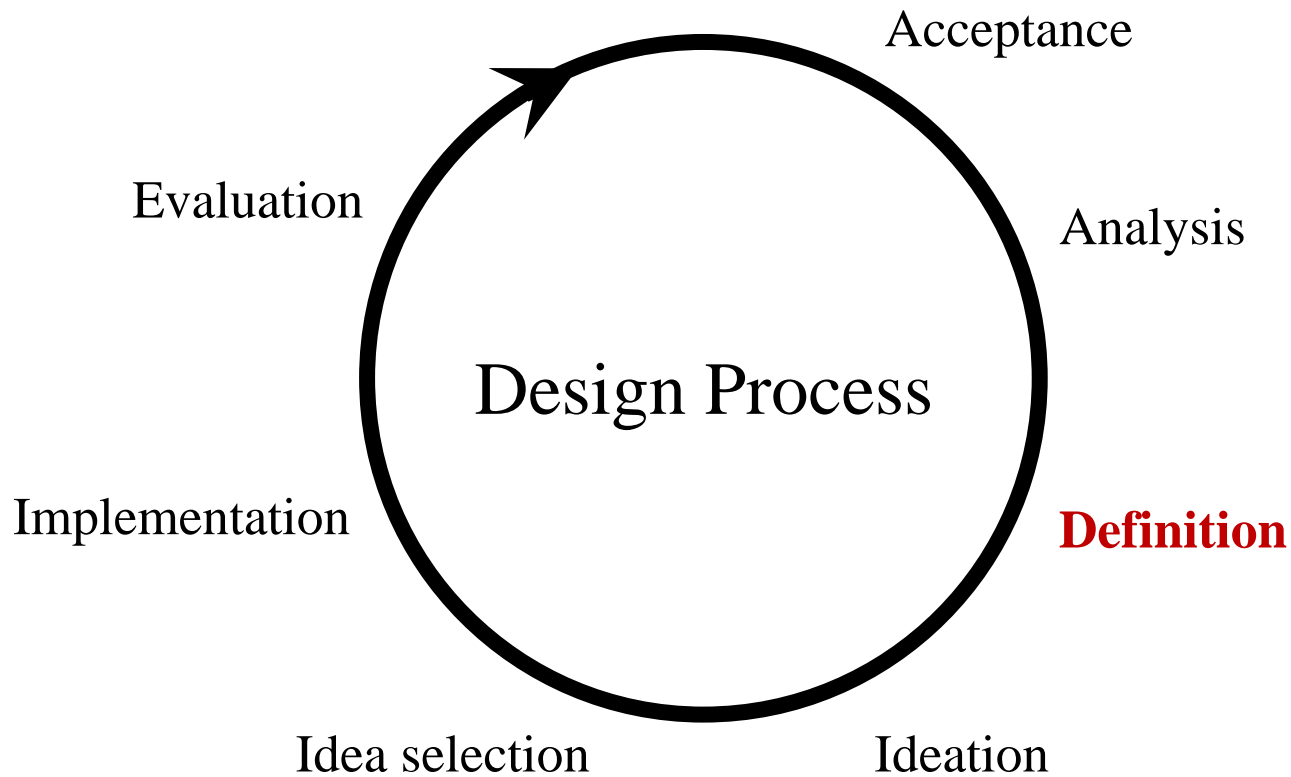


Personas and Goals

The design process



Design phase: Definition

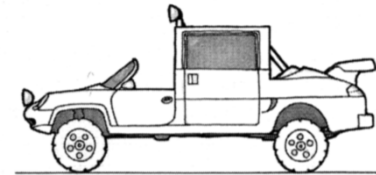
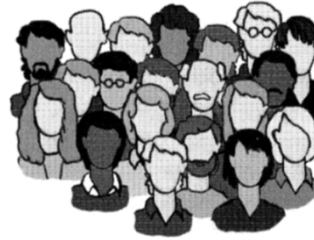
- Using data collected in the analysis phase
 - Identify and name key **persona**
 - *A fictitious user representing a class of users*
 - Represent a key set of behavior and goals
 - *Provide a common reference point for all involved in the design process*
 - No elastic users
 - Identify and name key **goals**
 - *What do users **wish** to accomplish?*
 - *How different goals articulate with each others?*
 - *Goals are not Tasks!*
 - Tasks are technology dependent
 - Goals are not technology dependent

Who to study?

- Persona: descriptive **models** of users
 - **composite archetypes** based upon observed **behavior patterns**
 - represents **broad** cross-section of users
 - Identify and name key “persona”
 - Helps alignment (consensus and commitment)
 - Drives design to desired product
 - Communication tool with stakeholders/developers/designers
 - Helps later in usability studies to get right users
 - Helps market / sales plans
- “The best way to successfully accommodate a variety of users is to design for *specific types of individuals with specific needs.*”

Why personas?

- Moving from
 - Too many conflicting goals

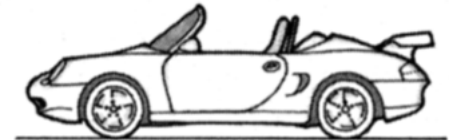


- To
 - A clear set of personas, each with a well articulated set of goals



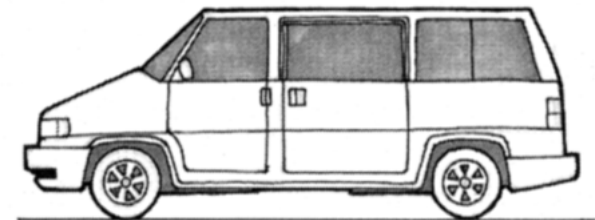
Alesandro's goals

- Go fast
- Have fun



Marge's goals

- Be safe
- Be comfortable

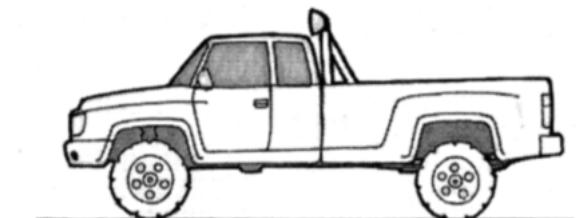


- Not a specific person
- Not too broad as to include everyone



Dale's goals

- Haul big loads
- Be reliable



Key persona **attributes**

- Archetype users
 - Exploring a specific range of behaviors
 - Express the corresponding motivations
 - Describe the corresponding goals
- How to find them?
 - User interview and observation
 - Identify major clusters from stakeholders & user interviews
 - Synthesize their goals
 - Check for completeness
 - Try them out by developing narrative
- Design each interface for a single primary persona
 - Yet other type might use the interface

Align Archetypes with Your Design

- Archetype

- Universal patterns of theme and form resulting from innate biases or dispositions
- Hardwired in the brain → unconscious
- Influence perception on an unconscious and affective level
- Useful when traditional modes of communication cannot be used

- Outlaw archetype



- Hero archetype



Constructing Personas

- Identify behavioral variables
 - activity, attitude, aptitude, motivation, skills
- Map interview subjects to behavioral variables
 - “character map” , The Designer’s Stance (in Bringing Design to Software)
- Identify significant behavior patterns
 - Significant roles
- Synthesize characteristics and relevant goals
 - Goal-oriented interview questions
- Check for completeness and redundancy
- Expand description of attributes and behaviors
- Designate persona types
 - primary> secondary>supplemental>customer>served>negative



Character Map

Character map	Olle	Anna	Åke	Margareta
<i>Location</i>	Västerås	Vagnhärad	Uppsala	Västervik + Costa del Sol
<i>Age</i>	10	35	55	70
<i>Relation</i>	Mother in Sthm	Father close	Doughter in Linköping	Son in Göteborg
<i>Fam situation</i>	Single father	Married+3ch	Married	Widow + 3 adult ch
<i>Personality</i>	Sport	Antroposof	Reading	Social

Character Map

	BOB	SARAH	EARL & STELLA	DIMITRI & MELISSA
Location	Los Angeles	Montana	Florida	Greece & Nevada
Age	35	52	70 & 62	24 & 22
Hobby	Work	Riding	Golfing	Hang gliding
Job	Investment banker	Horse ranch owner	Retired from insurance and teacher	Engineer and student
Car (in '92)	Mercedes	Range Rover	Lincoln Continental	Corvette (rent)
Income	High	High	Fixed	Over extended
Personality	A type	Confident	Set in ways	Reckless
Gear	Communica- tion equipment High tech	Dog, rifle	Toys for grandkids	Personal stereo
Misc.	Lives for work	Loves kids and horses	She teases re. his driving	On vacation

The designer's stance

Book: "Bringing Design to Software", by Terry Winograd

Persona

- **Primary:** primary target for the design of an interface
 - can be only one primary persona per interface for a product
 - A primary persona will not be satisfied by a design targeted at any other persona, but if the primary persona is the target, all other personas will not, at least, be dissatisfied.
- **Secondary:** mostly satisfied with the primary persona's interface
 - but has specific additional needs that can be accommodated without upsetting the product's ability to serve the primary persona
 - First design for the primary, and then adjust the design to accommodate the secondary.
- **Supplementary:** User personas that not primary or secondary
 - Their needs are completely represented by a combination of primary and secondary personas
 - The ones added to the cast to address stakeholder assumptions (political persona)

Personas

- Customer: address the needs of customers, not end users
- Served: directly affected by the use of the product
 - Treated like a secondary persona
- Negative: specific types of users that the product is not being built to serve (definitely not the target of the design)
 - used to communicate stakeholders and product team members that there are specific types of users that the product is not being built to serve

Persona Example

- **Persona Definition : Hans, Senior Partner of a Zurich Law Firm**

Hans is 45 years of age. He is a lawyer in a major firm in Zurich providing legal services to the banking community and major industrial concerns in Switzerland and the predominantly German speaking business community. Hans studied law at college and has been with the same firm since receiving his practicing certificate around 20 years ago. He has a wife and two children all of whom are very costly. He lives in luxury by Swiss standards, in a large house, around 20km from the city, nestled in the low mountains, with a nice view. He drives an S Class Mercedes. Hans has all the trappings of success and in order to be successful he has to be competitive.

Hans has become dependent on his cell phone and his laptop computer. He uses his laptop for email, presentations, word processing and financial calculations with spreadsheet software.

He regularly flies around central Europe negotiating Mergers and Acquisitions for his clients. It's high value business and he needs to get around Europe quickly and easily in order to be in the right meetings at the right time.

Hans relies on Swiss Air to get him there. He is a frequent flyer who flies business class and gets upgraded into first class often. He expects first class service from the airline just as his clients expect first class service from him.

Goals

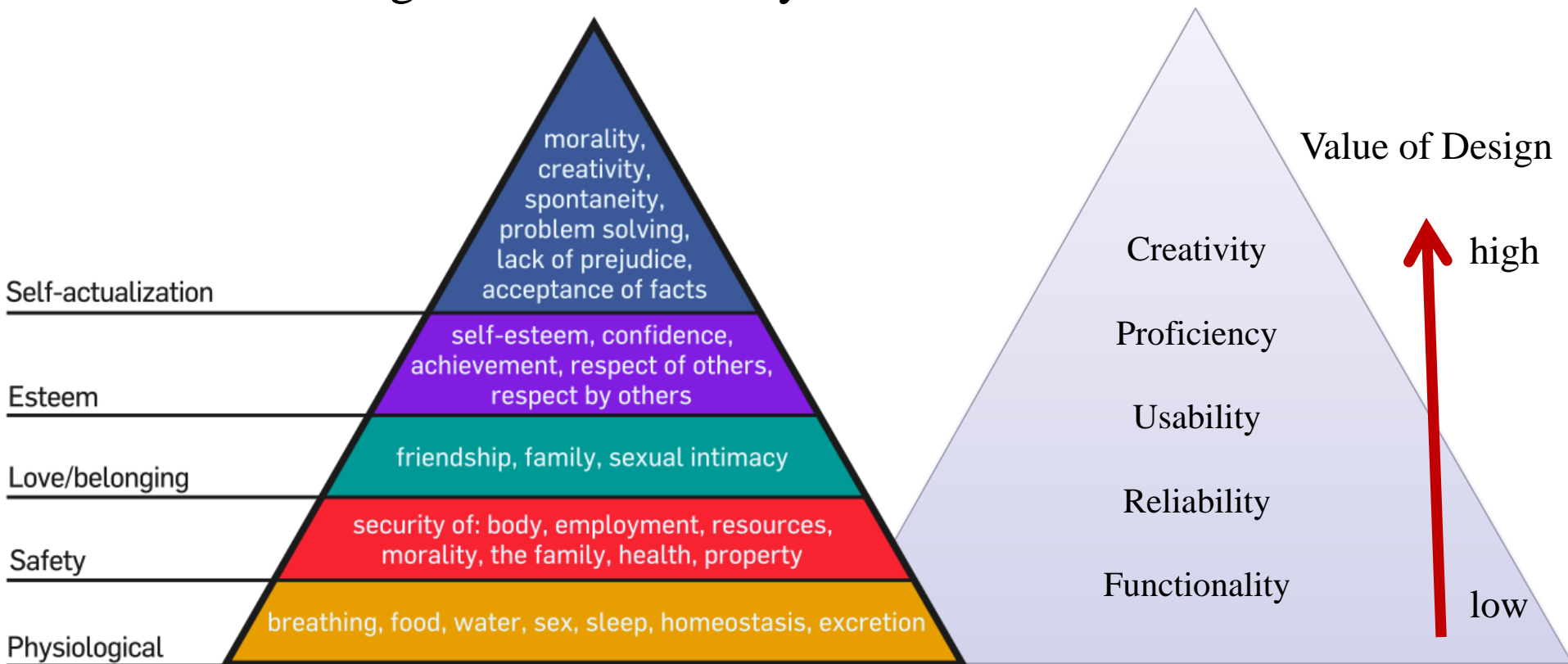
- Motivation: why did they do that?
- Goals, not tasks (“I want to ...”)
 - “I want to not be stressed”, not “I want my equipment to work on the plane”.
 - “I want to never feel stupid”, not “I want to be able to fill out this expense report without mistakes”
- Tasks, not Solutions
 - “I want to use this on my plane trip to California”, not “long battery life”
 - “I want to easily find class files”, not “create hierarchy with homeworks, readings, and projects”
 - “I want to discover and use speaker phone on demand with 3 people in my office watching me”, not “one hardware button to activate speakerphone”

Goals

- User Goals (motivations)
 - **Experience goals:** how users want to *feel* ↔ – **Visceral**
 - *React to visual (sensory) aspects*
 - *Good/bad/safe/dangerous*
 - **End goals:** what a user wants to *do* ↔ – **Behavioral**
 - *Simple everyday behaviors*
 - *Majority of human behaviors*
 - **Life goals:** what a user wants to *be* ↔ – **Reflective**
 - *Conscious consideration and reflection on past experiences*
- Non-users
 - Customer goals, Corporate goals, etc.
- Meet user goals first!

Hierarchy of Needs

- Serve low-level needs first, then high-level needs
- working VCR → stable & consistent performance
→ easy and forgiving design → do things better than before →
interacting in innovative way



Resources

- **Reading assignment:**

- **Chapter 5. Modeling Users: Personas and Goals, About Face 3: The Essentials of Interaction Design** by Alan Cooper, Robert Reimann, David Cronin

- <http://wiki.fluidproject.org/display/fluid/Personas>

- <https://youtu.be/r2O5qKZII50>

“start with the customer experience and work backwards to the technology”