Data collection plan for the construction of personas and scenarios

for

Human Computer Interaction Project

Versión 0.2

Prepared by

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Revisions

Version	Primary Author(s)	Description of Version	Date Completed
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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 : Interview and questionnaires

Introduction of questionnaires

A requirements questionnaire is a set of questions about a the requirements of a project, tool, etc. Generally, this questions are about the features of the project (this features have the functionalities). Every high-level requirement from the document must have a list of questions for the understanding.

Reasons to use questionnaires

The questions to be asked in this technique should be high-level and abstract questions that can be asked at the beginning of the project to obtain information on global aspects of the user problem and potential solutions.

Open-ended questions are often used to discover general feelings, opinions, and experiences, or to explore a process or problem. These types of questions are always appropriate, in addition to helping to understand the perspective of the person affected and are not influenced by the knowledge of the solution.

The interview is a form of conversation, not interrogation, by analyzing the characteristics of the systems with personnel carefully selected for their knowledge of the system, the analysts may know data that is not available in any other way. In system investigations, qualitative and quantitative forms of information are important. Qualitative information is related to opinion, policy, and narrative descriptions of activities or problems, while quantitative descriptions deal with frequency numbers, or quantities. Often interviews can be the best source of qualitative information, the other methods tend to be more useful in collecting quantitative data. Opinions, comments, ideas or suggestions regarding how the work could be done are valuable; the interview is sometimes the best way to know the activities of the companies.

The interview can quickly uncover misunderstandings, false expectations, or even potential resistance for development applications; Furthermore, it is often easier to schedule an interview with senior managers than to ask them to fill out a questionnaire.

And given our current situation and that the information that can be obtained is just what we need first, qualitative questionnaires are carried out to deepen the problem.

development of Interview and questionnaires

Phase #1 : Interview Preparation
Apart from the creation of this document, there are other tools and activities that must be carried out before data collection can be carried out by this method.

1. Determine the position in the organization of the future interviewee, responsibilities, activities, etc. (Investigation).
2. Prepare the questions to be asked, and the necessary documents (Organization).
3. Set a time limit and prepare the agenda for the interview. (Psychology).

Make the appointment with due anticipation (Planning).

Phase #2 :Conducting the Interview.
This phase is basically using what was created in the previous one to carry out the interview but there is the detail that the interviewer, if this is the case, is capable of conducting the interview considering the following.
1. Explain fully the purpose and scope of the study (Honesty).
2. Avoid questions that require interested opinions, subjectivity and similar attitudes (Skill).
3. Avoid whispering and meaningless phrases (Clarity).
4. Be courteous, refraining from issuing value judgments. (Objectivity).
5. Maintain control of the interview, avoiding ramblings and comments on the fringes of the issue (Skill).
6. Listen carefully to what is said, being careful not to anticipate the answers (Communication).

Phase #3 :Aftermath of the Interview.
1. Write the results (Documentation).
2. Give a copy to the interviewee, requesting their conformation, corrections or additions. (Professionalism).
3. Archive the results of the interview for later reference and analysis (Documentation).

Items created for collection by phases

#1 2 qualitative questionnaires (for seniors and for therapist)
#2 Answers in documents and videos
#3 Answer and analysis document

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 recommends taking into account these factors:

Persona's environment

Personas mentality site.

Impetus and motivations

External factors impacting use