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# **Data collection plan for the construction of personas and scenarios**

**for**

## **Human Computer Interaction Project**

**Versión 0.1**

**Prepared by**

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**Date:** 01/03/2020

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## Revisions

Version	Primary Author(s)	Description of Version	Date Completed
0.1	Luis Antonio Izunza Najar	Initial Investigation Data Compilation	01/03/2020

# Introduction

## Document Purpose

This document is about the definition of the initial data collection plan and the products that it will have as a result, they are going to be for a better understanding of the needs that are around presented in the problem definition document, here it will be explained in detail but as brief as possible every aspect of the method to be used such as contextual introduction through the history of the development of the method and the basis of its characteristics, all focused on how it manages to obtain the necessary data for the construction of personas and scenarios.

## **Data Collection Method proposal**

### **About the Data Collection Method : Focus Group**

#### **Introduction**

A focus group is a group interview of approximately 3 to 12 people who share similar characteristics or common interests. It is a qualitative technique of study of the opinions or attitudes of a public, used in social sciences and business studies.

#### **Development of the method**

Álvarez and Jurgenson (2009) specify that it is an artificial group (since it does not exist before or after the conversation session), in which a certain group of people is used. According to Sampieri, Collado and Lucio (2010), the ideal is to use between 3 and 12 people so that the focus group is effective, with a moderator, researcher or analyst; In charge of asking questions and leading the discussion. Its task is to channel the discussion so that it does not move away from the subject of study and, thus, gives the technique its name in English ("focus group").

#### **Reasons to use Focus Group**

The focus group investigates the attitudes and reactions of a specific social group in the face of a social or political issue, or a topic of commercial interest such as a product. and just everything seen on the method suggests that it is focused on the most important points discovered so far to start collecting information from the vulnerable population of the problem of the problem which they are:

- Personal experience issues
- Barriers
- Implications
- Constraints
- Behavior
- Personal data

And all this information to meet the following goals necessary to develop people and scenarios.

- Get more in-depth information on perceptions, insights, attitudes, experiences, or beliefs.
- Gather additional information as an adjunct to quantitative data collection methods
- To have information as part of a mixed method evaluation approach.

And this facility to obtain this information, which gives us a deep insight on the identity of the key people with this method, is due to the fact that it is a qualitative method focused on a specific group and a subject of their particular interest.

## Initial development of the focus group plan

Successful focus groups begin with thorough planning. The two key components to plan focus groups includes developing the focus group guide and deciding the number and type of participants.

The plan to carry out the data collection can be defined in terms of the key people who carry it out and the events that will take place, fulfilling certain characteristics that these people and events must have.

### **Phase #1 :Development of the focus group guide.**

The focus group guide is a series a questions and prompts for the facilitator to use. the facilitator will ask questions of the group and allow time for participants to respond to each other's comments. The focus group guide will serves as a "road map" and memory aid for the facilitator.

When developing the focus group guide, we are going to:

- Identify from who we want to obtain information.
- What type of information we want to obtain.
- And what use we have for the information.

The same focus group guide will be used for each focus group.

### **Phase #2 :Selection of the number and type of participants for each focus group and execution.**

Once we have decided from whom we want to obtain information, we can decide what types of participants we will need for each focus group.

Each individual focus group should be made up of similar individuals, so the number of focus groups will depend on how many different types of groups from which we are going to need to gather information. According to the methodology it is necessary to have a facilitator, note taker, and a technician.

» **The facilitator** guides the group through the discussion and keeps the group focused on the topics for discussion.

» **The note taker** is an observer and does not interact with the group. The notes should include a sense of what each person said; identify how comments were said; and record when transitions occurred from one topic to the next.

» **The technician** is responsible for recording the focus group. The recording will be used to create a transcript of the event.

#### **special features and considerations**

- **Focus groups can be conducted in person or via teleconference.**

While it is ideal to conduct a focus group in person, it is possible to conduct a focus group by phone. Web conferencing is an additional technology that can be used for focus groups.

- **Focus groups typically last about 60 to 90 minutes.**

A focus group lasting more than 90 minutes probably includes too many questions or topics for discussion.

- **The focus group needs to be appropriate for the type of participants in the group.**

The questions and the manner in which the focus group is facilitated will vary based on the type of participants. Planning for a focus group for third graders will be different than planning one for their parents or teachers and may require a facilitator skilled at working with children.

## Other Data Collection Methods

### Individual interview

Individual interviews are critical to most design research, since they enable a deep and rich view into the behaviors, reasoning, and lives of people. If possible, arrange to meet the participant at his/her home or workplace, so you can see them in context. In-context interviews give the participant greater ease and allow you to see the objects, spaces, and people that they talk about during the interview.



## **Personas and scenarios structure and development, proposal.**

### **About personas reasons, structure and development**

#### **What is the personas method and why do we use it?**

It is a technique that, based on the description of people, models users and provides information about the characteristics of a group of them. It takes into account different parameters such as their goals, frustrations, skills, abilities, experience with technology or context.

By applying this technique we will better understand the needs of your potential customers, providing them with the services and / or functionalities they need.

#### **Persona structure**

To build a person is totally necessary describe the user. He then conducts a thorough investigation into the most qualitative data of the person(which we already have very well planned) ,and our structure is including:

##### **Personal:**

What is the age of the person?

Is it male or female?

What education have you received?

What geographical area do you live in? Are you married?

He has children? How many?

##### **Professional:**

How many years of experience do you have?

In which fields do you have experience?

##### **Interests:**

Why would I want your product or service? (User needs, interests and goals).

Who or where does the person go to acquire products or services similar to yours?

Where and how will they access your product or service?

**Technical:**

What devices does the person use in their day to day?

What software or applications does the person use in their day to day?

Through which technological device does the user access the Internet to obtain information?

How much time does the user spend searching for information on the Internet?

**User motivation:**

Why is the user motivated?

What are you looking for?

What are you trying to do?

What are your needs?

## About scenarios reasons, structure and development

User scenarios are the stories that personas act out. Basically, user scenarios are thought exercises (though represented visually) in which we predict how certain types of users — represented by your personas — will interact in a given situation in order to complete a given goal.

**Plan and structure to make a user scenario.**

The first thing we'll want to figure out in creating a user scenario is a realistic goal for someone using the product that we are going to develop to solve the problem. Once having a goal (or task) the rest is a logic puzzle: knowing what we do about our persona, how would they behave on our site, step by step? This is where a thoroughly detailed and **well-thought-out persona comes in handy**.

When creating user scenarios, it is recommended taking into account these factors:

**Persona's environment**

**Personas mentality site.**

**Impetus and motivations**

**External factors impacting use**