

User Interface Design & Evaluation

PRACTICAL V

Creating Personas

Aims:

In this practical students will gain experience in the following:

- examining problems from the user point of view
- writing personas in relation to the identified users
- gain understanding how this step relates in the User Centred Design/UI process
- understand that personas are a powerful tool for UI design and communicate to software engineers and everyone on the project team to realize complex UI designs and underlying systems

Practical Instructions:

For this practical get into groups of maximum 5 students.

Brief:

Museums and Interactive Systems

- Museums have largely not been supported by interactive technology the way health care, government, education etc. have been
- (they didn't have any money)
- Now, with inexpensive commodity hardware and software coming online, there are huge opportunities for museums to refresh their collections and put them online

iPads in museums

- One thing was very clear on a recent visit to the Museum Computer Network conference: iPads are ***the*** technology they want to use in their museums
- But who should they be designing for with those new and existing apps?

British Museum of Natural History

- Assume that you are looking to create a new application that allows people to explore the different eras (time periods) of dinosaurs

- Because everyone loves dinosaurs!
- Create **five** personas, based on your knowledge about museums and their potential visitors using the following as guidance
- Every group member should develop **one** of the five
- First do not share your persona - once it is complete you should share and discuss all your personas in the group
- Identify one of them as primary persona
- Remember, you do not have to be completely accurate – but you should be very precise

Sections in Persona Template

Here are some sections to explore in your personas:

- An example visit
- Work activities
- Household & leisure activities
- Goals, fears & aspirations
- Computer skills, knowledge & abilities
- Technology attitudes
- Technology attributes
- Pain points

At the end put all your personas together in one document. You'll need them for the next part.