

Practicing Personas

The Greatest Hardware Acquisition System Ever

For this exercise, we will all build personas for a new website. This site sells computers and is looking to create a new sales portal that caters to its wide array of customers. The company sells not only other brands of devices but also custom builds devices for their customers. They hope to sell to people of all ages and backgrounds but have struggled to see the wide appeal despite having great prices and offerings. Your task is to identify the personas of their potential customers.

User Research

The best personas grow out of user research. While we are quite new to research, it does not hurt to practice user research at a rudimentary level. It is vital to note that you must conduct your research responsibly, even in a low-risk situation like this. You must treat participants with respect, protect their privacy and make every effort to ensure a safe environment. Start by ensuring your participants know what you are doing and agree to participate.

Planning your research (5 Points - required)

Before collecting data, describe your plan. Use the ideas from Chapter 3 of Mathis to determine how you will collect data. Will you interview your participant? If so, what will you ask? Will you watch them navigate an existing electronics website? If so, which one and what are you looking for in their actions? If you are in class the day we talk about this exercise, you will have time with your pod to consider the various approaches. Your pod can share strategies, but note who you collaborated with from your pod or otherwise.

<Describe your research approach here>

Collecting Data (5 Points - required)

You can use anyone for data collection. You can interview your pod mates, though you may not find as much diversity in a computer science class as the general population holds. Consider roommates, family, friends, and do not limit yourself to in-person visits¹. You can probably do much of this remotely if you have your participant share their screen or point their camera at their work. You do not need a lot of data collection, but you will need multiple personas, so ensure you find diversity in your users.

<Document notes of your research (no names, but how many people did you talk to and what did you learn) here.>

¹ In fact, do your best to be safe and socially distance!

Resulting Personas

Documenting personas

I am not looking for a formal mechanism for documenting personas, so I will suggest the example Mathis uses in Chapter 4 (Mark Miller). You may want to tweak the categories or the focus of each category. Again, you can work with your pod to decide the best approach, but you must define your own personas! You must document at least two unique personas, but you can add a third persona for bonus points **(10 points each)**.

Persona #1

<define your persona here - *required* >

Persona #2

<define your persona here - *required* >

Persona #3

<define your persona here - *optional* >