

PERSONAS

Wellington Moreno

Lead iOS Instructor, General Assembly



LESSON

LEARNING OBJECTIVES

- + Identify the purpose of a Person
- + Define the elements of a Persona
- + Create and use Personas effectively
- + Write a scenario

LESSON

WHY WE DO IT

**BRINGS FOCUS &
DIRECTION**

**HELPS US EMPATHIZE
WITH OUR USERS**

**SUMMARIZES USER
RESEARCH**

LESSON

WHAT'S IN THEM

LESSON

COMPONENTS

- + Name
- + Photo
- + Demographics
- + Goals & Needs
- + Preferences
- + Brief Description

LESSON

WHAT IT LOOKS LIKE

WHAT ARE PERSONAS?

"Mary"



Behaviors

- Has a housecleaner
- Buys take-away 3 nights/wk
- Frequently feels overwhelmed when she "forgets" something

Demographics

- Working mom
- 34 years old
- Lives in Reading, works in London
- Married, 2 kids
- Household 125k/yr

Needs & Goals

- Help! Running errands, managing kids, keeping things running
- Time for her girlfriends
- To feel like she "has it sorted"
- "To clone herself"

Confident learner



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<http://www.flickr.com/photos/nerdcoregirl/>

Samantha Bell

“I’d love to keep in contact with my friends”

Sam is about to go abroad for her gap year, so her parents decided to get her a new camera, to make sure she’s able to record everything she gets up to.

She likes the camera as it looks so modern, and it’s able to do so much more than a lot of her friends’ cameras.

She loves being in contact with people all the time, and finds it’s a great way to kill time like when waiting for the bus. She uses a lot of the more advanced features – panoramic shots, online upload and .

When she encounters a problem she ignores it most of the time - she’s not sure if she even got a manual with the camera. When she has trouble she can’t ignore she speaks to her friends, or goes into a camera store – she wants to be talked through the problem.

First time user

Female, 27 year old, single
Student

Sam prefers to learn how to things by trying things out by herself. She isn’t worried about ‘breaking’ anything. If she does need help she would prefer to not to refer to a manual but “do it herself”.

Needs

In order of preference:

1. To share pictures with her parents
2. To share her pictures with her friends
3. To share her pictures with people she meets whilst travelling

Ideal features

- Ability to take pictures
- Ability to upload images to personal site using 3G/Wifi
- Allowing others to access her pictures remotely
- Long battery life
- Ability to name and add comments to uploaded images
- Ability to create several albums, and upload pictures to each

Frustrations

- Lack of wireless/3G access
- Slow uploads
- Low battery life
- Need to be plugged in to upload images
- Slow shutter speed
- Want to be able to name/add comments to uploaded images
- Getting online is confusing
- Creating new albums

Key attributes



Confident learner



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Vishal

Ph.D student in Philosophy at University of Pittsburgh

"How can I apply Lacan or Zizek to real-world issues?"

Vishal is 30-year-old from India. In undergraduate he majored in computer science but he didn't like it very much since he is more of a "thinker" than "do-er". In addition to this, his insatiable curiosity about what human consciousness is composed of has led him to pursue Ph.D in Philosophy. His dissertation topic is The Semantic Significance of Lacan and Zizek in Applied Philosophy. It's his 9th semester in this program and he has been truly enjoying his study so far, but now that the time to boil down all the big ideas he has been thinking and talking into a solid deliverable — a dissertation — has come, he came to feel insecure about himself and has been delaying his work. Moreover, his tendency to get interested in a lot of different topics not related to his dissertation has been hindering him from making progress.

KEY CHARACTERISTICS

- Idealistic, Loves conceptual-level thinking
- Likes having conversation about his research topic with others than writing about it
- Curious about everything around him

GOALS

- Finish his dissertation by the end of tenth semester
- Stop just talking about big ideas and get down to write about them

FRUSTRATION

- Finds it very hard to just start writing something
- Good at talking about big ideas with his friends, but finds it very frustrating to materialize them into a deliverable

DREAMER





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DREAMER



TIPS

- Give your persona a name based on a distinct meaningful characteristic! “Entertaining Eddy” “Social Sally” “Retired Robert”
 - Is it “Social Sally” or “Foodie Frida”?
 - Another way: Sally Smith, Social Media Enthusiast
- Keep the information relevant!
 - Needs: Long walks on the beach.
 - Goals: Make friends.
 - Tagline: “I love del taco!”

LESSON

YOU TRY IT

PRACTICE



20 mins

DIRECTIONS

Create a Persona for a Tinder User

- + Uber
- + Lyft
- + Car Ownership
- + Public Transportation

DELIVERABLE

A Persona Profile.
Use your teammates for pictures.

A persona is a user archetype you can use to help guide decisions about product features, navigation, interactions, and even visual design.

KIM GOODWIN



IN OTHER WORDS...

Something you can put your finger
on

PERSONA

- Based on research
- Represents an observed and validated pattern across people/users

VS.

PROTO-PERSONA

- Based on assumptions
- Represents a hypothesized pattern across people/users

LESSON

LIMITATIONS

**ARTIFICIAL &
SUPERFICIAL**

DON'T HAVE OPINIONS

THEY DON'T TALK BACK

**TIME CONSUMING TO
CREATE**

LESSON

SCENARIOS

A SCENARIO IS

A goal-driven situation where the persona would interact with the system.

LESSON

EXAMPLES

"Jenny just got out of a long meeting and has a few minutes to see if her flight is still on time."

**“Danny is stuck in North Korean
and trying to book a flight out of
the country from hi Blackberry.
Speed is of the essence.”**

COMPONENTS OF A GOOD SCENARIO

- Creates context for an interaction
 - Motivation
 - Expectations
 - Location
- Does not include system-specific details

LESSON

YOU TRY IT







- What is our persona's:
 - Motivation
 - Expectations
 - Location

ACTIVITY: PERSONA & USE CASE



20 mins

DIRECTIONS

1. What are their motivations, expectations?
2. Create a scenario.

DELIVERABLE

1. Persona
2. Scenario

LESSON

HOW IT HELPS

DEFINE USE CASES

Q&A

THANKS!

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