Summer 2023

**Accelerated Innovation &
Entrepreneurship Bootcamp**

Session 11
User Personas Intro

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RECAP

STAGES OF DESIGN THINKING

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

STAGES

OF DESIGN THINKING

EMPATHIZE

DEFINE

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Cross-functional team

Secondary research

Primary research/consultation
(surveys; focus group discussions;
key informant interviews)

Emersion into context

Persona (persona sketch; influencer
ecosystem mapping)

Exercise
Speed Dating

20 min

ASK THE RIGHT PEOPLE

User dump

20 min

TOOL: PERSONAS FOR PEOPLE

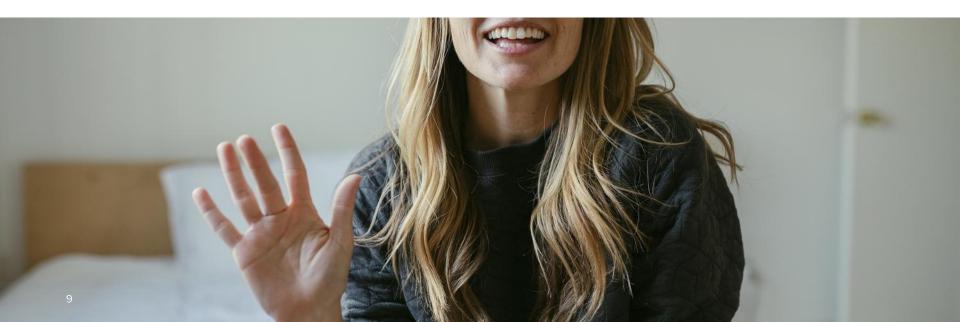**WHAT?**

A fictional character, based on **human-centered** research, which represents a target segment that will use a product or service.
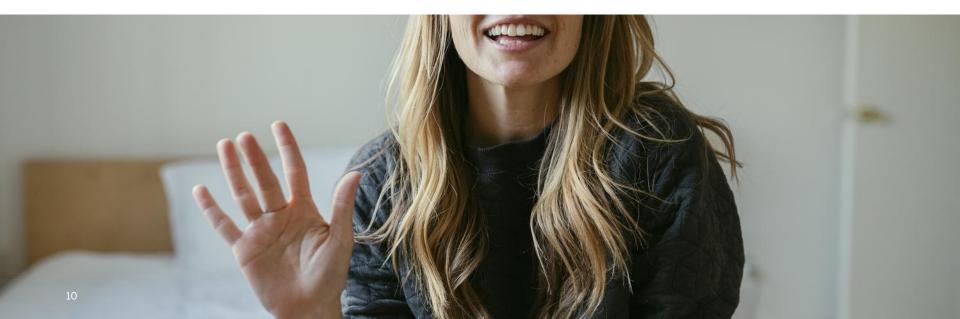
TOOL: PERSONAS FOR PEOPLE

WHY?

Personas give us a person to connect with, someone who has goals for using the product, ensuring human centered design.

TOOL: PERSONAS FOR PEOPLE

HOW?

You have to do tons of research on your real potential customers, gather the information you collected -ranging from the names, occupation, level of education, marital status to pain points-, pick out common points, and then carefully define your user persona.

TOOL: PERSONAS FOR PEOPLE

WHEN TO DO IT?

Ideally they are used after **interviews** and before journey mapping.

Persona

Name: Louisa

Situation: 11 year old girl displaced into a nearby urban center as a result of conflict

Challenges: Lack of familiarity with the city, no friends, fear of further violence

Goals: Find security. Find new friends. Resume school where she had some independence.

Resources: Support from her mother.

Priorities: Safety and independence.

PERSONA SKETCH EXAMPLE

International NGO

Ifrah Abdi

Age: 28

Gender: Female

Residence: Mogadishu

Status: Single

Education: Bachelor of Arts (BA)

Profession: Emergency Aid

BIOGRAPHY
Educated in Somalia, lives with her family, learned to work on the job.

PAIN POINTS
Job insecurity (no contract), Insecurity, too much is needed with very little resources, inadequate funding, inadequate structures and facilities.

GOALS
Take the class concepts to real world experiences, take care of and support the community, mobilize resources for the projects, working with the vulnerable to save lives, have a steady salary.

PERSONALITY
Social, loves order, is either an introvert or an extrovert depending on the situation, judgemental and makes decisions based on logic.

QUOTE
"Together we can save many lives"

Government

Ahmed Ali Abdi

Age: 50

Gender: Male

Residence: Mogadishu

Status: Married

Education: Ph. D.

Profession: Minister for AI (MoAI)

BIOGRAPHY
Has married four wives and has 25 kids. He came back from Europe where he got money for the elections

PAIN POINTS
Tribalism and nepotism affect his preferred method of governance.

GOALS
To improve the agricultural practices in Somalia so as to improve the GDP

PERSONALITY
Social with an inflated ego. An extrovert who loves order. Although he judges he uses a mix of thinking and feelings in decision making.

QUOTE
-

Daivd Miller

- 28
- New-York
- Product Designer
- Living with his girlfind

Bio

Lives in a rented apartment, 2.5 rooms, with his student girlfriend, works in a high-tech job. Likes hosting people. After a long day at work, he likes to throw on the couch with his girlfriend in front of the TV.

Wants & Needs

- Create a cozy atmosphere at home with innovative design.
- Design the house at low investment and without much effort.

Tech

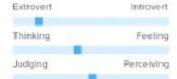|	
Internet	●●●●●
Social Media	●●●●○
Online Shopping	●●●○○
Gatgets	●●●○○
Early Adopter	●●●●○

Favorite Brands

 G mi A VANS

Frustrations

- Don't want to spend money on interior designer and he doesn't have much time to deal with the design planning.
- He designs his apartment, but he thinks that she can look much better.

> " I really want to create a lovely home, with my existing furniture... "

Nerdy Nina

"The book is way better than the movie!"

DEMOGRAPHICS

Age:	25
Location:	Sao Paulo, Brazil
Education:	Software Engineer
Job:	Q/A at Indie Game Company
Family:	Lives with her boyfriend

TECH

Internet
Social Networks
Messaging
Games
Online Shopping

GOALS

• Discovering new books / authors to read
• Finding unique stories
• Cataloging book collection

FRUSTRATIONS

• Keeping track of different series
• Forgetting a book launch date
• Finding space for more books

READING HABITS

• Fast pace reader
• Never lends books
• Likes hardcovers and boxed collections
• Pre-order books to get them first
• Reads eBooks, but prefer physical copies
• Always finishes a book
• Loves binge reading and re-reading

FAVORITE BOOKS

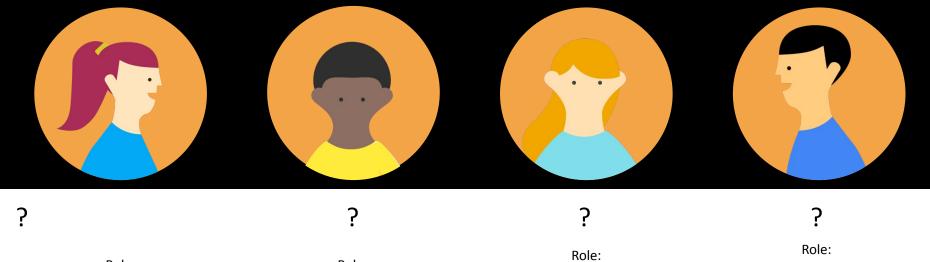**American Gods**
Neil Gaiman

Harry Potter
J.K. Rowling

Ready Player One

Exercise
User Ecosystem

20 min

?

Role:

What does success look like for this person?

?

Role:

What does success look like for this person?

?

Role:

What does success look like for this person?

?

Role:

What does success look like for this person?

PRIMARY
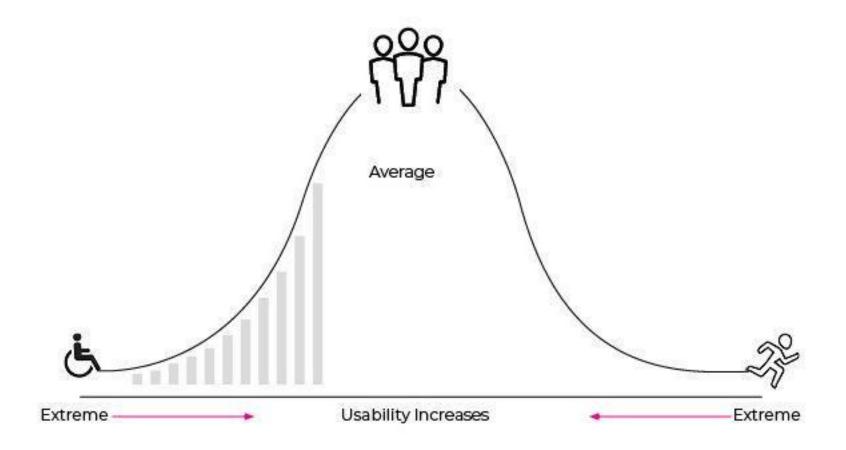
SECONDARY

- FOCUS GROUPS

- INTERVIEWS

1. **Set objectives**

2. **Define users**

3. **Define mainstreams | extremes**

Extreme ←————→ **Usability Increases** ←———— Extreme

- Set your goals

- Ask the right questions (not more than 5)

- LISTEN

HOW TO
INTERVIEW?

Keep in mind

1. Listen to your users

2. Tell stories

3. Don't be afraid to ask why

4. Be open and collaborative

5. Iterate, iterate, iterate

Research Plan

WHAT IS THIS TOOL?

Use this tool to help you plan your research objectives and questions for user interviews.

TIPS

Start your questions with **'how' or 'why'**. Make your questions open and interesting, avoid any leading or biased questions and think about answers you couldn't get from a survey — this is about having a conversation.

Visit your client in their environment. Try to get them to show you around and demonstrate the things they talk about.

Who are your users?
How do you find them?

What do you already know about what your users think, feel and do?

What do you want to find out?

What questions can help uncover those answers?

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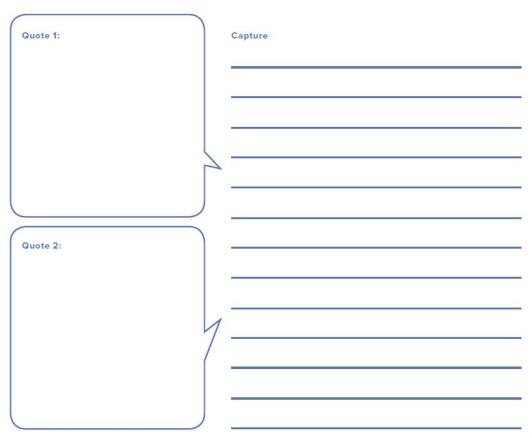_____

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FUTUREGOV

Capture User Needs

WHAT IS THIS TOOL?

This tool will help you document your research.

TIPS

Record the information you collect from users. Don't just pay attention to what someone says -- also pay attention to how they say it.

Quote 1:

Capture

Quote 2:

EMPATHIZE

DEFINE

IDEATE

PROTOTYPE

TEST

Analysis (break down complex concepts)

Synthesis (bring together analysis and research to form ideas)

Stories (user stories; scenarios)

Problem statement

"How might we..." questions

Examples of Challenge Statements

Actionable challenges	Challenging Challenges
• How to improve antenatal care uptake, skilled birth attendance at health facilities and having children below 1 year get fully immunized	• Under 5 mortality rates are too high
• Tracking enrollment and retention of children in schools	• Schools are not using an open source digital tracking solution that is available
• In light of the increasing use of cash-based assistance, individuals need to be empowered on how to manage and effectively utilize monthly CBTs to meet their urgent food and nutrition needs	• Save the Children Uganda cannot integrate its MEAL and financial systems with the Mpeza platform

How might we reduce loneliness in people living alone during lockdown?

University students in lockdown doing classes virtually - 18 to 23

Single, young professionals in cities - 27 to 35

Elderly widowers that live away from their children - 65 to 90

Discuss

How might we….

Who are our stakeholders?

"How might we..." statements

WHAT IS THIS TOOL?

So far, you have generated insights through user research. "How might we" statements help you narrow down those insights and focus on one consideration at a time. Make sure you centre these statements around your users.

TIPS

A good How Might We should give you both a narrow enough frame to let you know where to start your Brainstorm, but also enough breadth to give you room to explore creative ideas.

How might we
....
(action what, ie. help / create)

....

so that
....
(who can benefit what)

....

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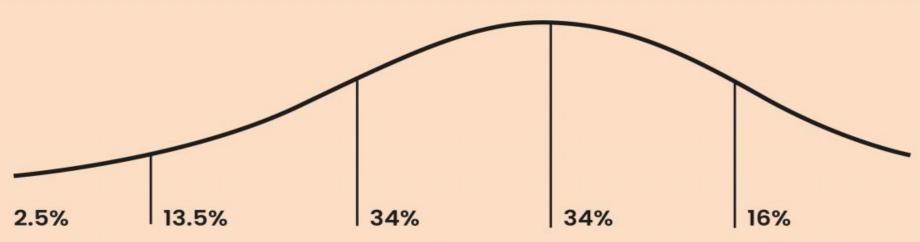..

Discuss

How decide on the best target persona to go after?

RESEARCH

YOU CAN'T TARGET **EVERYONE**

Diffusion of Innovation Theory

E.M. ROGERS (1962)

2.5%

Innovators:
these are the first to try your innovation. They are curious, willing to take risks and are actively seeking novelty.

13.5%

Early adopters:
this group represents opinion leaders and people willing to change with minimal reasoning – they are aware of a need to change without being told.

34%

Early majority:
this group adopts new ideas before the average person but rarely leads. They want evidence or proof before they change.
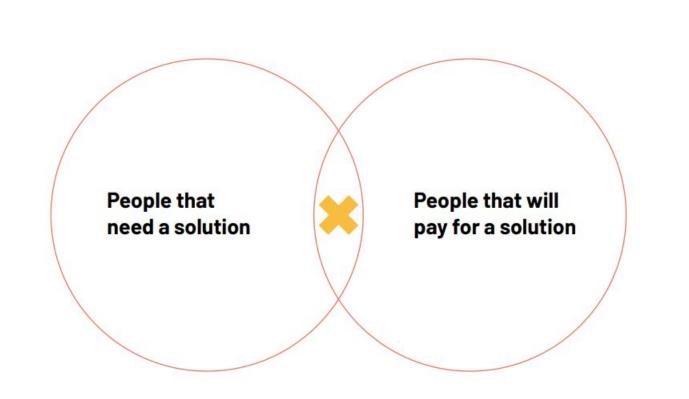
34%

Late majority:
these people are sceptical of any changes. They only adopt ideas after it's been tested by a majority.

16%

Laggards:
the last people to adopt a product are the most stubborn. They require lots of evidence, statistics and pressure from other adopters to change.

Who is actively looking for a **solution?**

User persona sketch

You will now write up a user persona. The first part is a biography about them. Things to consider:
● How does a typical customer behave?
● How do they think with regards to the problem?
● Are they already trying to solve the problem?

20 min

Demographics
(e.g., name, age, role,
income, location, gender)

Behaviors & Habits
(e.g., hobbies, likes, dislikes)

Pain Points & Frustrations
(e.g., what they're struggling with)

Needs & Goals
(e.g., wants, hopes)

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