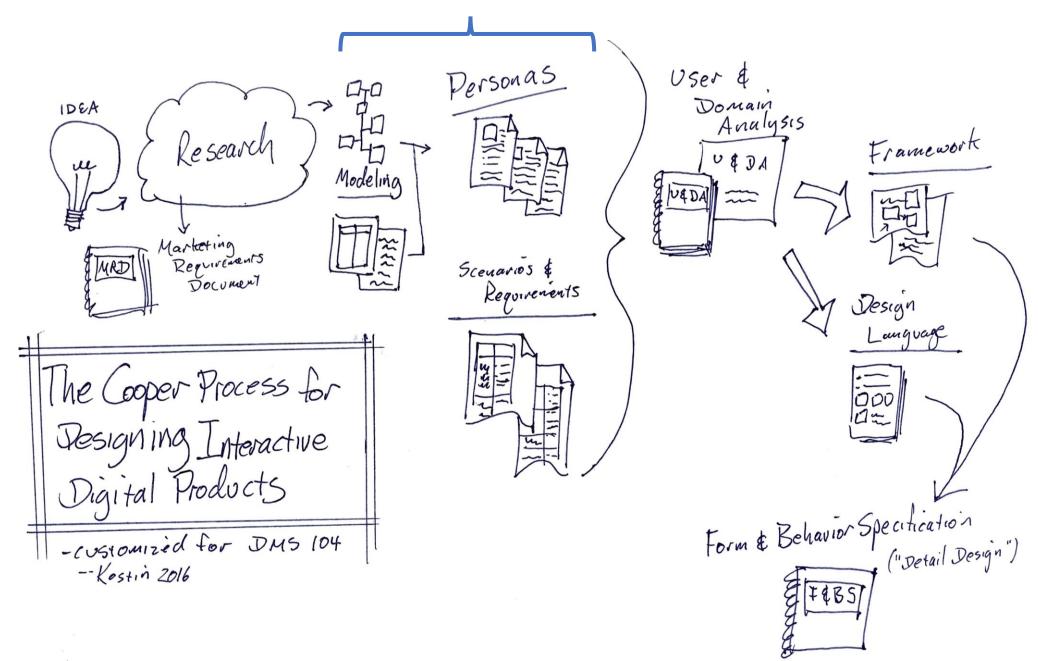
# Chapter 10: Making Sense of Your Data (Modeling)

Chapter 11: Personas

**Chapter Summaries** 

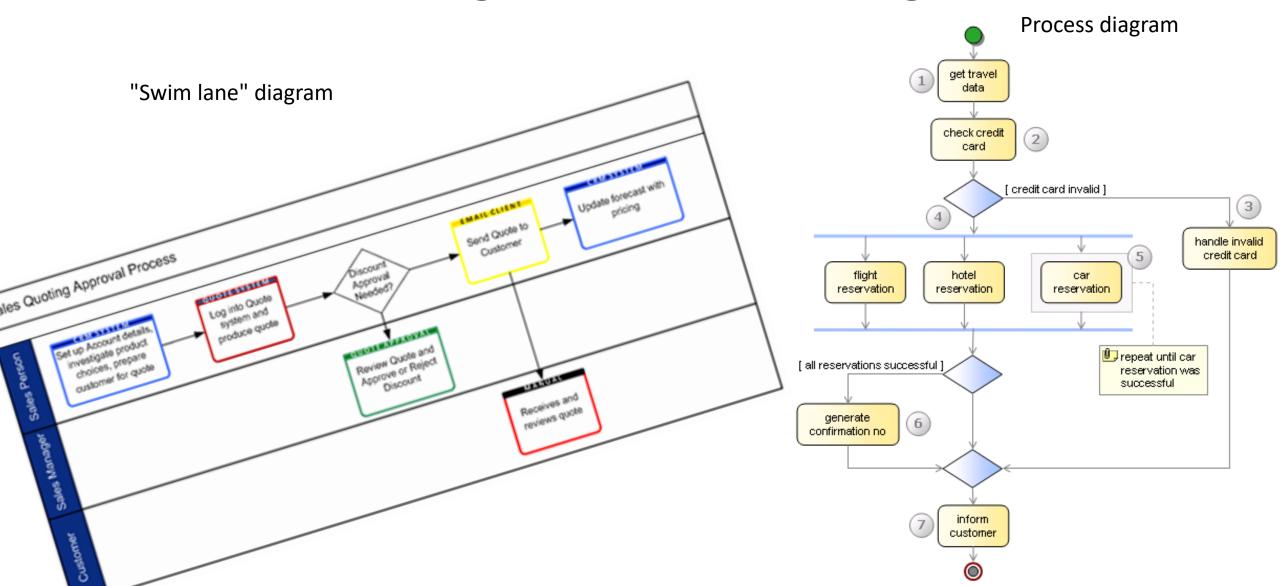
## You Are Here!



# Chapter 10: Making Sense of Your Data

- Summarize: Stakeholder findings + User Interviews + Other Research
- Notes, artifacts  $\rightarrow$  grouping and distilling  $\rightarrow$  informed decisions
- Quantitatively and Qualitatively (design data: mostly qualitative)
- Qualitative examples
  - Single case analysis
    - "Code" the interviews
    - Make activity diagrams and decision trees
    - Define taxonomies
  - Cross-case analysis
    - Personas (detailed in chapter 11)
    - Affinity diagrams and composite models

# Interaction Design: Charts and Diagrams



# Affinity Diagram





Bring

food education

back!

Bento lunch box

is part of the japanese

tradition of

prepare food

In jepen many

utenzila uze were

developed according

to the diet based

on rice and figh

CULTURAL HERITAGE

Tradition

techniques and

perfectionism in

preparing are the

heart of the oriental

diet Japanese kids

earn since

how to prepare

and about

nutrition







that change

a food system

Food subsidles

distort the

radical behavo

of consumers

galad is more

expensive than bigmas

Change of behavior because of new adaptation

Important event we eat

through history change the way

New behaviors Human conduct that forces change also the shape of changes in food food

Food presentation can influence psychologically the consumer

Italy, Disneyland of Food preparation + Emolion

Community power: people can change the food system by network enhancing quality and offering beller gerviceg

There are manu contradictions in food regulations, obstructing Slow Food?

Developing countries have a more balance diet.

Developed countries eat more junk and industrialized food

The creation

of apin

off due to important

discoveries

The industrialization of food in killing the taste

**GLOBAL VS** 

LOCAL

In a globalized world you can find a mix of food from different places in one dish

There is an oreazing demand of local food: An economic

opportunity

We love to eat food that can The fair trade be found in our needa more region, but enfrepreneurs now the exotic is and freedom

The preparation time is a key aspect to obtain high quality food

**AESTHETICS** 

Explotation

of food by

aesthetics

and media

Use of media

and technology

to promote

food preparation

and precentation

Presentation of food in to reach all the human services

Humana seeka

for the perfect look

Visual appealing

can change

from generation

to generation

The natural aeathetics of food can influence other disciplines

People demand

for beautiful food, so a lot of good food is being wasted for the sake of beauty

Innovation in food businesses shouldn' be just to present a pretty but to enlarge the taste as well

Food ethics

and aeathetic.

just pretty

is good?

Use of chemicals

to manipulate

food appearance

and quality

Potato chibo are imitating the "shape" of tortillas because of its economic auccess



Simplification of teaks by uzina technology

Molecular Food, Cuizine revolution through new flavors

can bring

Use of We need more technology examples like with a more Chipotle and their auatainable approach project Food + Integrity

Food Innovation Technology as a helping tool for cultural innovation adding value to ingide tradition food preparation and precentation

the current model

Creation Importance of tools that of atudying the facilitates cooking future events to disrupt

Utenaila: Deaign new utenzila influence and it is influenced by food preparation

Food preparation and presentation driven by technology

Mixing flavors scientifically: Food Pairing

New stakeholders because of new tendencies (tech and sustainability)



Food presentation

is a kind of

information...

What are you

interpreting?

A empty plate is

a blank canvas...

Food is the ink

to create

new meanings

Prepare food ioa culture + Art, present the master biece

Preparation of food is like a design process to create a product! Presentation is how you sell it?

> Food is fun whu don't the utensils can be fun as well Aleggi

There is a relation between equineus, low time preparation and obesity

a new trend



By failing to prepare you are preparing to fail. BF (So we are failing...)

Food should be enjoyed rather than endured. Steve Hamilton

Good food ends with good talk. Ghandi

Laughter is brightest where food ia beat. Irish Proverb

# Affinity Diagram



## Invented by Alan Cooper (1983)

# Chapter 11: Personas

- Personas = cross-case analysis
- Steps...
  - 1. divide by roles
  - 2. id behavioral and demographics variables
  - 3. map interviewees to variables
  - 4. id patterns
  - 5. define goals
  - 6. clarify and add detail
  - 7. add other types as needed
  - 8. group and prioritize
  - 9. write narratives

- Personas provide...
  - scenarios
  - mental models
  - goals
  - environments
  - skills

# Personas

### Persona 1: May, Researcher



#### Demographics

- farmer
- · 17 years old , Servention Y
- a line note on products depart
- a changing for man than any marries at Cont.
- a INSMA IN TWOMS
- Victor or ency their private a liner
- a fine but time to at the

- · Emple mother of one other
- a Placent nest concer!
- a London to go out with frames
- Penalty place in price conclude patter

#### Key Characteristics (A.III.)

- A STREET BRIDE
- a Strong management
- # BO SECTION
- \* In under 6 lot of pressure with croix and parent respect commons as same times to be easy and that
- · Dre to see and a refrequency APPRINGS AND SCHOOL THE R. P. Mark time to appear on these site. want the to Pacations, stops. South ...
- a tree-scale, mourage apropriation. ghe's a large and praying parties.

#### SWINNING

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- a Sine appears a number of house incoming for previous research rate to SEASONA NO DAY BRIDGE
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- Uses 1x2 and Mundirelegy appears but business managence bute. a first a majoristica for earling reports and having mem authorized by
- server people serble fine epochie.
- Sing has little time to a circular or ports and large events as any has necessarily MAJORA WITHOUT THE WAY WAY WAS A STATE OF A PERFORMANCE WAS LARGE. and understand what has be-A Time has an experiment the acarding arrays on easily to party - are
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- do so that site can move should at the company.
- A Ag a new employee this left has supported and used the information. influences but artifacts one sizes what and who to see

#### **Primary**

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- The soonmarks pages are uses. and incidences the real
- \* The uses demonst naturelys. percent Lancestons, minores. ANADOR: NOVE

### Fyture Requirement Microsis

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- A time young the to have elected better access to information and on aug. that sine is peting the most Jurier Information
- Brief would rive to be able to find pear reports at there are understands the NAMES OF REST TOTAL AND IS SAIDLEST TO WARREST
- a little visual time to see on Indias of efficiencies for documents and coment
- . The sould had to be able to use of all other repeatures are dony.
- THE HOLD HAS THE SUPPLEMENT WITH PRESTUR COORSESSES AN
- at all some to the former persons and professional provin-
- A STORE OF THE SE WAS NOT BEAUTY OF THE WAS AND TOURS IN STORE
- information and to be part of different community of interest season to her

## Persona 2: Pierre, Manager of Projects and Pr



- a Technology salvo · Buence much of the time in
- meetings and online POA. + Oganoed out maders.
- \* MUTHERITE

#### CHROSENSINGS.



#### a District in Ottown

+ misse

- + 37 years pic , Deneration II. e Mastera Depen.
- a Working for eight please at City
- e Linea POR
- a Stateges 18 projects a year. e, was four printing easily and

#### Litrestyte

- a Vignite with the chicken. \* Entire hining and camping
- The street from the office.
- A Plant visits the street
- e Prising Looks of Tildhork
- for project management a Presidencia necesario
- TO WARRY DUT BY BRAINING a Princip series, respective and division
- a Flame warra more copport.
- share socurrents
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- y we nee appoint of content for the division area or the site but his beam down to heve time to update it and they feel that everyone gard. the information in error enjoyee;
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- a year encourage this least to use the PRINCIPLE SOFT AN A TOO! AND AN DEFENDANT-WINDSOF

### Future Regularients/Solds

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- Afficial value of the to part heading it Driempiectene neus as net as PHO-65 R33 A HE HOUSE THE START & CHARGE !
- special physics section decroan
- a Practic scans information and pa-WED WITH RESERVES SITE BUT FOR

## Motivations

Fear Growth

Social

## Goals

- 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

# SOCIALLY COMPETITIVE SAMANTHA



Clark Andrews

AGE 26 OCCUPATION Software Developer

STATUS Single

Friendly Clever Go-Getter

LOCATION San Jose, CA TIER Experiment Hacker ARCHETYPE The Computer Nerd

Age

Education Bachelor's degree

"I love outsmarting friends in

a game, but if it comes d

Occupation Marketing \$75K Marital Status Single

Location Boston, AtA

Samantha plays modele games to pass time and compete against mends, but not recessarily at the same time. When passing short periods of time (e.g., walling in line), Samantha plays games where she competes against herself. In these scenarios, she cots for low time prays games where she competes against nerses, in these scenarios, she opes for low time committees games where she uses strategy to advance. When passing longer periods of time (e.g., work commute). Samentha plays games where she competes against blands.

Samantha's favorse game is Bejoweled. Samantha enjoys the feeling of winning against her real-world friends and goes to great lengths to maintain her dominance, including troquency succhasing cons. The only other in-app purchases Samandia makes are to Inquentry purchasing cons. The only order shapp purchases parmanent makes are to unlock levels when sha's playing good single-player games like Spongeoch's Circust Rush.

Samantha primarily downloads games that are recommended/currently played by friends. Criteria for Selecting Games

- Ability to compete against triends

 Aberry to compete against menos.
Strategic trinking needed, but not a time sink (easy to play, advance and pick back up) Frustrations with Games - Cost to download Too hard to advance

- When triends become unresponsive

## In Samantha's Words



Personality

Sensing

Thinking

Technology

Judging

IT & Internet

Software

Mobile Apps

Social Networks



Introver

Intuition

Perceiving