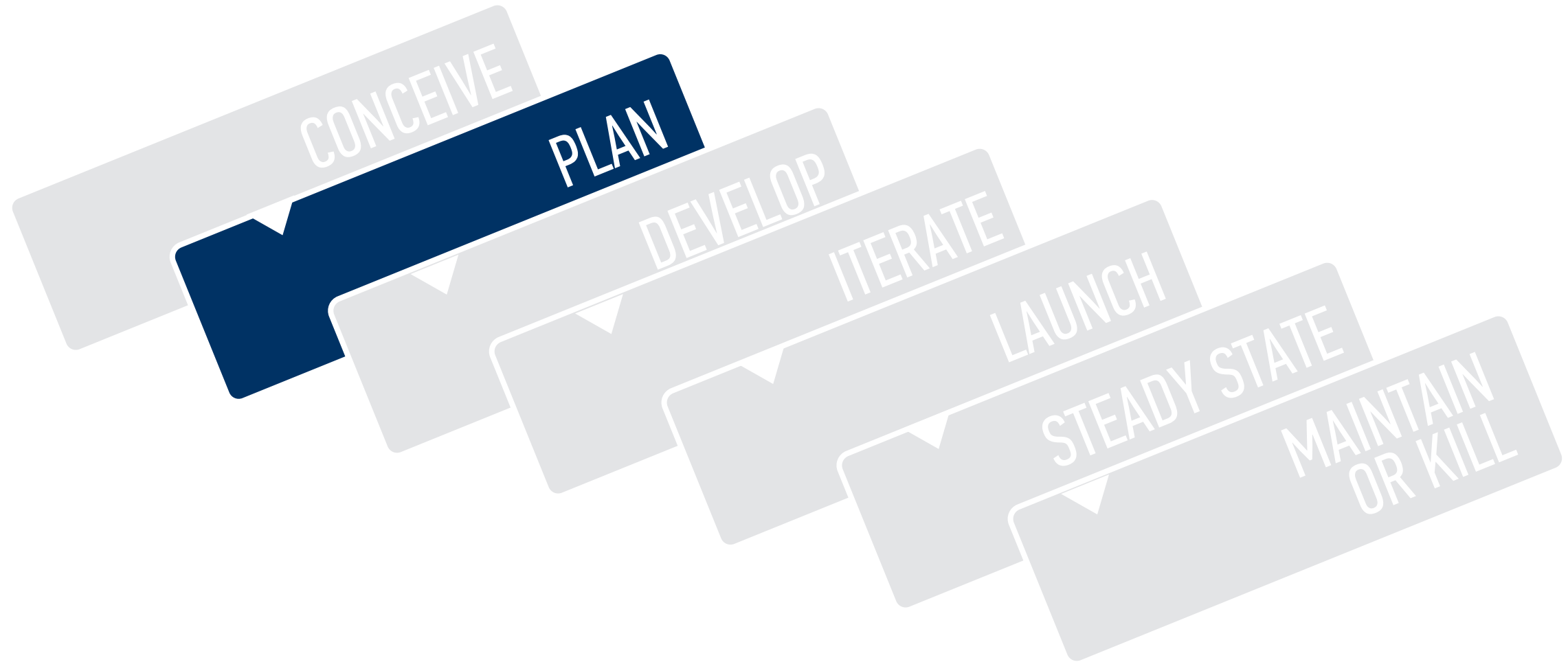


PERSONAS AND EMPATHY MAPS

Andy Acs

PDM 7

PERSONAS AND EMPATHY MAPS



PERSONAS AND EMPATHY MAPS

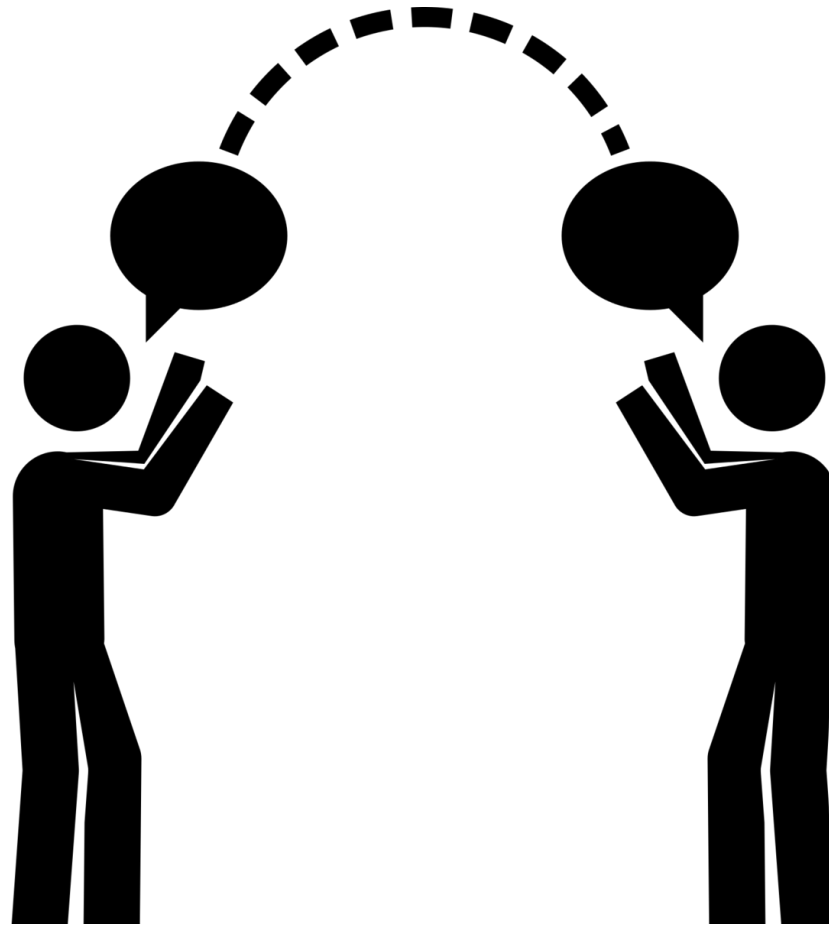
LEARNING OBJECTIVES

- Translate your user interviews into a persona of your target users
- Create empathy maps to better understand the feelings and motivations of your user
- Identify how different roles in the company would use personas and empathy maps

RECAP: USER RESEARCH

RECAP: USER RESEARCH

START WITH INTERVIEWS.



RECAP: USER RESEARCH



WHY

WHAT

WHEN

WHO

WHERE

HOW

RECAP: USER RESEARCH

CAPTURE INSIGHTS ABOUT THE USER

- Demographics?
- Background knowledge?
- Behavior?
- Motivations?
- Emotions?
- Needs?
- Pains?
- Problems?



RECAP: USER RESEARCH

ANALYZE THE RESULTS

- Take notes
- Identify trends
- Look for common goals/themes
- Remember: People have no idea what they want. It's your job to figure it out.



PERSONAS AND EMPATHY MAPS


PERSONAS

PERSONAS

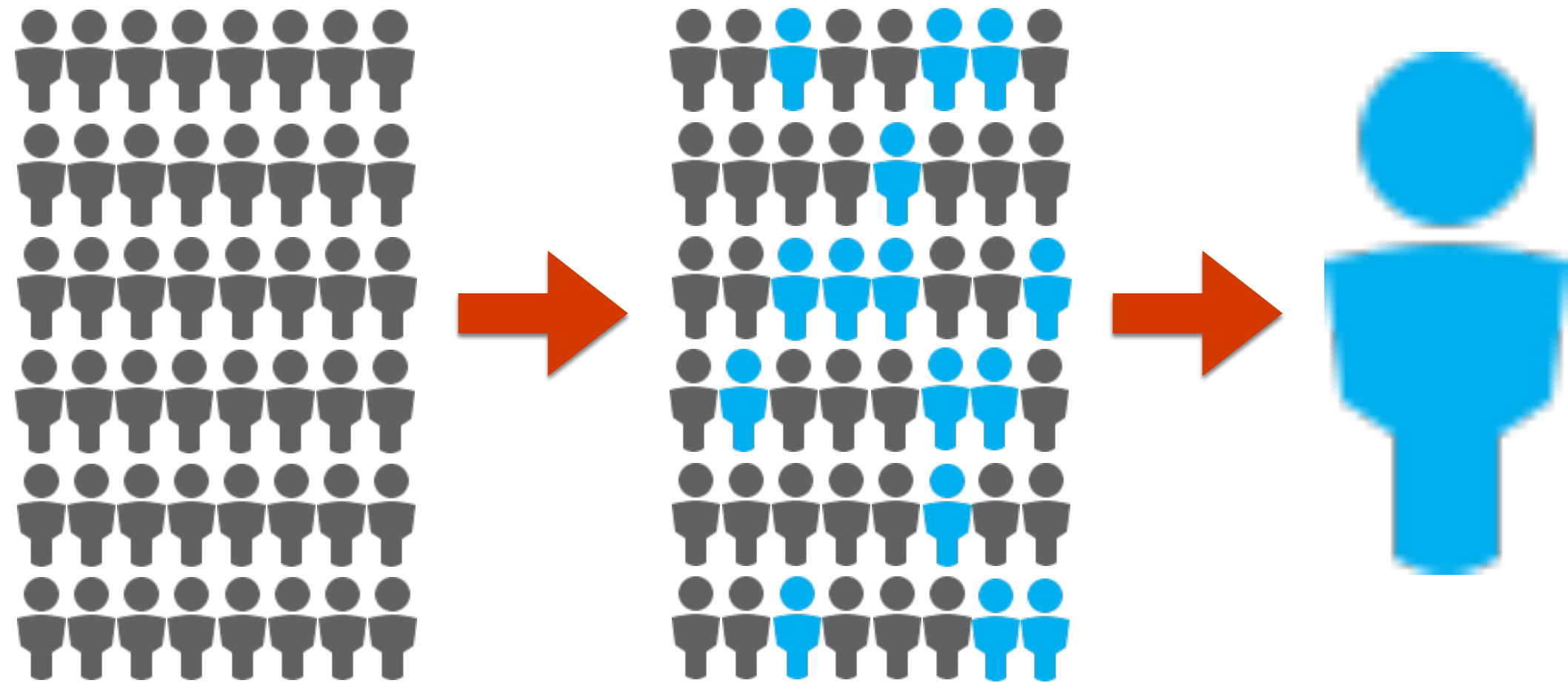
WHAT IS A USER PERSONA?

An archetype of a group of users.

- ▶ It does NOT represent one person.
- ▶ Created by identifying trends in user research.

Confident learner	Samantha Bell	First time user															
	"I'd love to keep in contact with my friends"																
<p>Picture credits – Nerdcoregirl, Flickr CC http://www.flickr.com/photos/nerdcoregirl/</p>	<p>Sam is about to go abroad for her gap year, so her parents decided to get her a new camera, to make sure she's able to record everything she gets up to.</p> <p>She likes the camera as it looks so modern, and it's able to do so much more than a lot of her friends' cameras.</p> <p>She loves being in contact with people all the time, and finds it's a great way to kill time like when waiting for the bus. She uses a lot of the more advanced features – panoramic shots, online upload and .</p> <p>When she encounters a problem she ignores it most of the time - she's not sure if she even got a manual with the camera. When she has trouble she can't ignore she speaks to her friends, or goes into a camera store – she wants to be talked through the problem.</p>	<p>Female, 27 year old, single Student</p> <p>Sam prefers to learn how to things by trying things out by herself. She isn't worried about 'breaking' anything. If she does need help she would prefer to not to refer to a manual but "do it herself".</p>															
Ideal features <ul style="list-style-type: none">• Ability to take pictures• Ability to upload images to personal site using 3G/Wifi• Allowing others to access her pictures remotely• Long battery life• Ability to name and add comments to uploaded images• Ability to create several albums, and upload pictures to each	Frustrations <ul style="list-style-type: none">• Lack of wireless/3G access• Slow uploads• Low battery life• Need to be plugged in to upload images• Slow shutter speed• Want to be able to name/add comments to uploaded images• Getting online is confusing• Creating new albums	Needs <p>In order of preference:</p> <ol style="list-style-type: none">1. To share pictures with her parents2. To share her pictures with her friends3. To share her pictures with people she meets whilst travelling															
		Key attributes <table border="1"><thead><tr><th></th><th>Low</th><th>High</th></tr></thead><tbody><tr><td>Knowledge</td><td></td><td>●</td></tr><tr><td>Experience</td><td>●</td><td></td></tr><tr><td>Help use</td><td>●</td><td></td></tr><tr><td>Confidence</td><td></td><td>●</td></tr></tbody></table>		Low	High	Knowledge		●	Experience	●		Help use	●		Confidence		●
	Low	High															
Knowledge		●															
Experience	●																
Help use	●																
Confidence		●															

PERSONAS



PERSONAS

WHAT SHOULD IT INCLUDE?

- Goals / Needs
- Behaviors
- Pain points
- Scenarios
- Biographical information (name, age, gender, location, income, etc)
- Optionally assign it personality traits

ROOT YOUR PERSONA IN REALITY
(DON'T MAKE IT UP!)

PERSONAS

EXAMPLE



Vishal

Ph.D student in Philosophy at University of Pittsburgh

"How can I apply Lacan or Zizek to real-world issues?"

Vishal is 30-year-old from India. In undergraduate he majored in computer science but he didn't like it very much since he is more of a "thinker" than "do-er". In addition to this, his insatiable curiosity about what human consciousness is composed of has led him to pursue Ph.D in Philosophy. His dissertation topic is The Semantic Significance of Lacan and Zizek in Applied Philosophy. It's his 9th semester in this program and he has been truly enjoying his study so far, but now that the time to boil down all the big ideas he has been thinking and talking into a solid deliverable — a dissertation — has come, he came to feel insecure about himself and has been delaying his work. Moreover, his tendency to get interested in a lot of different topics not related to his dissertation has been hindering him from making progress.

KEY CHARACTERISTICS

- Idealistic, Loves conceptual-level thinking
- Likes having conversation about his research topic with others than writing about it
- Curious about everything around him

GOALS

- Finish his dissertation by the end of tenth semester
- Stop just talking about big ideas and get down to write about them

FRUSTRATION

- Finds it very hard to just start writing something
- Good at talking about big ideas with his friends, but finds it very frustrating to materialize them into a deliverable

DREAMER



PERSONAS

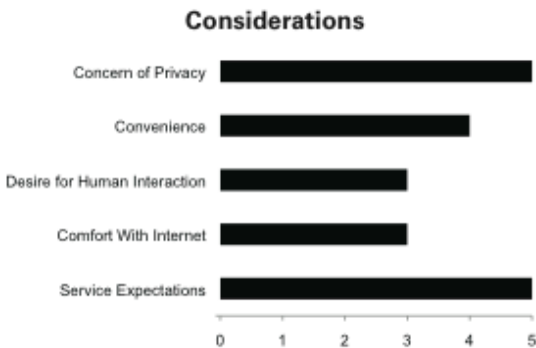
EXAMPLE

Sandra Harrison

Port Angeles Flower Market
Florist



Age: 31 years old
Home: Port Angeles, WA
Health: Healthy, with occasional Eczema outbreaks



“I’m so busy all the time, I wish there was a convenient way to communicate with my doctor and make appointments from my laptop.”

Scenario

Sandra was about to open up for business one morning when she noticed she started to get a minor itch on her right shoulder. She believed that it was not a big issue, and since she was going to start work, she did not have time to worry about it. As the day went on, the shop was getting busy; however, the itch began to irritate her when she was trying to assist with customers. One of the customers pointed out that Sandra’s neck was bright red with little white bumps. Sandra knew it was an eczema outbreak, but this time it was different.

Sandra began to worry, and with a series of phone calls from customers requesting various floral arrangements, Sandra did not have the time to go to a doctor or even have an opportunity to call her Dermatologist to schedule an appointment. Considering that Sandra is on her laptop scheduling and organizing the new orders that came in, she wants to find out how severe her eczema condition is right now, and whether it is considered a medical emergency. She tries to find a few websites that could answer her question, but she is unaware if the answers from the websites are valid. In addition, some of the websites required her to input certain information about her medical history, and she felt uncomfortable because she is unsure about the website’s security and credibility.

Personal Information

Hobbies: Arts and Crafts, Biking, Movie time with family

Favorite Movies: Bridges of Madison County, Forrest Gump, Titanic
Jerry Maquire

Favorite Music: Carrie Underwood, Toby Keith, Garth Brooks, Shania
Twain, Patsy Cline

Favorite Food: Caesar Salad and Home Fries

Personal Habits: Runs errands for family, takes long bike rides along the
Foothills Trail, attends self-improvement classes

Family life: Married for 7 years, two boy (ages 3 and 5). Very dedicated
wife and mother.

Social Life: Active but busy with family, occasionally goes to movies.

Living Situation: Lives with family in a ranch style house in suburbs of
Port Angeles. They have 2 dogs, 3 cats, 1 goat, 1 horse, and
several chickens.

Values: Dedicated to her loved ones, puts their interests before her own.

Responsibilities: Works 40+ hrs/wk, keeps household stocked with
groceries and other necessities, drives children to and from
school and activities.

Technological background: Not tech savvy, uses a laptop for online
shopping and to communicate with friends and relatives on facebook.

Life Goals: Own a floral shop, successfully raise her children, enjoy time
with grandchildren in the future.

Health Goal: Incorporate medical treatment for eczema into her busy
schedule

Life concerns: Family’s health, eczema condition, not be able to own her
own floral shop.

PERSONAS

EXAMPLE

Persona template

Bio & Demographics	Behaviours
Stories & Scenarios	Goals / Needs

PERSONAS

WHO USES PERSONAS?

- › UX Designers - owner of the personas.
- › Marketers to figure out how to target customers.
- › Product Teams to keep in mind who they are building product for.
- › The whole company to keep in mind their goals and visions.



ACTIVITY



EXERCISE

KEY OBJECTIVE(S)

Create a persona for a user of one of two apps on the right.

TIMING

10 min Get in groups depending on the interviews you conducted during customer development and review the google spreadsheet of data.

20 min Create a persona based on your notes.

DELIVERABLE

One persona for one app on the right hand side.



**REFERENCE APP
FOR PUBLIC
TRANSPORTATION.**



**INTERACTIVE
TRAVEL GUIDE APP.**

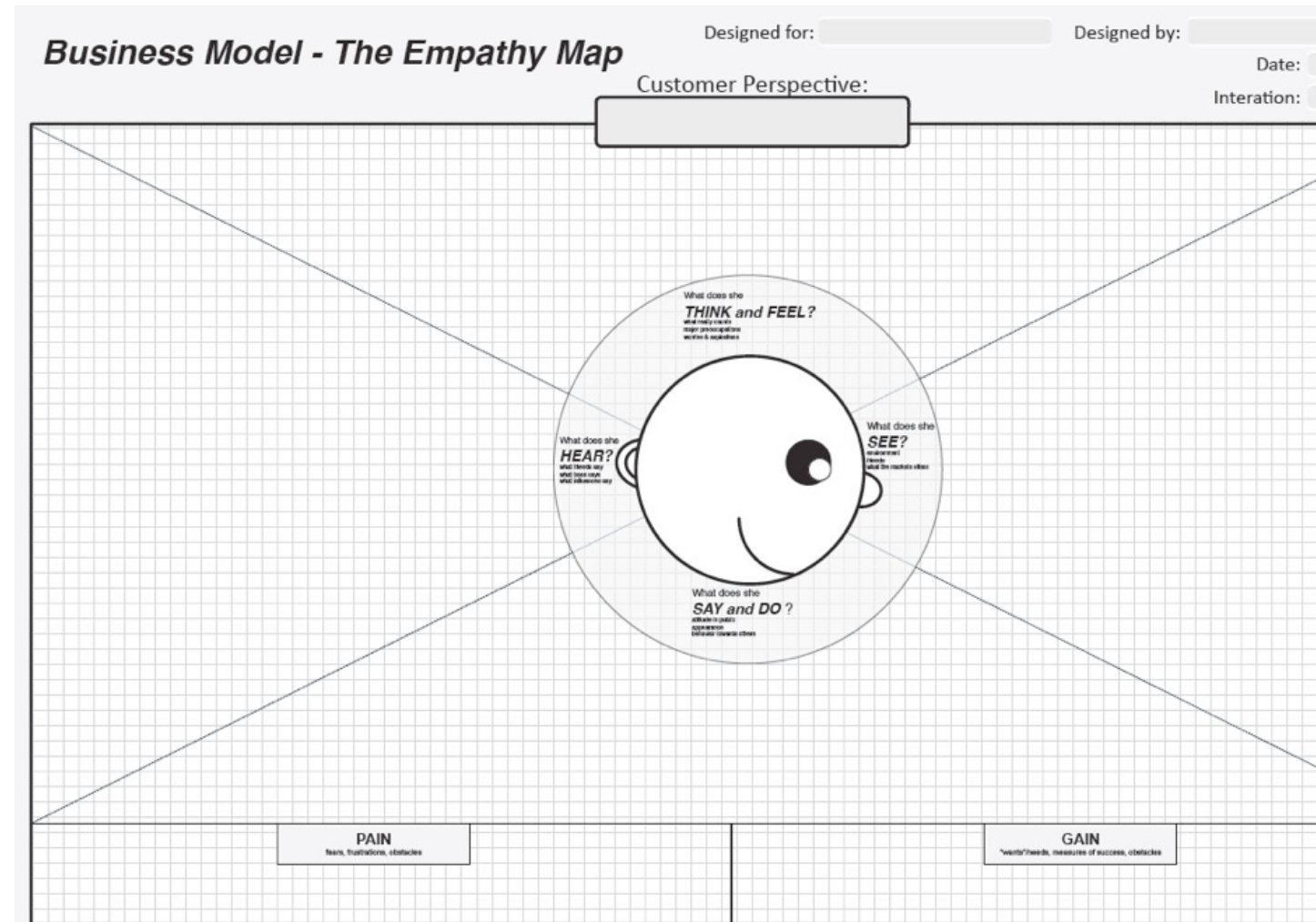
PERSONAS AND EMPATHY MAPS

EMPATHY MAP

EMPATHY MAP

THE EMPATHY MAP

- ▶ Tool to put yourself in the customer's shoes and feel their emotions.
- ▶ With better understanding of your users, you'll create a better solution to their problems.



EMPATHY MAP

THINK & FEEL

- What does the customer think and feel?
- What is important to the customer? What is he/she sensitive for?
- What are his/her hopes, dreams, fears?

Business Model - The Empathy Map

Designed for: Designed by:

Customer Perspective:

Date:

Iteration:

What does she HEAR?
What I think say
What I hear say
What I believe say

What does she SEE?
What I see
What I hear say
What I believe say

What does she SAY and DO?
What I say
What I do
What I believe say

PAIN
Fears, frustrations, obstacles

GAIN
Wants/needs, measures of success, obstacles

EMPATHY MAP

HEAR

- What influences the customer?
- Who is talking to them and swaying their opinions?

Business Model - The Empathy Map

Designed for: Designed by:

Customer Perspective:

Date: Iteration:

THINK and FEEL?
What does she
think and feel?
What are her
thoughts and feelings?
What are her
emotions?

SEE?
What does she
see?
What are her
visuals?
What are her
visuals?

SAY and DO?
What does she
say and do?
What are her
actions?
What are her
actions?

PAIN
Fears, frustrations, obstacles

GAIN
Wants/needs, measures of success, obstacles

EMPATHY MAP

SAY & DO

- What are typical things your customer says?
- What are your customer beliefs?
- Where they spend their time?
- Who are her/his friends?

Business Model - The Empathy Map

Designed for: Designed by:

Customer Perspective:

Date: Iteration:

What does she **THINK and FEEL?**
What does she **HEAR?**
What does she **SEE?**

PAIN
fears, frustrations, obstacles

GAIN
wants/dreams, measures of success, obstacles

EMPATHY MAP

SEE

- When the customer is exhibiting the pain, what do they see?
- What does the customer's environment look like?
- What could be a distraction?

Business Model - The Empathy Map

Designed for: Designed by:

Customer Perspective:

Date:

Iteration:

PAIN
fears, frustrations, obstacles

GAIN
wants/needs, measures of success, obstacles

THINK and FEEL?
what they think
what they feel
what they believe

HEAR?
what they hear
what they see
what they believe

SAY and DO?
what they say
what they do
what they believe

EMPATHY MAP

PAIN & GAIN

- What obstacles or challenges does your customer face?
- What does he/she hope to achieve, and how might he/she measure success?

Business Model - The Empathy Map

Designed for: Designed by:

Customer Perspective:

Date:

Iteration:

What does she **THINK and FEEL?**
What does she **SEE?**
What does she **SAY and DO?**
What does she **HEAR?**

EMPATHY MAP

**WALK THE CLASS THROUGH AN EXAMPLE OF AN
EMPATHY MAP**

ACTIVITY



EXERCISE

KEY OBJECTIVE(S)

Create an empathy map for the persona you made.

TIMING

5 min Get in the same groups as for personas.

20 min Create an empathy map for the persona you created in the previous exercise.

DELIVERABLE

One empathy map for the persona.



**REFERENCE APP
FOR PUBLIC
TRANSPORTATION.**



**INTERACTIVE
TRAVEL GUIDE APP.**

EMPATHY MAP

Business Model - The Empathy Map

Designed for:

Designed by:

Date:

Customer Perspective:

Interaction:

What does she
THINK and FEEL?
what really counts
major preoccupations
worries & expectations

What does she
SEE?
environment
friends
what the market looks like

What does she
SAY and DO?
statements in public
experiences
behaviors towards others

What does she
HEAR?
what friends say
what users say
what influencers say

PAIN
fears, frustrations, obstacles

GAIN
*wants/needs, measures of success, obstacles

INSERT CLASS TITLE

HOMEWORK

PERSONAS AND EMPATHY MAPS

CREATE A USER PERSONA FOR YOUR TARGET USER (OR USERS)

Persona template

Bio & Demographics	Behaviours
Stories & Scenarios	Goals / Needs

PERSONAS AND EMPATHY MAPS

CREATE AN EMPATHY MAP FOR YOUR TARGET USER

Business Model - The Empathy Map

Designed for:

Designed by:

Date:

Customer Perspective:

Iteration:

What does she
THINK and FEEL?
what she thinks
what she feels
what she believes

What does she
SEE?
what she sees
what she notices
what she interacts with

What does she
HEAR?
what she hears
what she says
what she hears others say

What does she
SAY and DO?
what she says
what she does
what she interacts with

PAIN
fears, frustrations, obstacles

GAIN
“wants”/needs, measures of success, objectives

PRODUCT DEVELOPMENT LIFE CYCLE

Q&A

PRODUCT DEVELOPMENT LIFE CYCLE

EXIT TICKETS

[HTTP://GA.CO/PDMTICKET](http://ga.co/pdmticket)