

PERSONAS AND SCENARIOS

- What are personas and why do we use them?
- Creating and using personas
- Writing user scenarios

- Identify when and why it is necessary to create a persona
- Define elements of a persona
- Create and use personas effectively to push your project forward.
- Learn when and how to create multiple personas through affinity diagrams.
- Write a user scenario and understand when to create it.

WHAT ARE PERSONAS?

WHAT ARE PERSONAS?

5




1. Tinder
2. Facebook
3. Engadget
4. Wall Street Journal
5. Good Reads
6. ESPN

WHAT ARE PERSONAS?

WHAT IS A PERSONA?

- ▶ An archetype of a group of users
- ▶ Created by conducting user research and summarizing trends into one or more archetypes.
- ▶ Does NOT represent a single person

Confident learner	Samantha Bell	First time user
	"I'd love to keep in contact with my friends"	
<small>Picture credits – Nerdcoregirl, Flickr CC http://www.flickr.com/photos/nerdcoregirl/</small>	<p>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.</p> <p>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.</p> <p>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 .</p> <p>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.</p>	<p>Female, 27 year old, single Student</p> <p>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".</p>
Ideal features <ul style="list-style-type: none">• 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 <ul style="list-style-type: none">• 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	Needs <p>In order of preference:</p> <ol style="list-style-type: none">1. To share pictures with her parents2. To share her pictures with her friends3. To share her pictures with people she meets whilst travelling
Key attributes		
<p>Knowledge LowHigh●</p> <p>Experience LowHigh●</p> <p>Help use LowHigh●</p> <p>Confidence LowHigh●</p>		

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

WHY DO WE MAKE PERSONAS?

- They help us RELATE (empathize) and communicate a user group/type
- To make design less subjective (as evaluation, communication, and decision making tool)
- Keep your product focused on your key users rather than building for the whole world.
- To summarize user research, based on quantitative or qualitative

WHAT ARE PERSONAS?

CHALLENGES OF PERSONAS

- › They can be artificial / abstract / fictitious
- › They are a composite sketch of multiple people all rolled into 1
- › They don't have opinions
- › They can't talk back, answer questions, or give feedback
- › Time-consuming and expensive to create.

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

KIM GOODWIN



WHAT DO THEY INCLUDE?

- A name and photo
- Demographic information (age, education, ethnicity, income, etc.)
- Goals and needs
- Preferences
- A brief description of that user's ideal experience
- ...and whatever else is important

WHIP AROUND: WHAT DO THEY INCLUDE?

- A [redacted] and [redacted]
- [redacted] information
- [redacted] and [redacted]
- [redacted]
- A brief [redacted] of that user's ideal experience
- ...and whatever else is important

WHAT DO THEY INCLUDE?

- A name and photo
- Demographic information (age, education, ethnicity, income, etc.)
- Goals and needs
- Preferences
- A brief description of that user's ideal experience
- ...and whatever else is important

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



Picture credits –
[Nerdcoregirl, Flickr CC](http://www.flickr.com/photos/nerdcoregirl/)
<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



Meaningful
Nickname

Confident
learner

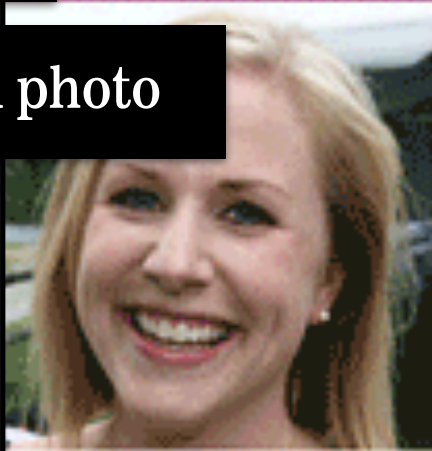
Samantha Bell

Quote

First time user

Demographic info

A name and photo



Picture credits –
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“I’d love to keep in contact
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When she encounters a problem she ignores it most of the time - she’s not sure if she even knows how to use the camera. When she has trouble, she usually just speaks to her friends, or goes to a friend’s house and wants to be talked through the problem.

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 a manual.

Preferences

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

Goals/
Needs

Ideal
features

Ideal features

- Ability to take pictures
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- Creating new albums

Problems/
Frustrations

Key attributes



Attributes



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



A name and photo

Vishal

Ph.D student in Philosophy at University of Pittsburgh

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

Quote

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. He is in the second semester in this program and he has been truly enjoying his study so far, but now that he has to write down all the big ideas he has been thinking and talking into a solid deliverable — a dissertation, 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 his making progress.

Mini bio/
User's ideal
experience

KEY CHARACTERISTICS

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

Attributes

GOALS

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

Goals/
Needs

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

Problems/
Frustrations

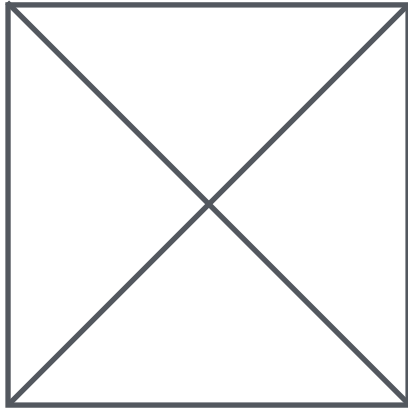
DREAMER



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!”

LET'S TRY IT



Firstname Lastname

Tagline

Bio & Demographics

- Biographical information (name, age, gender, location, income, etc)

Behaviours

Stories & Scenarios

- Short stories about a person using your product to achieve a goal

Goals / Needs

NOW YOU TRY IT

KEY OBJECTIVE(S)	AGENDA	
Create a quick persona of your P1 partner	15 mins	<div><div>1. Name, tagline, and portrait</div><div>2. Demographics and backstory</div><div>3. Behaviors and habits</div><div>4. Goals and needs</div></div>
DELIVERABLE	RESOURCES	
Persona	<div>Pen and paper</div> <div>Computer and phone camera</div>	

SCENARIOS

WHAT ARE THEY?

Goal-driven interactions between a persona and the system.

IN OTHER WORDS...

*it a way to give **INSIGHT** to how user
uses a **FEATURE** in real life!*

EXAMPLES

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

EXAMPLES

Jon is stuck in North Korea and trying to book a flight out of the country from his 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

LET'S TRY IT







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

NOW YOU TRY IT

KEY OBJECTIVE(S)

Create at least 1 scenario for your P1 partner

AGENDA

- 10 mins*
1. Make sure it includes:
 - › Motivation
 - › Expectations
 - › Location

DELIVERABLE

User scenario

RESOURCES

sharpies + post-its