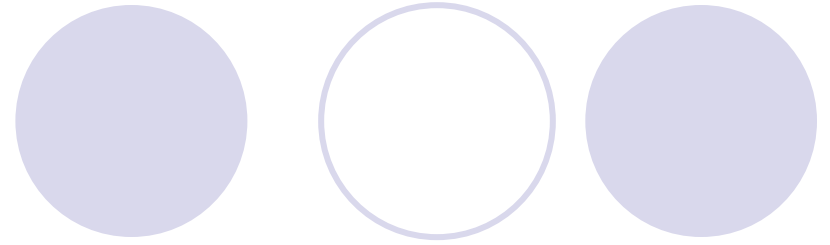
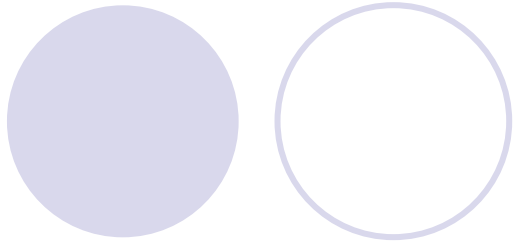


# 1. Tipos de requerimientos

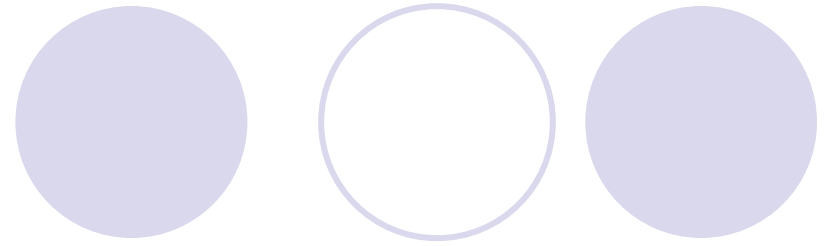
# Tipos de requerimientos

- Funcionales/No Funcionales
  - Cualidades de software
- Por formato:
  - User stories
  - Use cases
  - Requirement specifications
    - Verifiable
    - Notations
  - Context scenarios (from Personas)
- User vs system requirements
- Personas (perfiles de usuario)



**FUNCIONALES/NO  
FUNCIONALES**

# Requirement types



- Functional
- Non functional

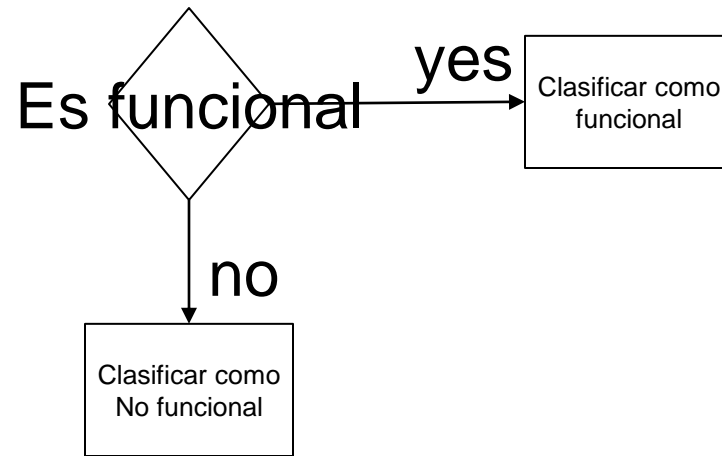


# Functional

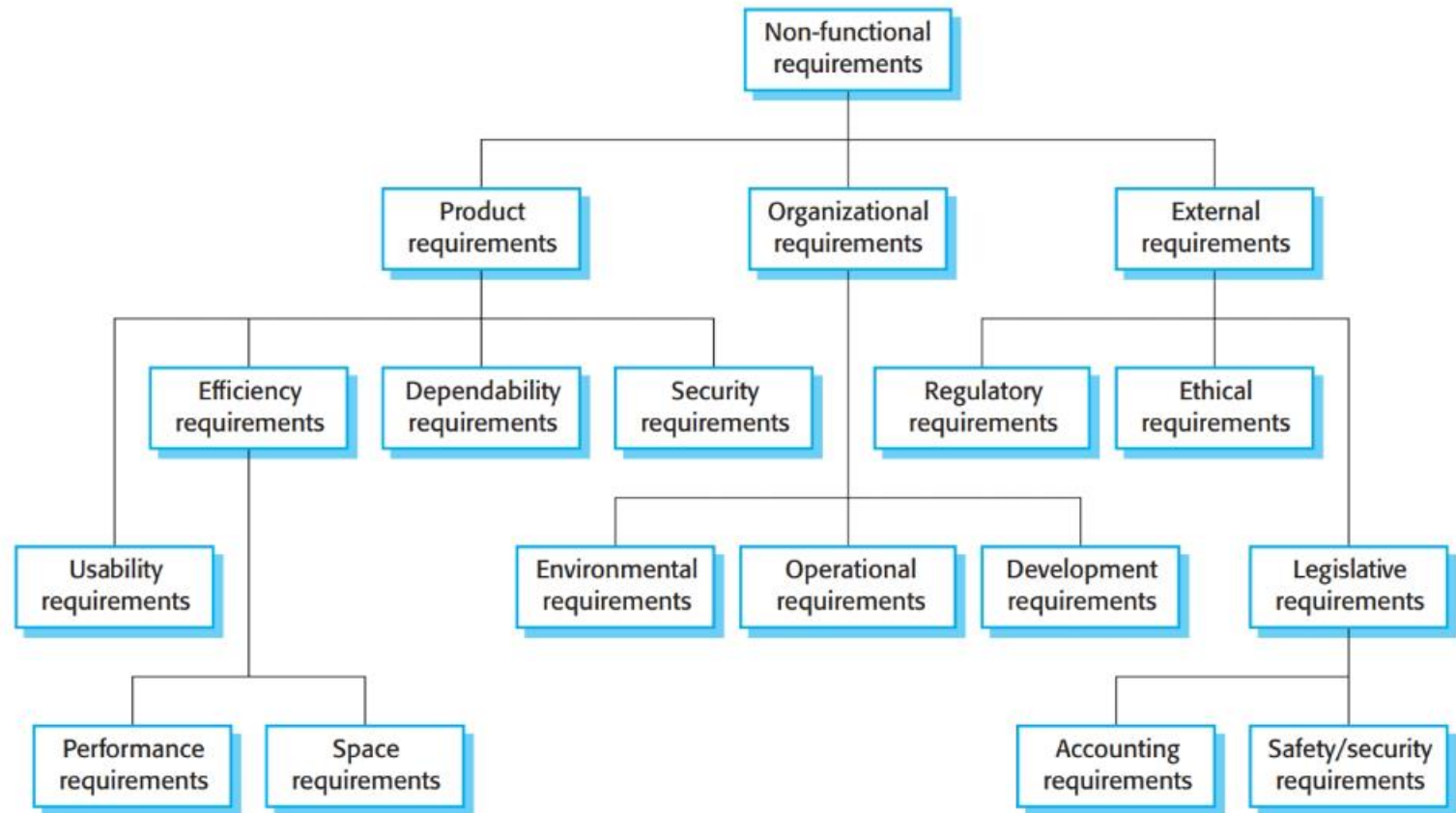
- “System behaviors or capabilities ... the system is required to perform [3].”
- This behavior may be expressed as: [3]
  - Services
  - Tasks or
  - Functions
- What?

# Definitions by Sommerville [2]

1. *Functional requirements* These are statements of services the system should provide, how the system should react to particular inputs, and how the system should behave in particular situations. In some cases, the functional requirements may also explicitly state what the system should not do.
2. *Non-functional requirements* These are constraints on the services or functions offered by the system. They include timing constraints, constraints on the development process, and constraints imposed by standards. Non-functional requirements often apply to the system as a whole rather than individual system features or services.



# Non-Functional requirements [2]



# Examples [2]

## **PRODUCT REQUIREMENT**

The Mentcare system shall be available to all clinics during normal working hours (Mon–Fri, 08:30–17:30). Downtime within normal working hours shall not exceed 5 seconds in any one day.

## **ORGANIZATIONAL REQUIREMENT**

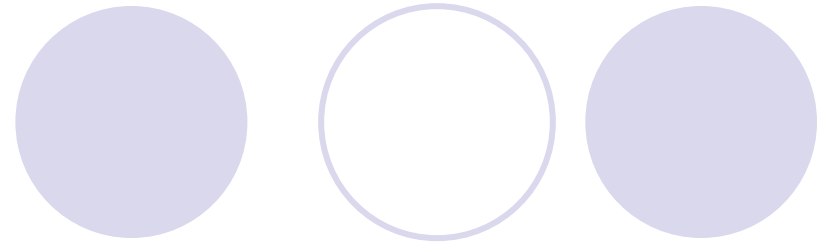
Users of the Mentcare system shall identify themselves using their health authority identity card.

## **EXTERNAL REQUIREMENT**

The system shall implement patient privacy provisions as set out in HStan-03-2006-priv.

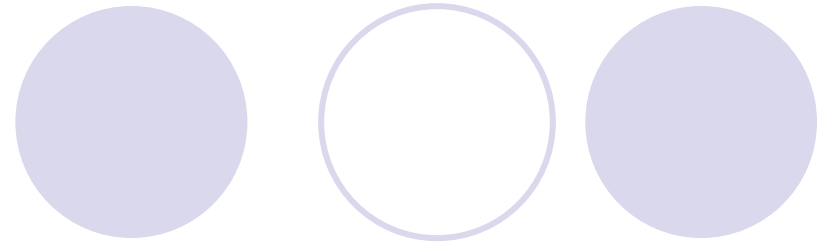


# Non functional [1]

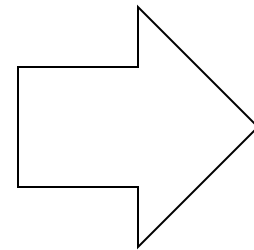


- Many times they are considered as:
  - A category to group all those requirements that are \_\_\_\_\_
- Typically, they are also software qualities

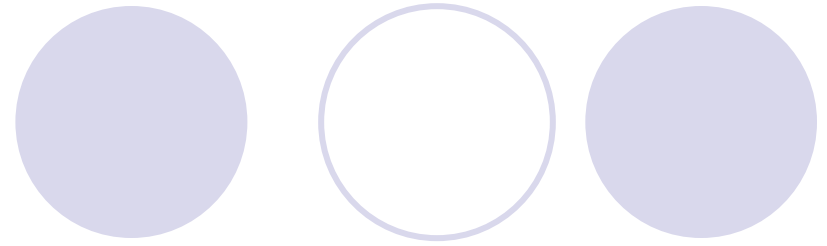
# Non functional [1]



- Many times they are considered as:
  - A category to group all those requirements that are **not functional**
- Typically, they are also software qualities + other (e.g. constraints, external interface requirements, etc.)



# Qualities [3]



- Performance
- Usability
- Security
- Maintainability
- Reliability
- Efficiency
- Safety
- Portability
- Etc.

# Videos

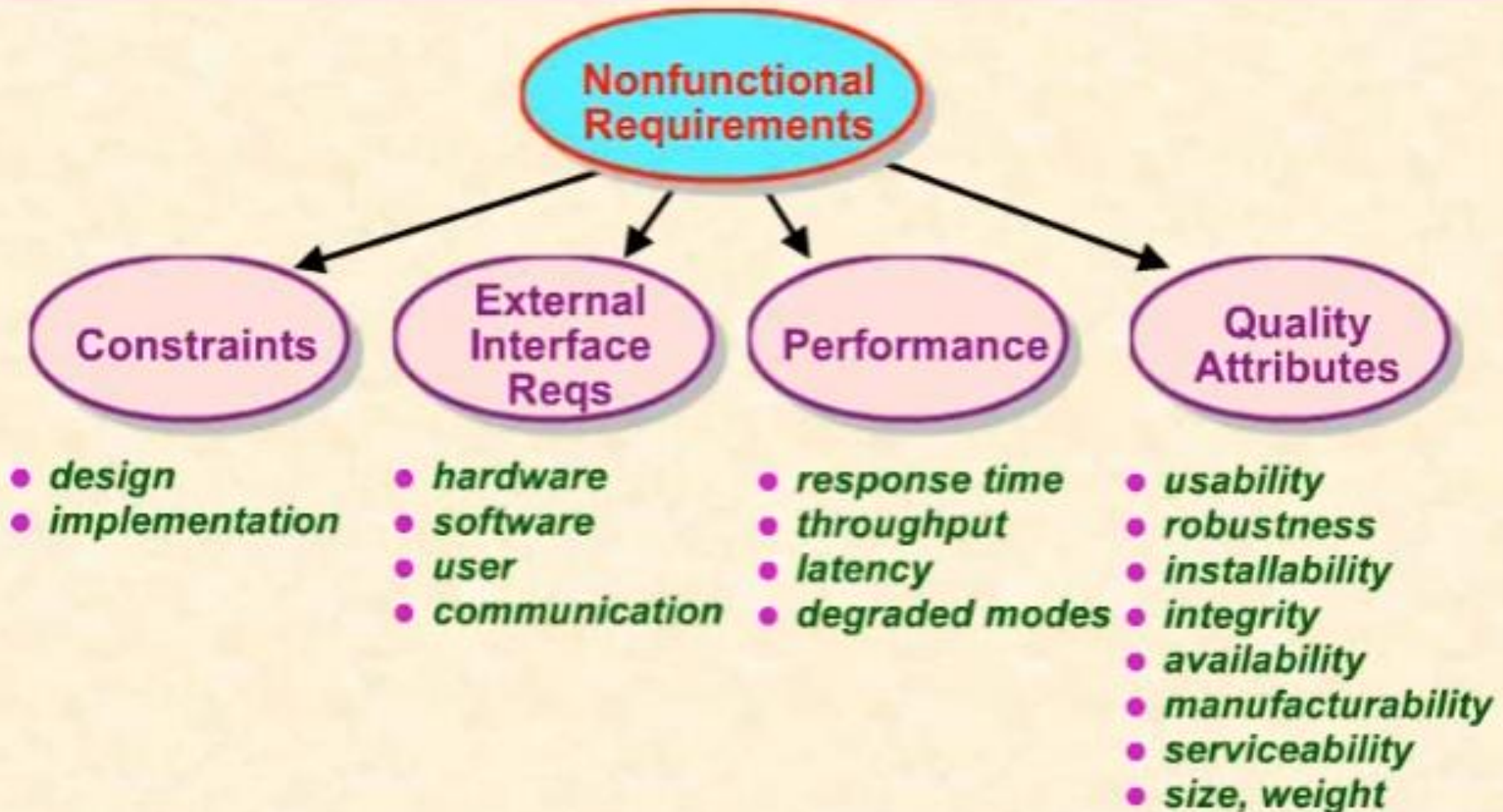
- Use Cases and Functional Requirements

- <http://www.youtube.com/watch?v=HshfGCgWaE4&feature=relmfu>

- Non-Functional Requirements

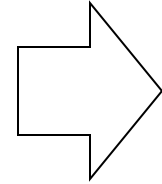
- <http://www.youtube.com/watch?v=ITS8sAkwRvQ&feature=relmfu>

# Nonfunctional Requirements



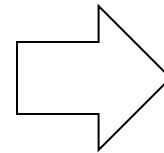
# Why bother?

- Functional requirements



GUI

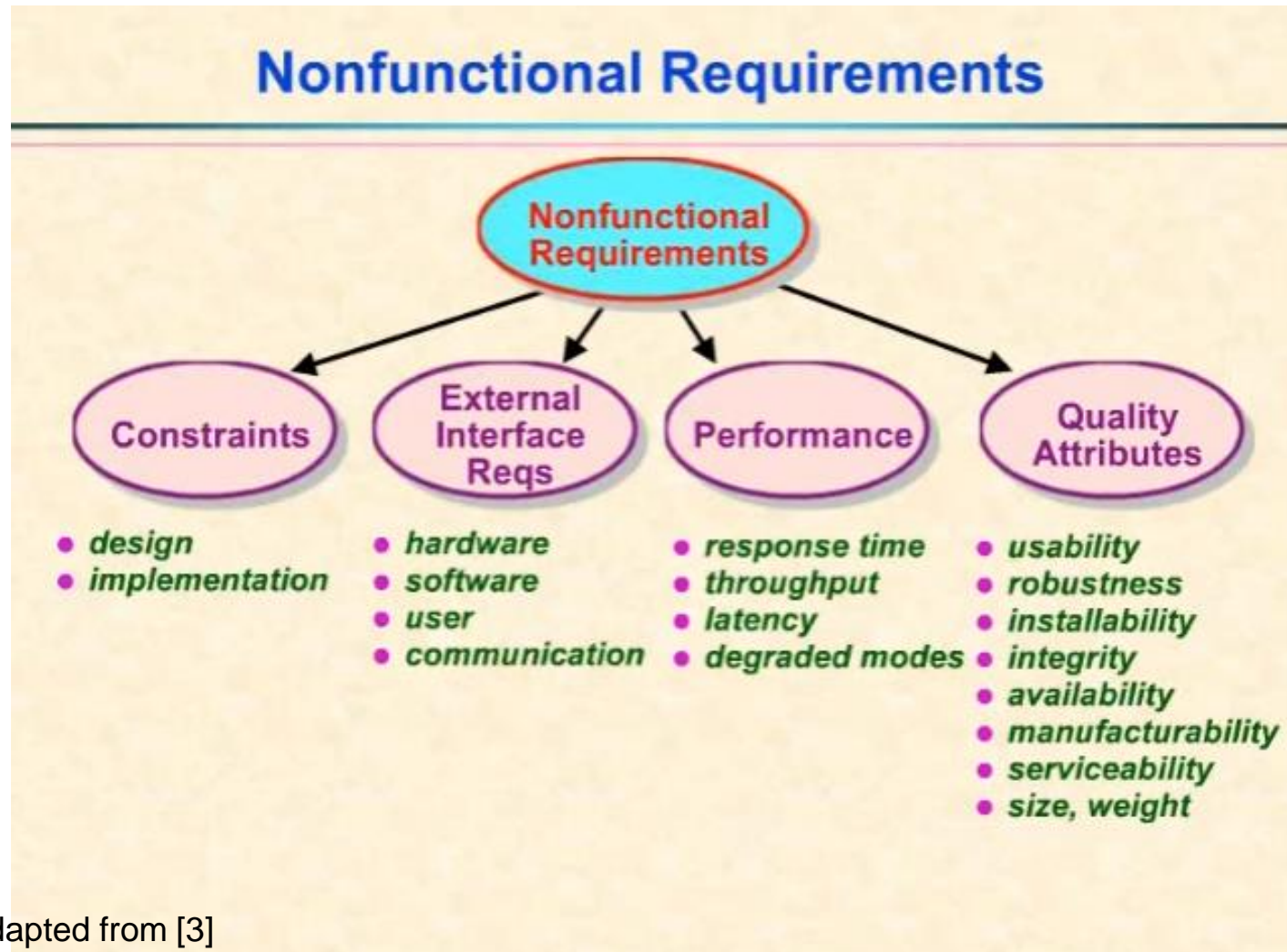
- Non-Functional requirements



Software  
Architecture

# Activity: E10-2 Repaso de definición de requerimientos

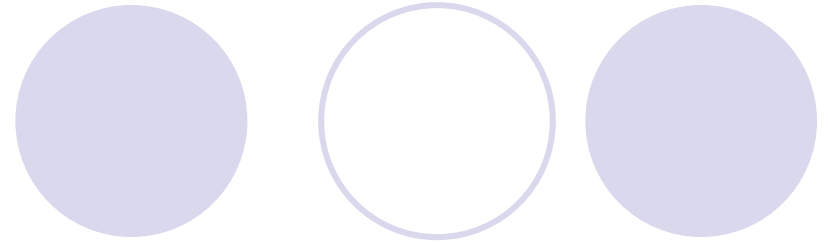
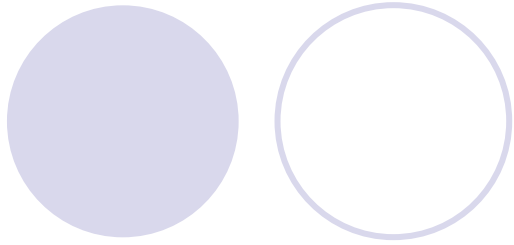
# Activity: Write non-functional requirements





# References

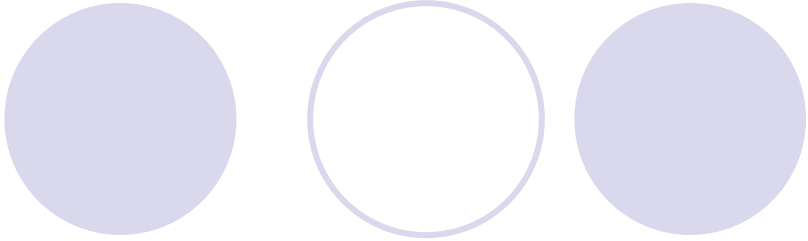
1. IEEE Computer Society (1998). *IEEE Recommended Practice for Software Requirements Specifications*, IEEE.
2. Sommerville, I. (2011). *Ingeniería de software*, Addison Wesley, México.
3. Karl Wiegiers (2011). Speaking of Requirements: Non-Functional Requirements,  
<http://www.youtube.com/watch?v=ITS8sAkwRvQ&feature=relmfu>

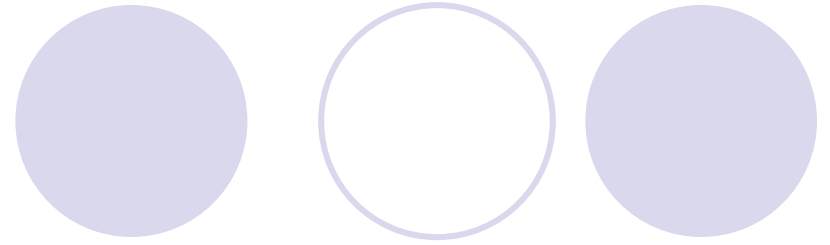
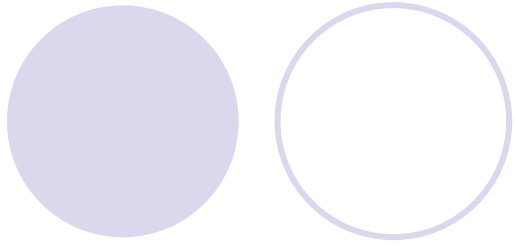


**POR FORMATO**

# Por formato



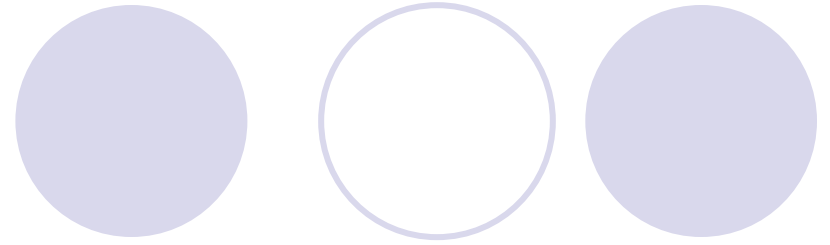
- User stories
  - Use cases
  - Requirement specifications
  - Contextual scenarios (from Personas)
- 



Formato de Mike Cohn

# **USER STORIES**

# Acknowledgements



- This presentation is adapted from [1, 2]

# User Stories

## Card

As a project manager  
I need to create a project schedule  
So that I know when all the project  
tasks happen, so that I can schedule  
resources to do those tasks

## Conversation



# The 3 C's of user stories [1]

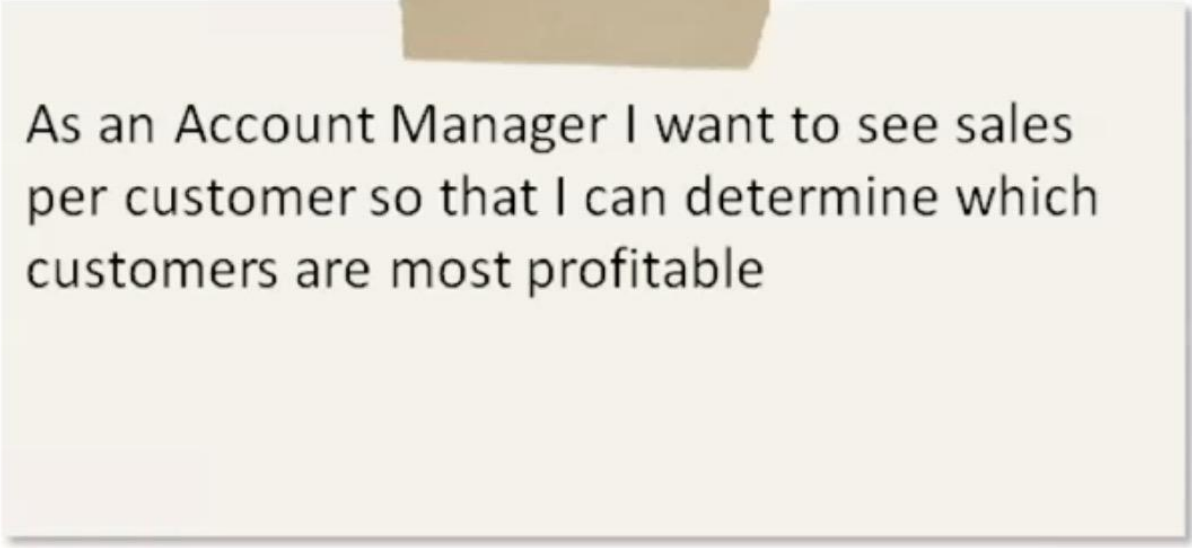
- C: Card
- C: Conversation
- C: Confirmation

- Each user story is composed of 3 aspects:
  - Written description of the story (for planning)
  - Conversations about the story, as foundational knowledge forming the story
  - Acceptance criteria which conveys and document details that can be used to determine when a story is “complete”

## User Story Template

User Story Template (by Mike Cohn)

“As a <type of user>...  
I want <some goal> ...  
so that <some reason>.”



As an Account Manager I want to see sales  
per customer so that I can determine which  
customers are most profitable



# INVEST in Good Stories !!!

I

- Dependencies lead to problems estimating and prioritizing
- Can ideally select a story to work on without pulling in 18 other stories

Independent  
user stories

N

- Stories are not contracts
- Leave or imply some flexibility

Negotiable

V

- To users or customers, not developers
- Rewrite developer stories to reflect value to users or customers

Value to the  
end customer

E

Because plans are based on user stories, we need to be able to estimate them

Estimatable

S

- Small enough to complete in one sprint if you're about to work on it
- Bigger if further off on the horizon

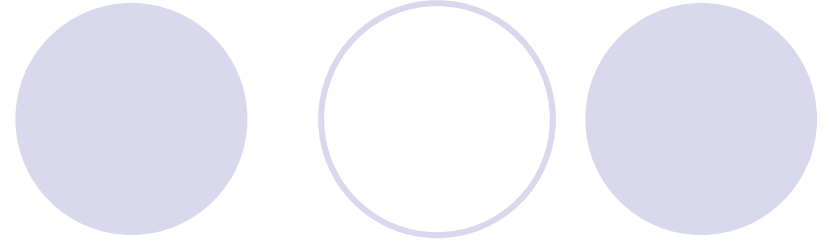
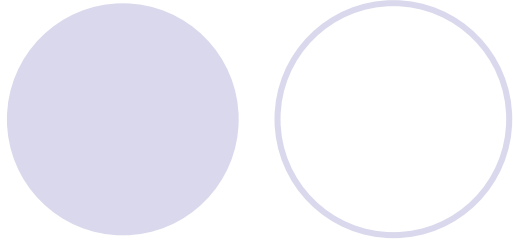
Small

T

- Testable so that you have a easy, binary way of knowing whether a story is finished
- Done or not done; no "partially finished" or "done except"

Testable





# **ACCEPTANCE CRITERIA [2]**

# Accrit Template

Acceptance Criterion (*Accrit*)

"Given <Precondition>...

When <Actor + Action> ...

Then <Observable Result>."

Note: Accrit is NOT a replacement for test cases



## Accrit Example

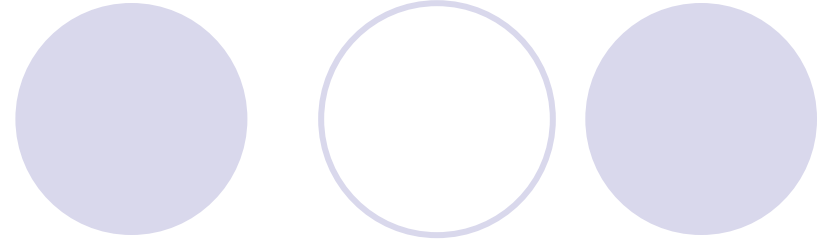
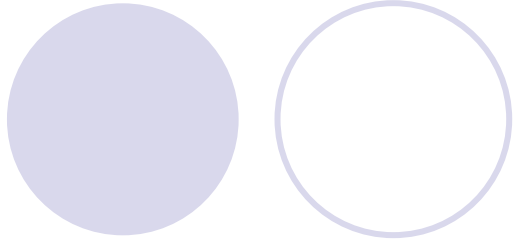
"GIVEN the logged-in user has "Admin" privileges..  
WHEN he/she attempts to enters a valid combination of  
Account and Routing Number to transfer funds..  
THEN the funds are transferred through the payment  
gateway and a success message is displayed."

Note: Accrit is NOT a replacement for test cases



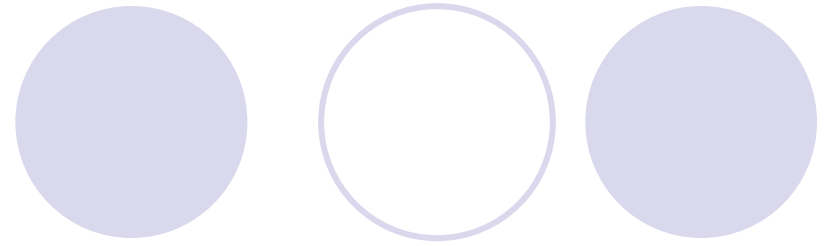
# References

- 1. Anurag Saksena (2013). “Agile Methodology Episode 3 – User Stories”, URL: <https://youtu.be/C-qBLcBWVmY>
- 2. Anurag Saksena (2013). “Agile Methodology Episode 5 -- Acceptance Criteria”, URL: <https://youtu.be/fwL4a0pxsmc>



# USE CASES

# Use case formats



- Brief
  - 3 sections
  - All elaborated at the beginning
- Expanded/Fully dressed
  - Detailed description
  - A subset is elaborated in each iteration

# Use case formats <sup>[1,2]</sup>

## Brief

- **Name**
- **Actors**
- **Description [2]**

## Expanded

- **Name**
- **Actors**
- **Description [2]**
- **Stakeholders and Interests**
- **Preconditions**
- **Success Guarantee (Postconditions)**
- **Main Success Scenario (or Basic Flow, **Happy path**)**
- **Extensions (or Alternative Flows)**
- **Special Requirements**
- **Technology and Data Variations List**
- **Frequency**
- **Open issues**



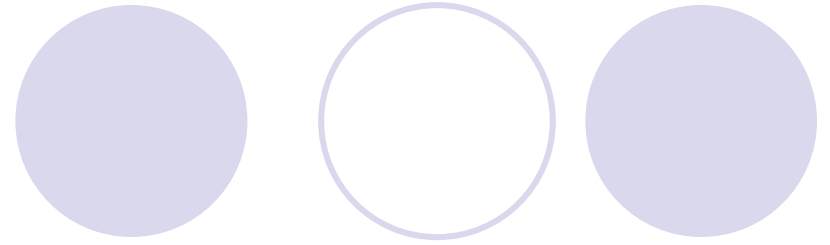
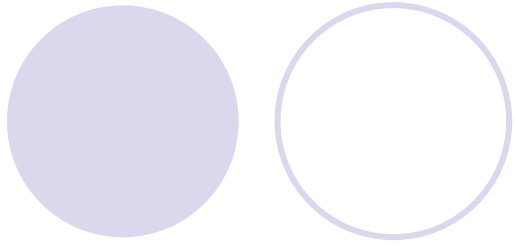
# Main Success Scenario [3]

Actor Action	System Response
1. Customer arrives at POS checkout with goods and/or services to purchase.	
2. Cashier starts a new sale.	
3. Cashier enters item identifier <i>Cashier repeats steps 3-4 until indicates done.</i>	4. System records sale line item and presents item description, price, and running total. Price calculated from a set of price rules.
5. Cashier finalizes the sale	6. System presents total with taxes calculated
7. Cashier tells Customer the total and asks for payment.	
8. Customer pays and the Cashier introduces the payment	9. System handles the payment
	10. System logs completed sale and sends sale and payment information to the external Accounting system (for accounting and commissions) and Inventory system (to update inventory).
	11. System presents receipt.
12. Customer leaves with receipt and goods (if any).	



# References

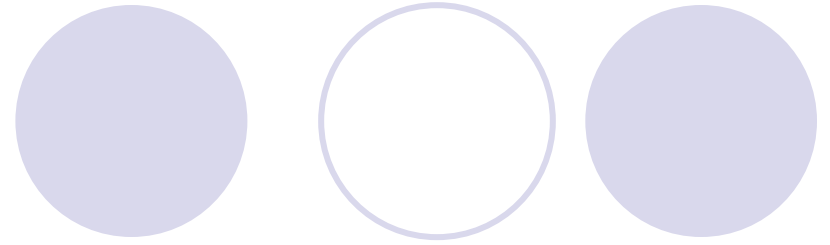
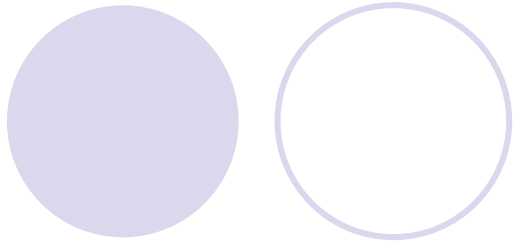
1. Larman, C. (2004). *UML y patrones: Una introducción al análisis y diseño orientado a objetos y al proceso unificado*, Pearson Educación, 2ª ed., España.
2. Valtech (1999). Chapter 4: Creating Use Cases. Presentation
3. Larman, C. (2005). *Applying UML and Patterns: An Introduction to Object-Oriented Analysis and Design and Iterative Development*, Pearson Educación, 3ª ed., N.J., USA, p. 674.



# **REQUIREMENT SPECIFICATIONS**

# Examples of requirement specifications

- In 60% of the cases, the program output **should be** produced within 20 seconds the event has started; and 30 seconds in 100% of the cases. [1]
- The TMW **shall** always display the identifier for the current week. [2]



# VERIFIABLE REQUIREMENTS

# Requirements should be verifiable [1]

- i.e., a person or machine should be able to check if the software has satisfied the requirement.
- They should be specific enough that we can determine what evidence is needed to verify them

# Why?





# For verifying requirements

- The QA team (testing) can check if the requirements in the SRS are satisfied

<table><tr><td>Time Monitoring Tool</td><td>Version: -1.0-</td></tr><tr><td>Software Requirements Specifications</td><td>Date: -01.01.2001-</td></tr><tr><td>Appendix A.1</td><td></td></tr></table> <p>3.1.3.4 The TMW shall display all the refused time stamp records previously entered by the user currently logged in.</p> <p>3.1.3.4.1 The refused time stamp records shall be displayed in a tabular fashion, with every record being on a separate row.</p> <p>3.1.3.4.2 The fields should be identified with labels. Inappropriate and non-confusing abbreviations can be used if necessary.</p> <p>3.1.3.4.3 The fields should be modifiable to allow correction of the time stamp records.</p> <p>3.1.4 The existing TMW timestamps shall be updatable.</p> <p>3.1.4.1 It shall only be possible to modify the Project, Task, Activity, and Artifacts fields with values that are allowed for the user currently logged in.</p> <p>3.1.4.2 It shall only be possible to modify the time fields for every day of the week using a positive numerical value of maximum 24.</p> <p>3.1.4.3 Modifications to the records shall not be synchronized automatically with the server; that is, it should be possible to modify several values and then to click a button or perform another mechanism to update the server.</p> <p>3.1.5 The TMW shall support the entry of new timestamps.</p> <p>3.1.5.1 It shall be possible to add new timestamps according to predefined fields.</p> <p>3.1.5.2 All new timestamps should come with the predefined selections for a given user.</p> <p>3.1.5.3 It shall be possible to create up to 100 new timestamps for a given user and a given current week.</p> <p>3.1.5.4 All time entry shall be in hours and minutes H:mm.</p> <p>3.1.6 The TMW shall support entry of timestamps.</p> <p>3.1.6.1 All fields of a timestamp shall have predefined values for the logged in user.</p> <p>3.1.6.2 Project, Task, Activity, Artifact and at least one time field must be filled out before the report is sent to the database.</p> <p>3.1.6.3 Time entry could be in duration or task mode.</p> <p>3.1.6.4 G clock for the task mode.</p> <p>Confidential ©École Polytechnique de Montréal, 2002 Page 11 of 18</p>	Time Monitoring Tool	Version: -1.0-	Software Requirements Specifications	Date: -01.01.2001-	Appendix A.1		<table><tr><td>Time Monitoring Tool</td><td>Version: -1.0-</td></tr><tr><td>Software Requirements Specifications</td><td>Date: -01.01.2001-</td></tr><tr><td>Appendix A.1</td><td></td></tr></table> <p>3.1.7 The TMW shall provide cumulative totals.</p> <p>3.1.7.1 Each column day of the current week shall have the total number of hours.</p> <p>3.1.7.2 Each project and task line of the current week shall have the total number of ours recorded.</p> <p>3.1.7.3 The total number of hours recorded in the current week shall be displayed.</p> <p>3.1.7.4 All time records shall be displayed in hours and minutes: H:mm.</p> <p>3.2 Manager Client Module (MCM)</p> <p>3.2.1 The manager shall be able to load the Manager Client Module within Netscape.</p> <p>3.2.2 The Manager Client Module shall support the logging of managers.</p> <p>3.2.2.1 The initial window of the MCM shall contain a field for a user name, a field for a password, and a button labeled login. The password field shall be a "secret" field, which does not display what the user types.</p> <p>3.2.2.2 When a user presses the login button, the MCM shall send a request to the SM to login the user.</p> <p>3.2.3 If the logging of a user is successful (see 3.2.2.2), the MCM shall display the MCW.</p> <p>3.2.3.1 The MCW shall always display the username of the manager currently logged in.</p> <p>3.2.3.2 The MCW shall display two groups of icons, which are for the user management and the project management.</p> <p>3.2.4 MCW shall support user's management.</p> <p>3.2.4.1 The user management icons shall include: add a user, display/modify/disable users, and validate timestamps.</p> <p>3.2.4.2 Clicking add user icons shall display a fill in form for adding a user to the project.</p> <p>3.2.4.2.1 Add user form shall enable the recording of the user id, the project, the user's supervisor identification, and the selection of predefined fields for this user.</p> <p>3.2.4.2.2 Add user form shall be validated for completeness before being sent to the Server Module.</p> <p>Confidential ©École Polytechnique de Montréal, 2002 Page 12 of 18</p>	Time Monitoring Tool	Version: -1.0-	Software Requirements Specifications	Date: -01.01.2001-	Appendix A.1	
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Appendix A.1													

# What do you observe?

3.1.3.4 The TMW shall display all the refused time stamp records previously entered by the user currently logged in.

3.1.3.4.1 The refused time stamp records shall be displayed in a tabular fashion, with every record being on a separate row.

3.1.3.4.2 The fields should be identified with labels. Intuitive and non-confusing abbreviations can be used if necessary.

3.1.3.4.3 The fields should be modifiable to allow correction of the time stamp records.

3.1.4 The existing TMW timestamps shall be updateable

3.1.4.1 It shall only be possible to modify the Project, Task, Activity, and Artifacts fields with values that are allowed for the user currently logged in.

3.1.4.2 It shall only be possible to modify the time fields for every day of the week using a positive numerical value of maximum 24.

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# Requirement specification have a code

3.1.3.4 The TMW shall display all the refused time stamp records previously entered by the user currently logged in.

3.1.3.4.1 The refused time stamp records shall be displayed in a tabular fashion, with every record being on a separate row.

3.1.3.4.2 The fields should be identified with labels. Intuitive and non-confusing abbreviations can be used if necessary.

3.1.3.4.3 The fields should be modifiable to allow correction of the time stamp records.

3.1.4 The existing TMW timestamps shall be updateable

3.1.4.1 It shall only be possible to modify the Project, Task, Activity, and Artifacts fields with values that are allowed for the user currently logged in.

3.1.4.2 It shall only be possible to modify the time fields for every day of the week using a positive numerical value of maximum 24.

3.1.4.3 Modifications to the records shall not be synchronized automatically with the server, that is, it should be possible to modify several values and then to click a button or perform another mechanism to update the server.

sub reqs.

Is it satisfied?



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# Example: A verifiable requirement

- In 60% of the cases, the program output should be produced within 20 seconds the event has started; and 30 seconds in 100% of the cases [1]
- Characteristics
  - Specific
  - Determine the evidence
  - Determine acceptance criteria and thresholds



# Pitfall: Compound requirements

- Requirements that are actually 2 or more, but combined

“It shall be possible to add new timestamps according to predefined fields and should come with the predefined selections for a given user. [3]”

# Split the compound requirements

“It shall be possible to add new timestamps according to predefined fields and should come with the predefined selections for a given user. [3]”

“It shall be possible to add new timestamps according to predefined fields. [3]”

“All new timestamps should come with the predefined selections for a given user. [3]”



What is the problem

# If I ask you: “Has the requirement been satisfied?” Your answer?

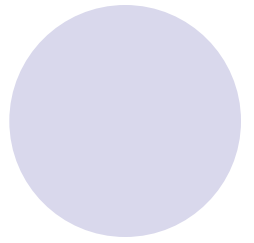
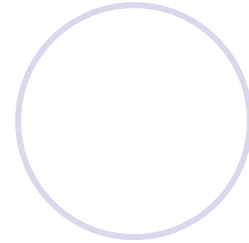
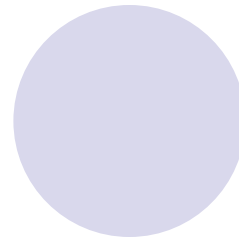
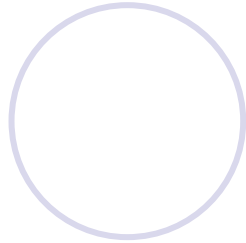
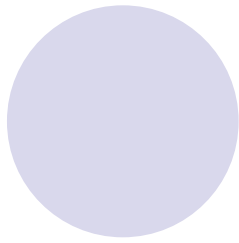
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“It shall be possible to add new timestamps according to predefined fields. [3]”



“All new timestamps should come with the predefined selections for a given user. [3]”





# **USER AND SYSTEM REQUIREMENTS**

# User requirements [2]



The user requirements for a system should describe the functional and nonfunctional requirements so that they are understandable by system users who don't have detailed technical knowledge. Ideally, they should specify only the external behavior of the system. The requirements document should not include details of the system architecture or design. Consequently, if you are writing user requirements, you should not use software jargon, structured notations, or formal notations. You should write user requirements in natural language, with simple tables, forms, and intuitive diagrams.



# System requirements



System requirements are expanded versions of the user requirements that software engineers use as the starting point for the system design. They add detail and explain how the system should provide the user requirements. They may be used as part of the contract for the implementation of the system and should therefore be a complete and detailed specification of the whole system.

# How to write specifications?

Write user  
requirements

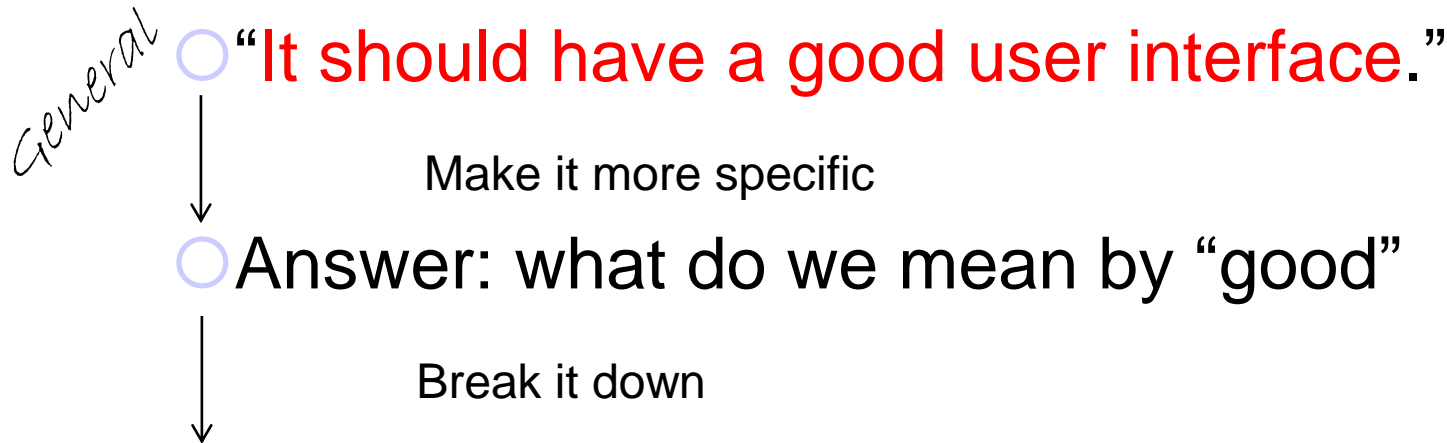


Expand user  
requirements  
with system  
requirements

# You may start with general statements first (**user requirements**)

- Don't discard them
  - Just keep refining them

- Example



## 3.2 It should have a good user interface

- 3.2.1 The system shall provide the undo capability in predetermined actions: action 1, 2, 3, 4, 5, 6,...
- 3.2.2 The system should present only the necessary information on the screen, which is: data 1, data 2, data 3, data 4.
- 3.2.3 The system should show confirmation messages when deleting any element in a collection. These include: element 1, 2, 3, etc.
- ...

# User requirement and system requirements



3.1.7 *The TMW shall provide cumulative totals*

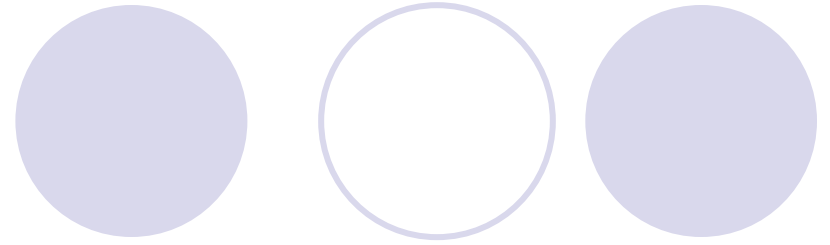
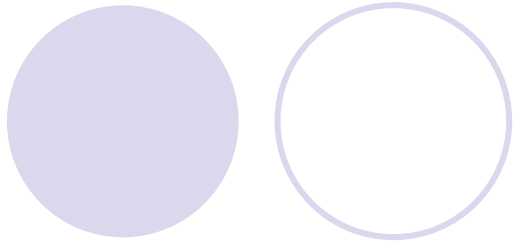
3.1.7.1 Each column day of the current week shall have the total number of hours.

3.1.7.2 Each project and task line of the current week shall have the total number of ours recorded.

3.1.7.3 The total number of hours recorded in the current week shall be displayed

3.1.7.4 All time records shall be displayed in hours and minutes: H:mn.

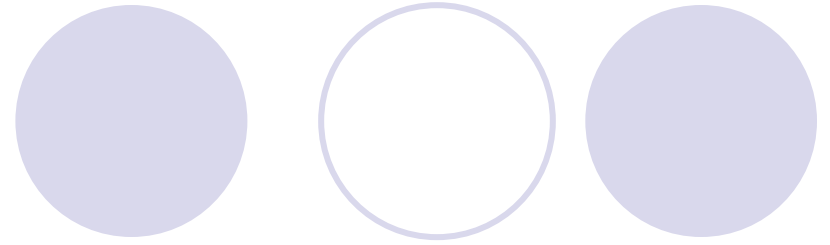
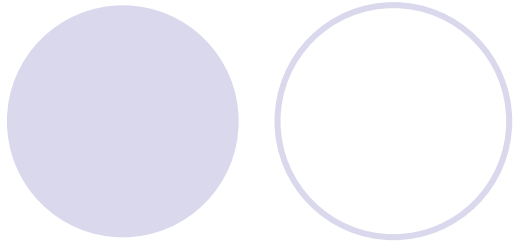
Expand it,  
give details in sub-requirements



# NOTATIONS

# Notations for writing system requirements [2]

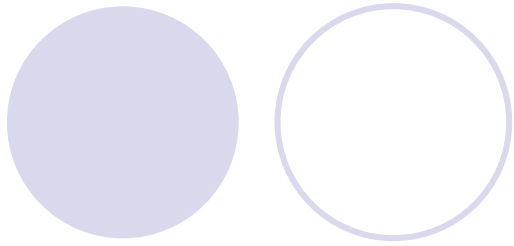
Notation	Description
Natural language sentences	The requirements are written using numbered sentences in natural language. Each sentence should express one requirement.
Structured natural language	The requirements are written in natural language on a standard form or template. Each field provides information about an aspect of the requirement.
Graphical notations	Graphical models, supplemented by text annotations, are used to define the functional requirements for the system. UML (unified modeling language) use case and sequence diagrams are commonly used.
Mathematical specifications	These notations are based on mathematical concepts such as finite-state machines or sets. Although these unambiguous specifications can reduce the ambiguity in a requirements document, most customers don't understand a formal specification. They cannot check that it represents what they want, and they are reluctant to accept it as a system contract. (I discuss this approach, in Chapter 10, which covers system dependability.)



Used in the “Personas” technique

# CONTEXT SCENARIOS





# Example: Vivien Strong [1]

- A persona for a Personal Digital System (PDA):
  - Vivien Strong, a “real-estate agent in Indianapolis.
  - Vivien’s goals are to balance work and home life, cinch the deal, and make each client feel like he is her only client. [1]”



# See the attached full example

## An example context scenario

---

A persona for a PDA/phone convergence device and service: vivien Strong, a real-estate agent in Indianapolis. Vivien's goals are to balance work and home life, cinch the deal, and make each client feel like he is her *only* client.

Vivien's context scenario might be as follows:

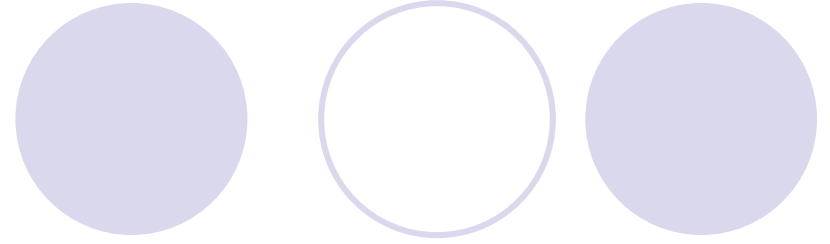
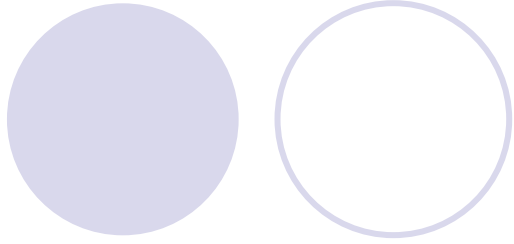
1. Getting ready in the morning, Vivien uses her phone to check e-mail. It has a large enough screen and quick connection time so that it's more convenient than booting up a computer as she rushes to make her daughter, Alice, a sandwich for school.
2. Vivien sees an e-mail Vivien sees an email from her newest client, Frank, who wants to see a house this afternoon. Vivien entered his contact information a few days ago, so now she can call him with a simple action right from the email screen.
3. While on the phone with Frank Beatty and switches to speakerphone so she can look at the screen while talking. She looks at her appointment to see when she's free. When she creates a new appointment, the phone automatically makes it an appointment with Frank,

# Full context scenario

- Check out the attached document

# Tipos de requerimientos

- Funcionales/No Funcionales
  - Cualidades de software
- Por formato:
  - User stories
  - Use cases
  - Requirement specifications
    - Verifiable
    - Notations
  - Context scenarios (from Personas)
- User vs system requirements
- ➡ ● Personas (perfiles de usuario)



**PERSONAS**

# Iterative design cycle

Understanding the user

outputs

Require  
ments

User  
profiles

Evaluation

Design  
alternatives

Prototyping

# The “Personas” Technique

- Most common technique to model users

## BACKGROUND

- 15, Female
- Ongoing Private Education
- Ambitious
- Comfortable using technology to communicate

## MOTIVATIONS

- Keeping in touch with her network
- Fashion/street cred
- Keeping up with peers.

## FRUSTRATIONS

- Sad people trying to be 'friends' on Facebook
- Having to be in bed @ 11pm
- Being swamped in friends updates
- Missing important status updates

# Ginnie

Receives private tutoring in Maths and English as these are not her strong subjects. Enjoys playing for the school's 2nd teams for netball and Lacrosse and is good at art.

She loves recording her favourite shows: ER and Sun Valley High on Sky+ and spends some of her time on her Laptop that Daddy bought her watching videos on YouTube, downloading music, keeping up to date with her friends on Facebook and chatting via MS IM to her cousin who is at University in Leeds.

She loves Ugg boots and Abercrombie & Fitch and uses the Internet to shop and find the cheapest prices.



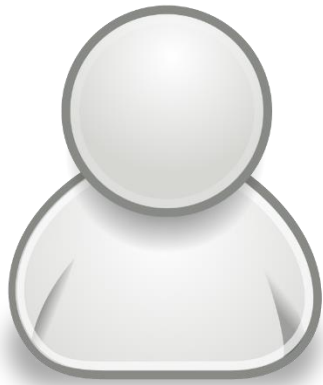
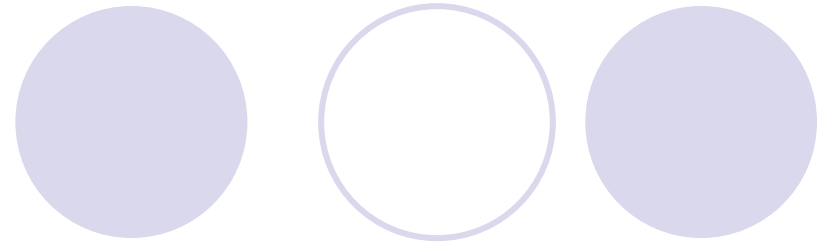
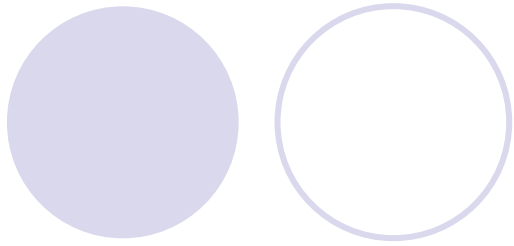
*"I want to easily hook up with my friends whilst watching TV"*





# Personas are based on research

- Interview users
- Information about users supplied by stakeholders and subject matter experts
- Market research data such as from focus groups and surveys
- Data gathered from literature reviews and previous studies



# Personas [4]



- It is a descriptive model of the user [1]
- Capture a set of user **characteristics** (user profile) [2]
- Not real people, but synthesised from real users [2]
- Bring them to life with a **name**, characteristics, **goals**, personal **background** [2] and a **picture** [1]
- Develop a small set of personas with one primary [2]



# Advantages of Persona

- Better products
  - Designing for specific types of individuals with specific needs
- Better communication between analysts and engineers

# Users can be better satisfied



## David's goals

- To store instruments
- For work



## Carol's goals

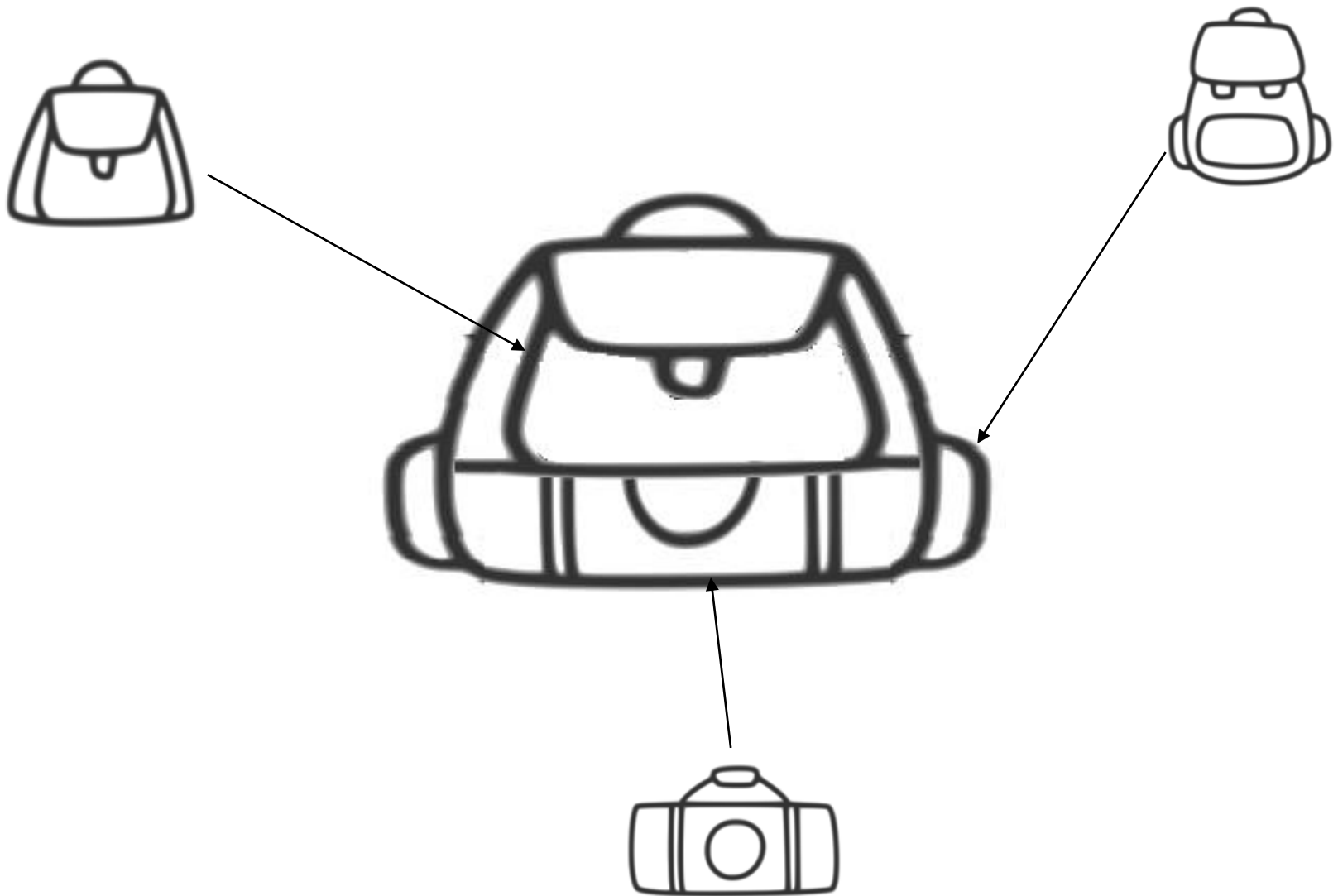
- Personal items
- Casual



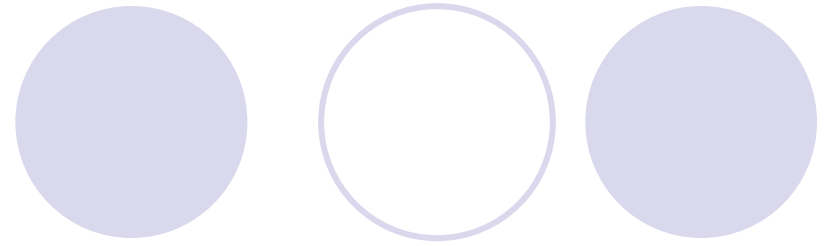
## Steve's goals

- To hike
- That lasts

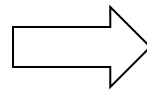
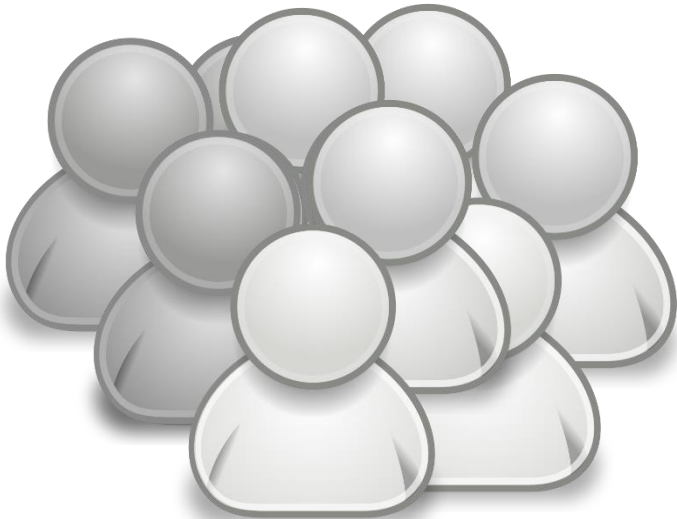




# A product for all

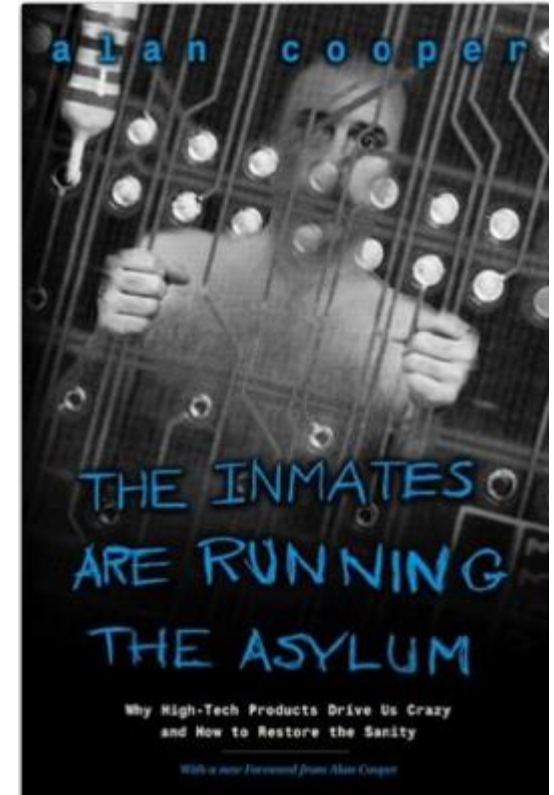


- But often products are designed for various individuals



# Personas by Alan Cooper

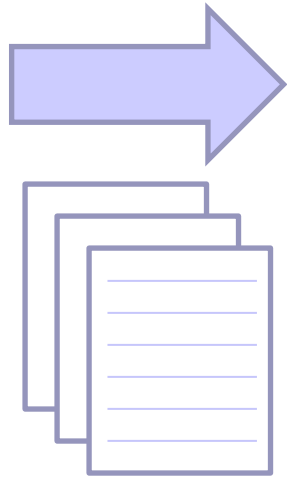
- Book:
  - The Inmates Are Running the Asylum: Why High Tech Products Drive Us Crazy and How to Restore the Sanity
- By Alan Cooper





# Origin of Personas

- Details of users were lost going from designers to developers



User profiles





✓ Identify their behavior and reasons behind it

## La experiencia de Fabián

Después de varios estudios el Dr. me confirmó que debía someterme a una operación ambulatoria. Para dicha operación debía hacerme unos estudios para validar que estaba en buenas condiciones. En este momento vi la opción de usar el seguro de la empresa ya que les cubren los estudios y operación ítem sumando una fuerte cantidad de dinero.

Sin embargo, al momento de hablar con el Dr. no recordaba el nombre de la aseguradora, deducible, coaseguro, padecimientos/enfermedades que cubre o sea dato, básicamente estaba a ciegas. Si hubiera tenido toda esa información y solicitar la carta hacia el seguro. Si no tenía, tuve que investigar en la empresa con quién me debía de comunicar para saber toda esta información.

Después de tener el contacto del broker, me explicó que debía enviar resultados de los estudios, carta del Dr. entre otros documentos para que el seguro evaluara si la operación la cubren ellos y el monto de los honorarios y hospital. Todo este proceso llevó un par de semanas entre contactar al broker, juntar la información y enviarla.

Yo no estaba totalmente seguro de haberle entendido bien a la señorita del estudio, carta del Dr. entre otros documentos para que el seguro evaluara si la operación la cubren ellos y el monto de los honorarios y hospital. Todo este proceso llevó un par de semanas entre contactar al broker, juntar la información y enviarla.

Tenía mucha incertidumbre y ansiedad, pues la señorita que me iba a explicar me iba a responder mis correos, y todo había que enviarlo en cada paso para preguntarle si había recibido los honorarios ya que el Dr. no



Generate empathy. Discover their motivations and aspirations.

# Melanie Swift Photoblog: Persona

- Melanie is a part-time teacher, and once about a year ago, a full-time mom
- She takes photos of her family and friends frequently to craft stories about who they are
- She is inspired by documentary and photo-journalism type photography

GOALS

- Feel close to the people in her life whether she is with them or not
- Craft special stories about friends and family
- Learn how to better frame and capture action shots of her son in action



"I want my friends and family to see my son as I do."

2

1

6

3

4

5

2-2

2-1

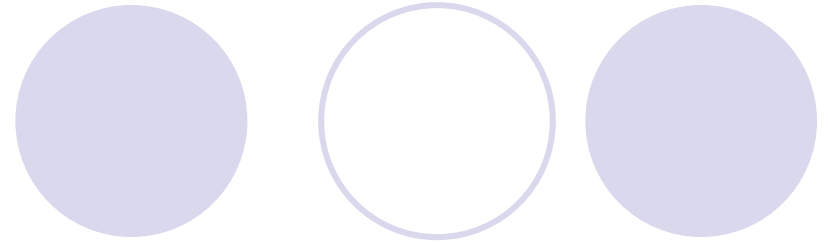
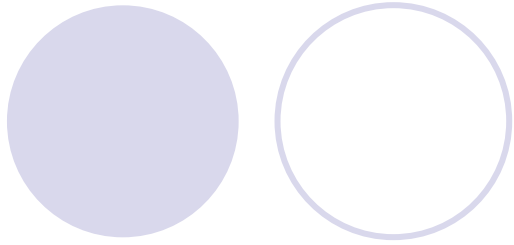
2-2







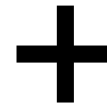
Adapted from [3]



# ELEMENTS OF A PERSONA

# How does a Persona look like? [1]

Persona  
narrative



Context  
scenarios

**BACKGROUND**

- 15, Female
- Ongoing Private Education
- Ambitious
- Comfortable using technology as communication

**MOTIVATIONS**

- Keeping in touch with her network
- Fashion/inter-crit
- Keeping up with peers.

**FRUSTRATIONS**

- Not people trying to be "trendy" on Facebook
- Having to be in bed @ 11pm
- Being rewrapped in friends updates
- Missing important exams updates

**Ginnie**

Receives private tutoring in Maths and English as these are not her strong subjects. Enjoys playing for the school's 2nd teams for netball and Lacrosse and is good at art.

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She loves Ugg boots and Abercrombie & Fitch and uses the Internet to shop and find the cheapest prices.

*"I want to easily hook up with my friends whilst watching TV"*

€ CAPLIN

## An example context story

### A persona for a PDA (Personal Digital Assistant)/phone

Video: Strong, a "real estate agent in Berkeley, who's goals are to balance work and home life, catch the shed, and make sure it's a best bet like he is his only client."

Video context scenario might be as follows:

1. "Getting ready to the morning. When she gets her phone to check e-mail. It has a large enough screen and quick connection time so that it's more convenient than loading up a computer as the machine to make her daughter. She is a realtor for school."
2. When she gets a mail from her nearest client, Frank, who wants to use a house this afternoon. When she gets her e-mail conversation, she gets up, so she doesn't call him with a single action right from the email screen.
3. When she gets the phone with Frank, she will be in a conversation so she can look at the screen while talking. She looks at her appointments to see when she'll see. When she enters a new appointment, the phone automatically makes an appointment with Frank, because it knows where she is talking. She quickly keeps the address of the property into the appointment as she looks her conversation.
4. After seeing a client appointment, on the way of the office house where she will be in the afternoon.
5. The day goes by quickly, and she's having a bit late. As she heads towards the property she'll be showing Frank, the phone alerts her that her appointment is in 15 minutes. When she files open the phone, it shows not only the appointment, but a list of all documents related to Frank, including e-mails, notes, phone messages, call logs to Frank's calendar, and even thumbnail pictures of the property that Frank and her e-mail attachments. When she presses the call button, and the phone automatically connects to Frank because it knows her appointment with him is near. She has her house now and she'll be there in 10 minutes.
6. When she knows the address of the property, but is a bit unsure exactly where it is. She pulls over and signs the address she put into the appointment. The phone downloads a picture a long with a thumbnail map showing her location relative to the destination.
7. When she gets to the property on time and starts looking at the house. She hears the phone ring from her purse. Normally, when she is in an appointment, the phone will automatically transfer directly to a contact, but she has a code she can press to get through. The phone knows it's Alan calling, and uses a distinctive ring tone.
8. When she takes the call, Alan asked for her e-mail address. When she calls her husband to use if he can do it. She gets his e-mail address he must be out of service range. She tells him she's with a client, and asks if he can get Alan. This routine later the phone makes a brief

Part 1

Part 2

# A Persona narrative

Persona:

USDA Senior Manager Gatekeeper

Photo:



Fictional name:

Matthew Johnson

Job title/  
major  
responsibilities:

Program Staff Director, USDA



# A Persona narrative (Cont.)

## Demographics:

- 51 years old
- Married
- Father of three children
- Grandfather of one child
- Has a Ph.D. in Agricultural Economics.

## Goals and tasks:

He is focused, goal-oriented within a strong leadership role. One of his concerns is maintaining quality across all output of programs.

Spends his work time:

- Requesting and reviewing research reports,
- preparing memos and briefs for agency heads, and
- supervising staff efforts in food safety and inspection.

## A Persona narrative (Cont.)

### Environment:

He is comfortable using a computer and refers to himself as an intermediate Internet user. He is connected via a T1 connection at work and dial-up at home. He uses email extensively and uses the web about 1.5 hours during his work day.

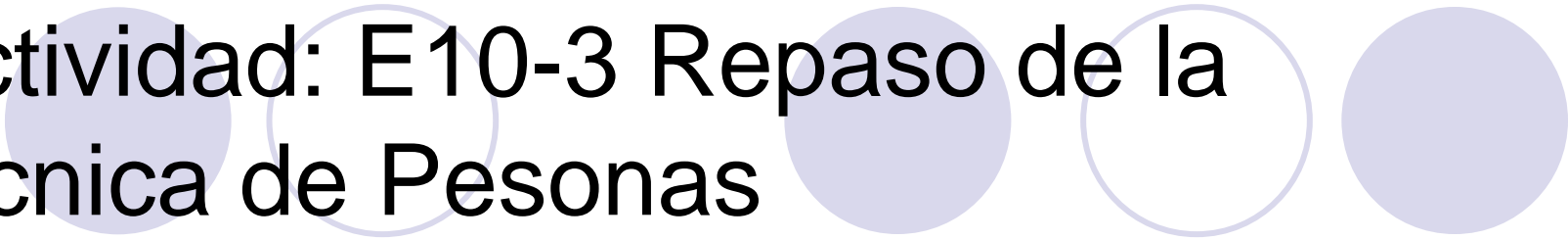
### Quote:

“Can you get me that staff analysis by Tuesday?”

*Persona developed by the U.S. Department of Agriculture's (USDA) Economic Research Service (ERS).*

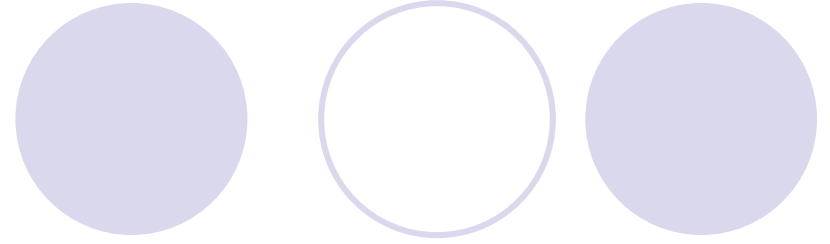
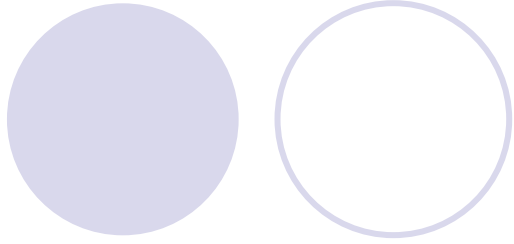
Adopted from [10]

# Actividad: E10-3 Repaso de la técnica de Pesonas



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