

Introducing Personas

Ceren Kayalar, Daniele Savasta — Nov 2018

*Who are the **people** in the
human-centered design
process?*

*Personas are **fictitious, specific, concrete** representations of [people].*

*Personas put a **memorable, engaging, and actionable** image/face on the user.*

*They **convey information** about people to your product team.*

Personas are

fictitious they don't reflect any real single person

specific they have unique characteristics

concrete they have quirks and features

representations of [people].

Personas put a

memorable they should be remembered by the group

engaging they should be interesting, not obvious

actionable they should be used as actors in scenarios

image/face on the user.



ONE



A FEW



THOUSANDS



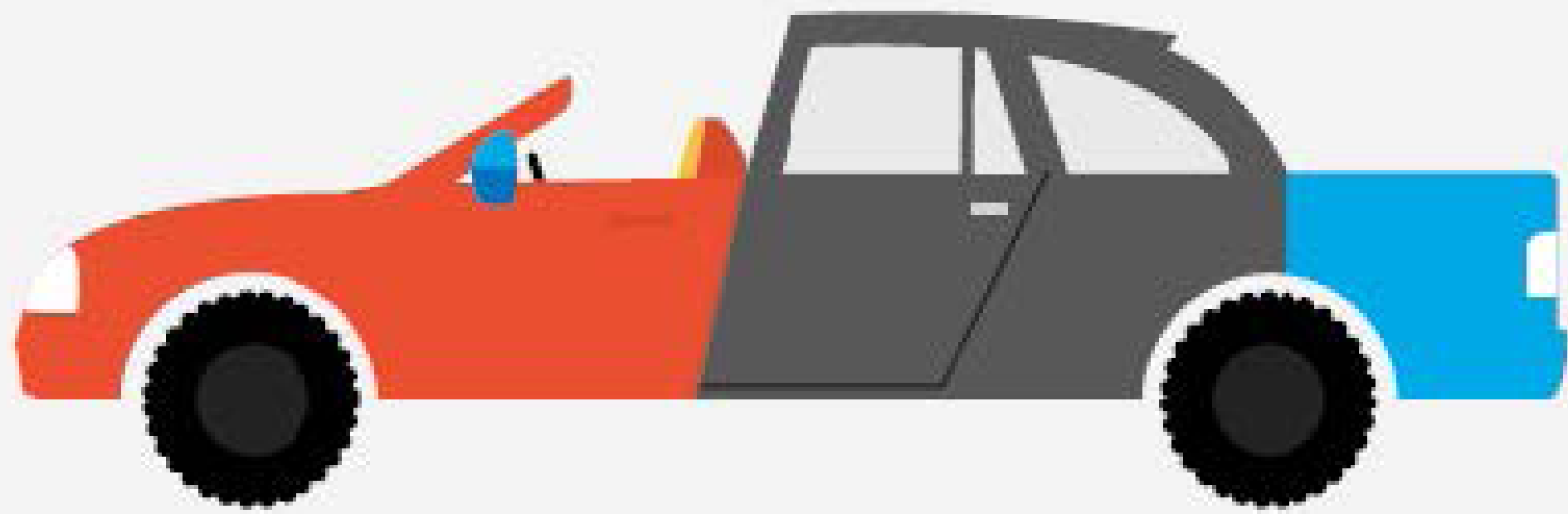
MILLIONS



(NEARLY) ALL

*Personas provide us with a precise way of thinking and communicating about how groups of **[people]** behave, **how** they think, **what** they want to accomplish, and **why**.*

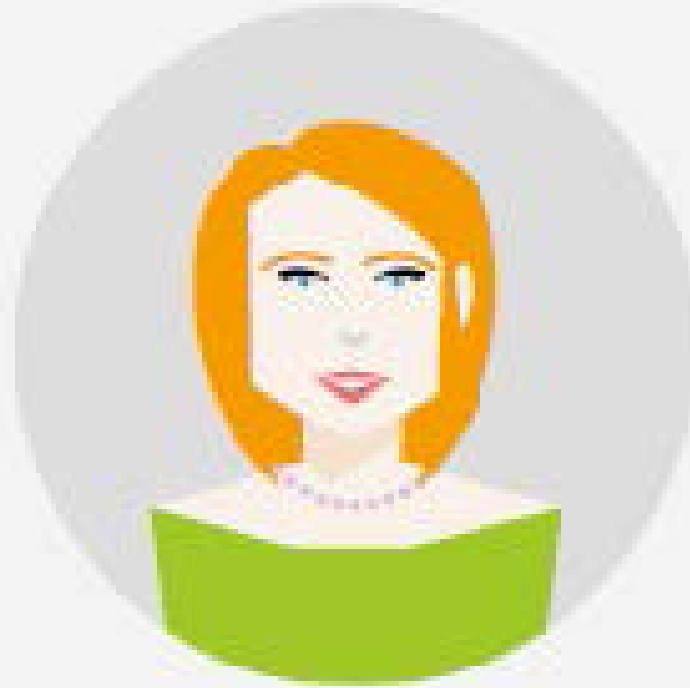
*Personas are not real people, but they are assembled from the behaviors and motivations of the many actual **[people]** we encounter in our **research**.*





Alesandro's goals

- Go fast
- Have fun



Marge's goals

- Be safe
- Be comfortable



Dale's goals

- Haul big loads
- Be reliable



Treat different people differently. Anything else is a compromise.

– Seth Godin

*Personas are **archetypes not stereotypes** (user-profiles, market segments...).*

*Personas explore **ranges of behavior** not averages.*

*Personas can **represent** relevant **non-users**.*

*Personas helps to avoid the **elastic-user**.*

*Personas helps to avoid **self-referential design**.*

*Personas helps to avoid **edge cases**.*

Determine the behaviour and use of a product.

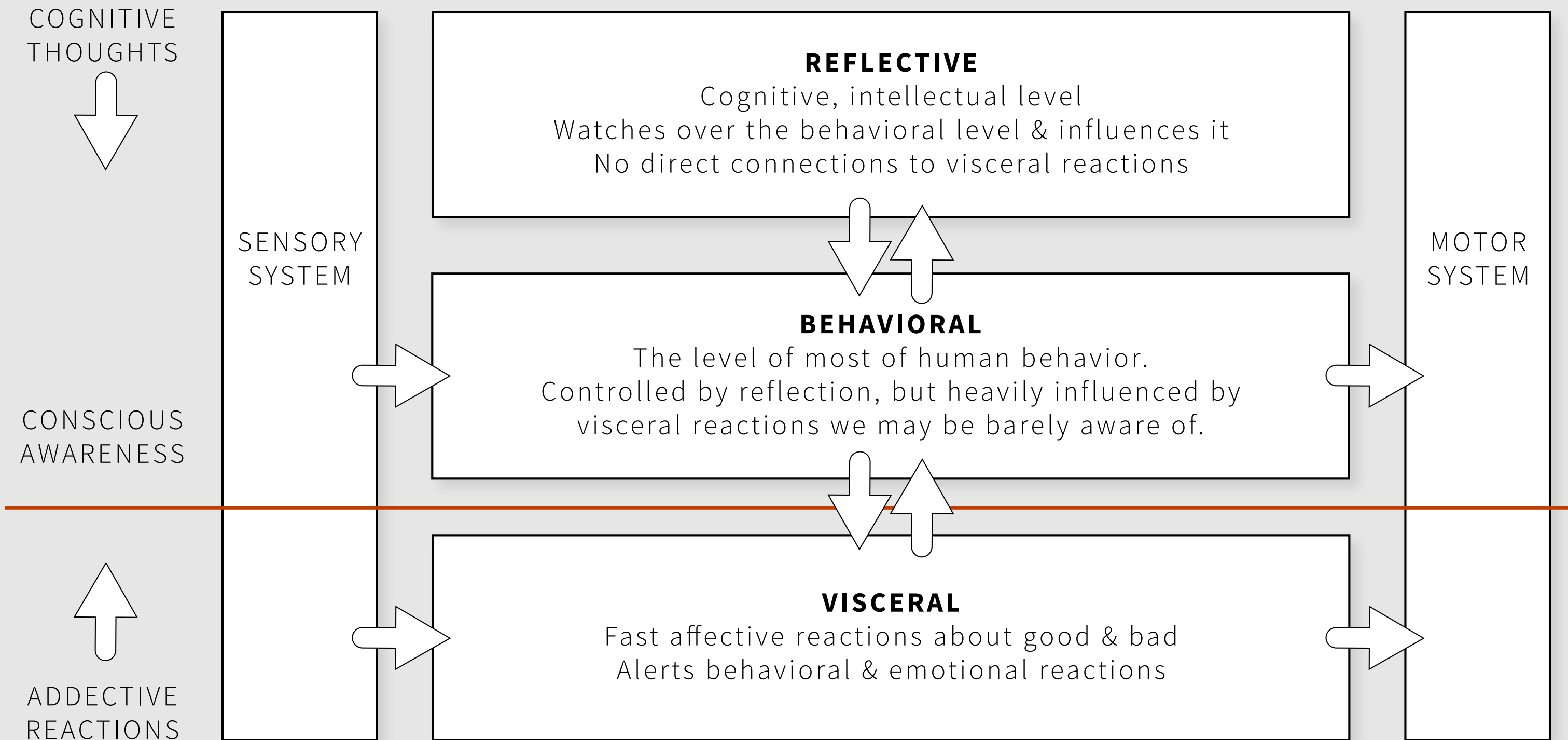
Communicate, using a common language, with stakeholders, developers, and other designers.

Build consensus and commitment to the design.

Measure the design's effectiveness.

Contribute to other product-related strategies such as marketing and sales plans.

NORMAN'S (2004) THREE LEVELS OF COGNITIVE PROCESSING



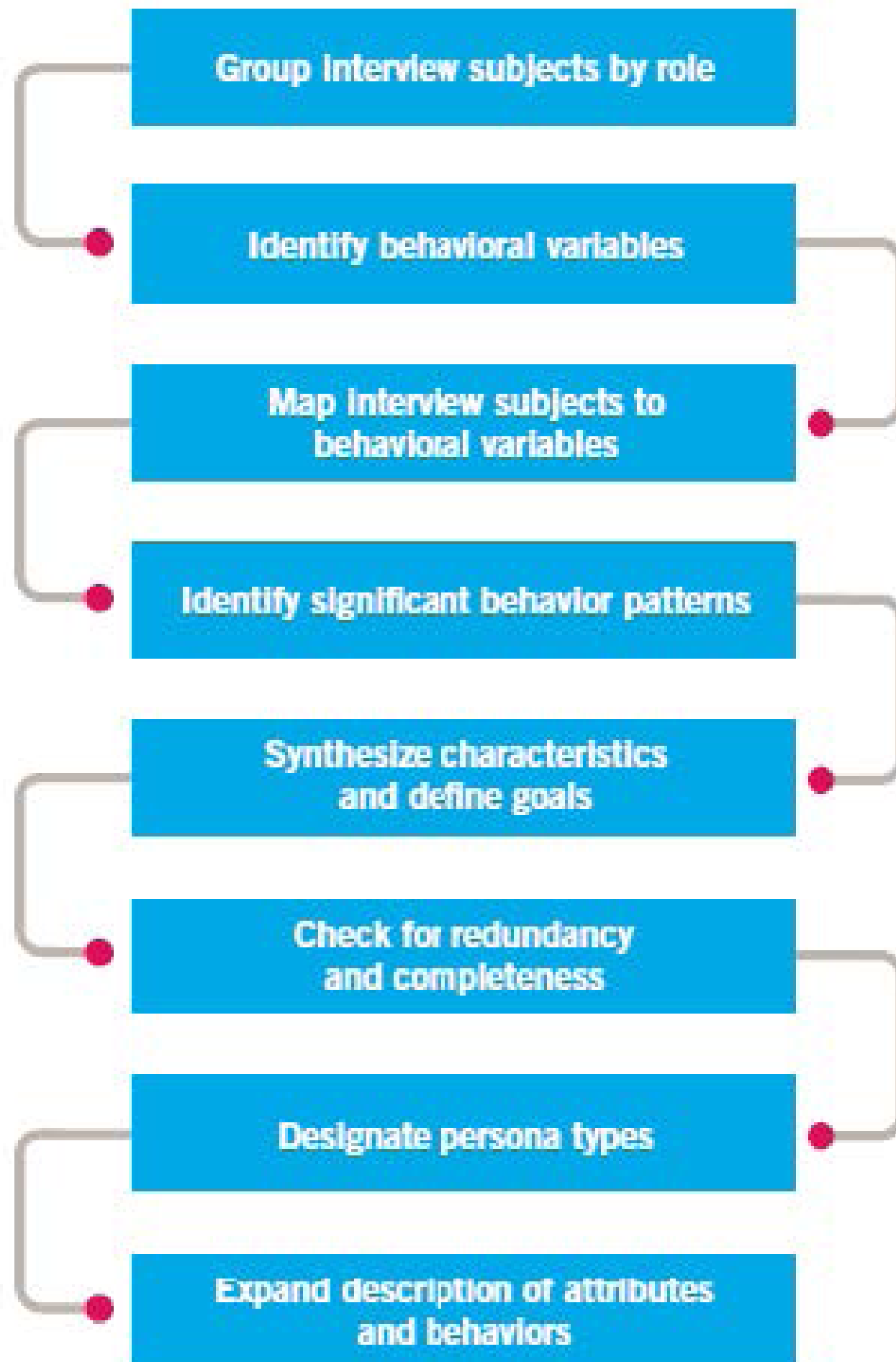


Figure 3-5: Overview of the persona creation process

Tom Brodie



Tom Brodie, Shop Manager

"Sometimes I'm so busy fighting alligators that I forget about draining the swamp."

Tom has 8 years of experience in lube shop operations. He's married with two young kids, and his wife jokes that the last time his hands were completely free of grease was on his honeymoon 5 years ago. At the shop he manages, Tom constantly puts out little fires. He works on the floor most of the day, trying to be everywhere at the same time although he prefers to act as greeter and cashier.

Most shop trends get measured on a monthly basis, since Tom has to meet sales targets defined by the owner, Eddie, in order to get his manager's bonus. On a daily basis, Tom frequently monitors car counts, ticket average and employee productivity (especially individual service statistics). Sometimes his team needs a kick in the pants, but he tries to lead by example.

Tom's Goals:

- **Keep the cars coming.** Tom has to rely on Eddie's marketing efforts but car count is his make-or-break figure; he focuses on customer service to generate repeat customers.
- **Reduce labor percentages without sacrificing customer service.** Staffing is a tricky balance between keeping the shop's labor costs down while ensuring employees get enough hours and pay times stay low.
- **Meet or exceed last year's numbers for this month.** The Owner's sales targets aim for year-on-year increases across the board, but in the current business climate Tom is happy simply meeting last year's numbers.



Fred Fish: Corporate Chef

“Get me out of the office & into the kitchen.”

Employer: Boise Controls

Background: Masters from Johnson & Wales University

Computer skills: Novice

Quick take on Fred

Computer skills	Novice Expert
Job situation	Employee Director Manager Vice president
Computer type	Netbook Laptop Desktop
Computer tools	Advanced features Coding tools Email Web browsing Word processing
Background	Business Engineering Marketing Management Other: cooking

Photo from Flickr, some rights reserved

Key goals

Fred doesn't get his hands dirty the way he used to (literally). He stops in at all six Boise Controls sites as often as possible to stay in touch with cooks and cooking.

He wants to learn computer tools, but not at the expense of managing his kitchens.

A day in the life

Once a month, he meets with the head chefs and to plan the menu. When they're done, he sends it to his staff and his manager.

He's not a computer whiz. On a good day, he can drag in some clip art and do some formatting with fonts. Once in awhile, he'll format menus with the new editor they on his MacBrook Pro.

He's figured out a lot, but not everything. He always had a problem sending a message without the attachment, or

an attachment with no message. That's annoying and embarrassing and used to keep him away from computers.

The new EZ-Write system seems to have some features to help with that. Anytime he writes something like "...see the attached menu..." the program prompts him if he doesn't attach something. If there were a Nobel Prize for software, he'd nominate the people who designed this.

Chefs are different from other users

Computers are just tools for a chef. Fred would rather use a cutting board than a keyboard.

DORTE

Persona for Virk.dk a portal for digital reporting. At Virk.dk, Danish companies can find all the forms needed for reporting to the authorities.



Dorte is 53 years old and works as a secretary in her husband’s plumbing business in the suburbs of Copenhagen. There are 5-6 assistants and apprentices in the company.

BACKGROUND

When Dorte was very young she trained as an office clerk in the accounts department in a department store in Copenhagen. She was married at the age of 21 to Jan who had just got his skilled worker’s certificate. They have two grown-up sons who no longer live at home in the combined house and workshop/office. Their sons visit frequently as they still enjoy mum’s cooking.

Dorte likes to keep up with fashion. She often goes to the hairdresser, loves vibrant colours and elegant shoes. When she reads women’s magazines, she looks for small tips that she changes and makes her own. She is always smartly dressed and stays fit.

Dorte loves travelling to faraway countries; most recently, she and her family were on a trip to Vietnam this summer. Before they went, she spent time reading up on the country and also watched the film Indochine starring Catherine Deneuve. Dorte always discusses the vacations with Jan, who would prefer to go to Rhodes with old friends, but it is Dorte who has the final say about the destination.

In an average day, she tends to drink too many cups of coffee, and when the telephone rings all the time and she can’t reach the assistants, she also tends to smoke a bit too much.

Dorte makes payments to the Danish early retirement benefit scheme and looks forward to the day where she no longer has to be the “mum” of others any more and can spend more time travelling.

COMPUTER USE

Dorte does the accounts and the bookkeeping, VAT, taxes, vacation pay, the Danish Labour Market Supplementary Pension ATP, etc. She uses a mini financial management system that she has mastered after many years of use, but sometimes the system is not completely logical.

If she were to use other systems or use new, digital reporting, she would prefer it to be demonstrated to her by someone. She feels unable to learn something new when it is just explained to her, and she dislikes reading user guides. She says it takes her a long time to study anything new and familiarise herself with it, and she tends to see more limitations than possibilities in new IT. Dorte often underestimates her IT proficiency and overestimates the time that it will take to learn something new, so she stalls before she even gets started.

If she needs IT help, her oldest son and, less often, a woman friend provide the support. The friend works in a big company and is a super-user of the financial management software.

REPORTING

Dorte handles the tax cards for the business. She deals with and reports the wages, vacations, sickness benefits, and maternity leaves of the staff. She does the VAT returns and annual accounts of the company. In addition, she fills in the reports for Statistics Denmark and the Employer’s Reimbursement System AER.

Dorte does not understand the logic of the IT system and does not trust everything to happen as it should. If she sends in a return form or report digitally, she likes a confirmation saying that the recipient has received the form.

HER WORKDAY

- She is not involved in the plumbing business as a trade, but she knows all the technical terms.
- She tidies things up. She does not want the others (her husband and the assistants) to make a mess in the basement where the office is as she is the one who has to look at it all day “Tidy up! Your mum does not work here!”
- She digs in and sometimes has to keep far too many balls in the air at the same time.
- She holds the fort, but does not get a lot of professional recognition in the company from the boss/ her husband.
- She answers the telephone, handles mail, deliveries of goods (including invoices and delivery letters), and email.
- She handles the accounts, does some bookkeeping and writes invoices.
- She makes the coffee.
- She has occasional contact with the accountant.
- She does the invoicing of clients.
- She sends/delivers mail every day.
- She sends reminders.
- She handles customer contact (including damage control).
- She also walks the dog.

FUTURE GOALS

Dorte dreams about a future where she no longer has to work and where she can spend more time travelling. She is still debating with Jan whether they should travel or buy a summer cottage where they can live all year round when they retire.



Daniel Peterson

29 years old | Sound Engineer | Fitzroy, Victoria

BIO

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PAINS

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Nullam ac nibh vulputate

GAINS

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Phasellus dui odio
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Praesent feugiat odio
Duis congue feugiat eleifend

TRAIT



TRAIT



TRAIT



MOTIVATION



MOTIVATION



MOTIVATION



Lola Chambers

27 years old
Web Developer
Newtown, New South Wales

*"Quisque faucibus
ipsum diam, et molestie
nisi ullamcorper in."*

BIO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent facilisis fermentum congue. Quisque faucibus ipsum diam, et molestie nisi ullamcorper in. Etiam ipsum dolor, iaculis eu sollicitudin ut, maximus condimentum justo. Nullam ac nibh vulputate, rutrum odio eget, lobortis nunc. Vestibulum sit amet est dolor. Phasellus dui odio, vestibulum at arcu eget, ultricies malesuada eros.

PAINS

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GAINS

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Pellentesque accumsan
Praesent feugiat odio
Duis congue feugiat eleifend

TRAIT



TRAIT

TRAIT



TRAIT

TRAIT



TRAIT

NAME

Use a realistic name. Don't use names of colleagues.

DESCRIPTOR

What type of persona is it. Describe the most prominent differentiator.

QUOTE

Capture the essence to one or two points that could come out of the persona's own mouth - so to speak.

WHO IS IT ?

Sketch the personal profile, age, location, job title, what kind of person is it? Think about one or more personas from segmentation.

WHAT GOALS?

Wat is the supreme motivator? What are (latent) needs and desires?

WHAT ATTITUDE?

What is the point of view? What is the expectation, perception of the service, company or brand. What motivates the persona to go to the website, into the shop, or use the service.

WHICH BEHAVIOUR?

What does she do? Tell stories about her behaviour while using a service, product or site. Channel usage for various needs (internet, visiting comparable sites, mobile, social media). What works well, what are the frustrations, what is stopping her from choosing a function, service or product?

EDUCATED GUESS

ASPIRATIONAL

ASPIRATIONAL

ACTUAL

ACTUAL

Just sketch your first impression!

Which Trends, mindstyles or other indicators are applicable for this persona?

How important are functional, emotional, expressive benefits.

Fast or slow decision maker? Why, how can you tell?

Decisions made on facts or emotion? Why, how can you tell?



QUOTE:

interests:

powers:

name:

goals:

daily routine:

age:

profession:

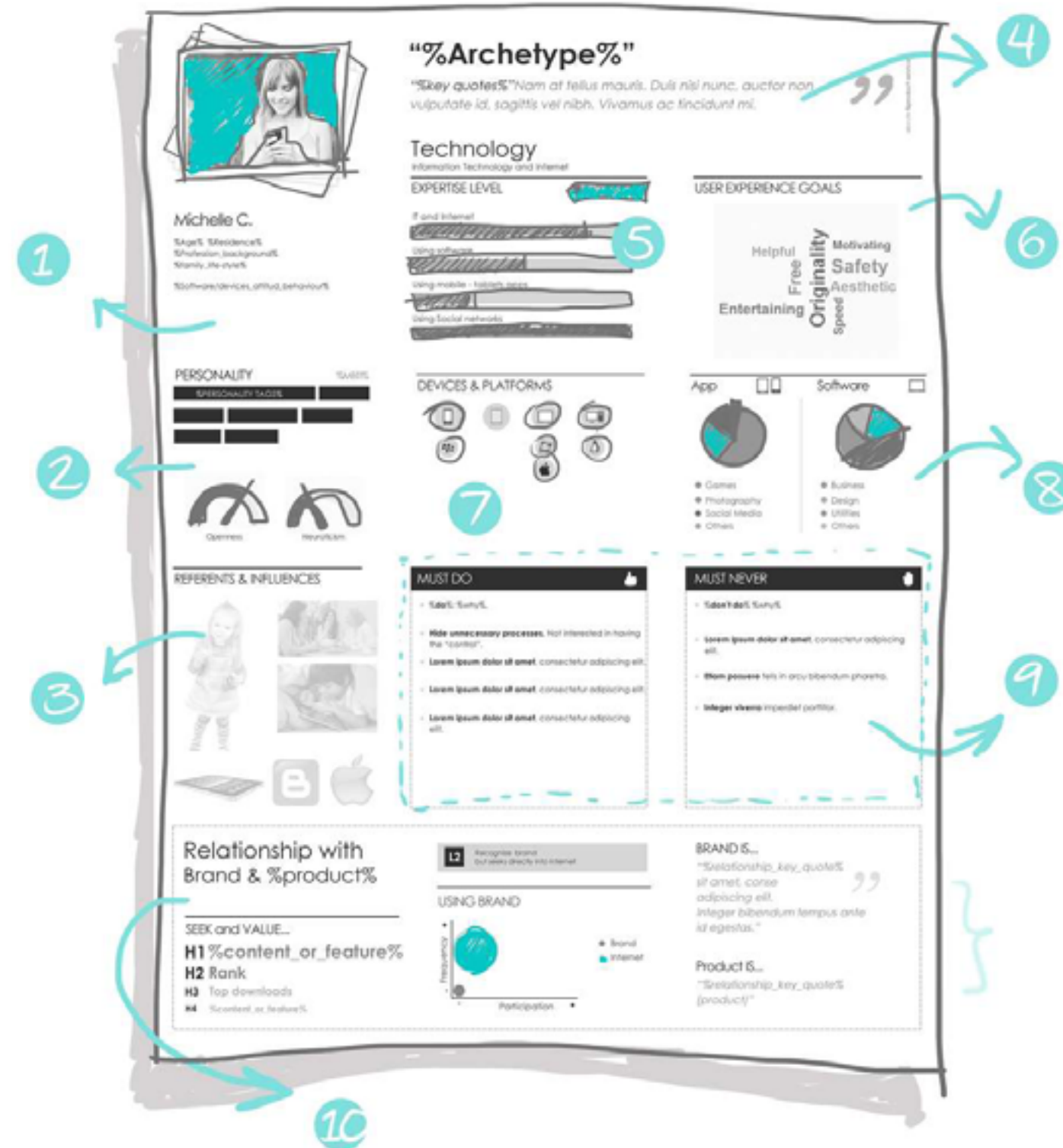
bio:

likes/dislikes:

motivation:



10 elements for User Persona



- 1- Profile
- 2- Personality
- 3- Referents & Influences
- 4- Archetype & quotes
- 5- Technology expertise

- 6- User Experience Goals
- 7- used device and platforms
- 8- Domain details
- 9- Must Do - Must Never
- 10- Brand & Product relationship

Thematic Analysis

Familiarize yourself with your data.

Transcribe interviews and collect all data.

Search for ***patterns*** or themes in your codes across the different interviews.

Produce your ***report***.

1. Identify behavioral variables

Activities *What the user does; frequency and volume*

Attitudes *How the user thinks about the product domain and technology*

Aptitudes *What education and training the user has; capability to learn*

Motivations *Why the user is engaged in the product domain*

Skills *User capabilities related to the product domain and technology*

Affinity Diagram

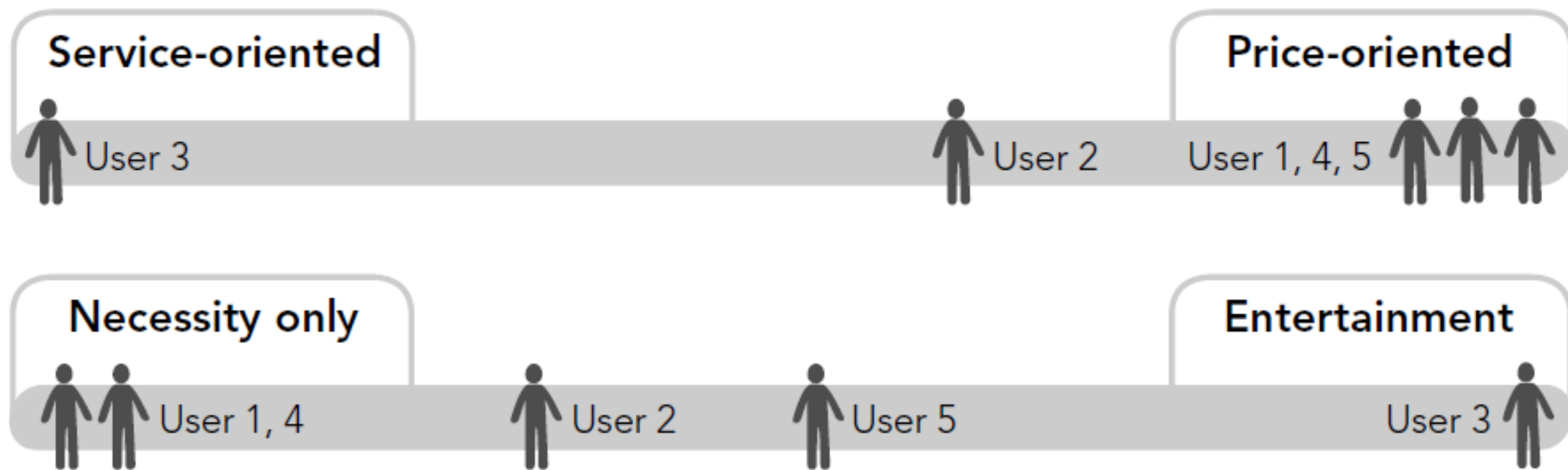
Cluster similar ideas together.

Define and name themes.

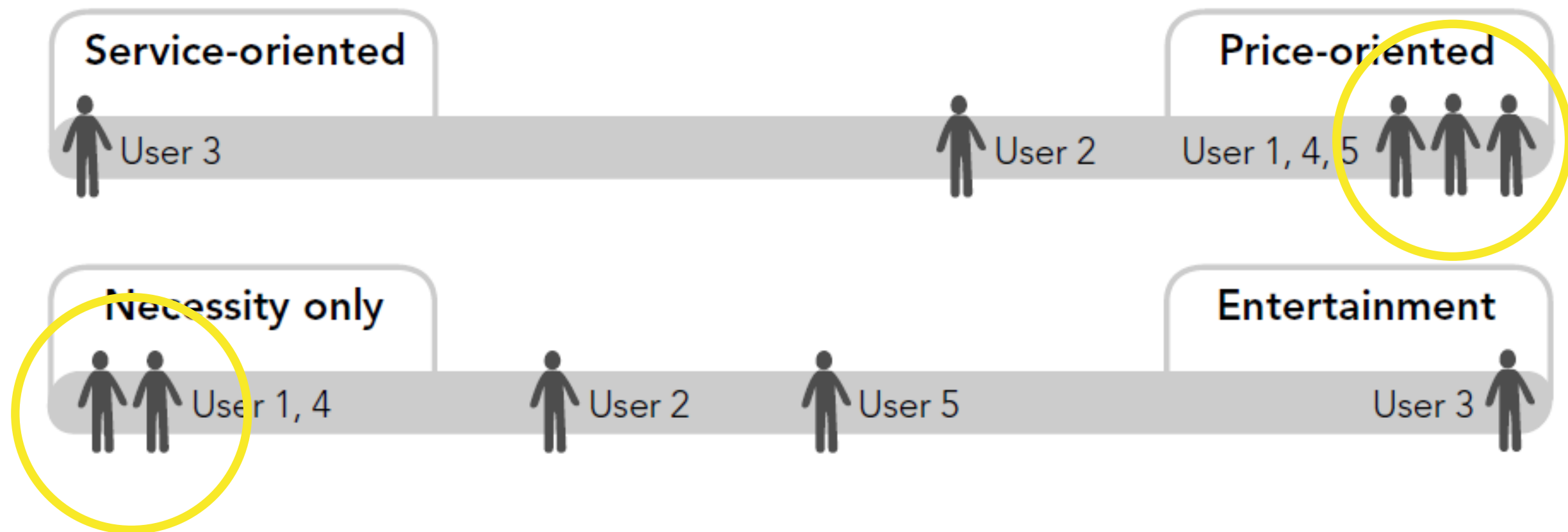
Review themes.

Produce your ***report***.

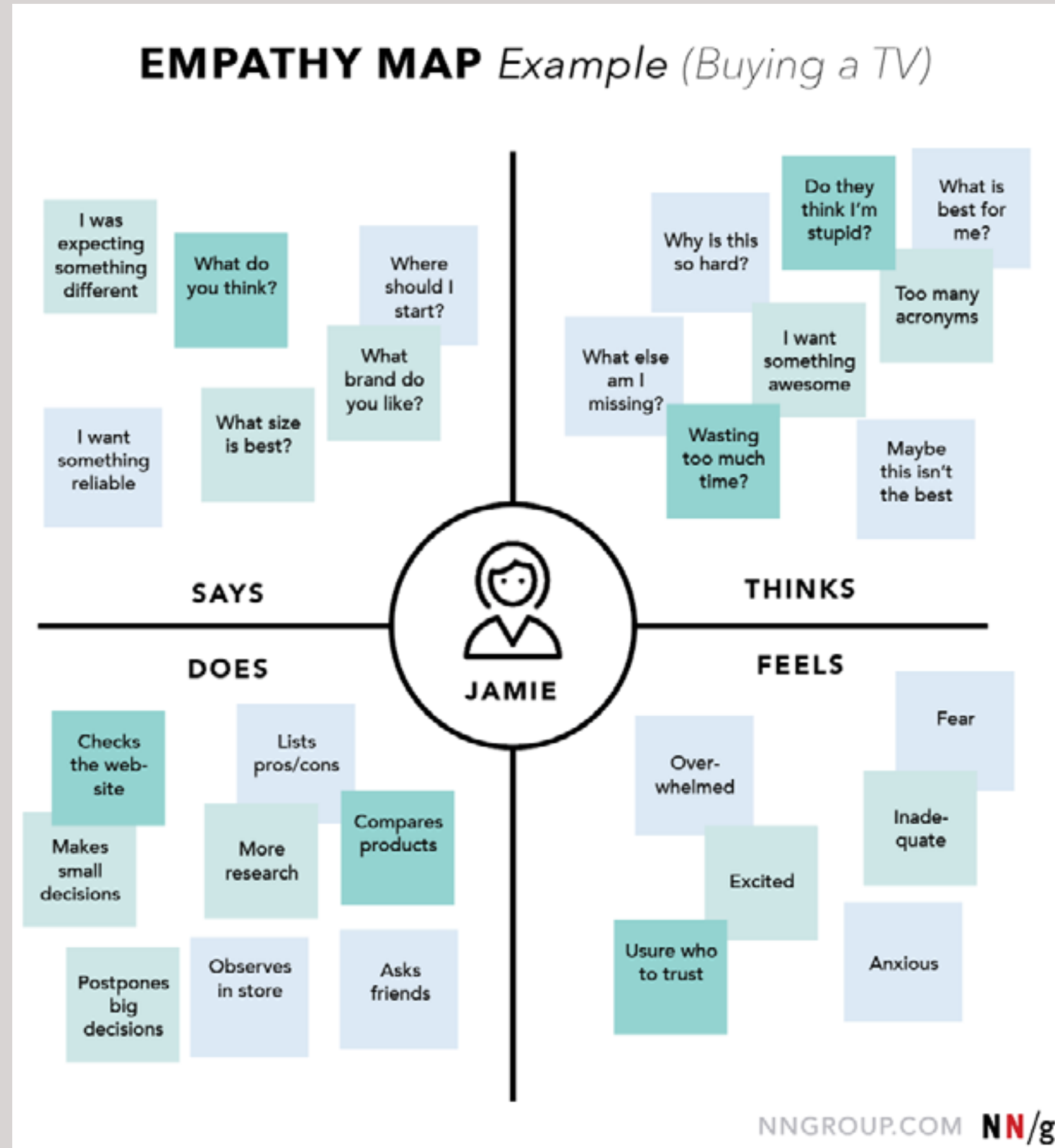
2. Map interview subjects to behavioral variables



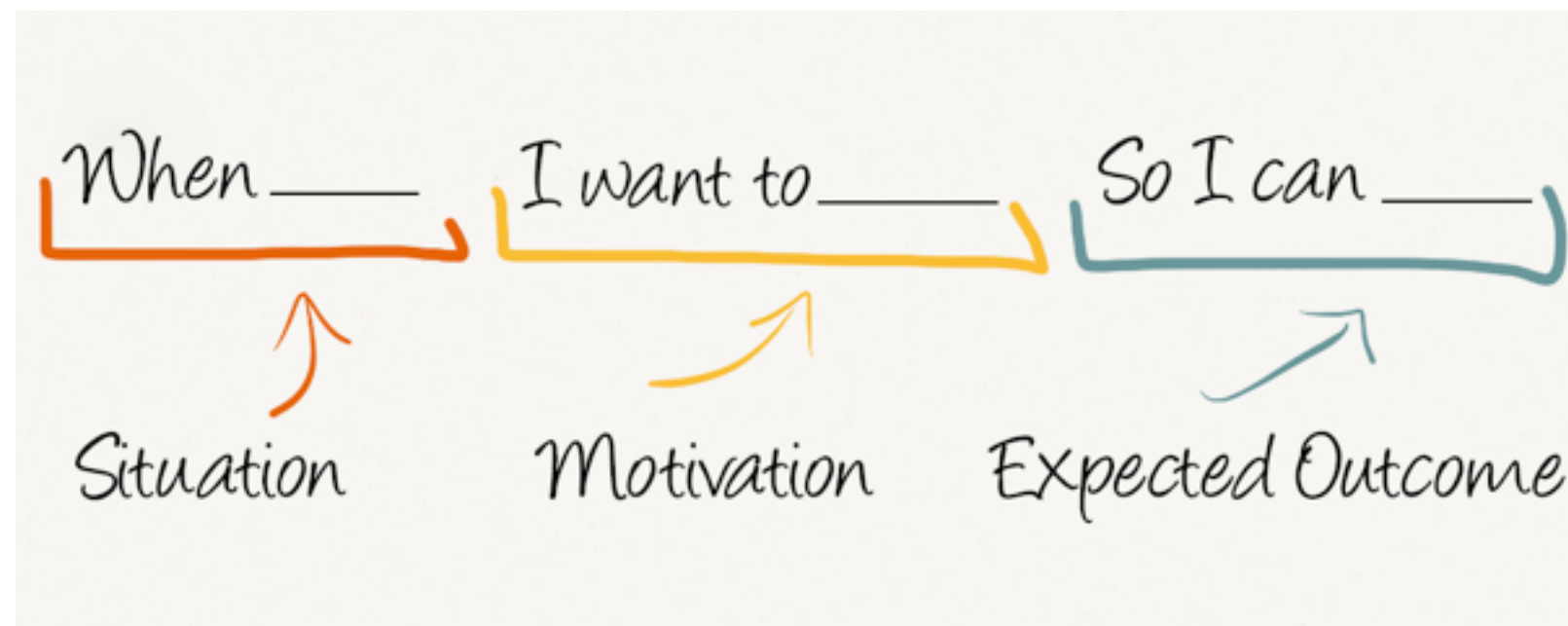
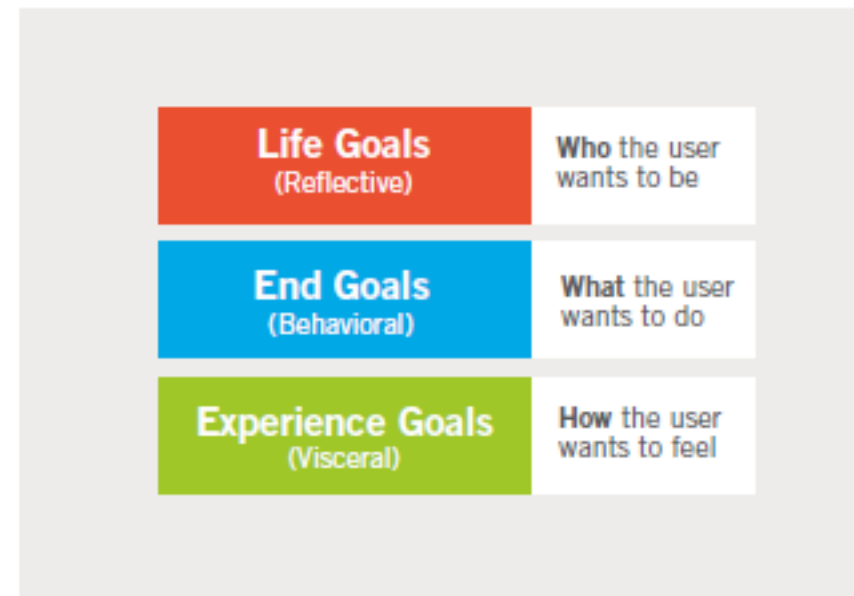
3. Identify significant behavior patterns



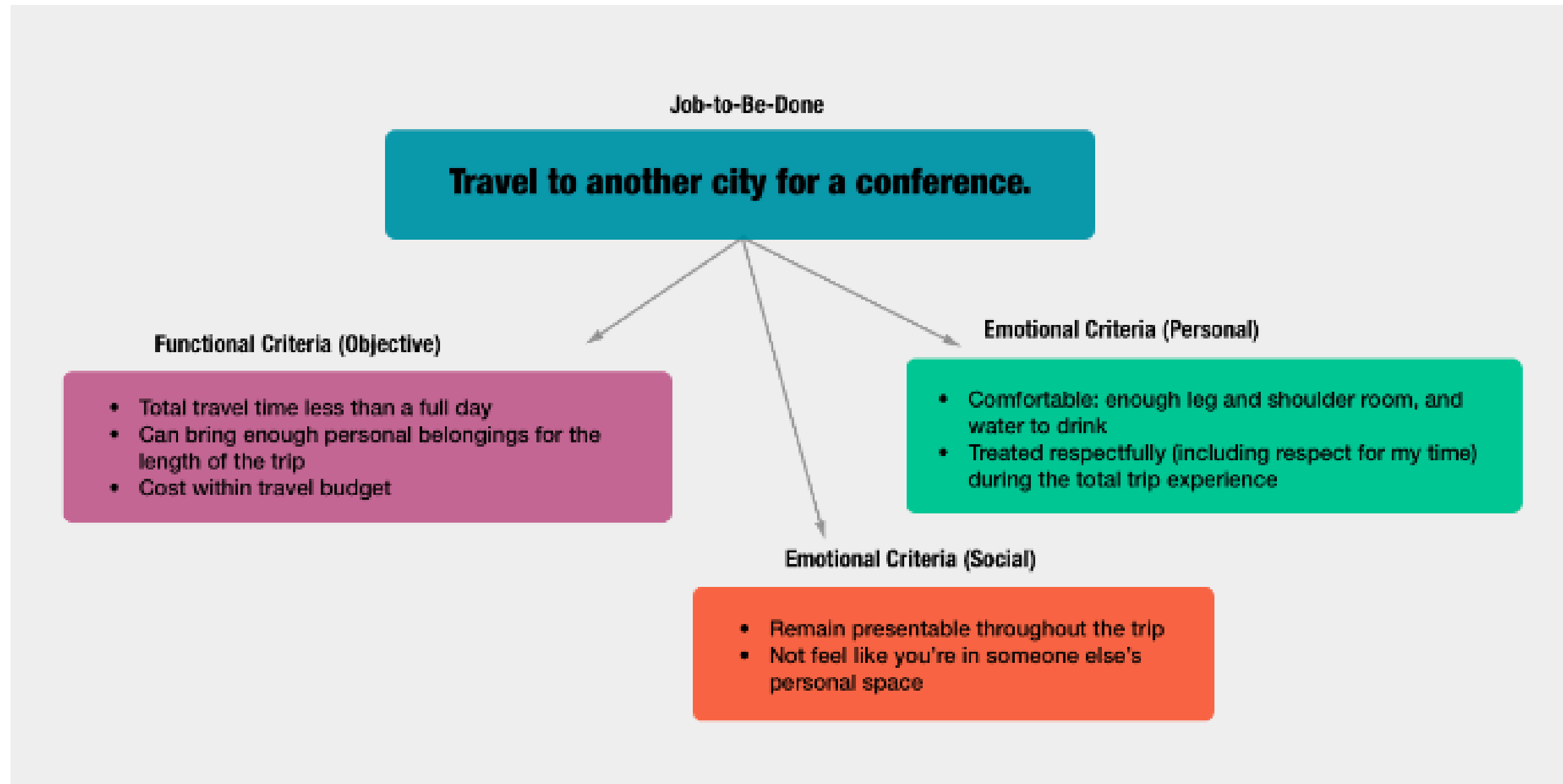
Empathy Map



4. Synthesize characteristics and relevant goals



5. Check for completeness and redundancy



6. *Expand description of attributes and behaviors*

Goals

Write my essay with an attractive topic.

Make sure my essay is easy to read without grammar errors.

Find the essay topic that is unique from my own experience.

Have resources available anytime to handle my questions.

Determine the right tone for the voice of my essay.

Pain Points

Not comfortable speaking to professional essay editors.

Cannot afford the services offered by essay tutors.

Don't know how to find the resources.

English is not my first language. Just learning it.

Writing is boring. It's hard for me to focus on writing something.

7. Designate persona types

Primary Focus the design for each interface on a single primary persona.

Secondary has additional needs that can be accommodated without upsetting the primary persona.

Supplemental Their needs are completely represented by a combination of primary and secondary.

Customer address the needs of customers, not users.

Served A patient being treated by a radiation therapy machine is not a user of the machine's interface, but she is very much served by a good interface.

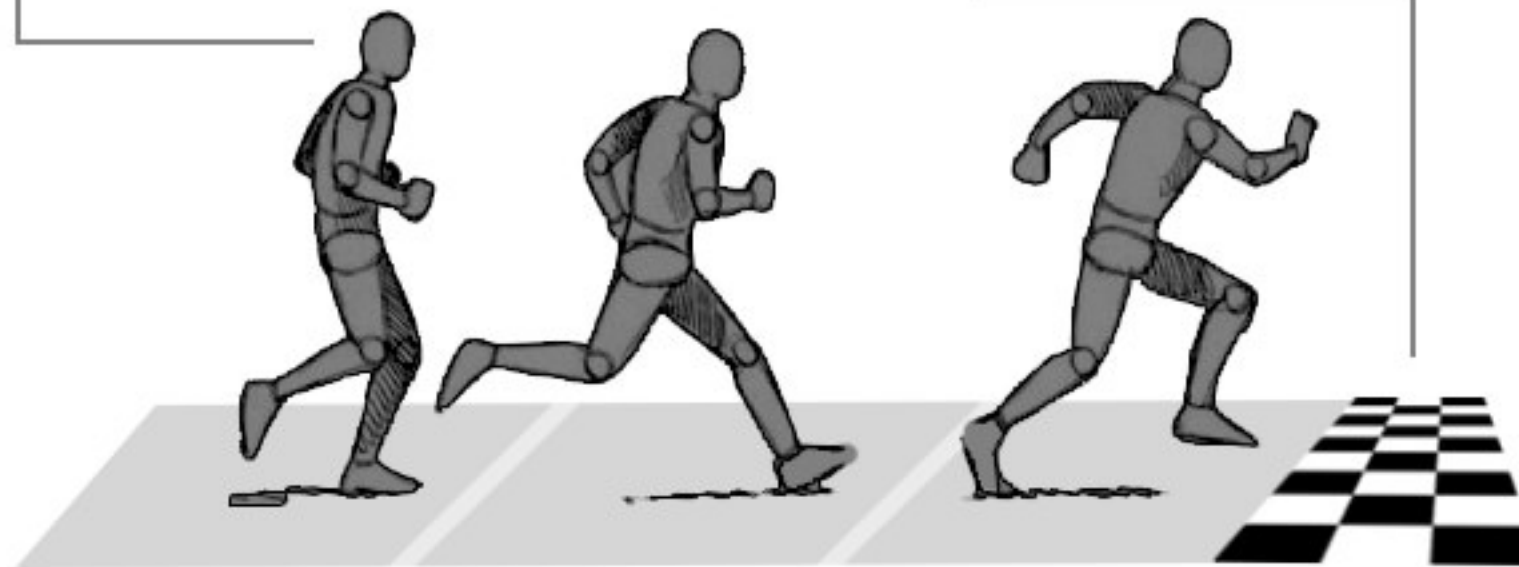
Negative are used to communicate to stakeholders that there are specific types of users that the product is not being built to serve.

1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.

3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.



2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

Goal- or Task-Based Scenarios

A parent is worried about a ten-year old refusing to drink milk and wants to know if it really makes a difference that the child is getting very little calcium.

You are traveling to Seattle for your job next week and you want to check on the amount you can be reimbursed for meals and other expenses.

Elaborated Scenarios

Mr. and Mrs. Macomb are retired schoolteachers who are now in their 70s. Their Social Security checks are an important part of their income.

They've just sold their big house and moved to a small apartment. They know that one of the many chores they need to do now is tell the Social Security Administration that they have moved.

They don't know where the nearest Social Security office is and it's getting harder for them to do a lot of walking or driving.

continuing >

If it is easy and safe enough, they would like to use the computer to notify the Social Security Administration of their move. However, they are somewhat nervous about doing a task like this by computer.

They never used computers in their jobs. However, their son, Steve, gave them a computer last year, set it up for them, and showed them how to use email and go to websites.

They have never been to the Social Security Administration's website, so they don't know how it is organized. Also, they are reluctant to give out personal information online, so they want to know how safe it is to tell the agency about their new

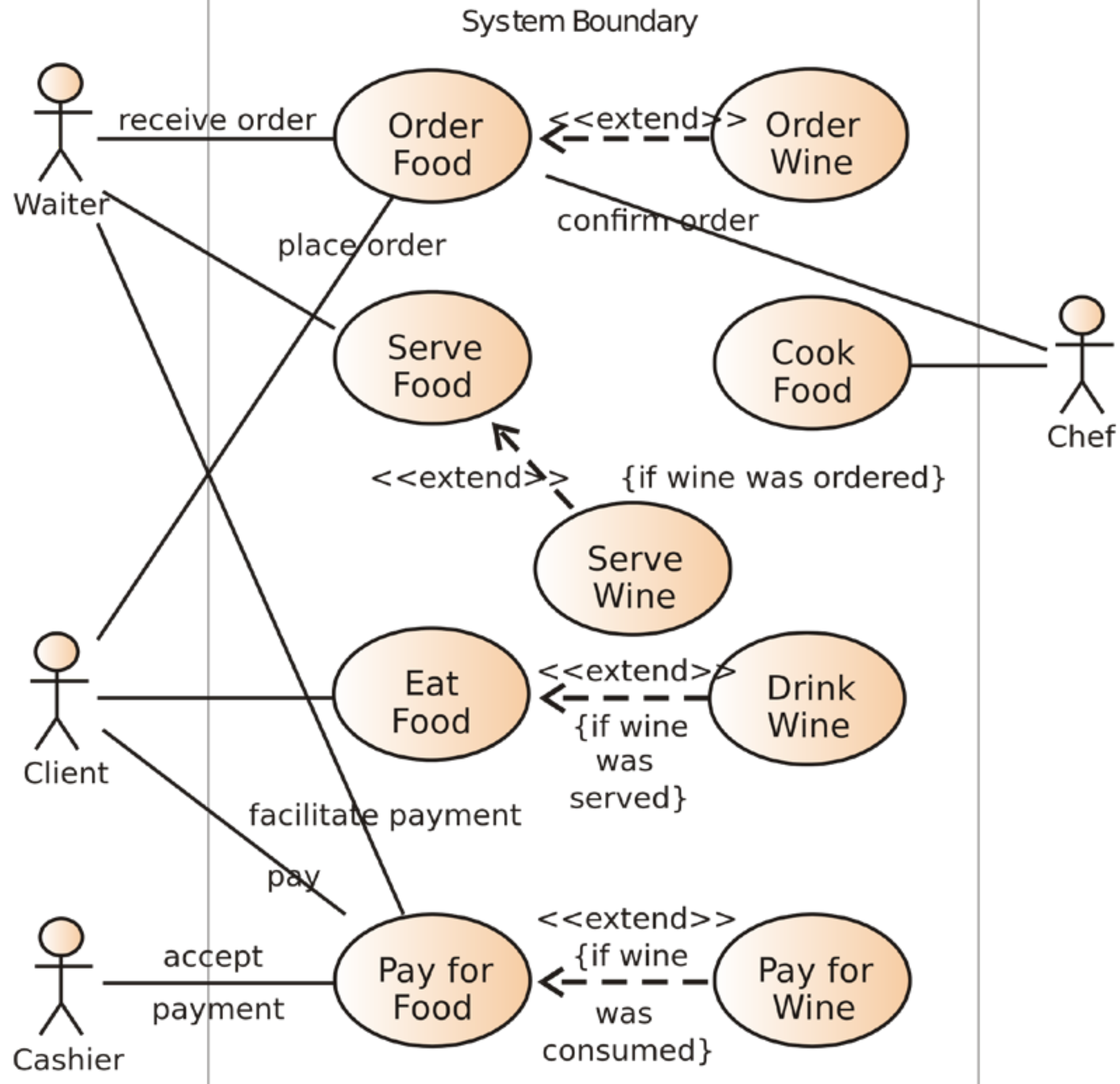
It's Friday afternoon and Joe is flying to Sydney. He doesn't have enough money for a taxi to the airport, and he's running late.

He goes to the local ATM and identifies himself.

He specifies that he wants \$100 from his savings account. He'd like the money in \$20 notes so that he can give the taxi driver the correct change.

He doesn't want a printed receipt, as he doesn't bother keeping track of transactions in this account.

uc Use Cases



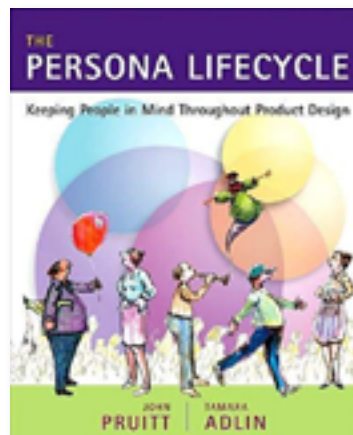
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