

Key Solution Characteristics

SOLUTION TYPE

☐ New ☐ Existing

APP TYPE

☐ QV ☐ Sense
☐ Mashup ☐ Web

DEVICES

☐ Desktop ☐ Tablet
☐ Phone

SCREEN RESOLUTION

EXISTING STANDARDS?

☐ Templates
☐ Branding Guide

TIMEFRAME

☐ Historical
☐ Snapshots
☐ Forecasting

AUDIENCE SUMMARY

of users _____
 # of types* _____

STYLE

☐ Communicative
☐ Prescriptive
☐ Analytical
☐ Exploratory

BUSINESS SCOPE

☐ Strategic ☐ Tactical
☐ Operational

DEPTH

☐ Summary ☐ Granular

Key User/Persona Attributes

TECHNICAL ABILITY

← ● ● ● ● ● ● ● ● →
 limited proficient

PERSPECTIVE

← ● ● ● ● ● ● ● ● →
 strategic operational

FREQUENCY OF USE

← ● ● ● ● ● ● ● ● →
 never nonstop

RESEARCH

← ● ● ● ● ● ● ● ● →
 stops at tool gathers data

TIME OF USE

← ● ● ● ● ● ● ● ● →
 seconds hours

PERCEPTION OF PROJECT

← ● ● ● ● ● ● ● ● →
 couldn't care less life changing

DATA SET FAMILIARITY

← ● ● ● ● ● ● ● ● →
 nonexistant comprehensive

COMMUNICATION

← ● ● ● ● ● ● ● ● →
 uses data for self relays info to others

DATA SAVVY

← ● ● ● ● ● ● ● ● →
 basic stats guru

Data Check

Is the data...

Complete?

Clean?

Complex?

Validated?

Example Questions

Goal-oriented Questions

Goals: What makes a good day? A bad day?

Opportunity: What activities currently waste your time?

Priorities: What is most important to you?

Information: What helps you make decisions?

System-oriented Questions

Function: What are the most common things you do with the product?

Frequency: What parts of the product do you use most?

Preference: What are your favorite aspects of the product? What drives you crazy?

Failure: How do you work around problems?

Expertise: What shortcuts do you employ?

Workflow-oriented Questions

Process: What did you do when you first came in today? And after that?

Occurrence and recurrence: How often do you do this? What things do you do weekly or monthly, but not every day?

Exception: What constitutes a typical day? What would be an unusual event?

Attitude-oriented Questions

Avoidance: What would you prefer not to do? What do you procrastinate on?

Motivation: What do you enjoy most about your job? What do you always tackle first?

Persona Analysis Hierarchy

Goals



Activities



Tasks



Questions