

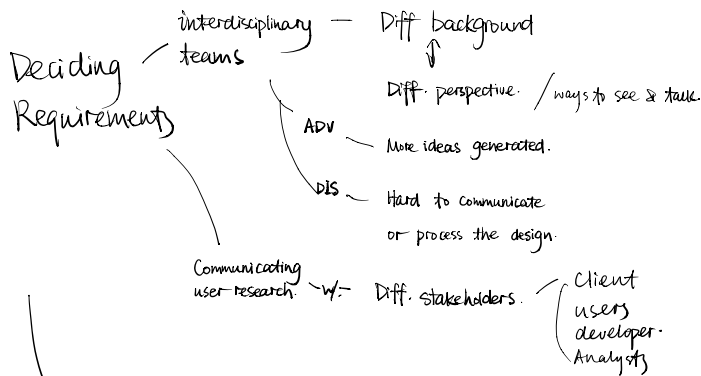
- User research. → design process
- Personas. Scenarios. Storyboards
- Establishing Reqs

understand { user activities
context of the activity } → influence the design
produce set of requirements

Requirements: — what should do
How should perform
specific unambiguous. clear.

(user research) → Needs. want
vague terms

How to decide on system requirements?



Representing users

Who!
What characteristics
Represent and communicate

①

persona

Appear early in proj.
If detailed design

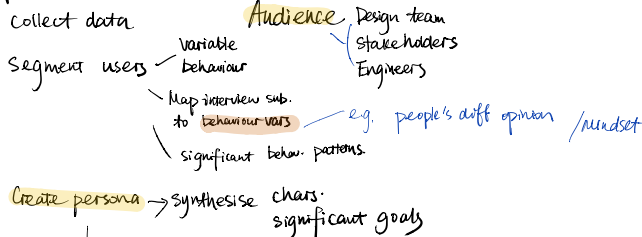
hierarchy { Primary
Secondary
Anti-persona/Exclusionary ~

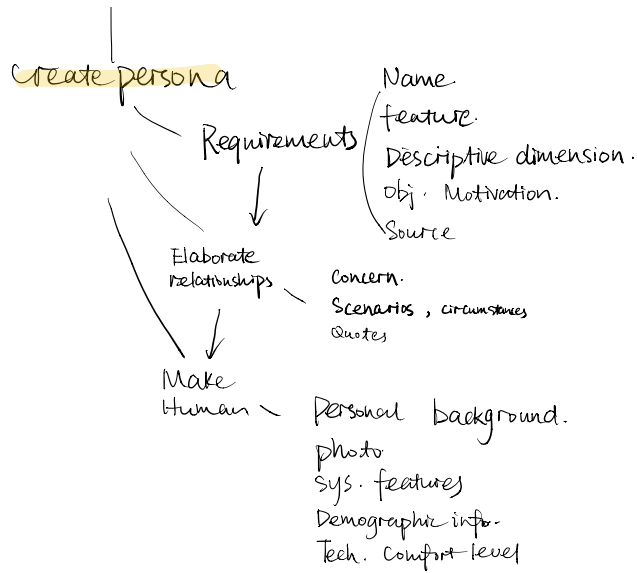
def. Concept { fake info based on. Real data.
Represent a member of target g
Need 1+

purpose

- ① get understanding of target audience. ⇒ Drive design
- ② Communication tool.
- ③ prioritise features

steps





Benefits

- Complex data in compact form.
- Encourage user-centered approach.
- Focus on main user groups
- Avoid - dangerous elastic user
 - Self-reflected design
 - Strong focus on edge users.

Issues

- right set of personas
- time consuming → reuse "target user ↔ relevant goals"
 - use stereotype to make up
- Persona Mania _{狂热} Not Replace user centered methods.

Scenario - Concise description of persona. ^{in particular situation}
 "Informal Narrative" = using product to achieve a goal
 (communicating findings)
 helps understanding details context of interaction
 Highlight Needs · limitation
 Concise.
 Include product (assume it exists)
 Describe goal why we perform the task
 created on real data.

User Exp. Maps