

How and Why of Personas

In preparation for 22/23 HCI teaching and LGT planning

Timothy Neate
Department of Informatics, King's College London
September 12th 2022

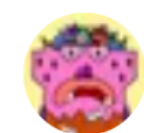


Neate, Timothy 1m



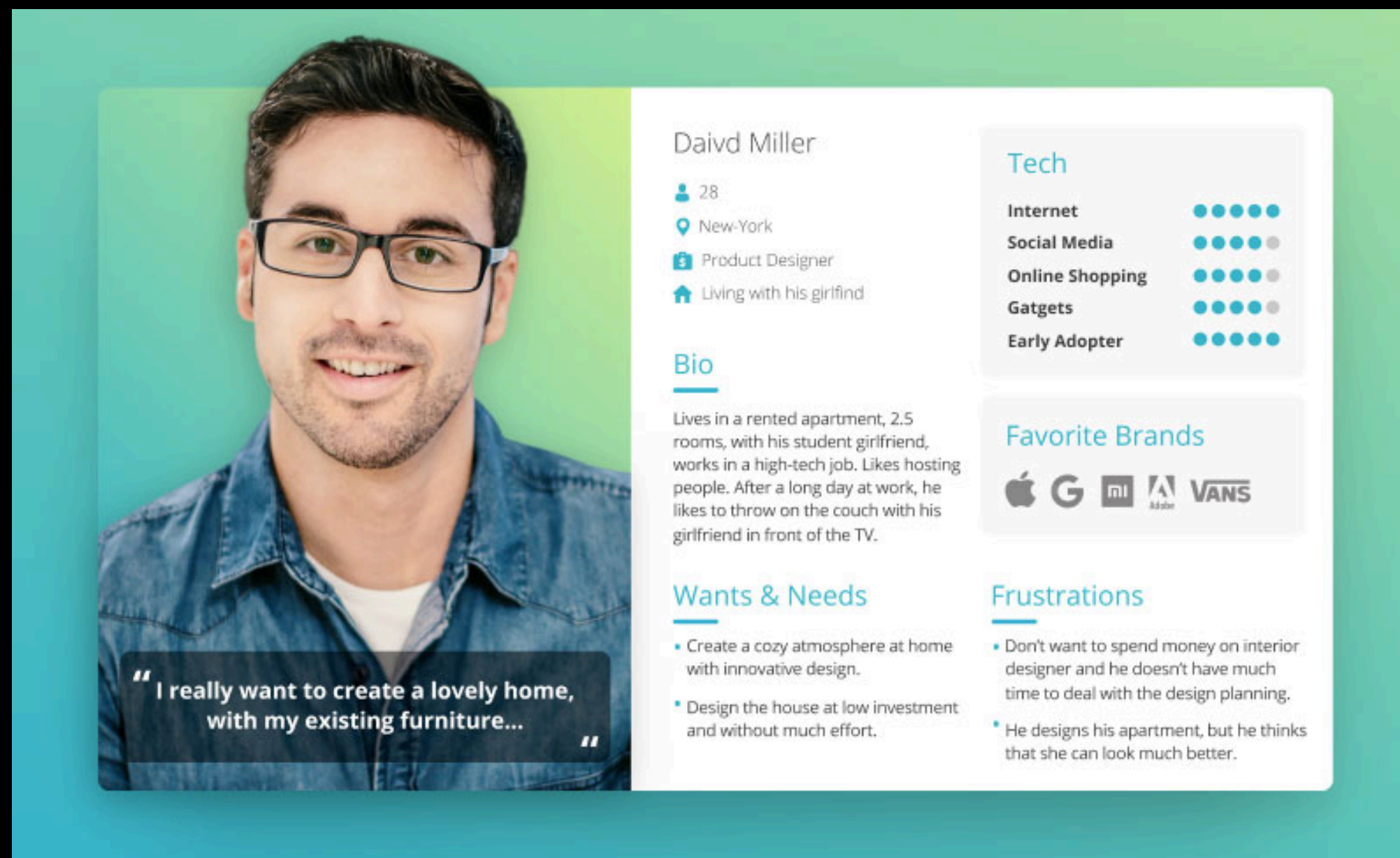
Personas (Human-Computer Interaction)

Understanding *what a persona is* -- i.e. an archetypal user of a product or service, and why they might be useful in the context of designing interactive systems.



Add comment

Personas?



- Personas are **archetypal** users for whom we are designing a product
- We keep them 'in mind' when **doing design**
- They are formed from **user data** — interviews, observations, etc

Context & Challenge

- This is probably one of the easiest concepts in our field
- Yet, a significant minority (15% of our students) do not **fully understand** personas
- They normally find this out **in the exam**, or through its results — too late



Identified Problems

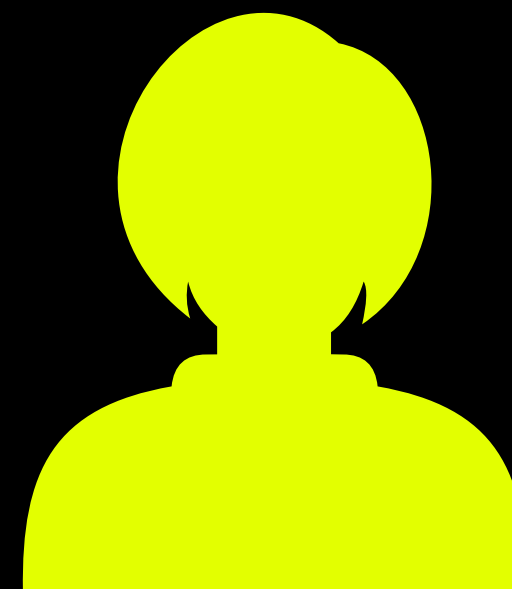
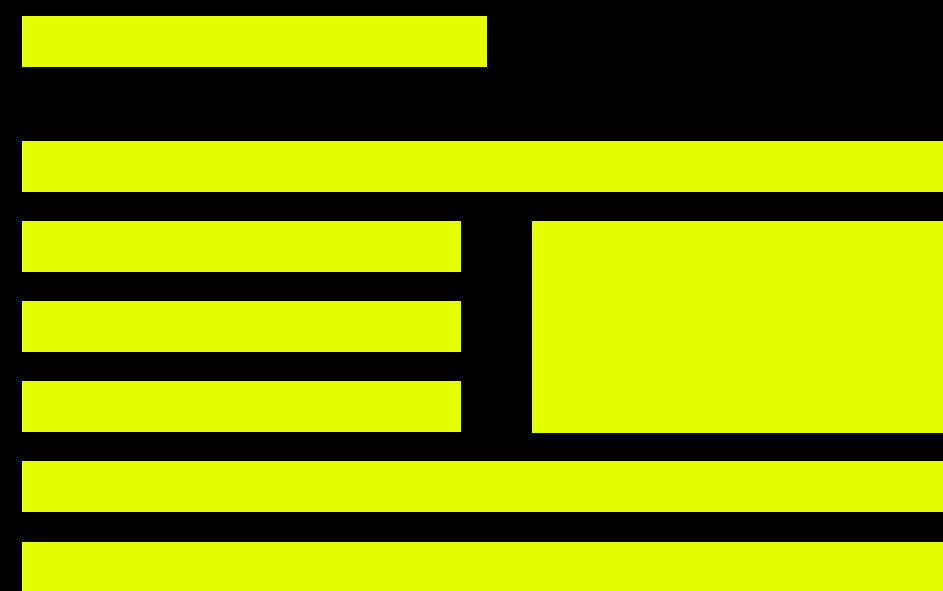
- **Lack of difficulty** (desirable difficulty) — we might not be challenging students enough in the taught material — false sense of security
- Possible challenge with **transferring knowledge** different contexts



Scaffolding Knowledge

- **Taught material** (video lecture, reading) — explains in detail
- ** **LGTs with real data for persona creation** – with pre-defined categories provided
- ** **Feedback in LGTs** (everyone uploads example to Miro/Padlet) — explaining how they would use their persona 'in the real world'

Data



Dariya

Age: 34

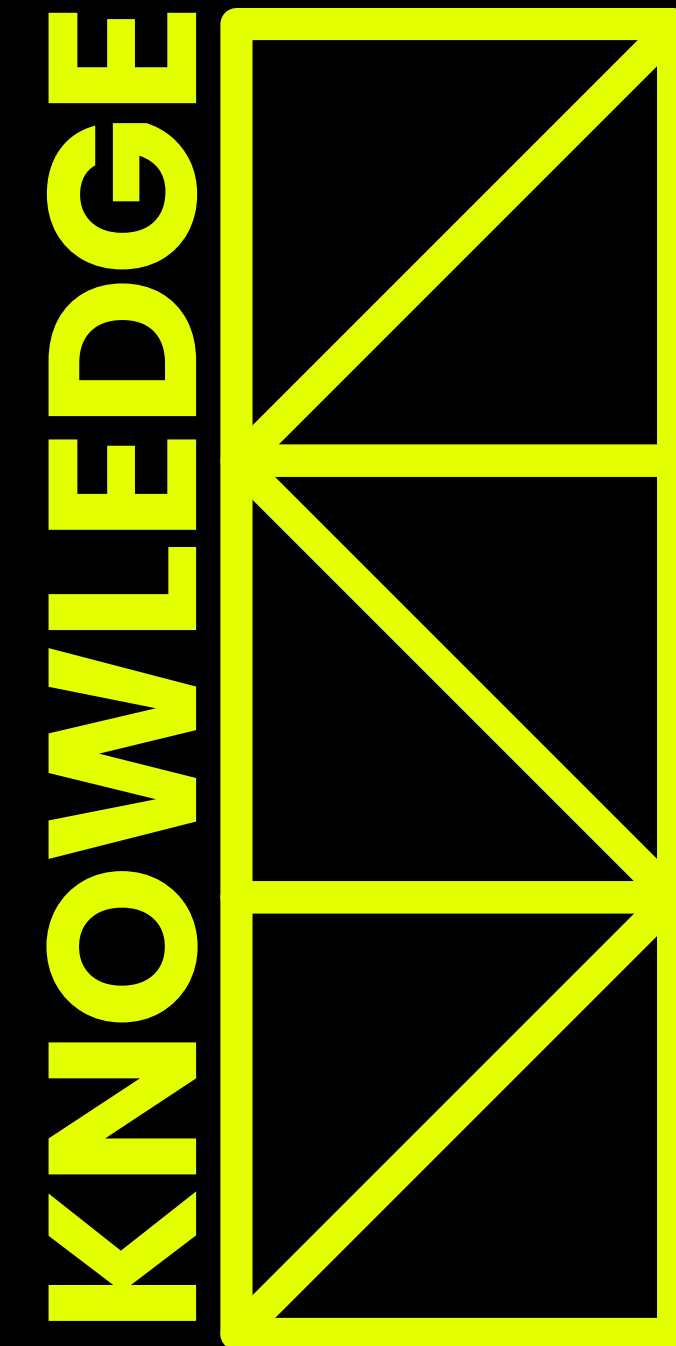
Interests: C programming, cheese

Goals: To more easily find email

** means new introduction

Scaffolding Knowledge

- Leading into SGTs, with no provided categories, using their **own data**
- Into exam — **no scaffolding**



Emphasis

Emphasis is on explaining **how** personas are created
and **why** as opposed to just what they are