INFO3315 mini-assignment3
Part1

Persona

Persona —defines→ **major user group**

major user group ←causes— **representation**

Persona —helps to→ **develop informed wireframes, interface and label**

Persona —helps to→ **guide the right direction of UI design**

Persona —helps to→ **develop right system developement**

Persona —helps to→ **target clients**

Persona —helps to→ **accurate site content direction**

Persona —helps to→ **evaluate new feature ideas**

representation —based on→ **web analysis**

representation —based on→ **user research**

representation —creates→ **goal**
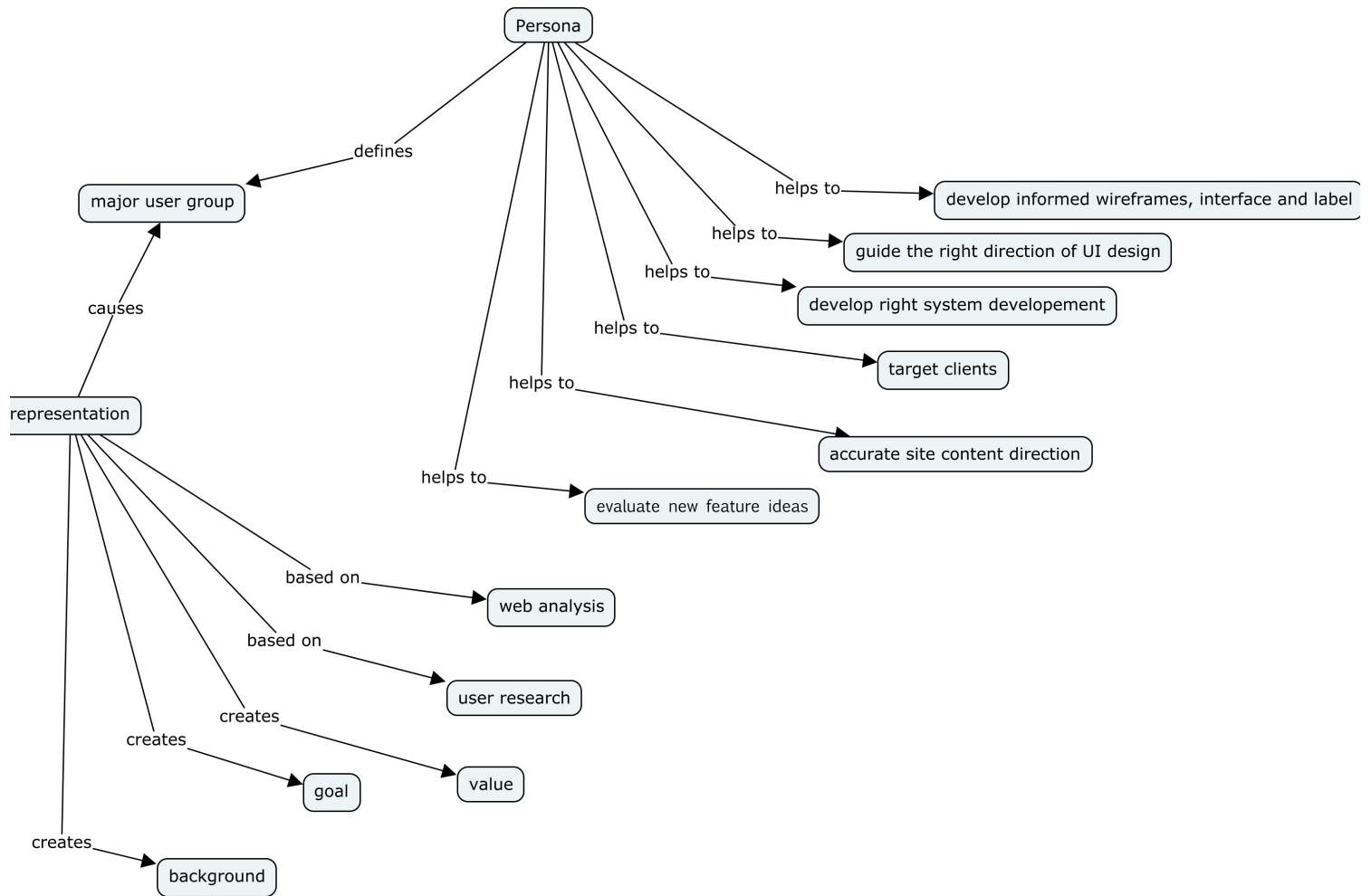
representation —creates→ **value**

representation —creates→ **background**

Part2

Personas 101
- A good persona would straight answer to critical points and problems that the organizations need to consider about.
- Ethnography => common customer:
- Participant and research requirements gathering
- Recruiting and planning the study
- Conducting user research interview
- Analysis and synthesis of interviews
- Creation of the persona profile
- Identify opportunities and product gaps to drive strategy
- Quick cheap way to validate and prioritize ideas throughout development
- Project focus on building common understanding of customers across teas

Step Two
- Personas are fictitious and based on knowledge of real users. It identifies user motivations, expectations and goals responsible for driving online behavior.
- Initially eliminate or minimize the amount of personal details about a persona, including the photo.
- Give the persona a title rather than a name.
- Write the persona as a list of bullet points rather than a narrative. Keep the bullet points to short statements about the user's goals, behaviours, likes and dislikes.
- Conduct the research
- Analyze research data and identify persona set
- Write personas
- User's goals and needs be a common point of focus for the team
- Help avoid trap of building what users ask for rather than what they will actually use
- Design efforts can be prioritized based on personas

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- More customer experience will create more accurate persona information
- Ethnographic research techniques help to gather information about customer's environments, goals and expectations.

Proto Persona
- Method process:
    - Build a proposal
    - Persona verification and design studio
    - Wrapping up and following up

Persona Scenario

Persona	INFO3315 Students
Name	Jack Chen
Background	- Young adult - International student - Weak time arrangement - Weak organization on tasks priority - Poor social conversation
Goal	- Improve time and tasks management - Be professional on social communication
Disability	- Low physical activity - Shy personality - Weak responsibility on complete assignments and assessments