Use cases and user personas

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In this module, you learn to ...

01 Define a use case

02 Create user-centered solutions

03 Prioritize work

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Use cases

Definition

- A use case is a description of how technology can be leveraged to address a specific user need.

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Use cases

Information included in use cases

1. A description of the goal that the user is trying to achieve.

2. A list of the steps that the user takes to achieve the goal.

3. A description of the system's responses to the user's actions.

4. Any precautions or assumptions that must be met in order for the use case to be successful.

5. Any postconditions that must be met after the use case has been completed.

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User personas

Definition

A fictional character that represents a typical user of a product or service underpinning a use case.

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User personas

Personas are based on real-world research and are used to help businesses understand their target audience.

Benefits

1. Improved understanding of your target audience
2. Increased empathy for your users
3. Better decision making

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Conversational Agent persona

Key considerations

Understand the brand

- Interview stakeholders.
- Marketing / brand / customer experience.
- Review the business' target audience / market.
- Review advertising materials.
- Print / TV / audio.
- Experience the product by visiting the conversational agent or checking out social media.

as used to help businesses understand

Conversational Agent persona

Key considerations

Understand the brand

- Interview stakeholders.
- Marketing / brand / customer experience.
- Review style guide or "brand book."
- Review advertising materials.
- Print / TV / outdoor.
- Experience the product by visiting the contact center or checking out social media.

Conversational Agent persona

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Understand the brand

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- Print / TV / outdoor.
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Conversational Agent persona

Key considerations

Understand the brand

- Interview stakeholders.
- Marketing / brand / customer experience.
- Review style guide or "brand book."
- Review advertising materials.
- Watch customer support interactions.
- Review Press / TV / outdoor.
- Experience the product by visiting the contact center or checking out social media.

Conversational Agent persona

Key considerations

Understand the brand

- Interview stakeholders
- Marketing / brand / customer experience
- Review style guide or "brand book"
- Review advertising materials
- Print / broadcast
- Experience the product by visiting the contact center or checking out social media

Conversational Agent persona

Key considerations

Understand the customer

- Review the context and customer journey.
- Customer demographics.
- Frequency of engagement.
- Customer expectations and needs.

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Understand the task

* What are users mainly reaching out to the conversational about?

Conversational Agent persona

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Conversational Agent persona

Key considerations

Create appropriate characters

- Contact Centre managers
- Call center agents
- Gen X customers
- Legacy customers

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- Does your Conversational Agent's service require special training?

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Conversational Agent persona

Example

Name: Betty
Age: Early-to-mid thirties
Gender: Female
Role: General customer service representative with minimal technical knowledge

Betty's personality traits

- Approachable, happy and friendly
- Trustworthy
- Reliable and consistent

- Provides convenience and low effort customer service
- Patient without rushing the customer
- Straight forward with simple interactions

Conversational Agent persona

Example

Name:	Baby
Age:	Early-to-mid thirties
Gender:	Female
Role:	General customer service representative with minimal technical knowledge

Baby's personality traits

- Approachable, happy and friendly
- Trustworthy
- Reliable and consistent

- Provides convenience and low-effort customer service
- Patient without rushing the customer
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Google Cloud