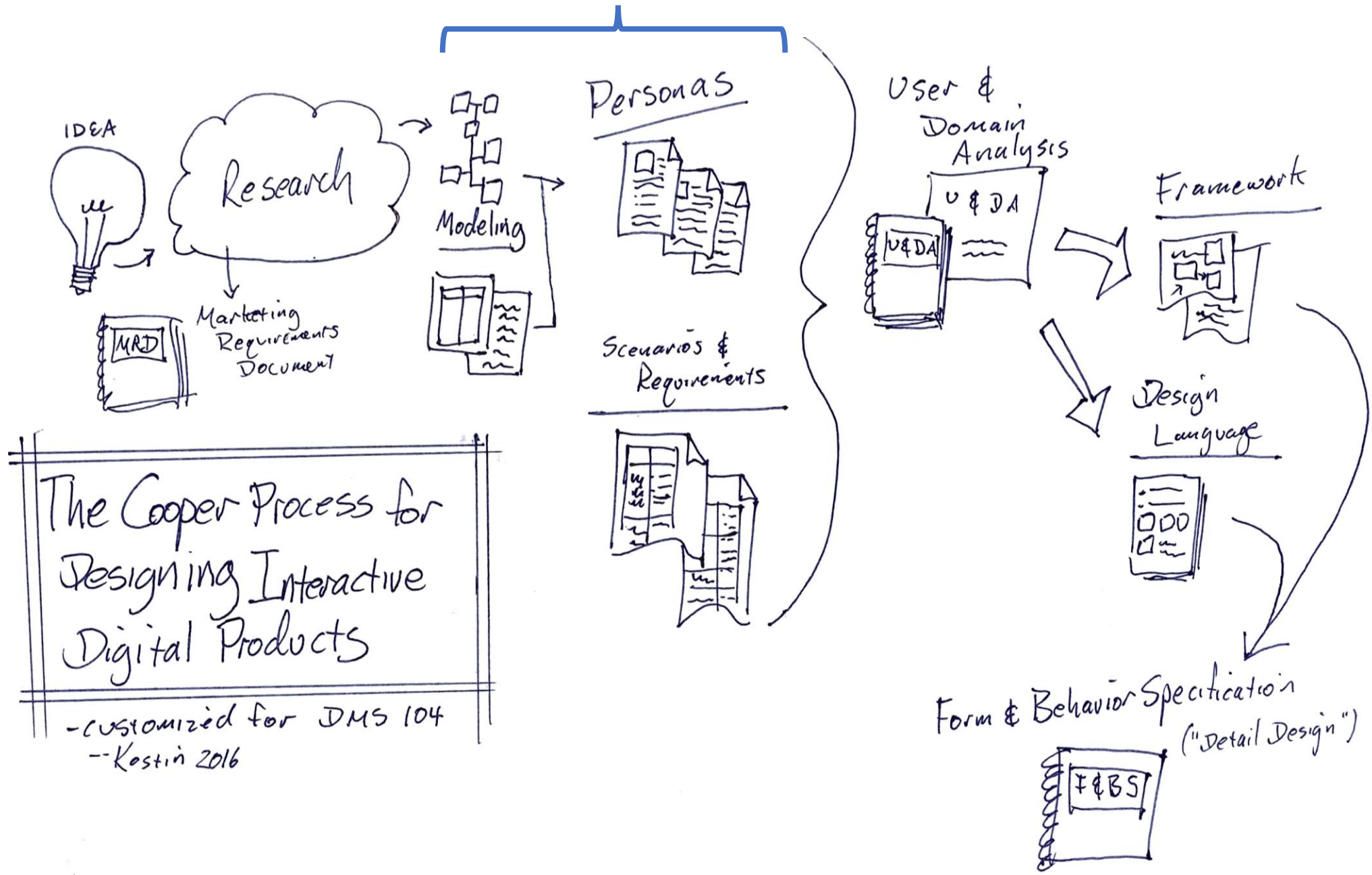


Chapter 10: Making Sense of Your Data (Modeling)

Chapter 11: Personas

Chapter Summaries

You Are Here!

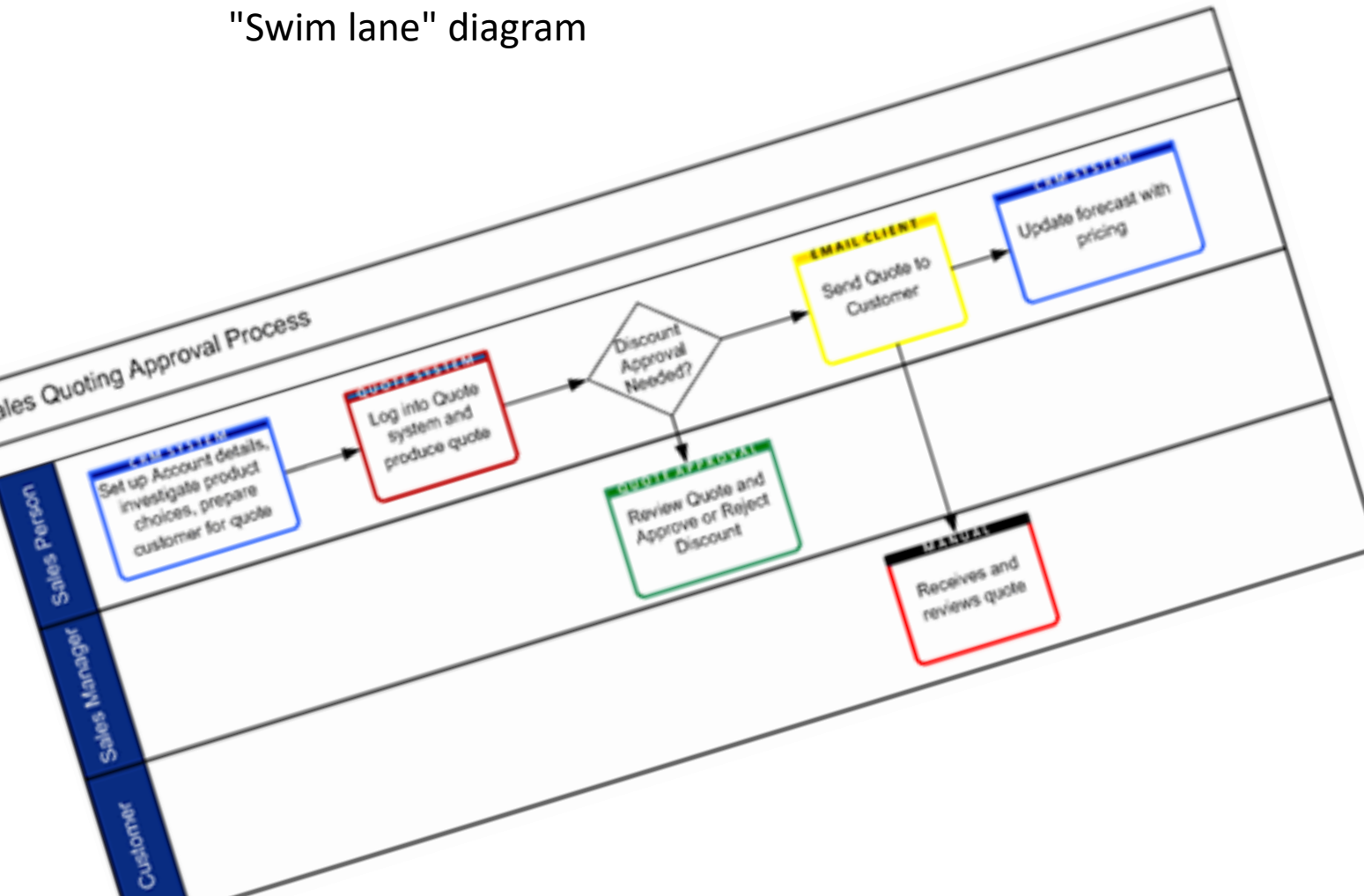


Chapter 10: Making Sense of Your Data

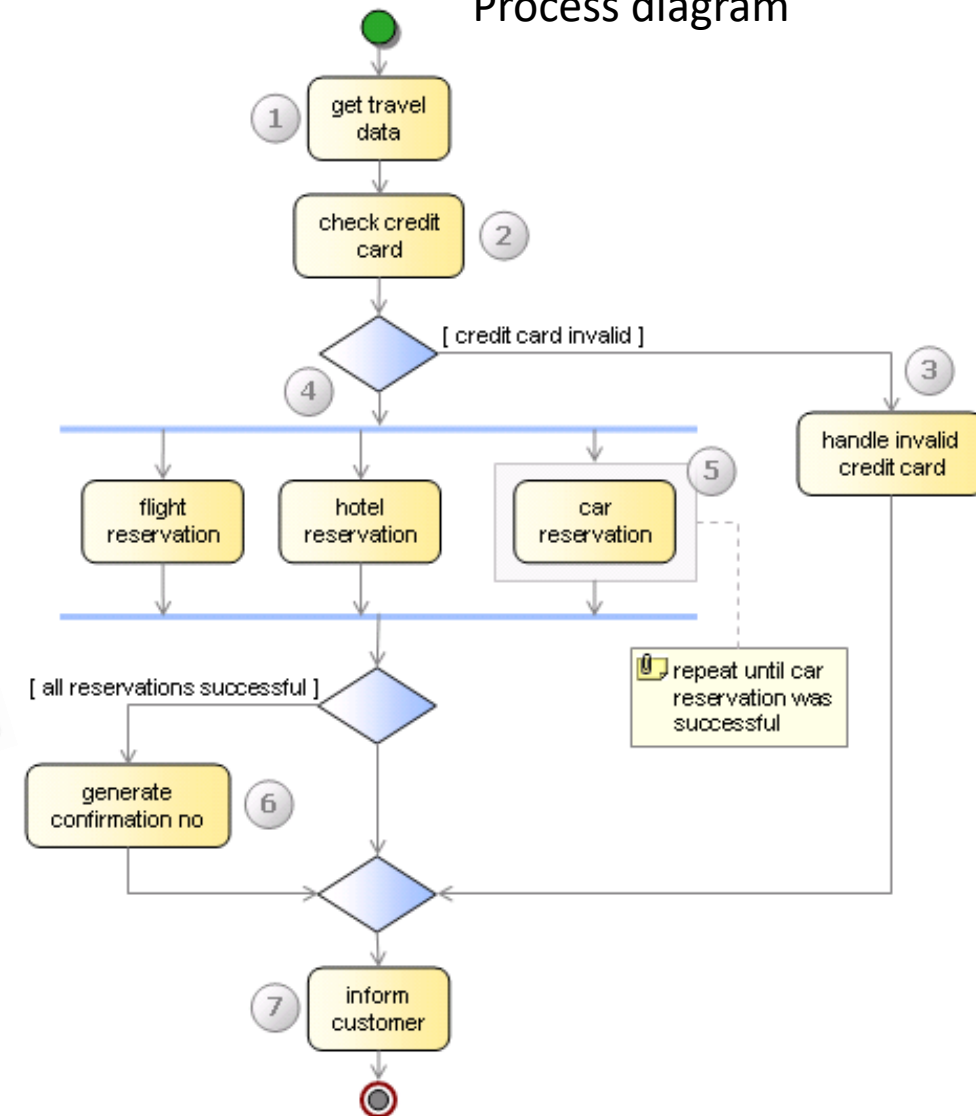
- Summarize: Stakeholder findings + User Interviews + Other Research
- Notes, artifacts → grouping and distilling → informed decisions
- Quantitatively and Qualitatively (design data: mostly qualitative)
- Qualitative examples
 - Single case analysis
 - "Code" the interviews
 - Make activity diagrams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

Interaction Design: Charts and Diagrams

"Swim lane" diagram



Process diagram



Affinity Diagram



Affinity Diagram



Chapter 11: Personas

Invented by Alan Cooper (1983)

- 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

	<p>Demographics</p> <ul style="list-style-type: none"> Female 27 years old, Generation Y Has a PhD in psychology Working for less than six months at CMC Lives in Toronto Works on about three projects a year First full-time job at CMC <p>Lifestyle</p> <ul style="list-style-type: none"> Single mother of one child Parent has cancer Loves to go out with friends Personal goal = balance work-life better
<p>Key Characteristics</p> <ul style="list-style-type: none"> Very savvy Strong researcher Efficient Is under a lot of pressure with child and parent mental concerns so wants things to be easy and fast She loves social networking although she doesn't have as much time to spend on it as she would like to (Facebook, blogs, forums...) Her work requires concentration, she's a detail oriented person 	<p>Behaviour</p> <ul style="list-style-type: none"> Only visits the internet one every day She spends a number of hours looking for previous research info to compare her own research She consults research online and reviews the databases She goes to research essential documents, documents explaining how to use the databases - only when it needs the page - so she bookmarked it Uses SAS and knowledgebase reporting tool - business intelligence tool She is responsible for drafting reports and having them submitted to senior people before final approval She has little time to socialize or go to social events as she has personal responsibilities, but she would like to get to know other employees better and understand what they do May has an expectation that everything should be easy to get to - she lives in a major city where she has access to entertainment and shopping and she expects information to be as easy to access as on the internet with a broad range of information either finger tip May also wants to grow her career and to understand what she needs to do so that she can move ahead at the company As a new employee May also has questions and uses the information information but not built who does what and who to ask
<p>Interact</p> <ul style="list-style-type: none"> She is an internet user and is very familiar with the search "It's not like Google" - the internet search doesn't bring the results she needs, and the results are not relevant, aren't available in multiple formats, and the most recent documents aren't necessarily at the top She comments about the ease and breakdown the report She uses database documents, journals & procedures, websites, and forums 	<p>Future Requirements/Goals</p> <ul style="list-style-type: none"> May would like to see an interface where she doesn't have to print them May would like to have expert-level access to information and be sure that she is getting the most current information She would like to be able to find documents so that she understands the history of any report she is asked to research She would like to see an index of references for documents and content She would like to be able to see what other researchers are using May would like to see opportunities for creating opportunities and advice to her further personal and professional growth Should like to use new technologies like web and forums to share information and to be part of different community of interest related to her work

Persona 2: Pierre, Manager of Projects and People

	<p>Demographics</p> <ul style="list-style-type: none"> Male 27 years old, Generation X Master's Degree Working for eight years at CMC Works in Ottawa <p>Lifestyle</p> <ul style="list-style-type: none"> Uses PDA Manages 10 projects a year Has four direct reports, and
<p>Key Characteristics</p> <ul style="list-style-type: none"> Technology savvy Spends much of his time in meetings and on his PDA Organized but impatient Multi-tasker 	<p>Behaviour</p> <ul style="list-style-type: none"> Pierre visits the internet Pierre looks at various for project management Pierre checks his email to see what's new Pierre uses his PDA and PDA Pierre wants more documents to share documents Pierre is a creature of habit because it change because he doesn't feel he if he can "get it" on the web things
<p>Interact</p> <ul style="list-style-type: none"> He has approval of content for his division area on the site but his team doesn't have time to update it and they feel that everyone gets the information in email anyway He looks at news and uses who's who He encourages his team to use the internet both as a tool and as a collaborative source 	<p>Future Requirements/Goals</p> <ul style="list-style-type: none"> He would like to be able to build new everyone's phone numbers, email addresses, and so on as well as through RSS He would like to see a standard special private section dedicated He would like to see a standard special private section dedicated He would like to see a standard special private section dedicated

Clark Andrews

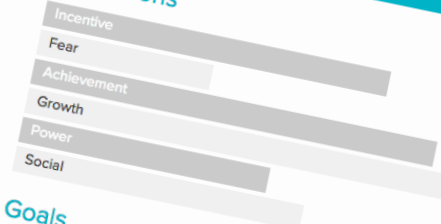
AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter



"I feel like this"

Motivations



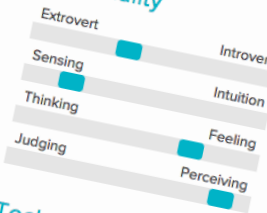
Goals

- 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
- Manual tracking is too time-consuming

Personality



Technology



SOCIALLY COMPETITIVE SAMANTHA

Name Samantha
Gender Female
Age 28
Education Bachelor's degree
Occupation Marketing, \$75K
Marital Status Single
Location Boston, MA



"I love outsmarting friends in a game, but if it comes down to it, I'll spend more time on it."

Motivations

Samantha plays mobile games to pass time and compete against friends, but not necessarily at the same time. When passing short periods of time (e.g., waiting in line), Samantha plays games where she competes against herself. In these scenarios, she opts for low time commitment games where she uses strategy to advance. When passing longer periods of time (e.g., work commute), Samantha plays games where she competes against friends.

Samantha's favorite game is Bejeweled. Samantha enjoys the feeling of winning against her real-world friends and goes to great lengths to maintain her dominance, including frequently purchasing coins. The only other in-app purchases Samantha makes are to unlock levels when she's playing good single-player games like SpongeBob's Dinner Rush.

Samantha primarily downloads games that are recommended/currently played by friends.

Criteria for Selecting Games

- Free to download and play
- Ability to compete against friends
- Strategic thinking 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 friends become unresponsive

In Samantha's Words

"I get so..."