User Persona
&
User Story
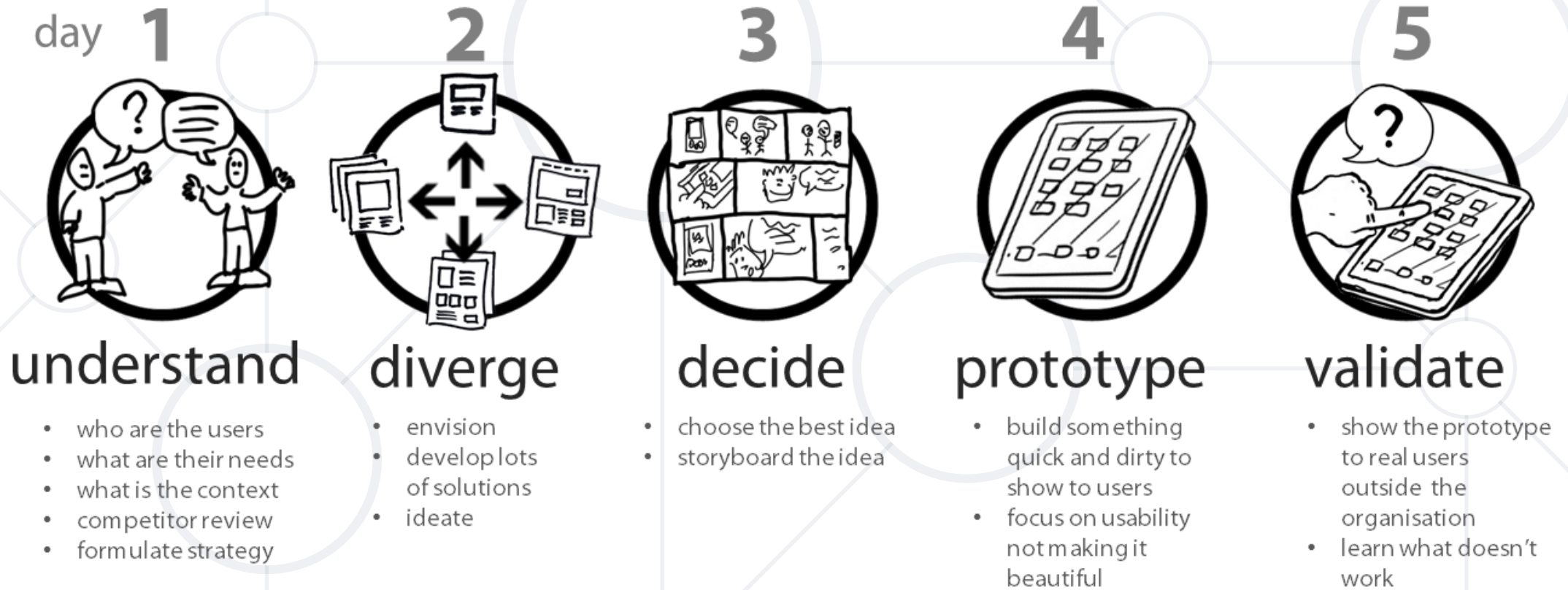

Stefan Ivanov

UX Manager

Agenda

- (User) Persona
- User Story / Usage Scenario

Ethnographic research

- Solution is not enough

- Find potential users early in the process

- Build empathy by getting in where you envision your product to be utilized

- Motivate them by stressing the importance of their feedback

Design Sprints

day **1** **2** **3** **4** **5**

understand
- who are the users
- what are their needs
- what is the context
- competitor review
- formulate strategy

diverge
- envision
- develop lots of solutions
- ideate

decide
- choose the best idea
- storyboard the idea

prototype
- build something quick and dirty to show to users
- focus on usability not making it beautiful

validate
- show the prototype to real users outside the organisation
- learn what doesn't work

Users every week

- **Monday**: Hypothesis to test

- **Tuesday**: Prepare a prototype

- **Wednesday**: Prepare the test

- **Thursday**: Validate and write conclusions

- **Friday**: Analyze and plan the following week

Users

Beginners

Advanced
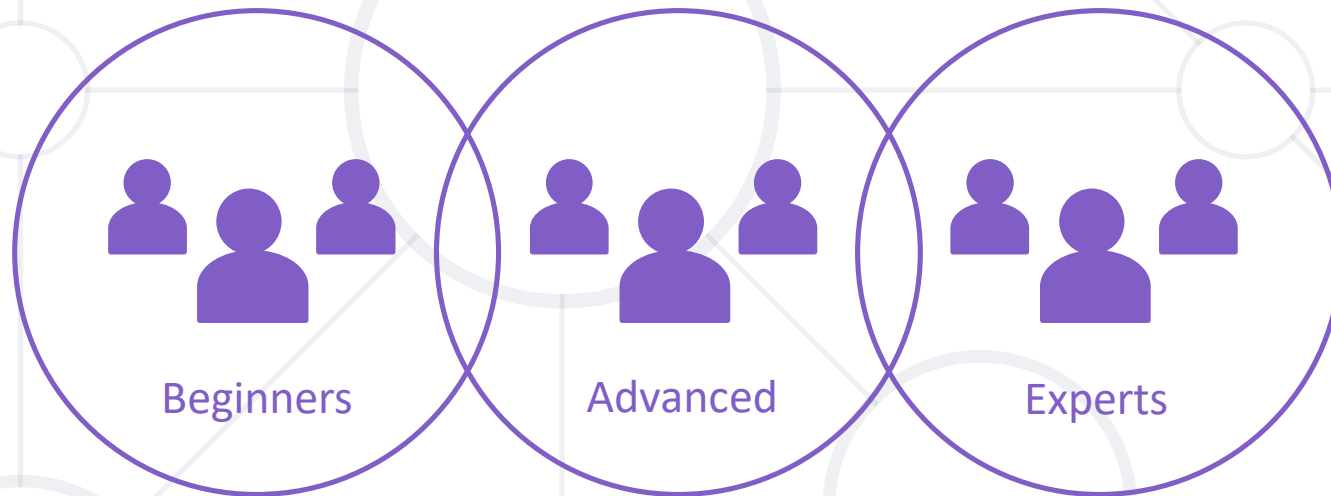
Experts

Profile them:

General info, Tech savviness, Domain expertise, Personality

Who?

Average user:

- Age 26
- Beginner who got inspired by his father who is a carpenter
- Never went to university
- Learns from friends, books and own mistakes
- Rejects modern technology
- A loner and free spirit

What?

His dream is to build the ultimate canoe and sail the Caribbean with it.

He is having a hard time to make it not leak and is experimenting with different materials for filling the gaps between the planks.

The materials must be natural but at the same time robust to withstand rough sea.

User Persona

Representation of an audience segment for a product or service you are designing, based on various types of qualitative and quantitative research.

User Persona

TO…

- understand who will be using your service or product

- make key design and functionality decisions

- communicate what the user experience should be like to stakeholders & the team

- create realistic usage stories & user journeys

Name	Brian	Rachael	Lars
Job Title	Student	Teacher	Artist
Traits	• Computer Geek - technically savvy • Versed in cloud products • Versed in social networking • Spends a lot of time on line • Frequently collaborates with others online	• Computer user - mostly for work • Travels frequently for work • Not versed in cloud products • Works remotely • Occasionally will collaborate with colleagues online	• Computer user for entertainment, music, photos • Not versed in cloud products • Versed in social networking • Likes gadgets and has multiple devices • Does not collaborate online
Quote	*"I want to see who is available for chat immediately from my home page."*	*"I do not want to hang out on-line. I want to edit my work documents."*	*" need to know how much storage I have left, and get my files anywhere."*
Goals	• Organize documents and friends by groups easily • View who is online from his cloud homepage • Communicate instantly with chat • Edit multiple document types • Personalize his homepage with desired features	• Access documents from different locations • Have all documents synchronized without effort • Edit multiple document types • See edits and make notations in documents • Have reminder messages displayed in homepage calendar	• Have media and files backed up securely without effort • Have generous storage space • Access media and files from multiple devices.

User Persona

- A picture that illustrates the characteristics below

- Demographic data (age / location / sex)

- A short bio about their background

- A quote that captures their attitude in general, or towards the product

- Technical ability along with which devices they use and how often

- Other brands or websites they may like

- Goals on your website / service / product

- Motivations for using it

- Current pain points or frustrations

User Story

As a user I want to be able to (functionality / goal)

so that (motivation / reason)

User Story

TO…

- promote cooperation between team members
- help prevent feature creep and design dead-ends
- keep products focused on the user

ID	Overall Fawcett Value	As a	I want to	So that	Acceptance Criteria / Conditions of Satisfaction	Notes
US01	1	Journalist	Find and learn about Fawcett's position on a current news story	I can source Fawcett in my article.	- I can find the info I need quickly - I feel like I have found all the relating info I need on this news sroty, on the FS site - If I haven't found what I want, there is a way to dig deeper easily	- Easy round switch
US02	2	Journalist	Receive Fawcett updates on a current news story	I can easily update the info on a running news story I cam working on	- Signing up has to be easy to instate and switch off - I want to know it's worth doing, it will actually give me new content within the next days/weeks	- quote - form get a f - See fields https:/ - Pres
US03	1	Journalist	Get a response from Fawcett on a specific quote or statement	I can have an exclusive quote in my article	- I want to get the quote quickly. A quick YES/NO on whether FS will comment on this story, from my media institution. - I want a contact phone number to get a quick quote without hassle (I'm up against the deadline).	
US04	0	TV Journalist	See if FS has anyone that will work for a TV slot I am trying to fill	I can get a good, compelling interview/debate/response video/audio piece	- I want to speak with the person, and explain what they'll be dong. - I want to quickly confirm if they will be available for a specific filming time/location slot - Know I'm getting someone that will work well in my piece. - See the Fact Sheet associated with the person (full name, position, bio etc) - I want to know I have FAST contact details for the person in case of any changes ro plan	- We c
US05	1	Journalist/Researche	Understand what Fawcett do, who they are, their credibility and media weight	I can make a value judgement on whether I need them in my piece	- I want key info about Fawcett - I will be impressed with their media value if I can see they work well with media in past, and have some high-profile exposure. My ass will be covered then! - See proof FS are influential, listened to, authoritative. - See an overview of FS media activities over past year - I want to see proof of FS credibility, reliability, finger on pulseness, zeitgeist plugged-in ness - I want to see a list of areas that Fawcett can provide 'Expert comment' on. - I want a single place to view the key stats of FS (members, twitter followers, emailout lists, press mentions etc).	- "Ren has w room,
US06	2	Journalist	Find out if there are any upcoming news events, hot news items coming up on the equality agenda	I can be the first reporting on this	- See when FS responses to current hot media stories are happening - See when any important reports/press releases etc are hitting the ground - Sign up to a hotline of upcoming big equality news stories/events - Feel like I have a privileged line with FS on hot news stories before they break, quid pro quo.	
US07	1	Journalist/Researche from a Right Wing/Populist media outlet	Build a media relationship with Fawcett	I can source a reputable source on an equality piece I'm working on.	- I need to know the 'left labelled' FS will work with me in a non-partisan way. - Are FS even willing to work with me?	
US08	1	Journalist	Get hold of a good/applicable case study relevant to the equality story I'm working on	I can write my story with a strong, clear example of an issue	- I want to know that my case study hasn't been used a thousand times [is this really important - ali] - I want to find case studies based on theme, topic etc - I may need a case study for a hot news story.	
US10	1	Journalist / Blogger / MP / Campaigner	Attend a background briefing session (inter-personal) to get a deep understanding of the current Equality issues, or specific quality issues	I can attend a session to get up to speed on equality issues in a fast-tracked, interactive, ask-my-own questions, group learning with the pros way.	- I have a schedule that the session has to fit into. - I want to make sure certain questions I have, areas of inequality are addressed. - I want the organisation of this to be easy and resource-light.	- subm enoug skype - peop theme topics
US11	3	Journalist	I want to get a quote/response from academics, MP's, equality fight leading figures on an issue	I can get a solid quote from an authorative, celebrity, political source	- I want fast access to a leading figure for a quote, respose - I want to learn who I can go to for this - I may want to get some unusual options for interest's sake - I could use a canned quote if I was short on time.	
US12	1	Journalist	Get more people to interact with my story on social media and the publishing site	My article gains instant credibility and value	- I am willing to supply release info for my piece if I think Fawcett will link to the piece and get their online audience to read, interact and share my piece - I want to know FS audience actually matters to me - If my piece is inline with Fawcett's potision, I would be very happy to have Fawcett pushing my piece out to their network.	
US13	3	Journalist / Researcher	Feel like I have a comprehensive understanding on an equality issue	I can produce a well researched piece	- It will save me time if Fawcett provides jump off points for info on specific issues - I will keep coming back to a FS theme page if the related resources are up to date - I want to feel like Fawcett info is comprehensive - I want to extract all the key data and resources that Fawcett is offering.	
MED01	3	Blogger	Find an article, video or content item	I can link to it to reinforce the references, or a point in a blog entry	- I want to be able to find trackback links to everything, easily. - I want to know the pages people visit will via trackback links will look like a professional, credible resrouce.	- Sear
MED02		Journalist / Researcher	Be put in phone/email contact with the person running a specific campaign	So I can get current campaign news and info from person most involved in it	- Get phone/contact info of whoever is running a specific campaign I am researching.	
MED03	2	Blogger / Researcher / Reporter	Get an insight into the social media buzz around a specific issue	I can pull great quotes, or find specific conversations from the best social media conversations on this issue	- It would be great to be directed to good comment threads, on blogs, twitter etc that I can use. - Get a good overview of hashtags relating to the theme I'm researching.	
MED04		Journalist	Get more info on an issue that FS has not got time to work with me on	I can get info fast, from the best most credible sources on the issue.	- I want so see a list of credible sources for a quote/comment etc (that would be as good as Fawcett)	

User Story

- Paper cards
- Spreadsheet
- Cards & Boards
- Online tools

Exercise

Start creating a **User Persona** & **Usage Stories** related to your problem

Homework

Create one **User Persona** with two **Usage Stories** for it.

They should be related to your problem and validated against actual users.

Financial Analyst

31
lives with his girlfriend

2 years of experience
3 months in Deloitte

Bachelor in Economics

"I often need to organize a bulk of files and folders of the client in a meaningful hierarchy"

MICHAEL SMITH
ORGANIZE THE HIERARCHY

I must evaluate a third party company for one of our clients for a merger deal. They have their own document management system and all financial documentation resides in one folder with hardly any structure. My task is to organize the documentation according to the industry standards and extract the relevant data for my analysis.

Create a structure from flat data (files & folders)*

I need to create empty folders or drag one file on top of another to place them both in a newly created folder. This needs to be reflected to the data so that next time I open the system the structure us preserved.

Reorganize hierarchical data (files & folders)*

I need to be able to drag files on top of existing folders, which would place them inside those folders. This needs to be reflected to the data so that next time I open the system the structure us preserved.

*Scenario that was outlined by a participant in the brainstorming session.

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Creative Manager

35
married with two kids

9 years of experience
3 years with IDEO

Master of Arts

"I usually search for items that I add to a selection group, which is then manipulated in one way or another"

MELISSA JENKINSON
MULTIPLE SELECTION

Search and select in a multiple selection context*

I often need to select multiple items from a very long list and invoke an operation upon them. Discovering what I look for is extremely hard by scrolling sequentially through the list even of it is sorted. Search is very useful but when I enter the name of the second item I look for and hit enter, my current selection is cleared and I cannot carry it over to add the second item to it.

Using the keyboard

I use a graphic tablet extensively in my daily work but my hand often gets tired from drawing. Therefore, for tasks that need less precision I prefer to use the keyboard e.g. for selecting a number of layers in my graphics editing software. I often need to select multiple layers and change one of their properties (visibility, colors or apply a filter). I usually prefer to perform this with the keyboard irrelevant if it is a sequence of layers or randomly distributed ones in the list.

*Scenario that was outlined by a participant in the brainstorming session.

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