

Homework 2 Persona Update Notes

Notes on Michaels Persona

Michael Davis is supposed to be a standard boring software engineer. There is nothing particularly special about Michael other than the fact that he went to Stanford and has 10 years of engineering experience under this belt. He's a little cynical, like many engineers, but not too cynical to refuse to try something new that could improve his time at the office.

Name

The US Social Security office provides the most popular names by year. Considering Michael fits the profile of a pretty average American and lives in Austin, Texas, it seemed appropriate to give him the average 1980s name of Michael. I don't think the name or origin of the name would have much impact on the personas believability or how they might use this project.

Image

This was honestly the easiest part of creating Michaels persona. I simply searched for a web developer who looked to be in his 30s. I think this image matches the description of many developers I've met in that age range too. Also, the background and desk give sort of a modern vibe of an environment where you might also expect them to follow modern software methodologies like agile.

Source: https://movio-live-2bb6ef96eabb4f369327a8b01ec1-73a1b1f.aldryn-media.io/filer_public_thumbnails/filer_public/8d/7b/8d7bd722-e588-4481-ba2c-25dcc8eb8216/lucian-movio.jpg__707x0_q90_crop_subsampling-2.jpg

Tagline

I wanted the tagline to reveal more of Michaels character. In this case I wanted to make Michael look a little pompous while at the same time sort of brutally honest. His tagline about choosing two of either cheap, fast, and good goes to show that Michael realizes that there's no such thing as a miracle team that makes good things quick and cheaply. The fact that he thinks it simply cannot be done also adds a little bit of arrogance to his persona too which I don't think is uncommon for engineers.

Gender

I didn't think Michaels gender played much of a role in making the persona more believable or determining how he may use this project. I chose to keep Michael as a male because many of the software engineers I know are male as well as the potential user I'll be interviewing.

Age

I think the only important consideration with age was that I wanted the persona to be old enough to understand software engineering as a career and how it really works in practice but not old enough to be jaded by his poor experience in that career. If he's too young then he may

not have realized the communication problem is industry wide. If he's too old, then he probably doesn't care enough to be convinced that things could be any different.

Education

Education was sort of arbitrary here. Michael is a software engineer so I obviously want him to have the credibility to be seen as a good engineer. I think Michael's BS from Stanford more than accomplishes this.

Business Domain

I wanted to hit on a few key attributes in Michaels business domain. I wanted to show that Michael was an expert and also that Michael just wants to get the job done. There's nothing particularly special about Michael other than the fact that he has experience. Like most people, he doesn't like not enjoying work, hence Michael wanting to "just be left alone so he can finish work and go home."

Notes on James' Persona

I had the luxury of building James' persona based upon a few UX designers that I've known in real life. Although the context and term project idea evolved, James' persona actually stayed relatively the same except for a few small changes to his work environment which brought him out of a consultancy/contract gig and into a more standard development shop where there may be more focus on communication and less on deliverables.

Notes on the Evolution of these Personas

I'm excited to see how these personas evolve. I think the James persona will stay pretty accurate although I may have been a bit off base to make him seem so cynical towards engineers. I'm curious to see how James' view of engineers may change as I learn more and more about the relationship between experienced UX designers and experienced developers. I feel like Michaels persona is pretty accurate, although I wouldn't be surprised if I'm in a bit of a reality distortion field myself by being a software engineer. I think having experience with both of these personas in real life could make me a little more arrogant towards contradictory findings, so I'll have to be cognizant of that and ready and willing to take a good hard look at any information I uncover that may make my personas change.

Other Sources

<https://msande.stanford.edu/overview>

<https://www.inc.com/john-mcdermott/entrepreneur-demographics-whos-an-entrepreneur-now.html>

<https://hcii.cmu.edu/academics/mhci>