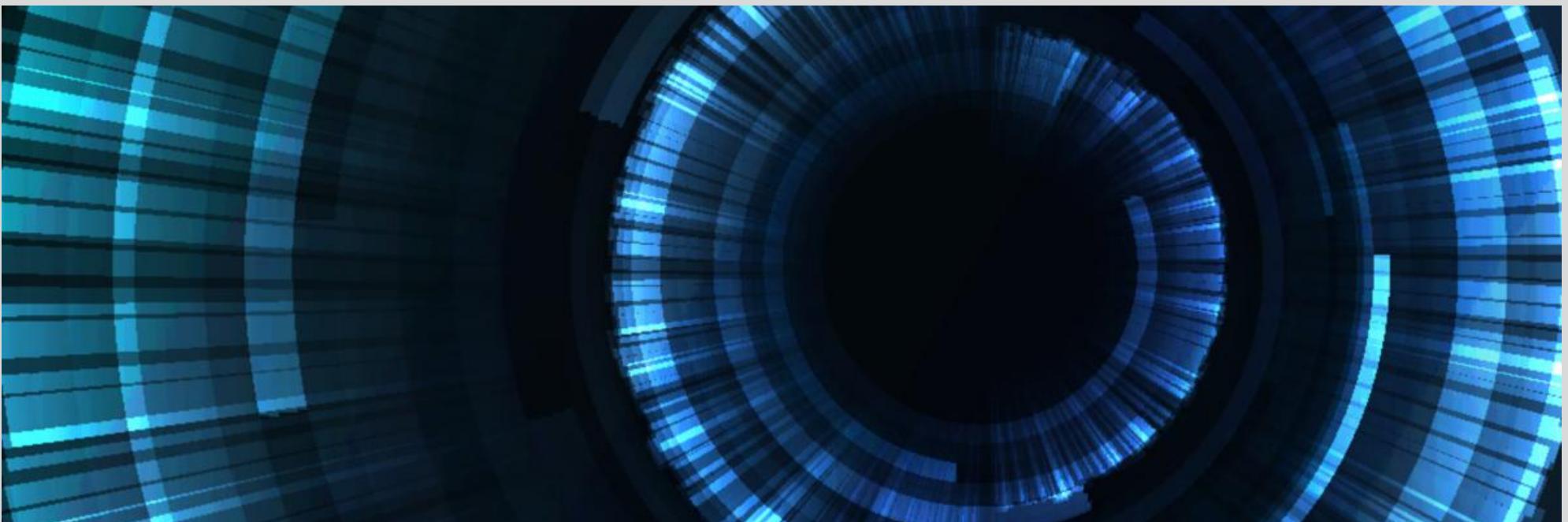


# Human Computer Interaction

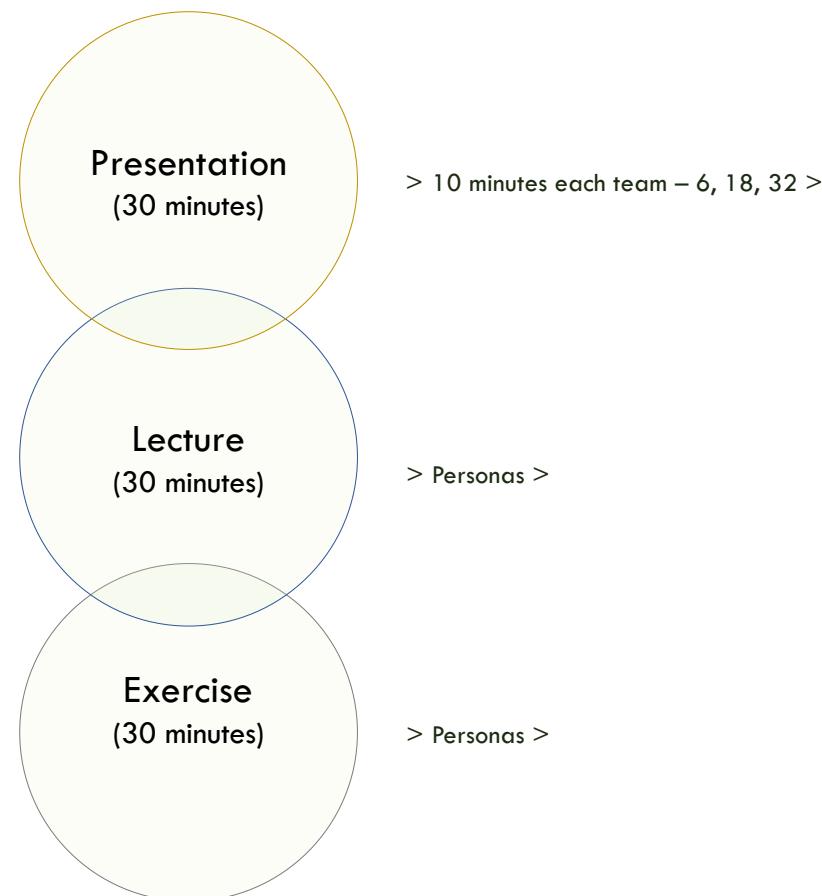


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## Agenda – 31 January



This week – 31 January & 02 February

**Monday 31 January**

TEAMS - 6, 18, 32

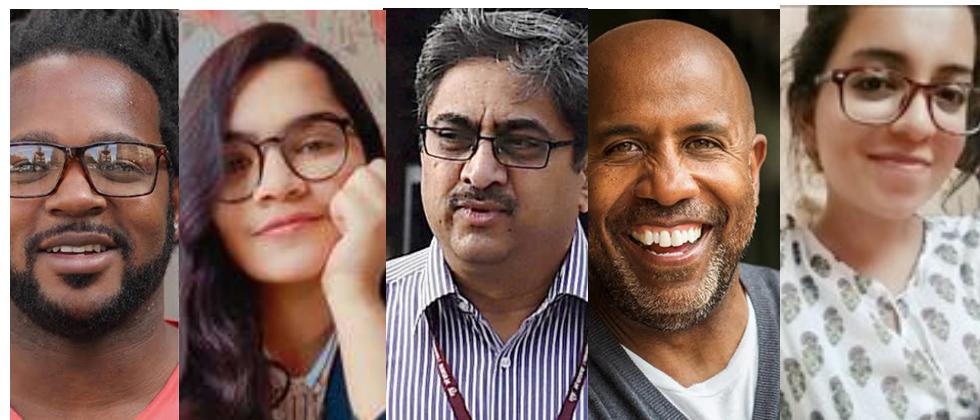
**Wednesday 02 February**

TEAMS - 23, 39, 55

**Wednesday 02 February**

**QUIZ – 2**

# Personas



# Example : personas for cars



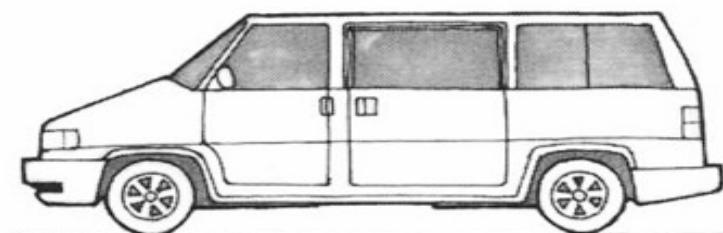
Alesandro's goals

- Go fast
- Have fun



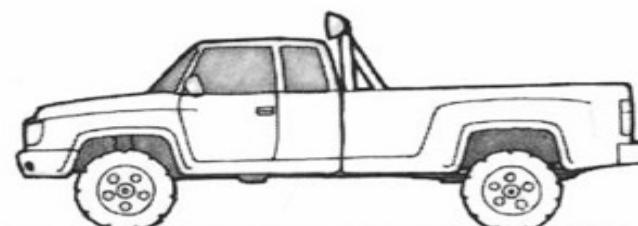
Marge's goals

- Be safe
- Be comfortable



Dale's goals

- Haul big loads
- Be reliable



Source: About Face

Personas are rich descriptions of typical users of the product under development on which the designers can focus and for which they can design products.

They don't describe specific people, but they are realistic and not idealised.

Any one persona represents a synthesis of a number of real users who have been involved in data gathering and it is based on a set of user profiles.

Each persona is characterised by a unique set of goals relating to the particular product under development rather than a simple demographics(statistical study of populations).

## Personas: research-based

- Are not fictional guesses at what a target user thinks.
- Reflect real characteristic with the description tied back to real data
- Focuses on the current state (how users interact with a product), not the future (how users will interact with a product)
- Context-specific (it's focused on the behaviours and goals related to the specific domain of a product).

## Personas: fictional

### No user research

- Created from our experience
- We make assumptions based on our past interactions to deliver a picture of what, perhaps, typical users look like

### Benefits

- Allows us to involve “users” in the early phase
- Do not consider them as final personas, or as a well-defined
- Only used as a guide for the development of our product's early stage.

## Personas: benefits

- Help to focus decisions about design
- Quick and inexpensive way to prioritize features
- Evaluate new site feature ideas
- Develop informed wireframes, interface behaviours, and labelling
- Overall look and feel of the website
- Content is written to the appropriate audiences

## Personas: creating

### 1. Collect The Information About Your Users

- Interviews and observation

### 2. Identify Behavioural Patterns From Research Data

- Affinity diagrams

### 3. Create Personas and Prioritize Them

- Define the primary persona (the most relevant) and follow the rule “design for the primary – accommodate the secondary.”

### 4. Find Scenario(s) Of Interaction

- Valuable only when they tied up to a scenario

### 5. Share Your Findings And Obtain Acceptance From the Team

*"[personas] only need to be realistic, not real, not necessarily even accurate (as long as they accurately characterize the user base)."*

- Don Norman



## Personas: elements

### Personal information

- What is our user's name?
- How old are they?
- What is their professional job or occupation?
- What is their level of education?
- What do they do in their free time?"

### Goals

- What do they want to achieve?
- Why do they want to achieve that goal in the first place?
- What are their needs to achieve that goal?

### Technical expertise

- Where are they located?
- How many hours do they spend using computers or mobile phones?
- What are their favourite mobile apps or websites?
- What devices do they prefer to use and why?

### Personal quote

- Identify characteristics, preferences, or a phrase they often use.

## Personas

**Name:**

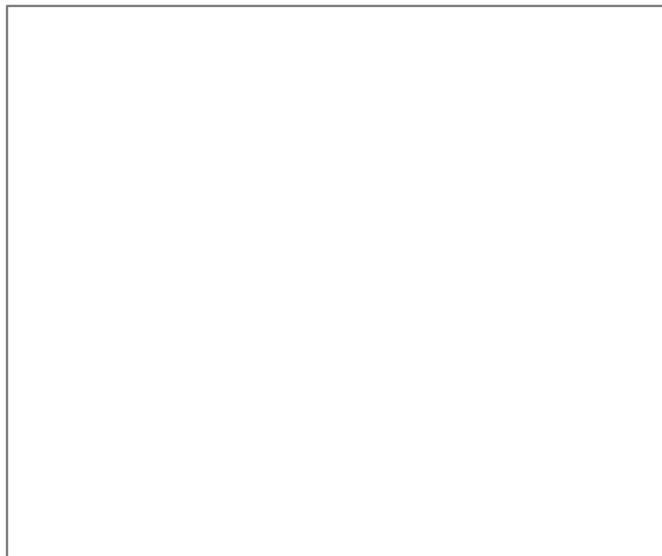
**Age:**

**Description or quote:**

**Occupation:**

**Goals:**

**Picture:**



**Frustrations: (pain points)**

**Needs and Expectations:**

## Personas: examples

Meena Kumar



AGE	<b>20</b>
OCCUPATION	<b>Undergraduate Student</b>
GENDER	<b>Female</b>
LOCATION	<b>Ann Arbor, MI</b>
NATIONALITY	<b>Indian</b>
ARCHETYPE	<b>The Planning Shopper</b>

*"I want to go access grocery stores that are far away and plan out those trips beforehand."*

### BACKGROUND

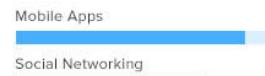
Meena is a student from India with a concentration in Information Science. This is the first time she has been in the United States. Currently, She lives with three other roommates who are also from India.

Meena likes to cook on her own, because the university cafeteria doesn't serve good Indian food. She wants to go to the grocery store located about 2.5 miles off campus, and tries to split car rides with friends. However, she's frustrated because she and her friends have very different schedules, making it challenging to find a time. Thus, she regularly ends up paying for the car ride by herself, which can get extremely expensive.

### PERSONALITY



### TECHNOLOGY



### GOALS

- Find affordable means of transportation to grocery stores, preferably free
- Save time traveling to grocery stores
- Spend more time with friends

### FRUSTRATIONS

- Time constraints
- Grocery stores too far from campus
- Hard to agree on a time to go with friends because of hectic schedules

## MAMTA DEVI

**GENDER** Female

**AGE** 55 Years

**LOCATION** Shahpur(RURAL)

**OCCUPATION** Non professional



### GOALS

- To be able to understand the ATM instructions.
- To withdraw money independently.

### FRUSTRATIONS

- Do not know how to operate ATM.
- Fears taking help from others.
- Risk of entering wrong amount or PIN.

### BIO

**Mamta** has studied only till primary school. She is not tech savvy. She needs cash for her day today needs. Being able to operate ATM will help her fulfill all her needs independently and will boost her confidence.

**Middle  
Aged**  
**MOTIVATIONS**

INCENTIVE  
FEAR  
ACHIEVEMENT  
GROWTH  
POWER  
SOCIAL

**TECHNOLOGY**  
Not aware about software, gadgets, latest technology trends.

## Personas: examples

**Christina Moletti**  
*Freelance Graphic Designer*



**"Living life is a creative process too"**

- Has enough money but not much more
- Works hard during the day but on her own hours
- Walking is her main way to travel, day or night

### Personal Information

**Age:** 25  
**Location:** Pittsburgh, PA  
**Education:** BA Graphic Design NC State University,  
**Profession:** Freelance Graphic Designer,  
Part-Time Student  
**Home life:** Lives with a roommate (Eva 25),  
**Hobbies:** Playing guitar and xylophone, reading,  
drawing, sewing, watching movies, sleeping  
**Favorite TV shows:** Doesn't watch much TV  
**Personality:** Easygoing, outgoing, try new things

### User Goals

*Christina uses this information system to...*

- Give her reasons to go out walking at night
- To be active and aware of her surroundings at night
- To find the safest places to go at night
- Make walking and being out at night more social with her friends

**Maria Nantes**  
*Newspaper Editor*



**"I want to stay healthy both mentally and physically always"**

- Health Conscious
- Use basic technology for day to day activities
- Enjoy Social groups

### Personal Information

**Age:** 31  
**Location:** Ann Arbor, MI  
**Education:** Master's in English from U of Michigan  
**Profession:** Newspaper Editor  
**Home life:** Married, no children  
**Hobbies:** Walking, making friends, Yoga  
**Favorite TV shows:** Desperate Housewives  
**Personality:** Outgoing, Passionate, Social,  
Cheerful, Sophisticated

### User Goals

*Maria uses this information system to...*

- Connect and coordinate with friends
- Find safe walking routes at night
- Get a sense of safety by getting more info
- Find out about social events taking place at night, which might be of potential interest
- Wants to get emotional and mental relaxation by walking

**James Goettner**  
*Senior Engineer*



**"I know what I'm doing, I'm willing to try everything new."**

- is willing to spend money on that
- Likes to chat with others online
- Knows that health is very important & work out

### Personal Information

**Age:** 37  
**Location:** San Francisco, CA  
**Profession:** Cellphone Interface Developing  
**Education:** Master's  
**Home life:** Single  
**Hobbies:** Surfing online to look for new electronic products, working out at gym  
**Favorite TV shows:** Friends, Heros  
**Personality:** knowledgeable in popular stuffs, talkative, keeping things on schedule

### User Goals

*James uses this information system to...*

- Stay ahead of latest trends on mobile devices
- Take more time to walk as the substitute for exercise
- Meet new friends through this application
- Feel free to walk at night
- Discuss the new interaction
- Try to figure out a method for socializing and also provide a feeling of security

## Personas: examples



### ABOUT

Age: 30 Years

Status: Single

Education: Bachelor's in Financial Management

Location: Mumbai

Occupation: Student

### ABOUT KARAN SHAH

Karan is a student currently pursuing a bachelors degree. He has been traveling to and fro from college everyday since the past 2 years. He is a daily commuter of Mumbai locals.

He travels by local train to meet his friends every weekend. He listens to pop music on his smart phone and he is extremely self driven.

### FRUSTRATION

- > Wasting time in travelling
- > Forgets his login credentials every time
- > Being fraudulently charged
- > Buggy App
- > Unable to contact customer care

### NEEDS

- > A safe and secure payment UI
- > A refund option in case of failed ticket bookings

### GOALS

- > Book seasonal tickets quickly
- > Renew seasonal ticket

### EXPECTATIONS

- > A safe and secure payment UI
- > A refund option in case of failed ticket bookings

### SCENARIO 1

Karan is busy getting ready for college, when he gets a notification that his monthly (seasonal) pass is about to expire today. He quickly renews his pass and continues getting ready.

He attends college and his friends plan on heading back to his place for a group project. Since they were running late, they ask Karan to book all their tickets from the UTS app. He books a ticket for all of his friends and shares it with them.

### TASKS

1. Being notified when ticket is expiring
2. Renew pass
3. Successfully book ticket
4. Book multiple tickets
5. Share tickets

### SCENARIO 2

Karan's younger brother has arrived in mumbai, he has come to for further studies. And like Karan, his brother will be traveling by train. Karan asks his brother to download the UTS app on his phone and asks him to sign up. His brother signs up quickly, sets a password, enters his ideal source and drop platform, chooses a route and books a seasonal ticket.

### TASKS

1. Sign up quickly
2. Set password
3. Manually enter source and destination platform
4. Choose convenient route
5. Make payment using added card
6. Successfully book ticket

## Personas: examples



**PRACHI**

I don't want to stand in long queues at the station and be late for meetings.

### ABOUT

 **Age:** 30 Years

 **Education:** Master's in Media and Advertising

 **Occupation:** Freelance Content Writer

 **Status:** Single

 **Location:** Mumbai

### ABOUT PRACHI JOSHI

Prachi has been working as a freelancer since the past 6 years and travels occasionally to visit Client's offices in Mumbai. She travels by Mumbai local trains to avoid the traffic and not waste time in travelling.

She travels by local train to reach her Sunday Yoga classes and maintains a healthy lifestyle. She dislikes being unproductive.

### FRUSTRATION

- › Long queues
- › Forgets her login credentials every time
- › Slow internet
- › Money getting wasted
- › Fraudulent refund/cancellation policies

### TASKS

- › Manually enter start and destination
- › See tickets offline

### GOALS

- › Book tickets quickly
- › Have a quick, hassle-free ticket booking experience.

### EXPECTATIONS

- › Be logged in always
- › Payment UI should be clear and intuitive
- › GPS (if on) should be accurate and fast

### SCENARIO 1

Prachi lives in Bandra. Her client is a Boutique shop situated in Vashi, Navi Mumbai. She has to book a train ticket for her journey from Bandra to Vashi. She has time to spare so she decides to book a ticket from her house. She enters the source and drop platform details. She chooses the route that is most convenient for her. She continues the booking and is asked to make a payment. She selects a card from the list of cards that were added by her previously. She successfully books her ticket.

### TASKS

1. Book tickets away from station.
2. Manually enter source/drop platform
3. Choose convenient route
4. Make payment using added card
5. Successfully book ticket

### SCENARIO 2

Prachi has taken a train to attend her usual Sunday Yoga classes. She is busy reading a book, as a Ticket checker (TC) comes into the train compartment. She asks prachi to show her ticket. Prachi opens the UTS app, shows her ticket to the TC and Prachi continues reading her book.

### TASKS

1. Being logged in.
2. Show ticket quickly.

## Personas: examples

### Persona for Smart Student Attendance System

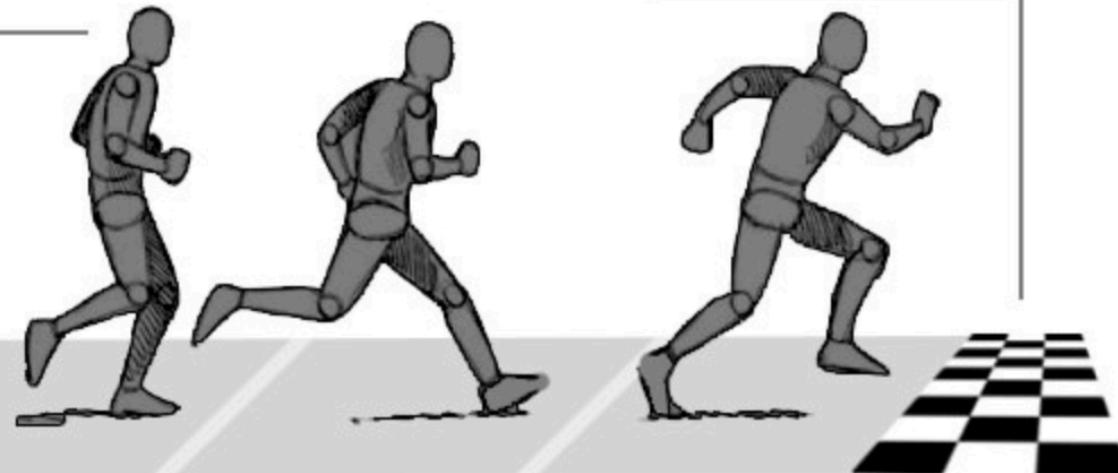
 <p><b>Angela</b> <b>Busy Teacher</b></p>	<p><b>Profile Background</b></p> <ul style="list-style-type: none"><li>• Female, 39 years old</li><li>• High school teacher</li><li>• Comfortable using and learning new technology</li><li>• Teaches 5 classes with 25 students/class</li><li>• Greets her students at door as they enter</li><li>• Currently has to enter attendance information into laptop</li></ul> <p><b>Goals and Tasks</b></p> <p>Her goal is to maximize class time for teaching by recording attendance quickly and accurately.</p> <p>Tasks include:</p> <ul style="list-style-type: none"><li>• Record which students are absent or tardy</li><li>• Update attendance if student marked absent shows up late</li><li>• Follow-up on students with unexcused absences or tardies</li></ul>
<p><b>Anxieties and Motivations</b></p> <ul style="list-style-type: none"><li>• Anxious about adopting new solution that might be less accurate than current process</li><li>• Motivated to adopt new solution that is more efficient</li></ul> <p><b>Frustrations and Concerns</b></p> <ul style="list-style-type: none"><li>• Has to visually check which students are present in order to determine who is absent - takes time, and mistakes happen</li><li>• Occasionally forgets to record attendance during class because she is too busy - has to record later</li><li>• If student shows up after she has recorded attendance, she has to manually update the student's information</li></ul> <p><b>Needs and Expectations</b></p> <ul style="list-style-type: none"><li>• Wants attendance system that is accurate and easy to use, requires less time and effort, and is easy to update</li><li>• Would love to have system with automated features</li></ul>	<p><b>Scenario</b></p> <p>Angela starts her busy day as a high school teacher. She greets each arriving student at the door, as the students use the new smart student attendance system to scan their student ID card when they enter. The new system is fast and accurate, saving valuable class time and preventing mistakes.</p> <p>Once her students have started their class work, Angela is able to quickly check the system's web app, which shows her pictures of which students are absent and which students were tardy. The system also automatically alerts her to students that have unexcused absences.</p> <p>Angela is happy that the new system has saved her time which she can devote to helping more students.</p>

### 1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.

### 3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.



### 2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

## Assignment 2 & Tutorial

Submission Date: Saturday, 5th February 2022

### Personas:

#### GROUP PROJECT:

- Develop two or three personas for your group project
- Use the common persona structure of a photo, name, plus key goals, user quotes, behaviors, and some background information.
- Personas are based on real people, so choose friends or relatives that you know well to construct them.
- Be specific and realistic, discuss a particular person in a particular place, engaged in a particular situation or action, for a particular reason

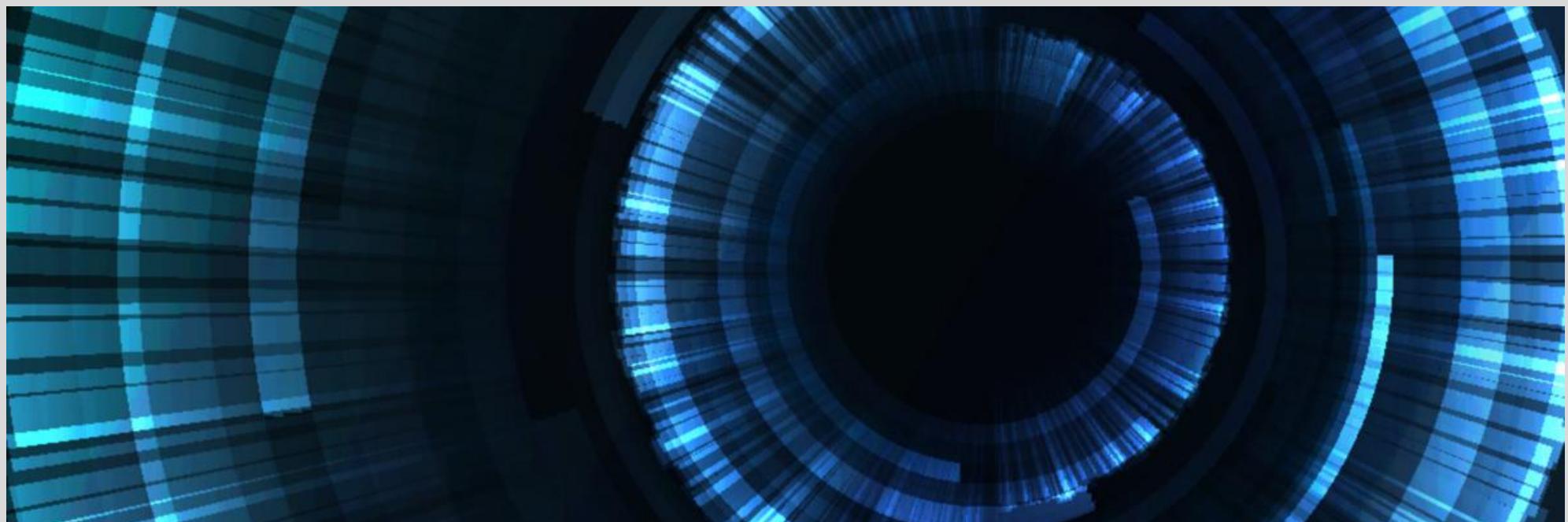
#### Objectives:

- Decide your group project and begin thinking about who your users might be and how they would want to use the product, service or system

#### Create a PDF or Google Slide:

- Use the template provided

# Human Computer Interaction



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