

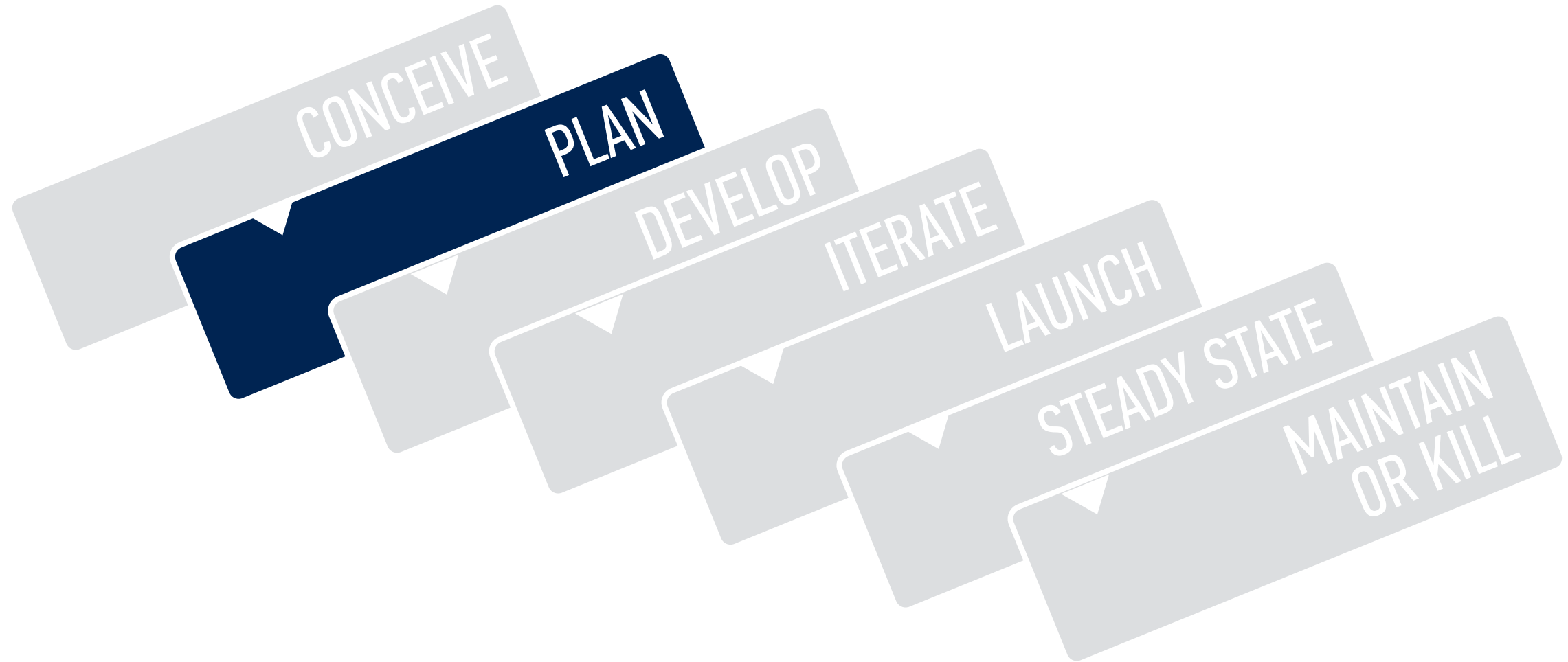
# PERSONAS AND EMPATHY MAPS

Andy Acs

PDM 8

# PERSONAS AND EMPATHY MAPS

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## PERSONAS AND EMPATHY MAPS

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# 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

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## RECAP: USER RESEARCH

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# START WITH INTERVIEWS.



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## RECAP: USER RESEARCH

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**WHY**

**WHAT**

**WHEN**

**WHO**

**WHERE**

**HOW**

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## RECAP: USER RESEARCH

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# CAPTURE INSIGHTS ABOUT THE USER

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



## RECAP: USER RESEARCH

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# 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.





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## PERSONAS AND EMPATHY MAPS

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# PERSONAS

# PERSONAS

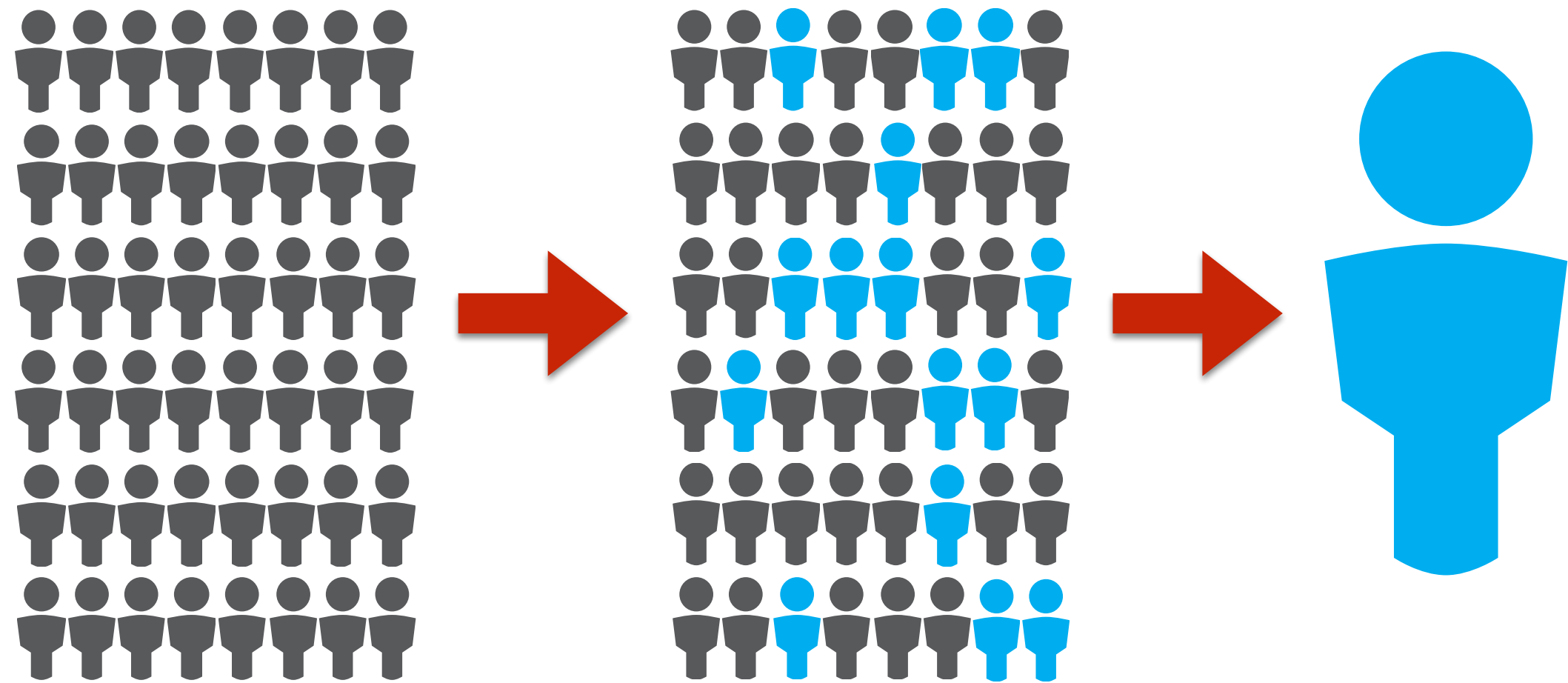
## WHAT IS A USER PERSONA?

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															
	<b>"I'd love to keep in contact with my friends"</b>																
<p>Picture credits – <a href="http://www.flickr.com/photos/nerdcoregirl/">Nerdcoregirl, Flickr CC</a> <a href="http://www.flickr.com/photos/nerdcoregirl/">http://www.flickr.com/photos/nerdcoregirl/</a></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>															
<b>Ideal features</b> <ul style="list-style-type: none"><li>• Ability to take pictures</li><li>• Ability to upload images to personal site using 3G/Wifi</li><li>• Allowing others to access her pictures remotely</li><li>• Long battery life</li><li>• Ability to name and add comments to uploaded images</li><li>• Ability to create several albums, and upload pictures to each</li></ul>	<b>Frustrations</b> <ul style="list-style-type: none"><li>• Lack of wireless/3G access</li><li>• Slow uploads</li><li>• Low battery life</li><li>• Need to be plugged in to upload images</li><li>• Slow shutter speed</li><li>• Want to be able to name/add comments to uploaded images</li><li>• Getting online is confusing</li><li>• Creating new albums</li></ul>	<b>Needs</b> <p>In order of preference:</p> <ol style="list-style-type: none"><li>1. To share pictures with her parents</li><li>2. To share her pictures with her friends</li><li>3. To share her pictures with people she meets whilst travelling</li></ol>															
		<b>Key attributes</b> <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



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## **PERSONAS**

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# **WHAT SHOULD IT INCLUDE?**

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

## **PERSONAS**

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**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

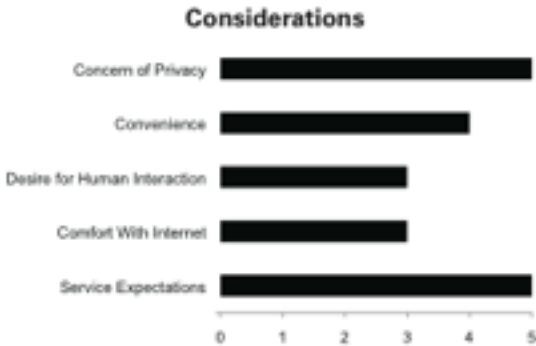
## EXAMPLE

### 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 Maguire

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

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# 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

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## 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.**

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## PERSONAS AND EMPATHY MAPS

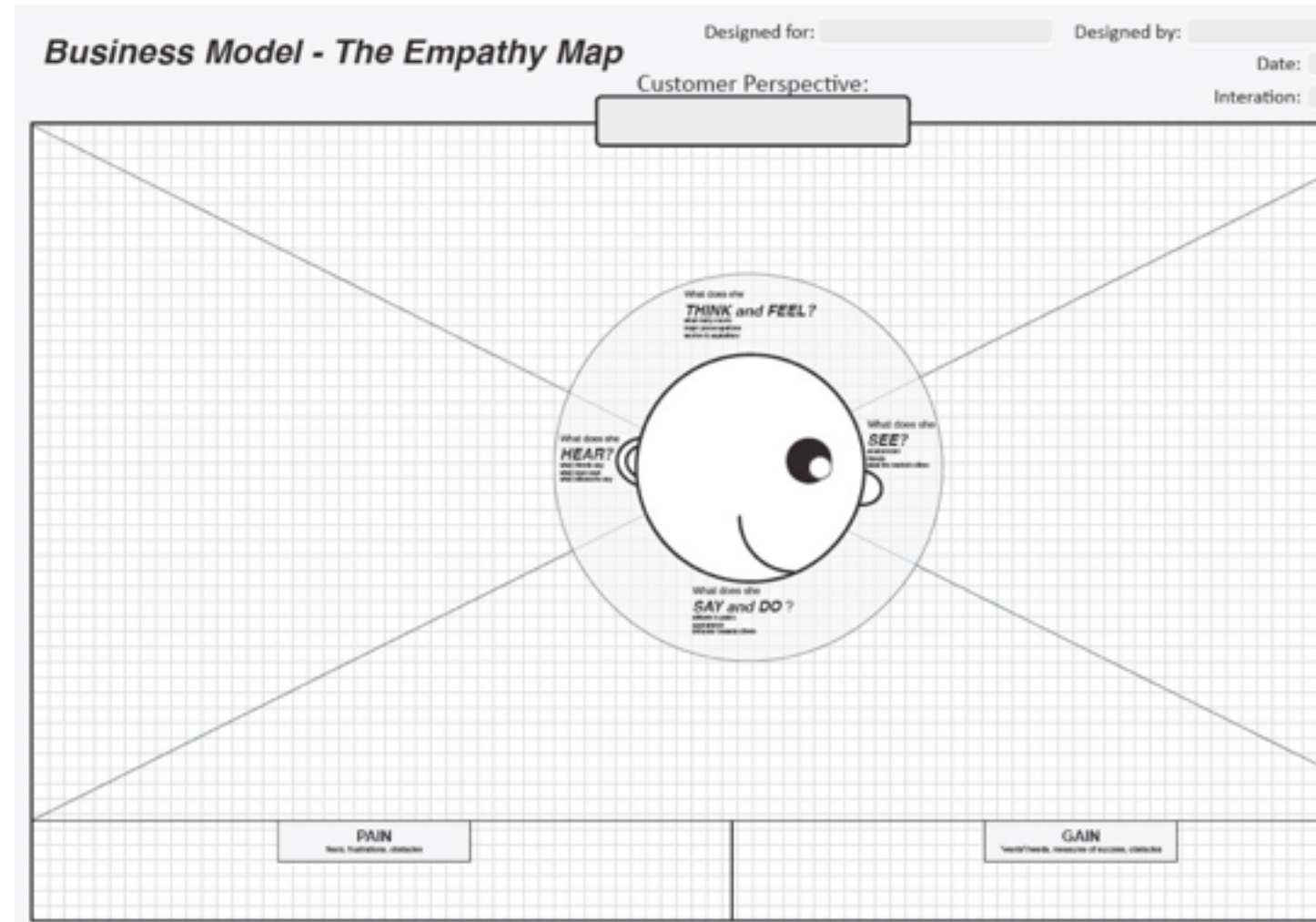
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# EMPATHY MAP

## 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 the customer HEAR?**  
What words do you hear?  
What tone do you hear?

**What does the customer SEE?**  
What do you see?  
What do you hear?

**What does the customer SAY and DO?**  
What words do you hear?  
What tone do you hear?

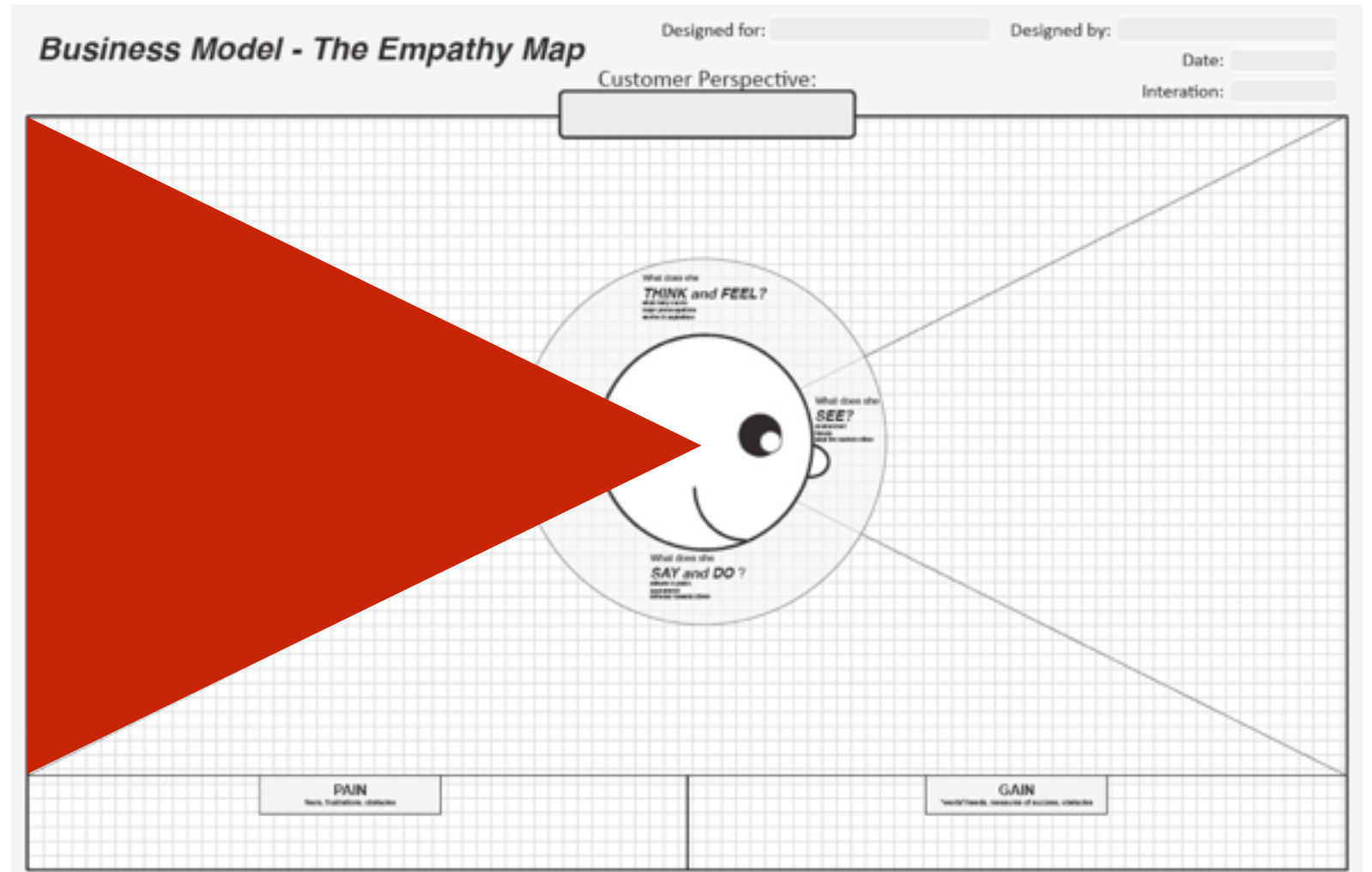
**PAIN**  
Pain, Frustration, Obstacles

**GAIN**  
Needs, Goals, Dreams, Obstacles

# EMPATHY MAP

## HEAR

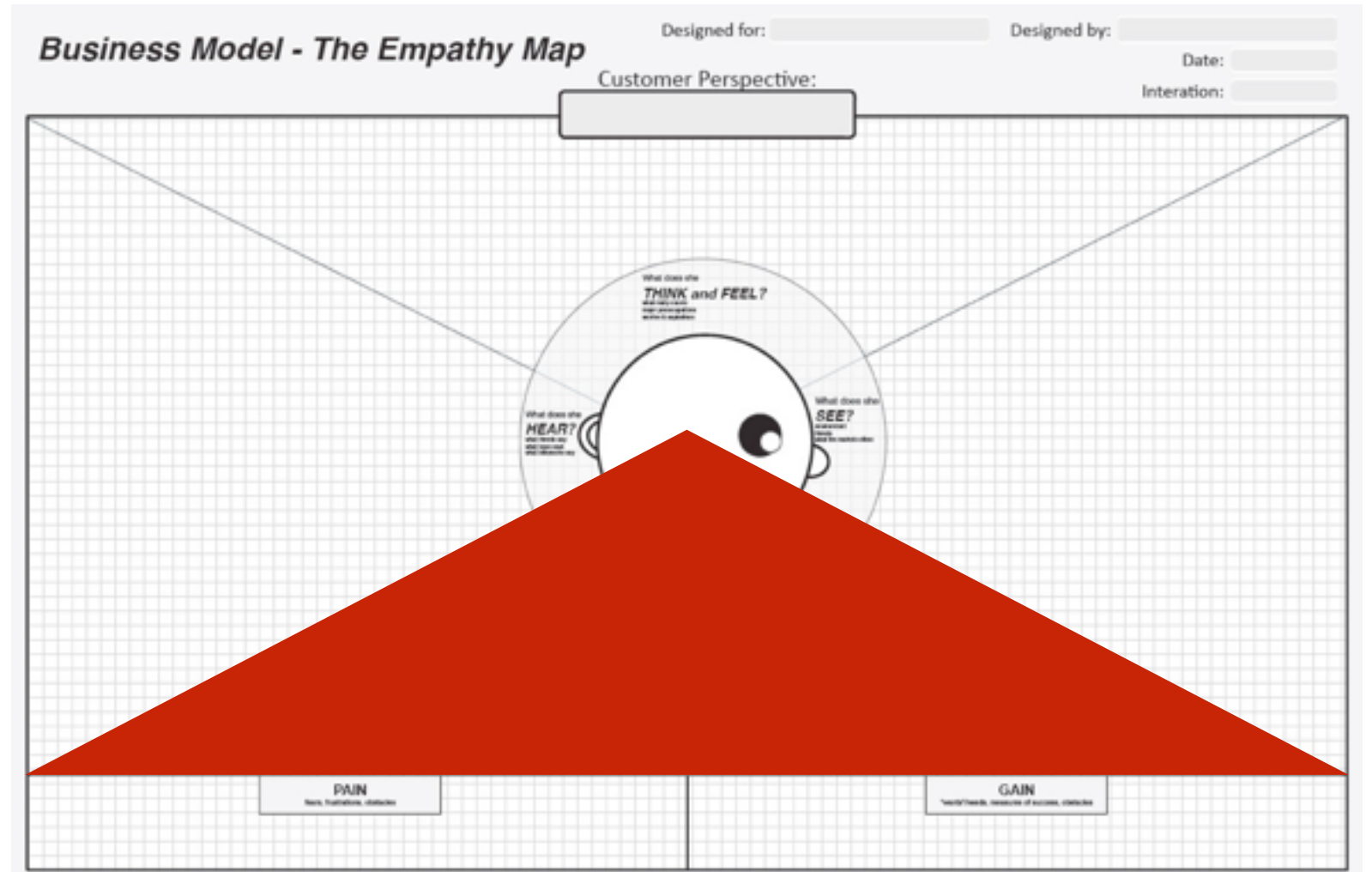
- What influences the customer?
- Who is talking to them and swaying their opinions?



# EMPATHY MAP

## SAY & DO

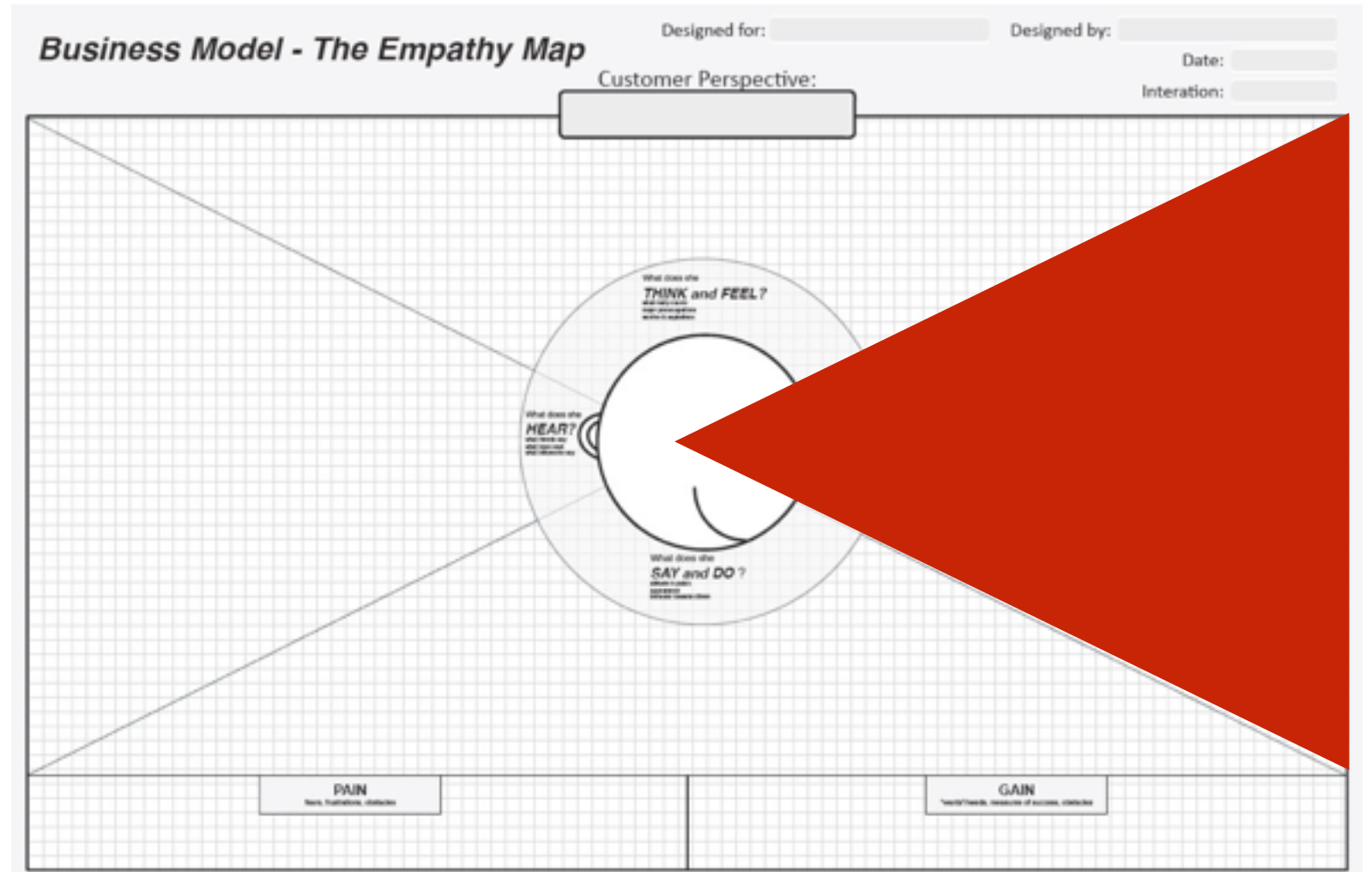
- What are typical things your customer says?
- What are your customer beliefs?
- Where they spend their time?
- Who are her/his friends?



# 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?





# 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:

The Empathy Map template consists of a large rectangular area with a light gray grid background. A central cartoon face is positioned in the middle. The face has a large eye, a small nose, and a smiling mouth. Four lines radiate from the face's head to the corners of the grid, dividing it into four quadrants. Each quadrant contains a question: 'What does the customer THINK and FEEL?' (top), 'What does the customer SEE?' (right), 'What does the customer SAY and DO?' (bottom), and 'What does the customer HEAR?' (left). Below the grid is a solid red horizontal bar. At the top of the form, there are fields for 'Designed for:', 'Designed by:', 'Date:', and 'Iteration:'. A 'Customer Perspective:' label is followed by a text input box.

# ACTIVITY

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## 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:

Customer Perspective:

Date:

Iteration:

What does she  
**THINK and FEEL?**  
thoughts  
emotions  
pain points  
desires & aspirations

What does she  
**SEE?**  
environment  
objects  
what the market offers

What does she  
**HEAR?**  
what people say  
what signs read  
what others tell her

What does she  
**SAY and DO?**  
what she is doing  
what she says  
what she thinks others

**PAIN**  
fears, frustrations, obstacles

**GAIN**  
wants/dreams, measures of success, obstacles

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**INSERT CLASS TITLE**

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# **HOMEWORK**

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# PERSONAS AND EMPATHY MAPS

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

Persona template

Bio & Demographics	Behaviours
Stories & Scenarios	Goals / Needs

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## PERSONAS AND EMPATHY MAPS

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# CREATE AN EMPATHY MAP FOR YOUR TARGET USER

**Business Model - The Empathy Map**

Designed for:  Designed by:

Customer Perspective:

Date:

Iteration:

What does the **THINK and FEEL?**  
What they think  
What they feel  
What they expect

What does the **SEE?**  
What they see  
What they see from  
What they see about

What does the **HEAR?**  
What they hear  
What they hear from  
What they hear about

What does the **SAY and DO?**  
What they say  
What they do  
What they think they do

**PAIN**  
Needs, frustrations, obstacles

**GAIN**  
Needs/Wants, measures of success, obstacles

## PRODUCT DEVELOPMENT LIFE CYCLE

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# Q&A

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**PRODUCT DEVELOPMENT LIFE CYCLE**

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# EXIT TICKETS

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



1. Which is not an item on an empathy map?
  1. Hear
  2. Say
  3. Smell - Answer
  4. Feel
  
2. How do you get the information for a user persona?
  1. Talking to a group of target users - Answer
  2. Use your best judgement
  3. Based off one target user you found
  
3. What is one key element of a user persona?
  1. Looks
  2. Demographics - Answer
  3. Strengths and Weaknesses