# Homework 2 Persona Notes

## Notes on Michaels Name, Image, and Tagline

### **Name**

The method and reasoning behind Michaels name is pretty simple. The US Social Security office provides the most popular names by year and decade. Considering Michael fits the profile of a pretty average American and lives in Austin, Texas, it seemed appropriate to give him an average name of Michael, the most commonly used name for new born males between the years 1980 to 1990.

### **Image**

Michaels image is supposed to portray the stereotypical young tech founder and entrepreneur. To do this I searched for a business casual image and was able to find an individual in a casual blazer with a casual t-shirt which I felt met the tech founder spec perfectly since casual blazer and jeans outfits are more than common among young and trendy executives and leaders in the tech industry. The environment in the image is also ideal since it creates a modern business atmosphere with the glass office background and the papers strewn across the table.

**Source: istockphoto.com/photo/business-is-what-i-was-born-for-gm812928504-131470737**

### **Tagline**

I tried to pick a tagline the could reveal a little bit more of Michaels character. I think the quotes attribution to Steve Jobs lets us know that Michael idolizes Jobs and strives to be an innovator much like Jobs was. The quote also shows that Michael believes it’s okay to make mistakes and that they’re inevitable but the most important thing you do is move on and get going innovating. I hoped this would portray a level of open mindedness and willingness to try new things and tools in an effort to foster his companies innovation.

## Notes on Michael’s Gender, Age, and Education Levels

### **Gender**

I didn’t think Michaels gender played much of a role in making the persona more believable or determining how he might use a UX centered app. Taking that into consideration I chose to have Michael be male simply because the statistics show that it’s more likely that this individual would be male.

### **Age**

Michaels age was important. Many tech entrepreneurs are in the younger age ranges for a few reasons. Mobility and responsibility play a large role. Younger people often have more mobility and less financial and family obligations and are able to take the risks involved in entrepreneurship as a result. Additionally, Michaels young age makes it more believable that his domain expertise may be in a certain field as a result of being a longtime user or having a little bit of job experience in that field and that his idea come to fruition from this experience, rather than being a successful serial entrepreneur. We want to portray Michael as a curious leader who wants to find out how to do things the right way, he can’t be stuck in his ways or partial to following a certain business creation roadmap like some successful serial entrepreneurs may from previous ventures. ….

### **Education**

I think careful consideration of Michaels education was an important aspect to make him seem believable. Capable tech entrepreneurs and leaders have to have a unique set of skills to make them both technical, business savvy, and leadership material. The choice of giving him a BS from Stanford shows that he’s intelligent and more than capable and the choice of giving him a Management Sciences and Engineering degree shows that the has technical prowess and engineering experience. I believe these traits makes his role as a young tech entrepreneur/CEO pretty convincing.

## Notes on Michael’s Business Domain

It was important to portray the specific situation Michael was in. It’s a pretty unique position many people, developers especially, don’t find themselves in. It’s rare the people are in at the ground level in the creation of a company or product and even more rare that that person would be the CEO of their own small company. For the business domain I wanted to get across the fact that Michael is a risk taker but understands that there will inevitably be some things he doesn’t know and that he has co-founders and engineers to help him out as well as a small amount of funding to support the initial build of his app. I also wanted to get across the fact that he dedicated to the success of his company and that he is looking for the right way to do things, not the easy way. I think that, combined with the last sentence that shows he values UX but doesn’t know where to start, this business domain description accurately portrays the attitude and concerns of many of the young entrepreneurs I’ve met and also outlines the personality of someone likely to try a new tool to discover the right way to execute UX.

## Notes on James’ Name, Image, and Tagline

### **Name**

James’ name is similar to Michaels name in that is was simply grabbed from the US Social Security data set as one of the most popular names for males born in the 70s. Again, I don’t think ethnicity, region or religion makes much of a difference for the usage of this app so I chose a pretty boring American profile for this persona.

### **Image**

For James’ image I wanted to find an image of someone in their 40s or 50s which looks pretty disgusted. I think the picture I was able to find portrays this pretty well.

**Source: istockphoto.com/photo/work-stress-is-getting-to-him-gm465416711-33715418**

### **Tagline**

James’ tagline is from Carl Sagan, an astronomy icon, and delivers a slight toward the human race which happens to resonate with James well since he’s not much of a people person. I was hoping this quote would help portray James’ discontent with people as a product of him constantly butting heads with engineers in the numerous UX design roles he’s had throughout his career. The fact that it’s from Carl Sagan is supposed to reinforce his interest in space demonstrating to us that he valued his previous high stakes aerospace UX role quite a bit and this may be where his no BS attitude comes from.

## Notes on James’ Gender, Age, and Education

### **Gender**

Like Michaels persona, I didn’t think James’ gender played much of a role in making the persona more believable. I chose to have James’ be male since it was pretty much a tossup but male images portraying the emotion I was looking for were easier to come by.

### Age

I chose to give James an older age in order to fit in more experience. The big difference between the two personas is that Michael is looking for UX guidance as well as a way to spread the understanding of the user across his organization while James is looking only for the latter and a way to make his job a bit easier. For this to be the case, James must know what he’s doing and have identified the problem of engineers and developers not understanding user interaction design. I thought 20 years of experience along with 10 years in a high stakes human-computer interaction role should be enough to get this point across. This spec we designed roughly around a few UX designers I’ve before in real life.

### Education

Again, I wanted to portray the fact that James is an expert and doesn’t need guidance unlike Michael. To further this effort, I gave James a Masters in Arts from Carnegie Mellon in the study of human-computer interaction. This high level for formal education was also added in and effort to make James’ early career role as an aerospace UX engineer more believable.

## Notes on James’ Business Domain

James is an expert in his domain. I think that’s the most important fact to get across in his personas because that’s the biggest differentiator between him and the Michael persona.

## Notes on Grokkability Properties

## Notes on the Evolution of these Personas

## Sources use for these personas

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

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

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