



# SWEN90009 Software Requirements Analysis

Workshop 4 Personas

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## Deliverable 2

Due Date/Time:

Sunday 26 April, at 23.59 Hrs.

Submission:

- **Goal Model** (Motivational Modelling tool)
- **Personas** (XTensio or UXPressia)

## Deliverable 3

Due Date/Time:

Sunday 3 May, at 23.59 Hrs.

Submission:

- **User Stories**
- **Paper Prototype** (Snearkpeekit or Marvelapp)



# 1. Workshop questions

## Q1: Briefly describe what tasks are performed in elaboration.



### Tasks

- **Expand and refine the information** obtained from the customer during inception and elicitation to identify various aspects of software function, behavior and information
- **Develop personas** to model the specific types of users.
- Perform requirements analysis to **develop user scenarios** that describe how the end user (and other actors) will interact with the system to achieve their goals

### Outputs

- **Personas – Deliverable 2**
- **Paper Prototype – Deliverable 3**
- **User Stories – Deliverable 3**

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## Q2: What are personas? Why are they useful for requirement elaboration?

### What?

- Personas are **descriptive models of our users** that are represented as specific, individual users.
- They are **not real people** but are developed based on the observations of real people.

### Why?

- Helps us collect **diverse range of requirements**
- Allow the development team to **focus on specific users** and consider their goals, motivations and limitations
  - Those users needs best represent the needs of a larger set of users
- Help the development team to **empathize with the users**.
- Provide **a common language** for discussing design decisions

# User Persona Type



"A quotation that captures this user's personality."

Age: 1-100

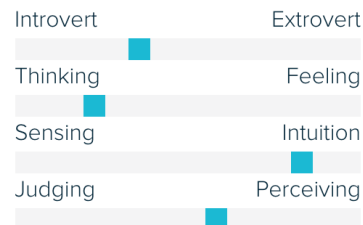
Work: Job title

Family: Married, kids, etc.

Location: City, state

Character: Type

## Personality



Trait 1

Trait 2

Trait 3

Trait 4

## Goals

- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

## Frustrations

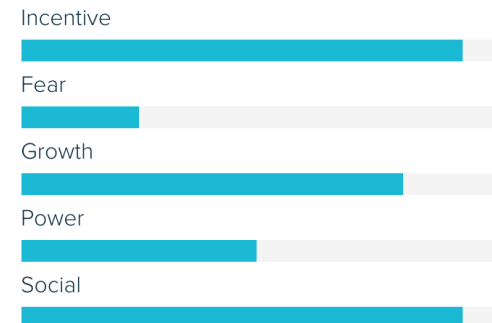
- The challenges this user would like to avoid.
- An obstacle that prevents this user from achieving their goals.
- Problems with the available solutions.

## Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.

*Remember - you may modify this template, remove any of the modules or add new ones for your own purpose.*

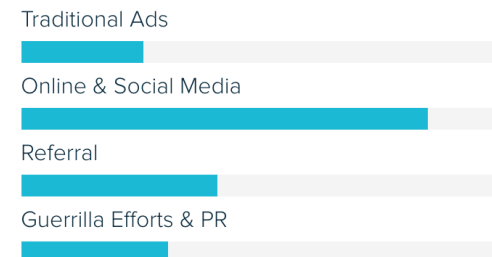
## Motivation



## Brands & Influencers



## Preferred Channels



# NDIS Participant

Levi Anderson



Age: 25  
Work: Masters Student  
Family: Single  
Location: Melbourne, VIC  
Disability: Physical

- Friendly
- Optimistic
- Clever

## Background

Levi is an NDIS participant with a physical disability who aims to look for help from the program and use a web-based system to manage his NDIS plan and budget.

Levi is deaf but is determined to not let this hold him back, especially as an immigrant. He believes in what the NDIS is trying to achieve - empowering individuals to live they want. He is a Masters of Audiology student. Levi loves to play video games and competitive sport.

## Frustrations

- Issues of mobility
- Issues of independence
- Attitudes of others toward people with disabilities
- Lack of involvement of people with disabilities
- Manual tracking is too time-consuming

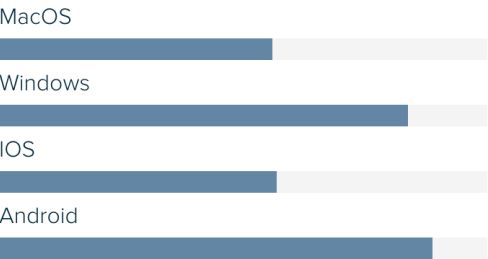
## Goals

- To learn how to manage his own money
- To manage funding and plan
- To pursue a higher education in computer science
- To live independently
- To make more friends and get involved in campus life

## Motivations

- Be able to pay for things himself and save money for his dream university and vacation
- See a more transparent planning process
- Get a job in future
- Live a happier life

## Skills



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## Q3: How are personas constructed?

1. Identify **behavioral variables** that differentiate observed behavior of users
2. Group **interview** subjects based on behavioral variables
3. Recognize **behavior patterns** by identifying clusters of subjects (personas) over the variables
4. **Synthesize characteristics and user goals** of the personas
5. Check for **completeness and redundancy** of the personas
6. **Prioritize** the personas to determine the primary design target





## 2. Work on your project

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## Tasks to be performed:

1. Review the steps for constructing personas
2. Agree on what tool you'll use to create personas for your project (everyone should use the same tool – consistency is key)
3. Decide and assign different personas to different team members (so you can work in parallel and online)
4. Create personas for your project. Remember that personas must have goals and illustrate different behaviour patterns
5. Once you finish creating a persona for your project, upload your example to Confluence. Each team member should provide at least one feedback to each other persona uploaded to Confluence. Once feedback is provided, rework your personas and update them on Confluence.

