Slide 1

**COMP2009
Software Engineering and Human Computer Interaction (HCI)**

Lecture 3a: Personas and Scenarios

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- UCL Interaction Centre

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Slide 2

Recap

- In the last lecture we looked at methods to gather user needs

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Aims of this lecture

- In this lecture we will look at methods that can help in the design process and help to refine user needs
  – Personas
  – Scenarios

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PERSONAS

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Representing the user

- Who is the target user?
- What are their defining characteristics?
- How can we represent this and communicate it?

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Personas

- A fictitious character representing a member of the target user group
- Should be grounded in data – not **real people** but **synthesised from real user characteristics**
- They are brought to life with a name, characteristics, goals and personal background
- Develop multiple personas (two required for your project)

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How to construct a persona

- Identify behavioural variables
- Identify significant behaviour patterns
- Synthesise characteristics and significant goals
- Check for redundancy and completeness
- Usually these data are derived from interviews with a range of users

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Personas

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A persona will contain

- Background info on the fictional user
- A unique set of goals for this user relating to the particular product being developed
- A description of the user's skills, attitudes, tasks and environment
- The user's motivations
- The user's frustrations
- A name, a photo and details of what the user does with their leisure time

Benefits of personas

- Focuses attention on the users, and reminds us that the user is not like us!
- Represents complex data in a compact format
- Provides a clear vision of a user across an organisation
- Encourages a user-centred approach to system development

Personas can help you avoid

- Self-referential design
- Too strong a focus on edge cases

Personas can take considerable time to create

"*In all, we spent four months to: solicit stakeholder input; develop, translate, and run the survey; conduct the interviews; analyze the data; and create the personas*."

McGinn and Kotamraju, 2008, pp. 1523

Get to know your fictional persona (the kinds of things you might want to think about)
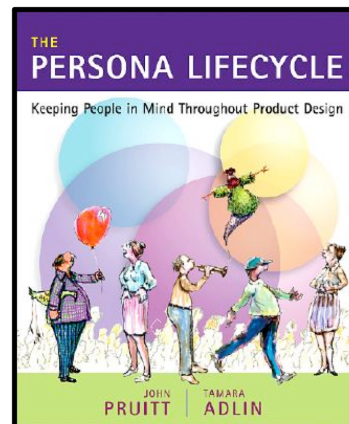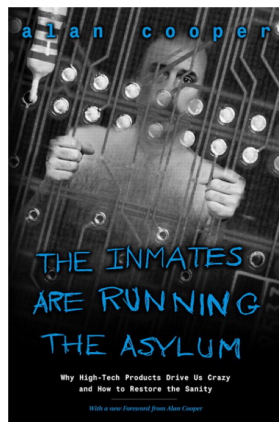
- *Where do they live? What do they wear? What kinds of music do they like? .. TV? .. Food? What do they do on the weekend? What time do they get up? What do they do with their free time? What kinds of websites do they look at? Do they have any computers in their house? .. How many? What kind of phone do they have? What are their attitudes to social networking/online privacy?*

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Make sure your personas are based on data

- http://youtu.be/ue3968xdSTA

Kyrie Robinson
Partner at Silicon Valley Product Group

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14

Books on personas

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SCENARIOS

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16

Scenarios

- A story about people using technology

- Simple, natural, personal

- A plot or sequence of actions and events

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Purpose of Scenarios

- Provides a shared understanding of who the user is, the context in which they are operating and how they behave and think
- Aids discussion of needs and requirements
- Like personas, they help to remind us that users are not like us!

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Scenario example

CHERISH

- photos used in the home as reference point for conversation
- storyboard scenario shows how home digital photo system recognizes people that are present and displays pictures accordingly
- aim is to foster and enrich social interaction in the home

Uncle Ben was about to arrive from Italy.

Jimmy wanted to make uncle Ben welcome, so he has his living room DPF to show pictures of him with uncle Ben from his last visit.

Uncle Ben arrives and laughs as he sees himself wearing the same shirt he wore during his last visit.
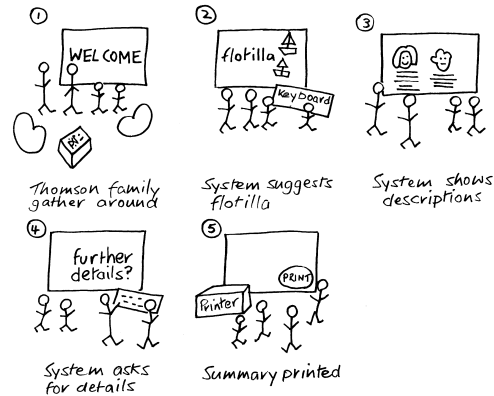
Kim & Zimmerman (2006). Cherish: Smart digital photo frames for sharing social narratives at home. In CHI '06 Extended Abstracts (pp. 953-958). New York, NY: ACM Press.

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Scenario example 2

"The Thomson family enjoy outdoor activities and want to try their hand at sailing this year. There are four family members: Sky (10 years old), Eamonn (15 years old), Claire (35), and Will (40). One evening after dinner they decide to start exploring the possibilities. They all gather around the travel organizer and enter their initial set of requirements – a sailing trip for four novices in the Mediterranean. The console is designed so that all members of the family can interact easily and comfortably with it. The system's initial suggestion is a flotilla, where several crews (with various levels of experience) sail together on separate boats. Sky and Eamonn aren't very happy at the idea of going on vacation with a group of other people, even though the Thomsons would have their own boat. The travel organizer shows them descriptions of flotillas from other children their ages and they are all very positive, so eventually, everyone agrees to explore flotilla opportunities. Will confirms this recommendation and asks for detailed options. As it's getting late, he asks for the details to be printed so everyone can consider them tomorrow. The travel organizer prints out a summary of the different options available."

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Generate storyboard from scenario

① WELCOME

Thomson family gather around

② flotilla / Keyboard

System suggests flotilla

③ System shows descriptions

④ further details?

System asks for details

⑤ PRINT / Printer

Summary printed

Scenario Element	Definition	Examples
Setting	Situational details that motivate or explain goals, actions, and reactions of the actor(s)	Office within an accounting organization; state of work area, tools, etc., at start of narrative
Actors	Human(s) interacting with the computer or other setting elements; personal characteristics relevant to scenario	Accountant using a spreadsheet package for the first time
Task goals	Effects on the situation that motivate actions carried out by actors(s)	Need to compare budget data with values questioned in memo
Plans	Mental activity directed at converting a goal into a behavior	Opening the memo document will give access to memo information; resizing one window will make room for another
Evaluation	Mental activity directed at interpreting features of the situation	A window that is too large can be hiding the window underneath; dark borders indicate a window is active
Actions	Observable behavior	Opening memo document; resizing and repositioning windows
Events	External actions or reactions produced by the computer or other features of the setting; some of these may be hidden to the actor(s) but important to scenario.	Window selection feedback; auditory or haptic feedback from keyboard or mouse; updated appearance of windows

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To create a scenario…

- Base a scenario on one of your personas
- Think about:
  - What are the user's goals?
  - What is their level of technical expertise?
  - What steps would they need to take to achieve their goals?
  - How is this affected by their likes/dislikes/motivations/ frustrations?
- Then write a description of how they would use your website

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http://www.youtube.com/watch?v=EBI2qiADVJM&sns=em

4 Ways Personas & Scenarios Result In Great Design

Summary

- Presented two techniques which can help us to help with the design process:
  – Personas
  – Scenarios

- After the break, we will look at design principles

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Questions?

- Recommended Reading:
  – Interaction Design, Chapter 10 (Section 3) and Chapter 11 (sections 5 and 6)

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--- 10 minute break ---

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