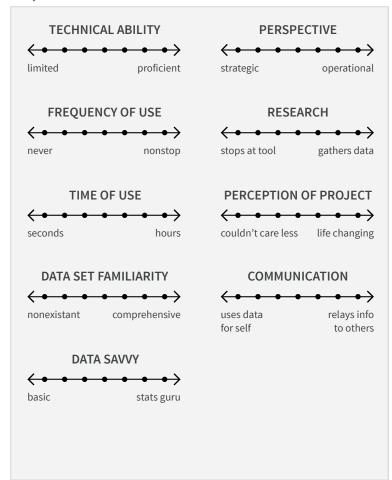
### **Key Solution Characteristics**

### **SOLUTION TYPE AUDIENCE SUMMARY** ■ New ■ Existing # of users \_\_\_\_\_\_ # of types\* \_\_\_\_\_ APP TYPE □ QV ■ Sense STYLE ■ Mashup ■ Web ■ Communicative ■ Prescriptive **DEVICES** ■ Analytical ■ Desktop ■ Tablet ■ Exploratory ■ Phone **BUSINESS SCOPE SCREEN RESOLUTION** □ Strategic □ Tactical ■ Operational **EXISTING STANDARDS? DEPTH** □ Templates □ Summary □ Granular □ Branding Guide **TIMEFRAME** □ Historical ■ Snapshots □ Forecasting

## Key User/Persona Attributes



### Data Check

Is the data...

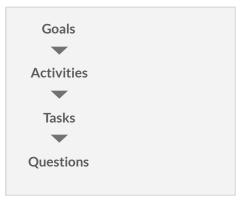
Complete?

Clean?

Complex?

Validated?

# Persona Analysis Hierarchy



# **Example Questions**

### **Goal-oriented Questions**

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

Opportunity: What activities currently waste your time?

<u>Priorities</u>: What is most important to you? Information: What helps you make decisions?

#### **System-oriented Questions**

<u>Function</u>: What are the most common things you do with the product?

<u>Frequency</u>: What parts of the product do you use most?

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

<u>Failure</u>: How do you work around problems? <u>Expertise</u>: 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?