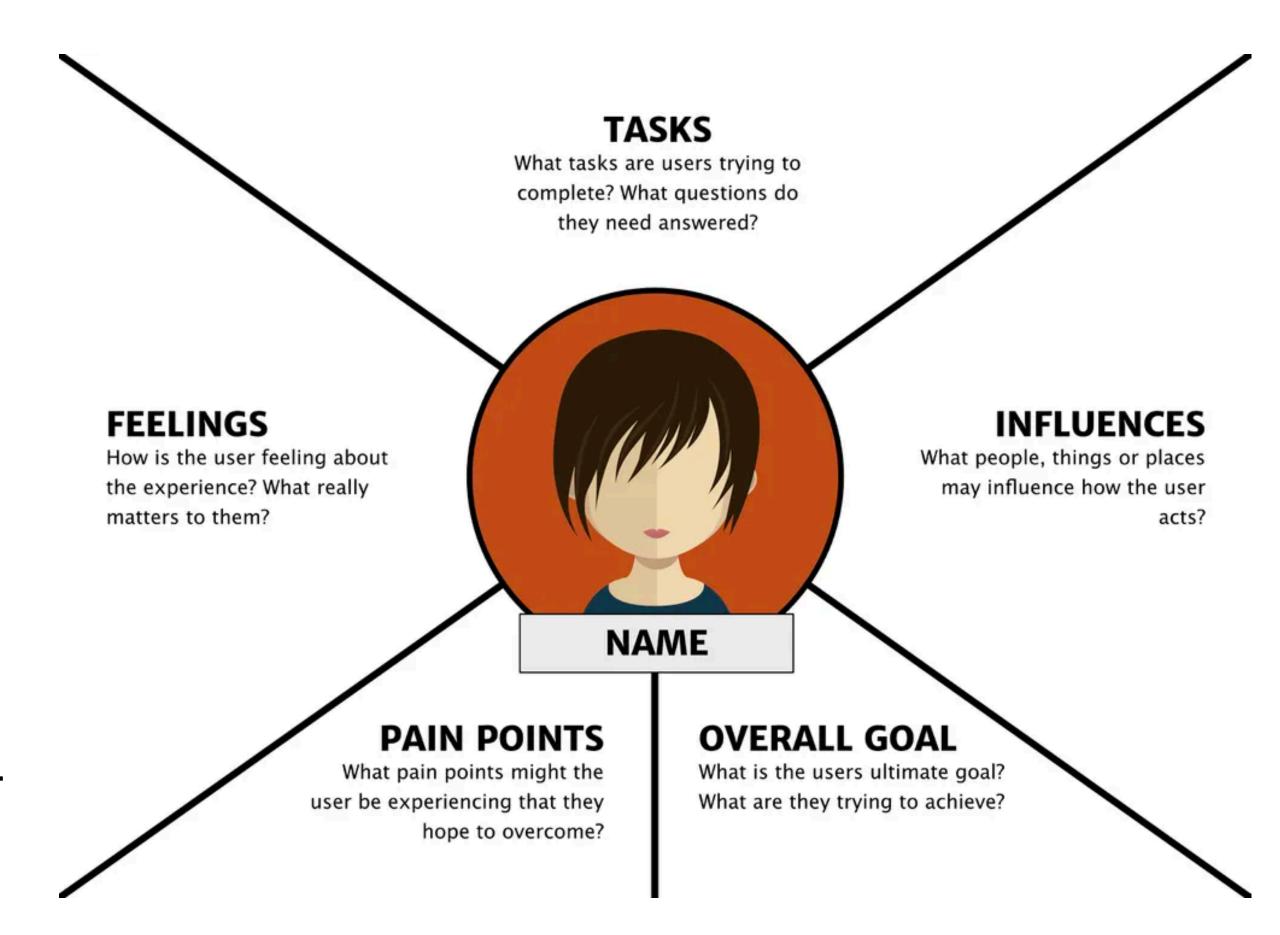
## WHAT ARE PERSONAS?

- 1. Personas are a great way of ensuring a company-wide consensus on precisely who the organization is trying to reach.
- 2. Personas help stakeholders stop focusing on their perspective, and start considering the user point of view.
- 3. Personas introduce the user needs into the decision making process.
- 4. Personas promote a deeper understanding of the user.
- 5. Personas encourage empathy with the user.

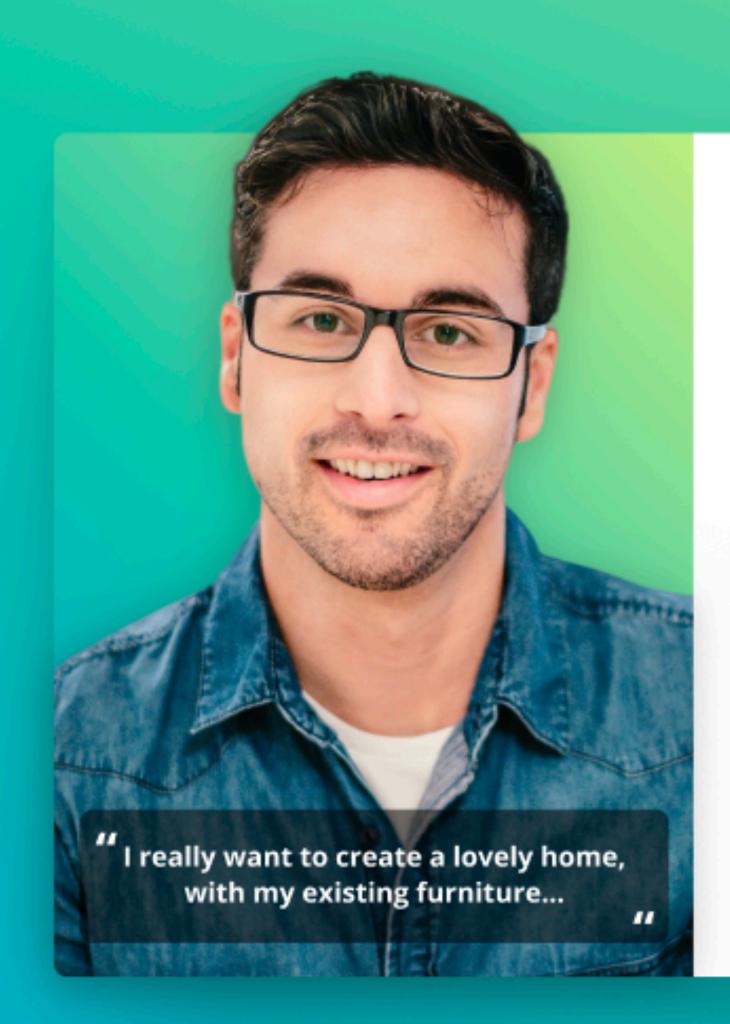


## WHAT ARE PERSONAS?

- 1. What questions does the user have?
- 2. What tasks are users trying to complete?
- 3. How do user feel about the process?
- 4. What has led the user to this interaction?
- 5. What is the user's ultimate goal?
- 6. What other touchpoints will the user encounter in their journey?



# **PERSONAS**



### Daivd Miller

28

New-York

Product Designer

Living with his girlfind

### Bio

Lives in a rented apartment, 2.5 rooms, with his student girlfriend, works in a high-tech job. Likes hosting people. After a long day at work, he likes to throw on the couch with his girlfriend in front of the TV.

### Wants & Needs

- Create a cozy atmosphere at home with innovative design.
- Design the house at low investment and without much effort.

### Tech

Internet Social Media Online Shopping Gatgets

### Favorite Brands





Early Adopter





### Frustrations

- · Don't want to spend money on interior designer and he doesn't have much time to deal with the design planning.
- He designs his apartment, but he thinks that she can look much better.

## **PERSONAS**

### Persona: Carolyn



### Basic Demographics: Occupation: Pharma Account Rep. Hometown: Chicago, IL Marital Status: Single

### **Attributes**

- •High Energy
- Social Planner
- •Super Friendly
- •400+ Facebook Friends

### TARGET ALUMNI SUPER-USER

#### Description:

Carolyn is a 2006 graduate of Northwestern University, with a biology major. She lives in Virginia, works at a pharmaceutical company, takes gourmet cooking classes and volunteers at a local middle school.

#### User Scenario:

Carolyn was very involved in NU campus life and wants to sustain the community beyond graduation. She uses AlumSocial to organize NU alum events in Virginia and was selected to organize her 5 year class reunion. She wants to use AlumSocial as a planning and communication tool to inform the alums in her class year about the reunion.

### User Goals:

- · Coordinate events with local alums.
- Build attendance at the class reunion.
- Maintain active involvement in alumni events
- Find and communicate with a variety of classmates.

### Key Tasks

- Maintain class reunion page
- Recruit classmates to join the NU network
- · Plan an event
- Put updates on the newsfeed
- · Communicate with university planners



STATUS Single

LOCATION San Jose, CA

TIER Experiment Hacker ARCHETYPE The Computer Nerd

I feel like there's a smarter way for me to transition int

a healthier lifestyle."

#### Goals

Social

Fear

Growth

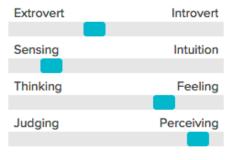
- · To cut down on unhealthy eating and drinking habits
- · To measure multiple aspects of life more scientifically
- . To set goals and see and make positive impacts on his life

#### Frustrations

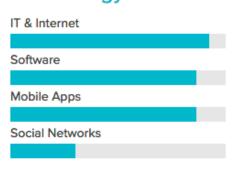
- · Unfamiliar with wearable technology
- · Saturated tracking market
- · Manual tracking is too time consuming

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

### Personality



#### Technology



#### Brands









## **SPRINT 1**

- 1. I create random groups of 4
- 2. Assign target audience to your number
- 3. The overall problem statement is "this user needs to see a more diverse selection of content in order to ..." and you can fill in the blank
- 4. You think of a very preliminary persona for 5 minutes (give your persona a name) and how this problem statement connects. Think of what you are trying to solve (filling in the blank)
- 5. Then Consecutive Whys for a given problem starts. So let's say I picked 1 and have my target audience, person 2 will ask me "why is this a problem?". I answer, and person 3 would ask me "why is this a problem?" Etc etc. Do this for each member in the group
- 6. Refine your persona