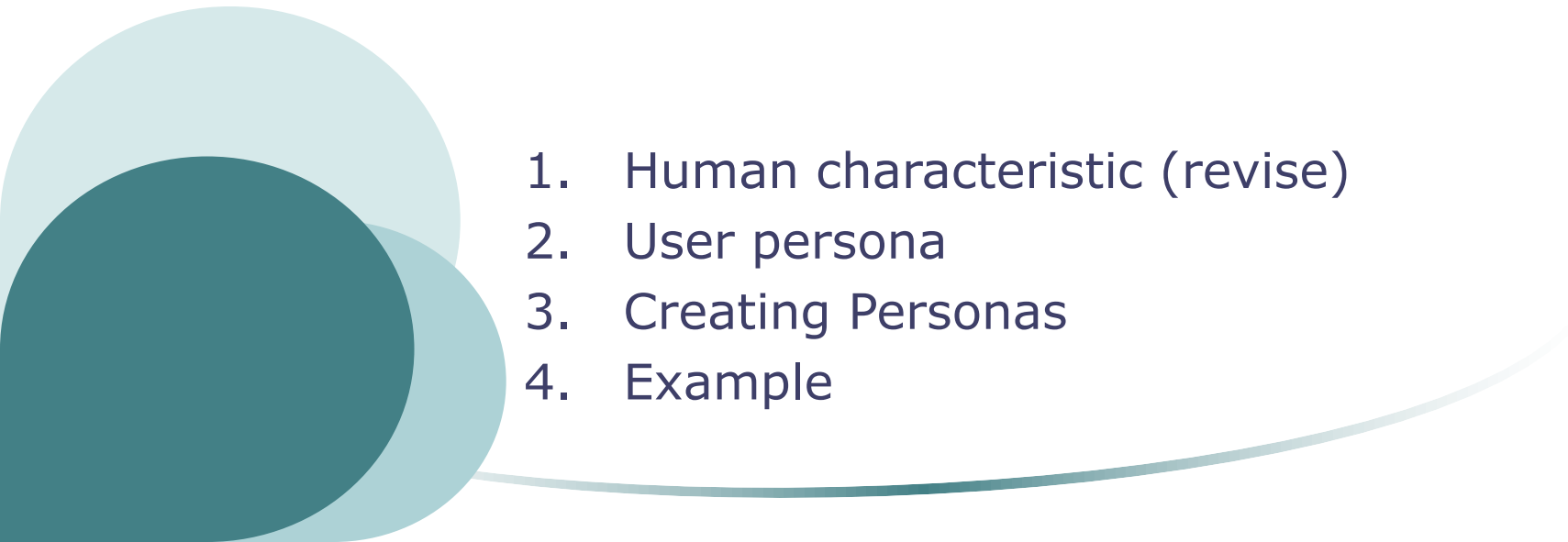


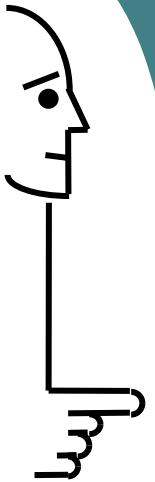


HUMAN CHARACTERISTICS IN INTERACTING WITH COMPUTERS

- 
1. Human characteristic (revise)
 2. User persona
 3. Creating Personas
 4. Example



Human characteristics (revise)



- To understand the human as an information-processing system, how humans communicate, and people's physical and psychological requirements
- Human information processing
 - characteristics of the human as a processor of information
 - memory, perception, motor skills, attention, problem-solving, learning and skill acquisition, motivation, conceptual models, diversity...
- Language, communication and interaction
 - aspects of language
 - syntax, semantics, pragmatics; conversational interaction, specialized languages
- Ergonomics
 - anthropometric and physiological characteristics of people and their relationship to workspace and the environment
 - arrangement of displays and controls; cognitive and sensory limits; effects of display technology; fatigue and health; furniture and lighting; design for stressful and hazardous environments; design for the disabled...



User persona

- What is a persona?
 - A persona is an archetypal character that is meant to represent a group of users in a role who share common goals, attitudes and behaviors when interacting with a particular product or service

User persona



*"This is what
I need in order
to do my job."*

NAME: Vivica Parker

AGE: 32

OCCUPATION: Journalist

PROFILE:

Born in Washington, DC

Lives and works in New York City
(far from family)

Lives by herself in a small apartment

Has a driver's license

Calls parents and older brother on
weekends

Works for an online art magazine and
is currently in charge of writing a
blog about graffiti. In order to do
that she needs to do the following
tasks:

- Walk/drive around the city
- Take pictures
- Talk with artists and keep record of that info (place, time, people)
- Work day/night
- Share the collected information with editor and magazine's readers

To do her job, usually carries note-books, camera and cell phone to keep in touch with her editor.

INTERESTS:

Amateur theater actress since she was 23

Travel and merge in different cultures

Architecture

ACTIVITIES:

Did research on ancient Egyptian architecture

Member of the Art Society of NY

TECH EXPERIENCE:

Basic knowledge about operating systems

Uses the Internet frequently either for personal or
business purposes

TECH ATTITUDE:

Always open to new technology, but she feels
annoyed with complex applications and discards
them very often

Tends to feel numb using the latest high-tech
gadgets and needs time to get used to them


GOALS & SITUATED BLOGGING NEED:

Needs to keep track of her location and time when
she (a) finds and photographs graffiti and street
art for her blog and (b) conducts audio inter-
views of artists and enthusiasts

Needs to have a quick way of keeping track of
content gathered from separate locations in
order to post articles before editorial deadlines




User Goals

- Personas should each have three to four goals
 - (1) Life goals, which are personal aspirations e.g., wanting to retire before the age of 50
 - (2) Experience goals describe how the user wants to feel while interacting with a product; they are personal and universal e.g., wanting to be competent while using the product
 - (3) End goals, which are tangible outcomes the user has in mind when using the product e.g., want to be updated about finances over last month
 - Typically experience/end goals are more helpful to designers
- 




Purpose

- Empathy
 - We are engaged by fictional characters all the time in movies and books
 - Focus
 - Constraints on the user population so that a design team can focus on a specific subset of users in specific situations while interacting with the to-be-designed product
 - Emancipates designers from problems that might arise when considering a full spectrum of users
 - Concentrate on the highest priority set of user goals and needs
 - Communication
 - Conduits for conveying a broad range of quantitative and qualitative data
 - Assumptions about users made explicit
- 




Avoiding Stereotypes

- In the void of user research, designers have only their assumptions and intuitions guide their work
 - “The whole point in creating personas is to get past our personal opinions and presuppositions.”
Goodwin, 2002
 - Thus, make sure your personas to do not fall into your stereotypes of people in your target user groups!
- 




Personas vs. Roles

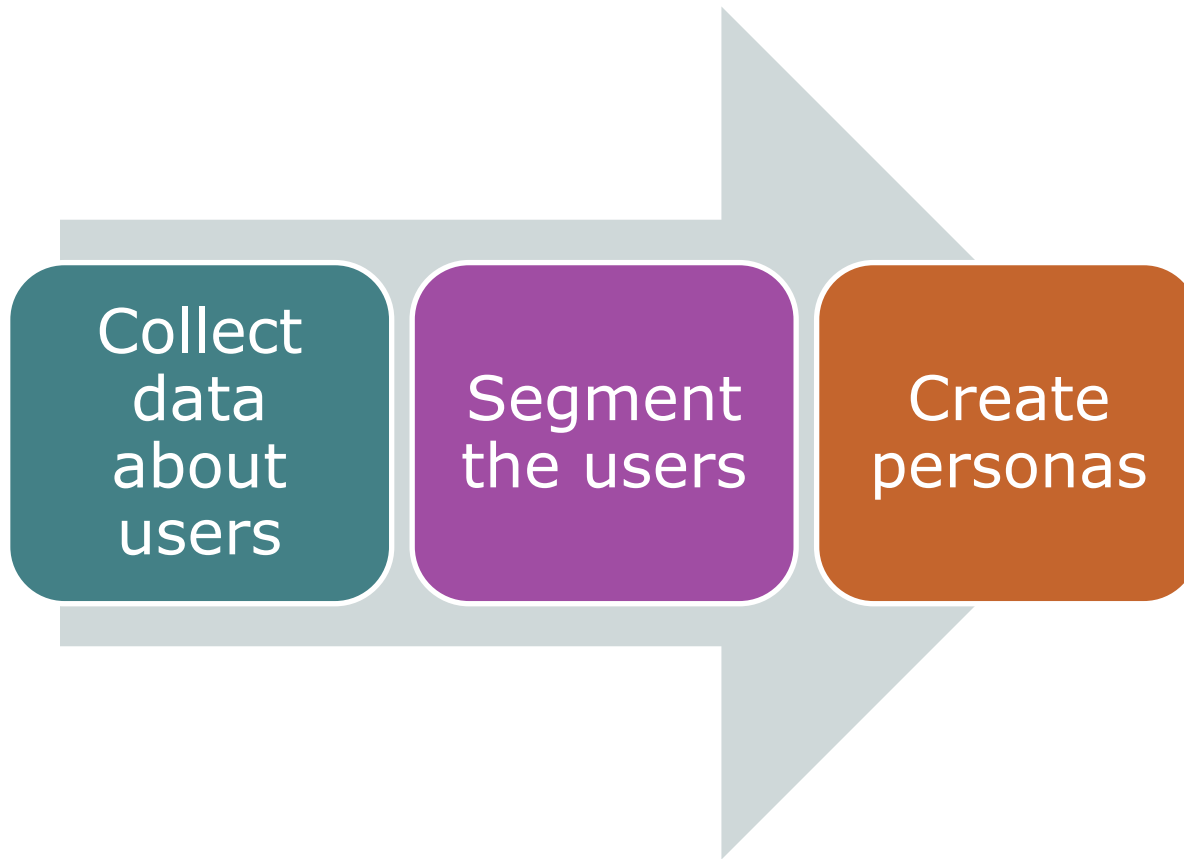
- Personas do not necessarily equal roles
 - e.g., parent, doctor, programmer, actor, etc.
 - People within the same roles can have very different needs and goals
 - e.g., new programmer vs. experienced programmer
 - e.g., parent of 1 vs. parent of 8
 - e.g., oncologist vs. podiatrist
- 



Persona Types

- Primary – Chunks greater than $\sim 30\%$
 - Secondary – Chunks between $\sim 5\text{-}30\%$
 - Supplemental – Chunks less than $\sim 5\%$
 - Customer – Buying technology, but not user
 - e.g., parent buying toy for toddler
 - Served – Indirect stakeholders
 - e.g., patients of an electronic medical record
 - Negative – Who you're NOT designing for
 - e.g., novices, older people, kids, etc.
 - Make sure you specify the type on your personas!
- 

Three Basic Steps to Creating Personas






Example

- Designing an interactive, mobile directory for people in Kyrgyzstan. Research by Cynthia Putnam (HCDE PhD Alum)




Step 1: Collect Data

- Personas need to be created using data from real users
 - Can be qualitative or quantitative, but usually both helps
 - Qualitative helps get rich picture of ideas and people
 - Quantitative from a large sample ensures that your personas are representative of target users
- 




Step 1: Collect Data - Example

- Putnam used a combination of pre-existing data types for Krgyz Personas
 - Large scale survey
 - Design Ethnography
 - Created with a proposed product in mind
 - Mobile social software (MoSoSo) directory
 - Goal: provide accessible, reliable, and free information about phone numbers using social networks
 - e.g., Angie's List, Amazon buying recommendations
- 




Step 2: Segment the Users

- Can use affinity diagramming to help sort through qualitative data
 - Use surveys to look for major groupings, especially based on user goals for designed artifact or major motivations
- 




Step 2: Segment the Users - Example

- 460 respondents owned used and owned mobile phones "What was your motivation to acquire your phone?"
 - Three logical groupings
 - (1) Replacement for home phone motivations;
 - (2) Practical motivations
 - Desire to make outgoing calls and pricing motivations
 - (3) Social motivations
 - Desire to receive incoming calls and a need for a mobile phone because friends had them.
- 




Segmentation Groups

- Replacement group:
 - 45 (13%) individuals in the replacement motivation group
 - 84% of this group claimed to not have a phone at home
 - Practical group:
 - 194 (55%) individuals in the practical motivation group
 - 99% gave a need to make calls when away from home or work as the motivation
 - Social group:
 - 113 (32%) individuals in the social motivation group
 - 85% wanted people to reach them at all times
- 




Step 3: Create the Persona

- 1. Photo
 - 2. Name – first name starts with the first letter of the segmentation (e.g., Shirin Social, Rosa Replacement)
 - 3. Quote that describes the user goals with the product
 - 4. Goals - a priority rating and specific objectives are also suggested
 - 5. Biographical profile and personal information that affects usage
 - 6. Computer, internet and other technology usage are common components
 - Key Point: Back up persona with data whenever possible!
- 




Presentation Types

- Paper-based or digital mediums (most common)
 - Single Page Information Sheets
 - Handouts
 - Posters
 - Other types
 - Beer glasses
 - Action figures
 - Key chains
 - Facebook profiles
- 



Step 3: Create the Persona

- Parxat: Practical user
 - Shirin: Social user
 - Roza: Replacement user

 - Download Personas:
 - <https://canvas.uw.edu/courses/916360/files#>
- 



Parxat Practical

Primary Motivation to acquire phone:
I got my mobile phone to make calls when I am away from work or home

Associated motivations:
I got a good price on my phone and mobile phones are cheaper than landlines

Key Significant Differences

Uses the phone for work calls
Bought his mobile phone (not a gift)
Tech savvy compared to other groups

Personal Information

Age: 43 years

Profession: Owns and manages computer game club with eight computers

Lives: In the capital city of Bishkek

Home Life: Lives with his wife and two sons

Russian: Can speak and read fluently

Primary Home Language: Kyrgyz

Primary Work Language: Russian

Schooling: He has a degree in economics focused on finance and credit from Kyrgyzstan Slavonic University

Income: 5200 soms a month (approx \$140.00)

Technical Information

Internet Use: Yes, at least occasionally

Length of use: 36 months

Use how often: 1-2 days a week

Where use: Most often at a friend's internet cafe

Computer User: Yes

How often: Several times a day at work

Cable or Satellite TV: Yes

Home Landline: Yes

Mobile Phone Use

Length of use: 28 months

How acquired: Bought his phone new

Use how often: Usually a few times a day

For: 60% personal calls, 40% work calls

SMS: Yes: 70% voice, 30% text

Feelings and concerns:

Concerned that mobile phone activity is monitored

Would miss his phone very much if he did not have it (rated 4 on a scale of 1-4)

Feels mobile phone access is too expensive

Personal Profile

"Mobile phones are part of your communications its like eyes and ears"

For Parxat, mobile phones have provided a key way to stay in contact with work, family and friends.

He owns and manages a small computer game club with eight computers. His club does not yet have internet or a landline; however, he would like to add the internet and more computers when he can afford them.

Currently, Parxat maintains all of the computers but knows he may need help with some computer problems in the future. Other club owners that he has known have had to shut down after two to three years because the equipment has broken down and the owners cannot get the old equipment fixed or afford new. Right now he is not sure who he would ask for help if one of his computers needed maintenance that he could not perform himself.

Parxat has always relied heavily on a system of personal recommendations when looking for professional services. He feels that one should "trust the advice of friends because they are to be trusted."

Parxat's Goals for MoSoSo Directory

- Would seek recommendations for professional help such as plumbers and computer maintenance
- Would like to create a public recommendation for his computer club
- Groups he would join or create
 - Family
 - Clients from his computer club
 - Friends through work

Primary persona: represents 55% of survey respondents who own mobile phones

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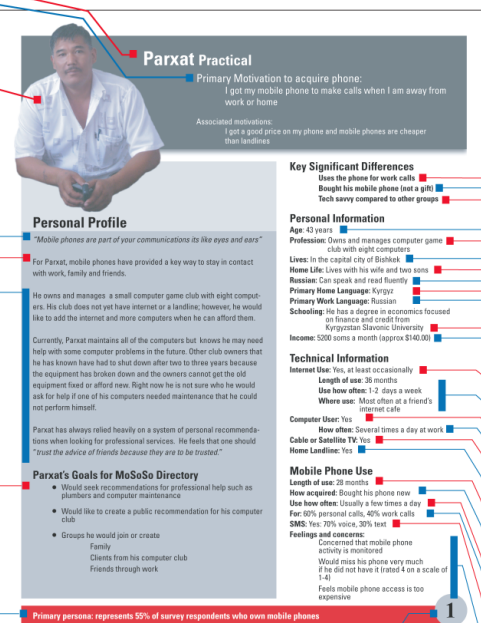
Parxat Persona Data Detail

Photo: Older male participant from interview KG_RF1. The participant is actually a field worker from Kara Balta. His personal data was actually used for Roza's husband.

Motivation: We placed the 460 survey participants with mobile phones in one of three groups based on their responses. We found that 352 of these respondents claimed motivations that fell into one of the three final motivation groups without overlap.

There were 194 individuals in the practical motivation group. Almost all members of this group (99%) gave a need to make calls when away from home or work as the motivation for acquiring a mobile phone, 2% were also motivated by mobile phones being cheaper than land lines and 2% by getting a good price for the phone.

Name: Parxat is the name of a top party member in the Kyrgyz parliament.



Status: Parxat represents the most important persona with 55% of the survey respondents with mobile phones in this group.

Goals: The father and oldest son from KG_UF1, the father from KG_RF1 and the second friend from KG_RY1 best fit the practically motivated group. These goals were based on stories they conveyed about difficulties they had encountered when looking for professional help especially descriptions given by the male friend in KG_RY1 from his computer club business.

Profile: This profile description was based on one of the male friend participants from Interview KG_RY1. The last advice quote was a direct quote from the father in the KG_UF1 interview.

Mobile Phone description: 91% of the practical group use their phones for personal calls; 41% for work - the most of any group. This description also reinforces the primary motivation of the group, "I got my phones to make calls when I am away from home or work". It is notable that this primary motivation is significantly negatively associated with the primary motivations in the other two groups.

Quote: This is a direct quote from the father participant in Interview KG_UF1.

Key Difference: 41% of the practical motivation group used their phones for work - this was significantly more than the other two groups.

Key Difference: 41% of the practical motivation group bought their phones new - more than any other group (most survey respondents received their phones as gifts).

Key Difference: The practical group had more experience with computers and internet than any of the other two groups: 49% used computers, 39% owned a computer (significant difference), 29% used the internet.

Age: Actual mean age of the group was 35.9. This was the oldest mean age, but was skewed higher here to emphasize the difference with the other groups.

Profession: This profession is based on one of the male friends from Interview KG_RY1. 30% of the practical group was employed which was significantly higher than any other groups - 6% of practical users live in an urban environment - this is also the urban environment location of the interviews.

Lives: 66% of the practical group was employed which was significantly higher than any other groups - this is also the urban environment location of the interviews.

Home Life: Mean family size was 3.5 people for the practical group.

Russian: 89% of the practical group speak and read Russian.

Primary Home Language: 50% claimed their primary language at home was Kyrgyz. This was the highest of any language.

Primary Work Language: 62% of those employed spoke Russian at work.

Schooling: This degree is also based on male friend owned the computer club from Interview KG_RY1. Also, the practical group had significantly more education (avg. 12.5 years) than the replacement group (avg. 11.1 years) and the general population (avg. 10.7 years).

Income: This is slightly higher than the average income of 4775 soms (\$137.00) based on August 2008 exchange rate and data from <http://enews.ferghana.ru/news>.

Internet Use: 29% of this group used the internet - the highest of any group.

Length of use, Use how often, Where Use: All mean numbers based directly on survey data.

Computer Use: 49% of this group used computers - the highest of any group.

How Often: mean number from the survey data.

Cable or Satellite TV: 29% of this group had cable or satellite TV - the second most of any group.

Home Landline: 51% have home landlines - the second most of any group.

Mobile Phone:

Length of Use: mean number from the survey data

How acquired: 41% of the practical motivation group bought their phones new - more than any other group (most survey respondents received their phones as gifts).

Use how often: mean number from survey data

For: All groups used their phones mostly for personal calls. 41% of the practical motivation group used their phones for work. This was statistically significantly more than the other two groups.

SMS: 27% of the practical group used SMS. This split was based on the numbers given by the older son participant from Interview KG_UF1.

Feelings and concerns:

61% felt mobile activity was monitored. This was statistically significantly higher than any other group (no other group was higher than 45%).

57% claimed they would miss their phones "a lot" - this was the most of any group;

66% felt mobile access was too expensive-



Shirin Social

Primary Motivation to acquire phone:
I like people to reach me at all times

Associated motivations:
My friends all have mobile phones

Personal Profile

"We just talk to our friends....things like did you hear that this or that happened - in our communication rumors are the official news, and gossip works"

For Shirin, keeping in contact with friends is the most important thing about mobile phones.

She is a full time student (junior) at American University of Central Asia (AUCA), studying business administration. She also works part time as a bartender in a cafe.

Shirin is part of an unregistered student association at school that organizes cultural and historical meetings at a local cafe. She also enjoys arranging parties for her friends.

She is interested in social networking applications on the internet, but has found it boring, stating "the first time is interesting then you get bored because you already know everything."

Shirin's Goals for MoSoSo Directory

- Would use the service most to create groups of friends
- Would like to broadcast messages to particular groups or to tell people where there will be social gatherings
- Would like to retrieve messages from other members of a group
- Groups she would join or create
 - Family
 - Friends from work and school
 - Associations through her unregistered student organization

Key Significant Differences

Uses the phone to primarily to call friends
Least likely to feel mobile access is too expensive
Somewhat tech savvy

Personal Information

Age: 20 years
Profession: Student and works part time as a bartender in a local cafe
Lives: In the capital city of Bishkek
Home Life: Lives with her dad and an older brother. She also has around 30 cousins in towns.
Russian: Can speak and read fluently
Primary Home Language: Kyrgyz
Primary Work Language: Kyrgyz
Schooling: She is a full time student (junior) at the American University of Central Asia studying business administration
Income: 2000 soms a month (approx \$55.00)

Technical Information

Internet Use: Yes, at least occasionally
Length of use: 33 months
Use how often: About once a week
Where use: Most often at an internet cafe

Computer User: Yes

How often: A few times a week at school

Cable or Satellite TV: Yes

Home Landline: Yes

Mobile Phone Use

Length of use: 25 months
How acquired: Was given the phone by a cousin
Use how often: Several times a day
For: 80% personal calls, 20% work calls
SMS: Yes: 65% voice, 35% text
Feelings and concerns:
The least likely of any group to feel that mobile phones are too expensive
Feels that mobile phones are important to her future career

Shirin Persona Data Detail

Photo: Younger female participant from the interview with three urban young friends (KG_UY1). The participant actually lives in Bishkek, is eighteen years old and is a student at the American University of Central Asia.

Motivation: We placed the 460 survey participants with mobile phones in one of three groups based on their responses. We found that 352 of these respondents claimed motivations that fell into one of the three final motivation groups without overlap.

There were 113 individuals in the social motivation group. A majority (85%) wanted people to reach them at all times, 19% of this group got their mobile phone because their friends all had them, and 4% wanted to receive voicemail.

Name: Shirin is a somewhat common female name in Kyrgyzstan. It is of Persian origin.



Shirin Social

Primary Motivation to acquire phone:
I like people to reach me at all times

Associated motivations:
My friends all have mobile phones

Key Significant Differences

- Uses the phone to primarily to call friends
- Least likely to feel mobile access is too expensive
- Somewhat tech savvy

Personal Information

Age: 20 years
Profession: Student and works part time as a bartender in a local cafe
Lives: In the capital city of Bishkek
Home Life: Lives with her dad and an older brother. She also has around 30 cousins in towns.
Russian: Can speak and read fluently
Primary Home Language: Kyrgyz
Primary Work Language: Kyrgyz
Schooling: She is a full time student (junior) at the American University of Central Asia studying business administration
Income: 2000 soms a month (approx \$55.00)

Technical Information

Internet Use: Yes, at least occasionally
Length of use: 33 months
Use how often: About once a week
Where use: Most often at an internet cafe
Computer User: Yes
How often: A few times a week at school
Cable or Satellite TV: Yes
Home Landline: Yes

Mobile Phone Use

Length of use: 25 months
How acquired: Was given the phone by a cousin
Use how often: Several times a day
For: 80% personal calls, 20% work calls
SMS: Yes: 65% voice, 35% text
Feelings and concerns:
The least likely of any group to feel that mobile phones are too expensive
Feels that mobile phones are important to her future career

Shirin's Goals for MoSoSo Directory

- Would use the service most to create groups of friends
- Would like to broadcast messages to particular groups or to tell people where there will be social gatherings
- Would like to retrieve messages from other members of a group
- Groups she would join or create
 - Family
 - Friends from work and school
 - Associations through her unregistered student organization

- Primary persona:** represents 32% of survey respondents who own mobile phones
- Status:** Shirin represents the second most important persona with 32% of the survey respondents with mobile phones in this group.
- Goals:** Since the youngest son from the KG_UF1, and five of the younger participants from KG_UY1 and KG_RY1 best fit the socially motivated group, these goals were based on how mobile phone use could have helped them in stories they conveyed about their lives. These stories were also used to create the scenarios for Shirin.
- Profile:** This profile description was on an amalgamation of participants from two interviews: one with a group of three young friends in Bishkek (urban) and the other with a group of three young friends in Kara Balta (rural). The last quote was a direct quote from one of the participants in Bishkek from the KG_UY1 interview.
- Mobile Phone description:** 93% of the social group use their phones for personal calls - the most of any group; 38% for work.
- Quote:** This is a direct quote from one of the participants in when asked about where they looked for news and information.

- Key Difference:** 93% of the social motivation group used their phones for work - this slightly more than the other two groups
- Key Difference:** Only 50% of the social motivation group felt that mobile phone access was too expensive while the other two groups over 64% felt it was too expensive. This was a statistically significant difference.
- Key Difference:** The social group had the second most experience with computers and internet: 43% used computers, 26% owned a computer, 25% used the internet.
- Age:** Actual mean age of the group was 33.6. This was the youngest mean age, but was skewed lower here to emphasize the difference with the other groups.
- Profession:** This profession is based on three interviews that included a total of seven younger people under the age of 27. Four were students. This part time job was based the profile of an urban male student in KG_UY1.
- Lives:** 64% of social users live in an urban environment - this is also the urban environment location of the interview.
- Home Life:** Mean family size was 3.8 people for the social group. The multiple cousins reference was based on information from a female interview participant.
- Russian:** 77% of the social group speak and read Russian.
- Primary Home Language:** 62% claimed their primary language at home was Kyrgyz.
- Primary Work Language:** 56% of those employed spoke Kyrgyz at work.
- Schooling:** The degree and university are based on the male friend from the KG_UY1 interview - the same participant that we based the part-time job upon. Members of the social group on average have 12.6 years of schooling - the most of any group.
- Income:** This is lower than the average income of 4775 soms (\$137.00) based on August 2008 exchange rates and data from <http://enews.ferghana.ru/news>. Since our persona was a student working part time we assumed a lower than average income.
- Internet Use:** 26% of this group used the internet - the second highest of any group.
- Length of use, Use how often, Where Use:** All mean numbers based directly on survey data.
- Computer Use:** 43% of this group used computers - the second highest of any group.
- How Often:** mean number from the survey data.
- Cable or Satellite TV:** 32% of this group had cable or satellite TV - the most of any group.
- Home Landline:** 54% have home landlines - the most of any group.
- Mobile Phone:**
- Length of Use:** mean number from the survey data
- How acquired:** 42% of the social motivation group received their phones as gifts from family members - this was the most common way to acquire a phone for this group.
- Use how often:** mean number from survey data
- For:** While all groups used their phones mostly for personal calls, 93% of the social motivation group used their phones for personal calls - the most of any group.
- SMS:** 27% of the social group used SMS. This split was based on the numbers given by the young rural participants in KG_RY1
- Feelings and concerns:**
 - 51% felt that mobiles phones were too expensive which was significantly less than the other two groups where over 64% felt they were too expensive.
 - 93% felt mobile phones were important to their future career - the most of any group.

Primary persona: represents 32% of survey respondents who own mobile phones



Roza Replacement

Primary Motivation to acquire phone:
I have no home phone

Associated motivations:
It takes too long to get a home phone

Personal Profile

"There are only so many services provided, but not enough for middle class people... it would be nice if there was the one server that gave the information about everything that was needed for marshukas (buses) and other things."

For Roza, who does not have a landline at home, a mobile phone is a very important device that allows her to stay in contact with her friends and family; however, she would like to see more affordable mobile phone services for "middle class" people like her.

There is only one landline in a community building in her village that closes at 5 PM every day.

While Roza herself is not tech savvy; she does not use the internet or computers. However, she recognizes the importance of technology for her daughters, and would like to have a computer at home while they are in school.

Roza and her husband rely on their friends and family to find specialist to complete services they need. Recently, she needed to find a mechanic and used her social network, stating *"...it's better to find someone through your friends."*

Roza's Goals for MoSoSo Directory

- Would be more likely to seek a recommendation for services than to make one
- Would want to access the service without using text
- Would like to find recommendations for professional services from other members of a group
- Groups she would join
 - Family
 - Neighbors
 - May look in the public area for professional services

Key Significant Differences

Least likely to use the phone for work
Lives in a rural area
Not tech savvy

Personal Information

Age: 35 years

Profession: Housewife - her husband is a driver for an agricultural corporation (for 23 years)

Lives: In Ceragulak, a rural village

Home Life: Lives with her husband, son and two daughters

Russian: Can speak and read Russian

Primary Home Language: Kyrgyz

Primary (Husband's) Work Language: Kyrgyz

Schooling: Completed secondary school

Income: (Husband's income) 4200 soms a month (approx \$110.00)

Technical Information

Internet Use?: No

Computer User?: No, but she would like to get a computer for her two daughters who are still in school

Cable or Satellite TV: No

Home Landline: No

Mobile Phone Use

Length of use: 17 months

How acquired: Was given the phone by her brother

Use how often: Three to five days a week

For: Primarily for personal calls

SMS: No, but has considered it

Feelings and concerns:

She feels it is difficult to use a mobile phone when you do not know English. She is concerned that mobile phones represent a threat to local culture and ways.

She feels strongly that mobile phones allow her access to important and relevant information.

Roza Persona Data Detail

Photo: Middle age female participant from interview KG_RF1. The participant was one of three participants in the interview which included her husband and a younger brother. She lives in Kara Batta, an rural area outside of Bishkek.

Motivation: We placed the 460 survey participants with mobile phones in one of three groups based on their responses. We found that 352 of these respondents claimed motivations that fell into one of the three final motivation groups without overlap.

There were 45 individuals in the replacement motivation group. A large majority (84%) of this group claimed to not have a phone at home, 7% said their home phone line was bad quality and 9% felt that home phones took too long to install.

Name: Roza, from the same derivative as Rose, is somewhat common in Kyrgyzstan. The -z- spelling reflects the French, Slavic, or Yiddish influence.



Personal Profile

"There are only so many services provided, but not enough for middle class people... it would be nice if there was the one server that gave the information about everything that was needed for marshukas (buses) and other things."

For Roza, who does not have a landline at home, a mobile phone is a very important device that allows her to stay in contact with her friends and family; however, she would like to see more affordable mobile phone services for "middle class" people like her.

There is only one landline in a community building in her village that closes at 5 PM every day.

While Roza herself is not tech savvy, she does not use the internet or computers. However, she recognizes the importance of technology for her daughters, and would like to have a computer at home while they are in school.

Roza and her husband rely on their friends and family to find specialist to complete services they need. Recently, she needed to find a mechanic and used her social network, stating *"...it's better to find someone through your friends."*

Roza's Goals for MoSoSo Directory

- Would be more likely to seek a recommendation for services than to make one
- Would want to access the service without using text
- Would like to find recommendations for professional services from other members of a group
- Groups she would join
 - Family
 - Neighbors
 - May look in the public area for professional services

Secondary persona: represents 13% of survey respondents who own mobile phones

Status: Roza represents the third most important persona with 13% of the survey respondents with mobile phones in this group, as such, she is a secondary persona.

Goals: These goals were based on how mobile phone use could have helped in stories conveyed by the family participants: KG_UF1 and KG_RF1. This group would be the least likely to use text to access the service.

Profile: This profile description was based primarily from the father in the interview with the rural family (KG_RF1). The last quote was from the father in the urban family interview, but reflected the scenario story from the rural family of trying to connect a gas line. (See scenarios). The village phone line story is directly from the rural family interview.

Mobile Phone description: 91% of the replacement group use their phones for personal calls; and only 18% for work - this represents the lowest use for work of any group.

Quote: This is a direct quote from the father participant from the urban family interview (KG_UF1) when asked about where he found a mechanic. The statement emphasizes the importance of social networks when finding services.

Key Significant Differences

Least likely to use the phone for work
Lives in a rural area
Not tech savvy

Personal Information

Age: 35 years

Profession: Housewife - her husband is a driver for an agricultural corporation (for 23 years)

Lives: In Ceragulak, a rural village

Home Life: Lives with her husband, son and two daughters

Russian: Can speak and read Russian

Primary (Husband's) Work Language: Kyrgyz

Primary Home Language: Kyrgyz

Schooling: Completed secondary school

Income: (Husband's income) 4200 soms a month (approx \$110.00)

Technical Information

Internet Use?: No

Computer User?: No, but she would like to get a computer for her two daughters who are still in school

Cable or Satellite TV: No

Home Landline: No

Mobile Phone Use

Length of use: 17 months

How acquired: Was given the phone by her brother

Use how often: Three to five days a week

For: Primarily for personal calls

SMS: No, but has considered it

Feelings and concerns:

She feels it is difficult to use a mobile phone when you do not know English. She is concerned that mobile phones represent a threat to local culture and ways.

She feels strongly that mobile phones allow her access to important and relevant information.

- **Key Difference:** Only 18% of the replacement motivation group used their phones for work - this is the lowest of any group
- **Key Difference:** 82% of the replacement motivation group lives in a rural area. This is statistically significantly more than any other group.
- **Key Difference:** The replacement group is the least tech savvy of all groups: 33% used computers, 7% owned a computer, 20% used the internet.
- **Age:** Actual mean age of the group was 35.6. This was the middle mean age when compared to the other two groups.
- **Profession:** This group is the least likely to be employed: only 13% of respondents in this group were employed full time (self-employment was not counted). The husbands job was based on the father participant's job from the KG_RF1 (rural family) interview.
- **Lives:** 82% of replacement users live in a rural environment. This is statistically significantly more than any other group.
- **Home Life:** Mean family size was 4.4 people for the replacement group. This is statistically significantly larger than any other group.
- **Russian:** 78% of the replacement group speak and read Russian.
- **Primary Home Language:** 65% of this group claimed their primary language at home was Kyrgyz.
- **Primary Work Language:** 62% of those employed spoke Kyrgyz at work.
- **Schooling:** 65% of the replacement group claimed secondary school as their highest level of education. Members of the replacement group on average have 11.1 years of schooling which is statistically significantly lower than the other two groups (but still more than non-mobile phone users at 10.7 years).
- **Income:** This is lower than the average income of 4775 soms (\$137.00) based on August 2008 exchange rate and data from <http://enews.ferghana.ru/news>. Since replacement users tend to live in a rural area we made them less affluent than the average.
- **Internet Use:** 20% of this group used the internet - the lowest of any group.
- **Computer Use:** 33% of this group used computers - the lowest of any group. The additional information about the desire for a computer is from the mother from the rural family interview (KG_RF1).
- **Cable or Satellite TV:** 9% of this group had cable or satellite TV. This is statistically significantly lower than any other group.
- **Home Landline:** 2% have home landlines, which makes sense since a lack of a landline is the primary motivation for the group. Not surprisingly, this is statistically significantly lower than any other group.
- **Mobile Phone:**
 - **Length of Use:** mean number from the survey data
 - **How acquired:** 56% of the replacement motivation received their phones as gifts from family members. This was the most of any group
 - **Use how often:** mean number from survey data
 - **For:** 91% of the replacement motivation group used their phones for personal calls.
 - **SMS:** Only 13% of the replacement group used SMS. This was the lowest of any group.
 - **Feelings and concerns:**
 - 70% expressed concerns that one needs to know English to use a mobile phone. This was statistically significantly higher than any other group;
 - 32% were concerned that mobile phones represented a threat to local culture and ways. This was higher than the other two groups;
 - 33% expressed that mobiles allowed access to relevant information. This was the highest of any group.

Secondary persona: represents 13% of survey respondents who own mobile phones



Personas

- You will create at least 3 personas for your potential users of your proposed system
- Make sure personas are based on your user research and convey user's goals
- Specify whether persona is primary, secondary, supplementary, etc.




Persona Templates

- Download pre-made templates for formatting personas:
- <http://graffletopia.com/stencils/460>
- http://www.designingtheconversation.com/wp-content/uploads/2009/03/tzw_personamodel1.pdf



Design Exercise: Persona Creation

- 10 minutes - System Goal – Design a tool that would support families in being more mindful about technology use
 - Questions to ask:
 - How might you gather the data?
 - What would the user goals be?
 - Who might the different personas be?
 - Primary, Secondary, Supplemental, Customer, Served, Negative
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Reference

- https://canvas.uw.edu/files/29002547/download?download_frd=1
- <http://graffletopia.com/stencils/460>
- http://www.designingtheconversation.com/wp-content/uploads/2009/03/tzw_personamodel1.pdf