

# Personas Workshop

March 22, 2018

# Personas

At the end of this exercise, one persona per sheet of paper

- real, fictional name
- real picture (stock image)
- narrative that describes:
  - their demographic
  - their skills and capabilities
  - their feelings, attitudes, aspirations
  - the environment where they would use your product
  - their behaviors when in the environment
  - their frustrations
- a list of the user's goals (three or four)

# Steps to Create a Persona

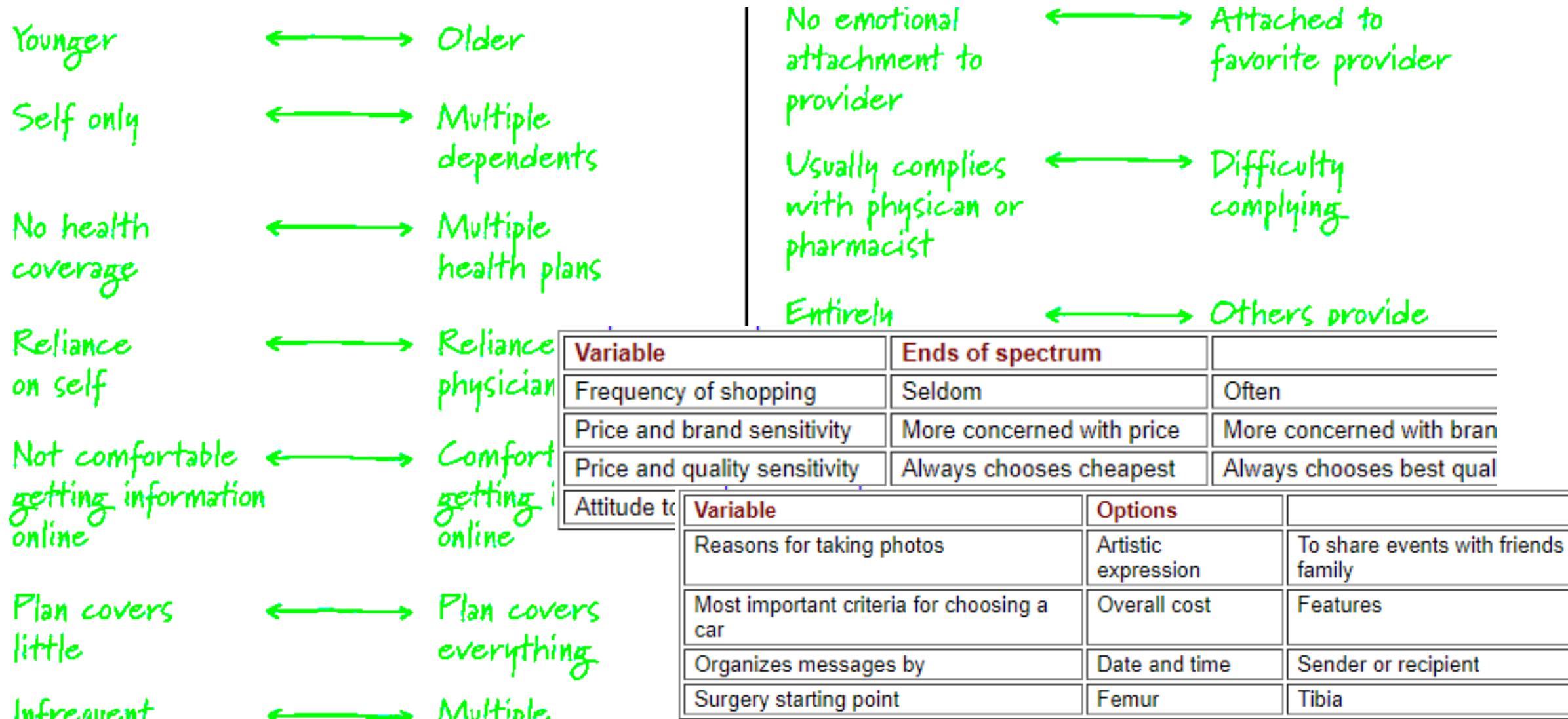
1. Divide by roles
2. Id behavioral and demographics variables
3. Map interviewees to variables
4. Identify patterns
5. Define goals
6. Clarify and add detail
7. Add other types as needed
8. Group and prioritize
9. Write narratives

# 1. Divide by Roles

Product	Expected roles	Observed behavior and next steps
E-mail system	<ul style="list-style-type: none"><li>— System administrator</li><li>— E-mail account holder</li><li>— External e-mail recipient</li><li>— Purchase decision-maker</li></ul>	System administrators, purchase decision-makers, and typical account holders were clearly distinct. All account holders were also external e-mail recipients, so they should be treated as one group.
Consumer digital camera	<ul style="list-style-type: none"><li>— Photographer</li><li>— Buyer (usually the photographer)</li></ul>	The people who bought cameras for others also used cameras themselves, so they're not distinct enough to separate.

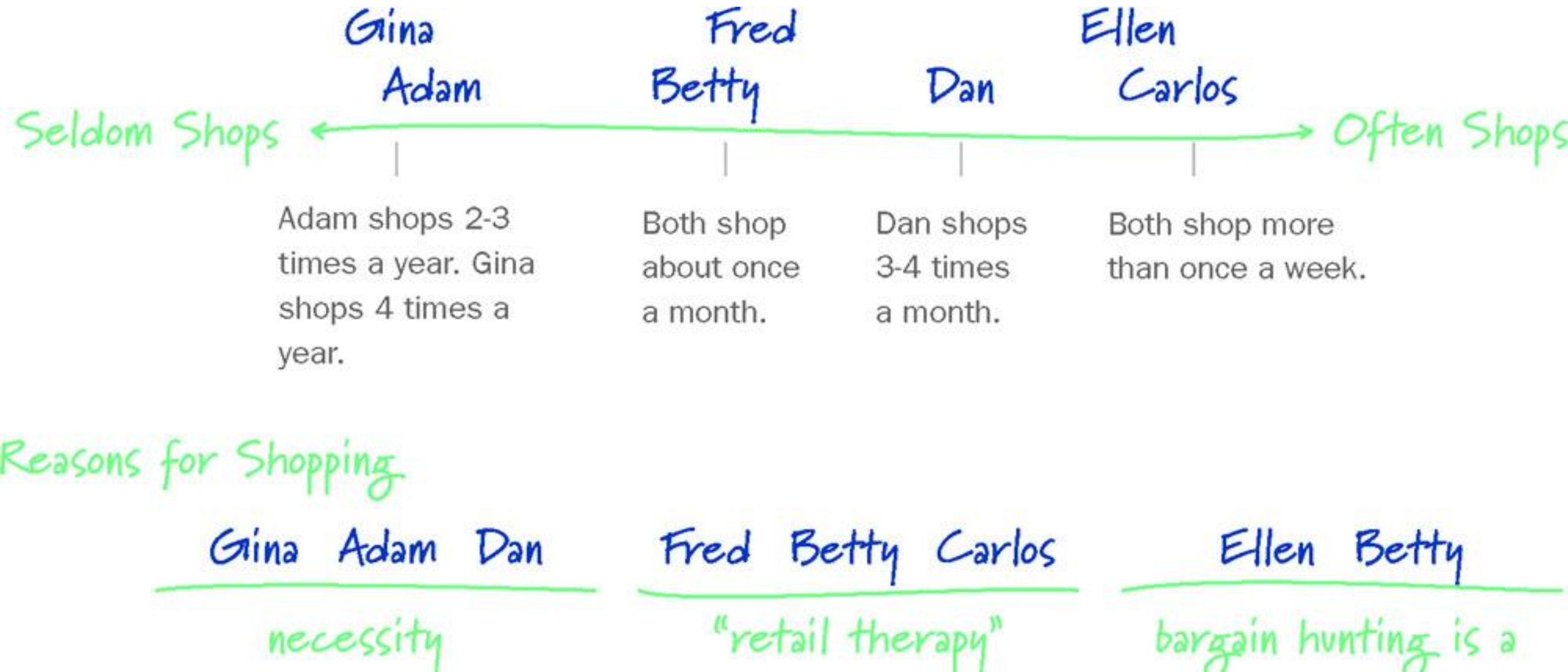
## 2. Id behavioral and demographics variables

(Figure 11.4 and Tables 11.2, 11.3, page 248-249)



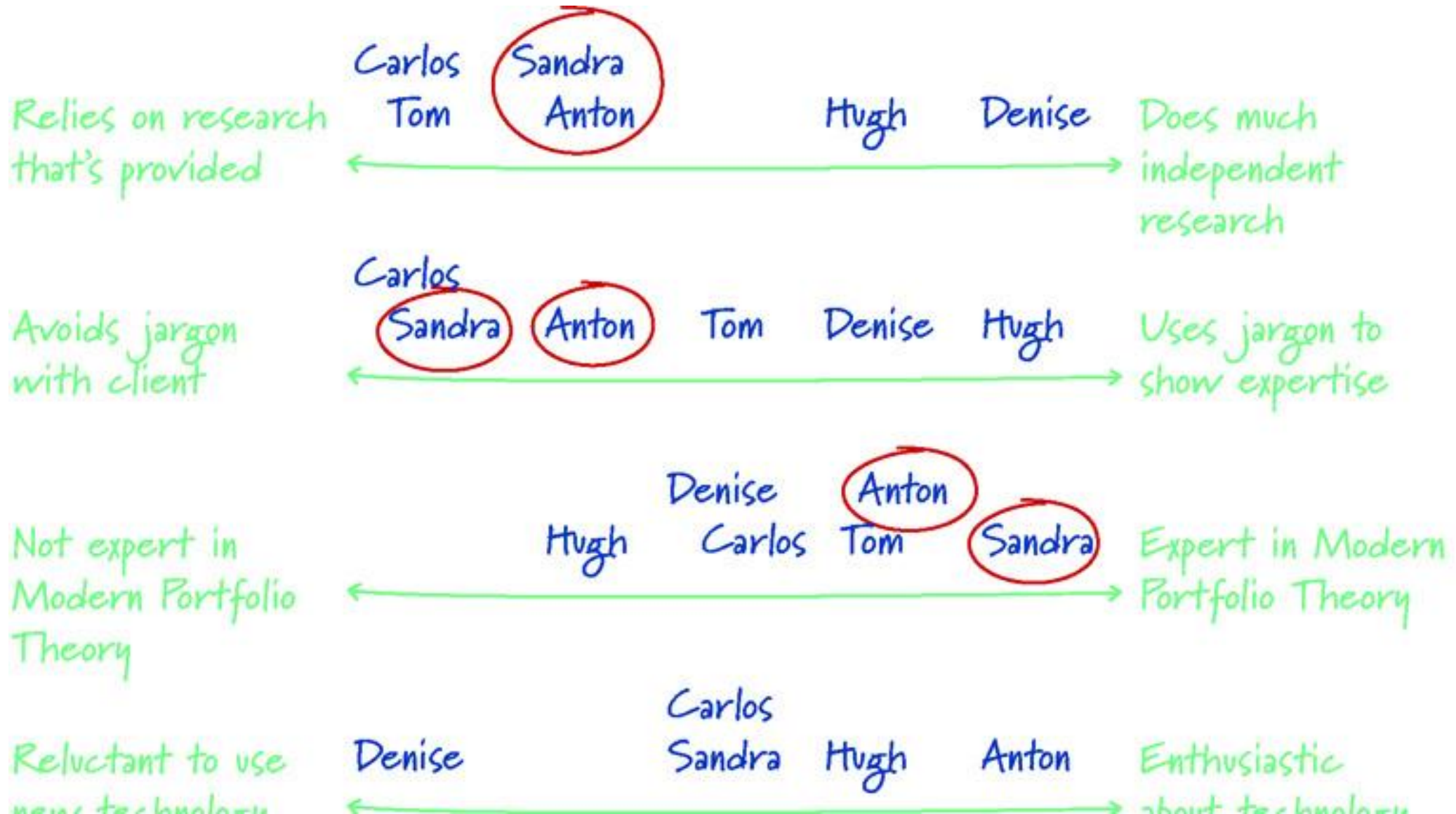
### 3. Map interviewees to variables

(Figure 11.5, page 253)



## 4. Identify patterns

(Figure 11.11, page 260-261)



# 5. Define goals

(page 265-267)

- ~~Basic Human Goals~~
  - ~~Life Goals~~
  - End Goals
  - Experience Goals
- } Persona Goals

## Examples...

### FOR AN ONLINE SHOPPER:

- Register easily
- Save money
- Fun

### FOR A RECEPTIONIST:

- Answer every call
- Transfer calls easily
- Be seen as a professional
- Get that modeling gig

### FOR A TEENAGE MUSIC LISTENER:

- Keep my music organized
- Enjoy my music
- Rebel against my parents



# 6,7,8,9. Write narratives

1. Start with a list
2. Convert to a narrative
3. Highlight the user's goals

USER & DESIGN ANALYSIS  
14 February 2004 - continuation

28

Overview  
Background & attitudes  
Goals  
Requirements considerations  
Design solutions

29

PROLOGUE: CARLA

**Background & attitudes**

**Carla is an emotional buyer.**

The last time 22-year-old Carla Ramirez decided it was time for a new car, she bought one within two weeks. Not long after she paid off her first car—a basic model Honda Civic hatchback—in 2000, she watched *The Italian Job* on DVD and fell in love with the MINI Cooper's sporty design. Driving around San Francisco the next week, she found herself looking longingly at every MINI she passed.

**Prejudices does play its part, though.**

Taking a lunch break at the office after laying out the latest batch of ads, Carla decided to check out the MINI cars she noticed at Reading Mall. As she usually did, the car's attitude encouraged her to keep looking. It felt like play rather than research. She began to find reasons that the car she was driving to would be a rational choice, too. It was small enough to make city parking less painful, had enough space to fit several bags of groceries, and had good enough mileage that she wouldn't have to feel guilty about not getting a hybrid. As she assembled her dream car online, though, she realized that it might be a little much on a graphic designer's salary.

**Others may influence her to look elsewhere, but the emotional connection is strong.**

When she mentioned her disappointment to her boyfriend Todd that evening, he looked up her Mac and looked at several automotive sites, then suggested other cars with comparable features, including the Ford Focus and Volvo V40. Carla dutifully looked at the others, but found herself back on the MINI site before long. She tried another configuration without the sun-roof, stereo upgrade, and leather seats. When she saw that the new total wasn't much more than the Focus, she decided to test drive the MINI that weekend. She saved the configuration for later to avoid going through the process again, what had seemed fun the first time was getting the second.

**When she's ready to buy, she wants to keep more.**

A test drive convinced Carla she had to have the car (and the sun-roof). Ready to buy, she was frustrated that the dealer didn't have many cars in stock. She went back to the link site to see what other nearby dealers had. If Amazon could tell her what's in stock, surely a car dealer's web site could do the same. Unfortunately, the dealer sites didn't have much information, so she called the one with the best inventory page. They told her they were getting a shipment in a few days, and that most dealers had very few cars in stock. Carla hung up, wondering whether she should take another look at the books. Eventually she called back and gave them a credit card number to hold the car over until the sun-roof. When the dealer finally called to say that her car was here, she wanted to pick it up until Friday afternoon so she and Todd could celebrate with a drive down the coast.

**Carla doesn't want to think about taking care of her car.**

A couple of months later, Carla wondered when to get her car serviced, so she logged on to the owner section of the site. She was disappointed to find that even when she entered all the information about her car, it didn't recommend what services to have performed and when. The car had returned to the site spot.

**Carla wants a new car when the old one is paid off.**

Much as she has enjoyed her MINI, it's been paid off by six months, and Carla's eyes are starting to wander again.

USER & DESIGN ANALYSIS  
14 February 2004 - continuation

30

Overview 24  
Background & attitudes 28  
Goals 27  
Requirements considerations 27  
Design solutions 28

31