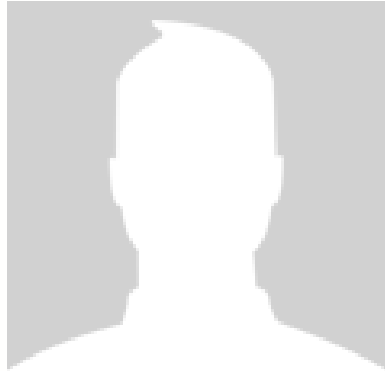# PROFIL PENGGUNA

DESAIN INTERAKSI VISUALISASI DAN GAME

USER PROFILE

USER PROFILE : BASIC STEPS

1. Gather **background information** about the work being performed

2. Collect and analyze data from **contextual observations & interviews** with users
   – during their real work in the actual environment
   – during user studies

3. **Construct & validate a model** of the user & user's current task organization

MENGIDENTIFIKASI PROFIL PENGGUNA

- Stakeholders (categories of users)
  - Primary users, secondary users
  - Characteristic
    - ✓ age, sex, culture
    - ✓ physical abilities and physical disabilities
    - ✓ educational background
    - ✓ computer/IT experience
    - ✓ Motivation
    - ✓ attitude, enjoyment, satisfaction

MENGIDENTIFIKASI PROFIL PENGGUNA

- If you know who the real users are

  ➢ questionnaire

- If you are unsure about who the real users are

  ➢ interview knowledgeable people in the organization, e.g. domain experts, managers, work supervisors, personnel managers, and product development managers - to find out about the users

STEP 1: EXAMPLE OF **INITIAL** USER PROFILE

User Characteristics	Museum Professional
Age	22 to 54 years
Occupation Role	6 curators 5 registrars 5 researchers
Organization	10 from musea 6 from ICN
Tasks	Information search
Field of expertise	7 Ethnography 7 Classical Dutch Art 2 Contemporary Art

STEP 2: EXAMPLE OF **DETAILED** USER PROFILE

User Characteristics	Museum Professional		
	Researchers	**Curators**	**Registrars**
Age	22-45	30-45	35-54
Field of expertise	Ethnography Contemporary Art	Ethnography, Contemporary Art, Classical Dutch Art	Ethnography Contemporary Art
Information tasks	a wide range of tasks develop guidelines, recommendations, articles and books, teach and give lectures	collection management and collection documentation management (e.g. arranging loans, acquiring objects and planning for exhibitions)	handle the digitization process of collections in the museum database; annotating collections; handle new entries and check if information is correct;
Attitude	actively looking for information and spreading knowledge into the cultural heritage community	search for interesting perspectives, links and unexplored aspects of artworks and creators	work with curators; prepare reports on the museum collection status
Motivation	improve the understanding and expertise within the cultural heritage domain	make texts accessible to the general audience	maintain collection, keep consistent and up-to-date

STEP 3: EXAMPLE OF **MAPPING** USER PROFILE → REQUIREMENTS

User Characteristics	Search UI Requirements
Age range 20-55+	The main UI needs to accommodate users of different ages (e.g. accessibility and levels of computer proficiency)
May be of different field of expertise	There need to be explanations and examples of different types of search input and results (e.g. basic search, /facet search, relational search)
May have different level of knowledge in different collections	There need to be an explicit presentation of the elements of different collections, also duplicates from different collections.
May have different attitude towards information	There need to be different (customizable) presentation of search results. There need to be clear explanation of the ranking and ordering mechanisms
May have different understanding of terminology and thesauri	There need to be term explanations (definitions). There need to be explanation of different search categories

ALTERNATIVELY: PERSONAS USER PROFILE

- a precise description of a user and her usage wishes
- imaginary examples of real users
- *as specific as possible* details
- name and image (refer to them by name)
- project's "cast of characters"
- at least *one primary persona* - main focus of design
- likely to be robust, however - based on assumptions

➢ *provide shared basis for communication, enabling a broader range of information to be conveyed to all the project participants and stakeholders*

FOR EACH PERSONA INCLUDE:

- A **name, age, defined lifestyle,** workstyle

- A **catchphrase** to distinguish the persona from others

- **Key attributes** that affect use and expectations of the product, service, or website

- **Frequently performed tasks**

- **Tools** and resources used

EXAMPLE: PERSONA

Anne: Persona for the user group "curator"

- Anne is 33 years old
- She performs a wide range of *information-related tasks*, ranging from researching conservation techniques to *building term classifications* for describing contemporary art
- She regularly *develops guidelines*, recommendations, articles and writes books
- She also *teaches* and gives lectures
- Anne is responsible for the *management of the museum collection* and the corresponding *documentation*. This sometimes extends to arranging loans, acquiring objects and planning for exhibitions

ADDITIONAL CONSIDERATION

Disabilities

- about eight percent of the male population and one percent of the female population suffers from *color blindness*, e.g. red/green or blue/yellow difficult to distinguish

- also *visually impaired*, e.g. require large fonts, less items on the screen

KARAKTERISTIK DASAR MANUSIA

Plegmatis

- Plegmatis dijuluki "Pecinta Kedamaian! atau orang yang selalu tenang, cukup diam, dan tertutup, namun Plegmatis tidak menuntut lambat dan kalem.

- Orang yang bersifat Plegmatis ini adalah teman yang menyenangkan, memiliki daya humor dan tidak sulit memaafkan kesalahan.

Sanguinis

- Terpopuler atau terkenal. Berlawanan dengan sifat Plegmatis, orang yang bertipe Sanguinis ini sangat terbuka. Tipe orang yang banyak bicara, banyak teman, dan suka bergaul. Mereka lebih mengedepankan emosional bukan rasional.

- Sanguinis adalah orang yang gembira, dan bisa menjadi penyemangat orang lain.

KARAKTERISTIK DASAR MANUSIA

Koleris

- "Si Kuat" menjadi karakter yang mampu memotivasi orang lain dan pekerja keras. Mereka adalah orang yang super aktif, ambisius, keras, dan berpendidikan.

- Tipe ini cukup terbuka, namun tidak seterbuka Sanguinis, memiliki disiplin kerja yang tinggi, terkadang mereka mendapat reputasi dengan memperalat orang lain

Melankolis

- "Tipe Sempurna". Jenis ini adalah karakter yang paling berbakat dari semua karakter. Melankolis pada dasarnya memiliki perilaku tertutup, namun memiliki kecerdasan yang tinggi.

- Mereka dilatih sebagai orang yang perfeksionis dan bersifat estetis. Bisa lebih tinggi dari karakter yang lain. Memiliki sifat yang rela sendiri, serius, dan takut akan gagal. Ini tipe lebih suka murung dan mudah putus asa.

- Mereka tidak suka menemukan diri sendiri alias low profile dan suka bermain di belakang layar.

THANK YOU!