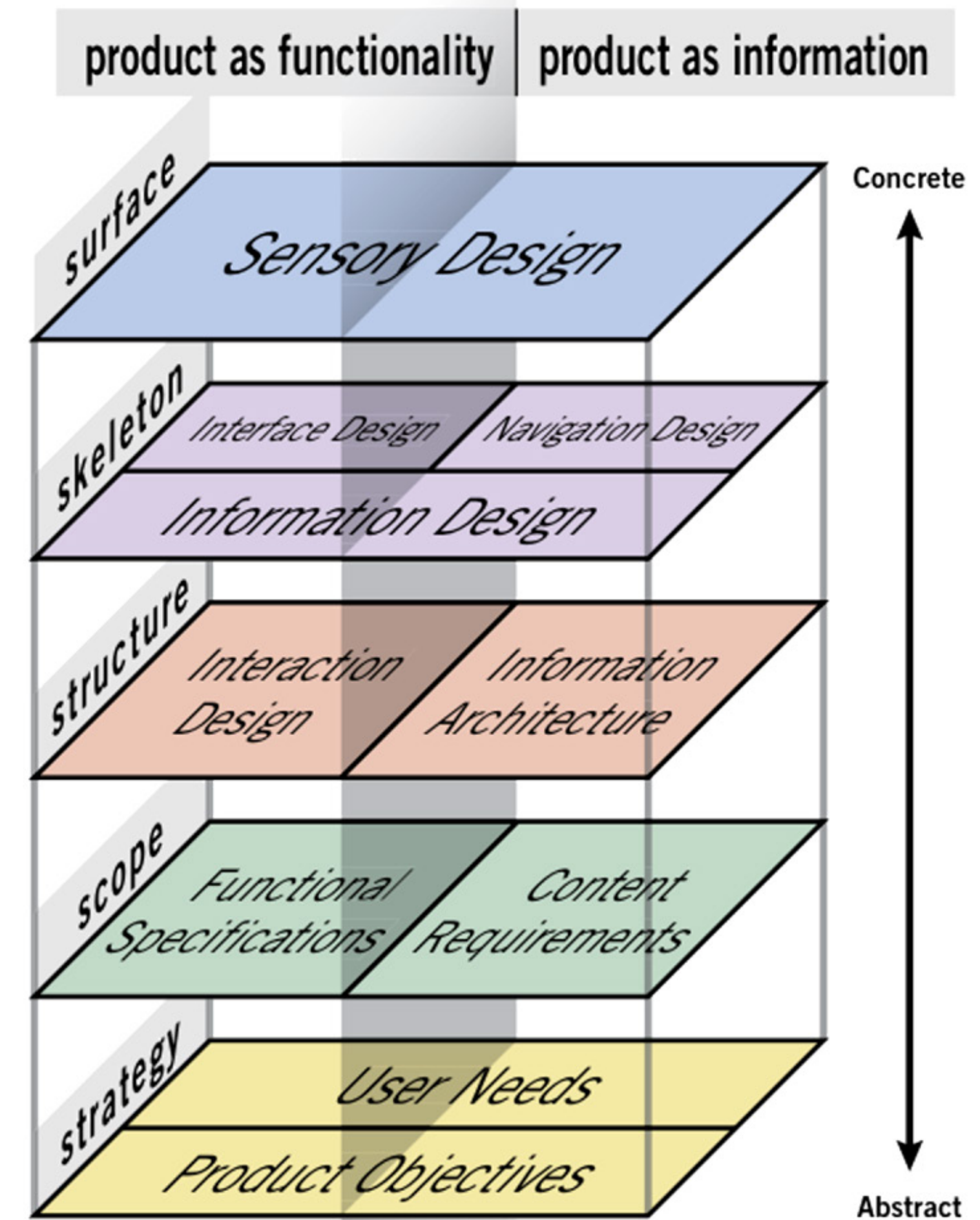


Personas, Audience, and Research

Jesse James Garrett (2002)



aesthetics
interaction
feeling

+

particular audience

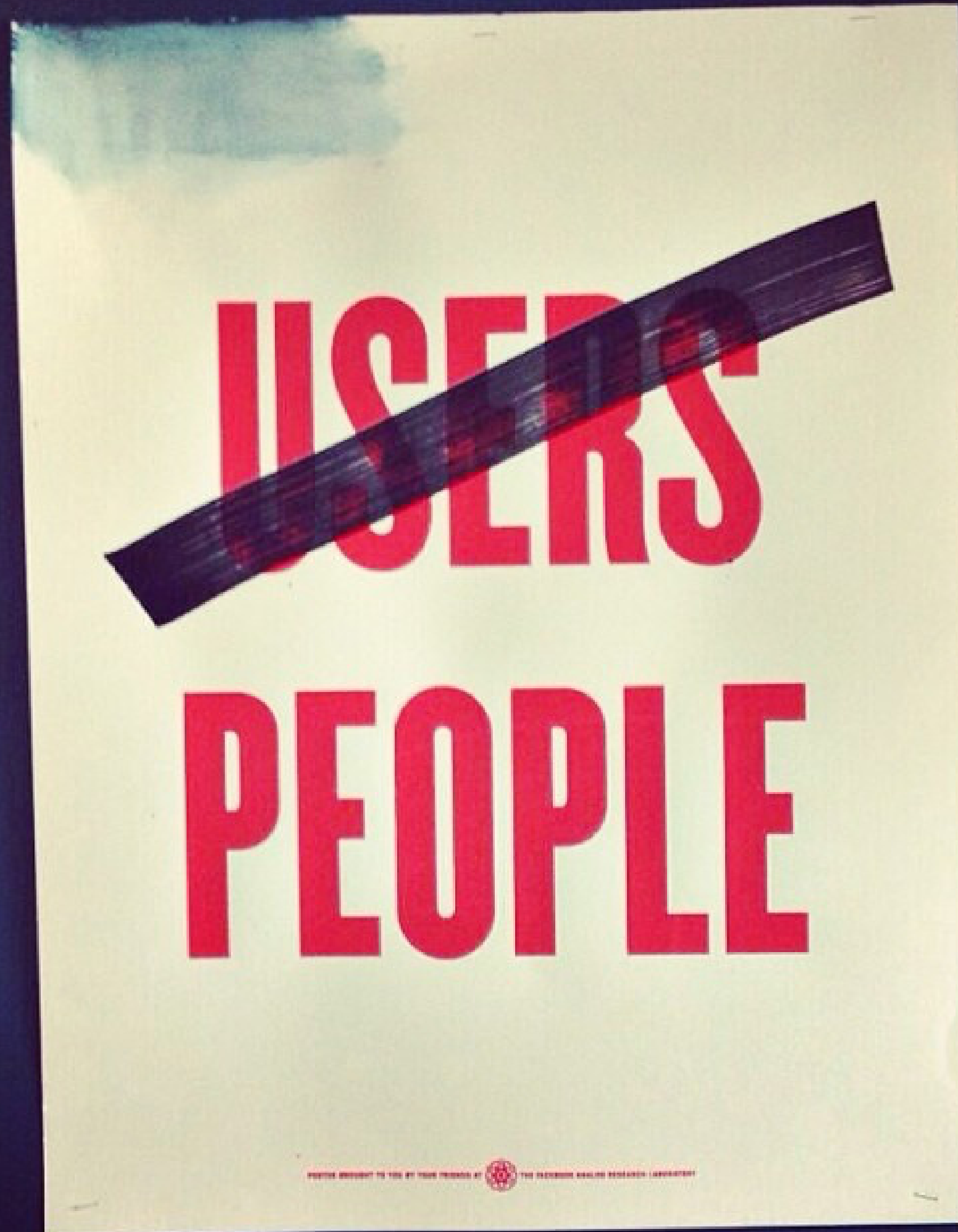
=

user experience

User experience

“Only two industries refer to
their customers as ‘users’:
computer design and drug
dealing.”

—Edward Tufte



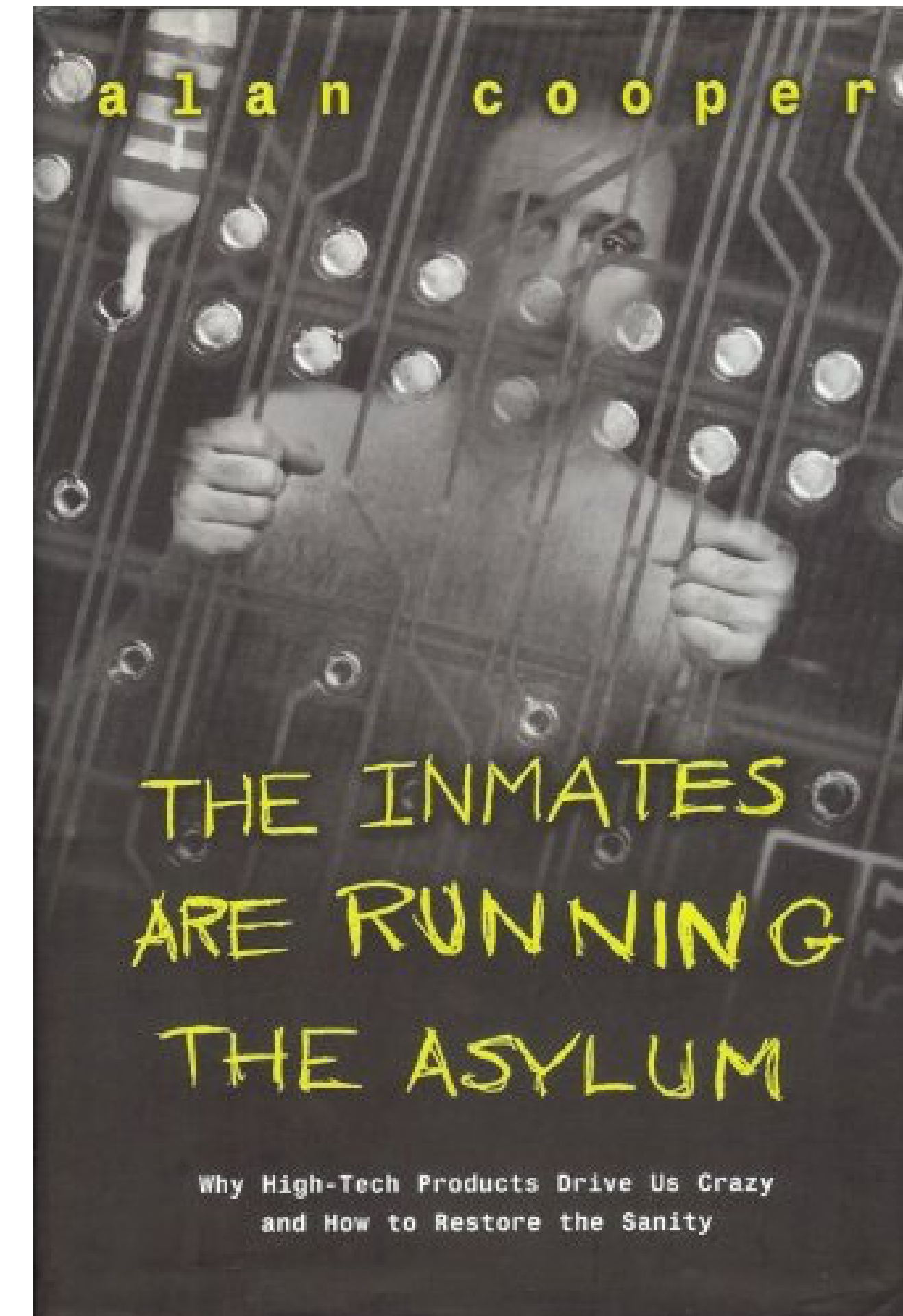
How do you design for real
people?

Interviews

Audience analysis

User Testing

Personas



“Product successes and failures have shown repeatedly that users don’t care that much about features. Users only care about achieving their goals.”

Personas are abstract
representations
of your audience
or users.

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 29
OCCUPATION Regional Director
STATUS Single
LOCATION Portsmouth, NH
TIER Frequent Traveler
ARCHETYPE The Planner

Organized

Practical

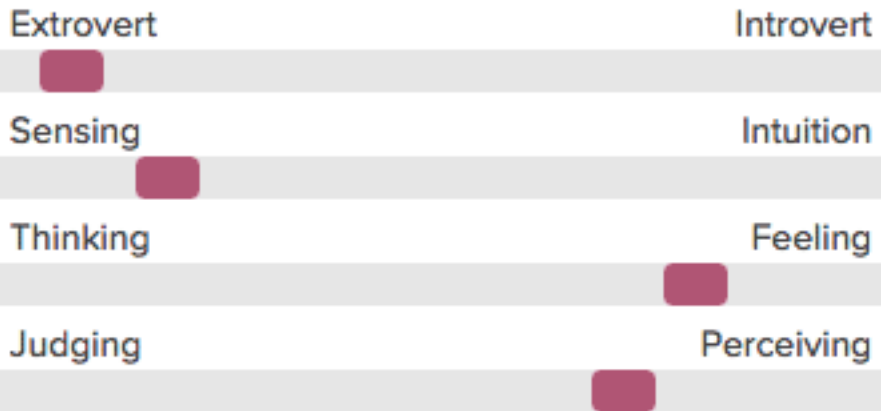
Protective

Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality



Brands



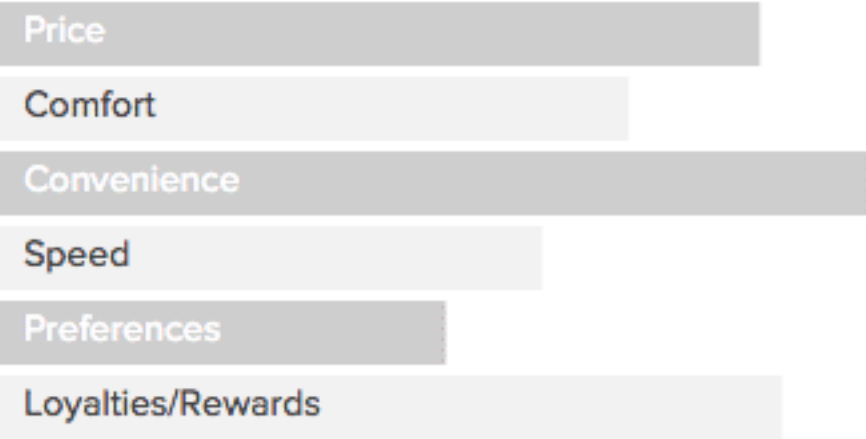
Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

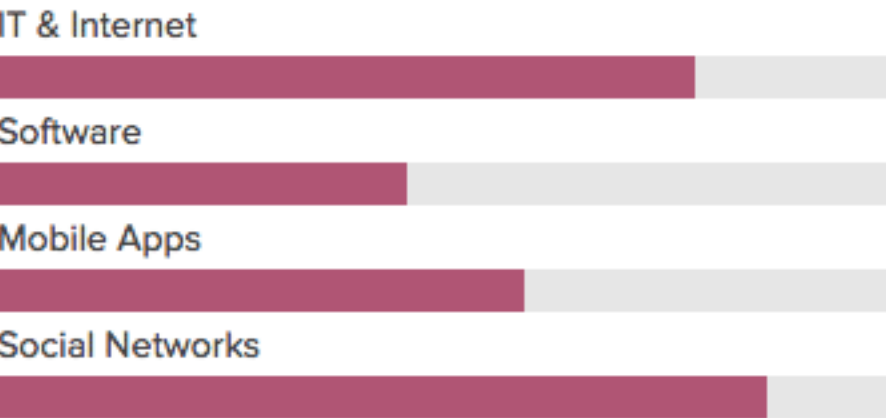
Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn't like the process

Motivations



Technology



NAME

FAKE CROW

PERSONA TEMPLATE

AGE

OCCUPATION

STATUS

LOCATION

TIER

ARCHETYPE

IMAGE

QUOTE

MOTIVATIONS

Incentive

Fear

Acheivement

Growth

Power

Social

GOALS

FRUSTRATIONS

BIO

PERSONALITY

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

TECHNOLOGY

IT and Internet

Software

Mobile Apps

Social Networks

BRANDS

How do you develop
a persona?

1. Interview real
people who would
be the users of
your app

Who are they?

Where are they?

How old are they?

What do they want?

Why are they a user?

2. Look for
patterns or
consistent
answers

3. Start to
segment various
user types with
notes on each

4. Create
prototypical
users

Writing a persona

Name

Age

Occupation

Description

Goal

Photo

Jill Anderson



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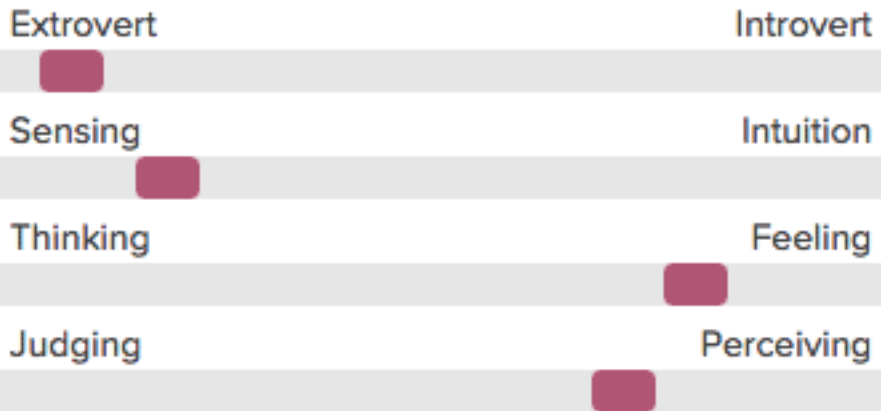
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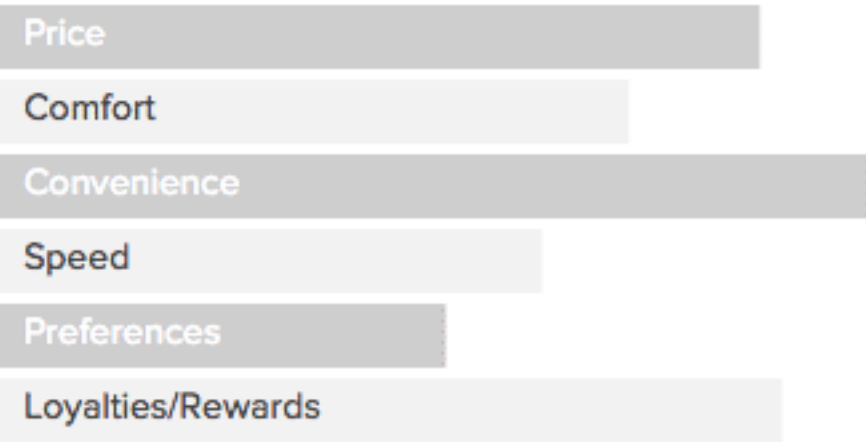
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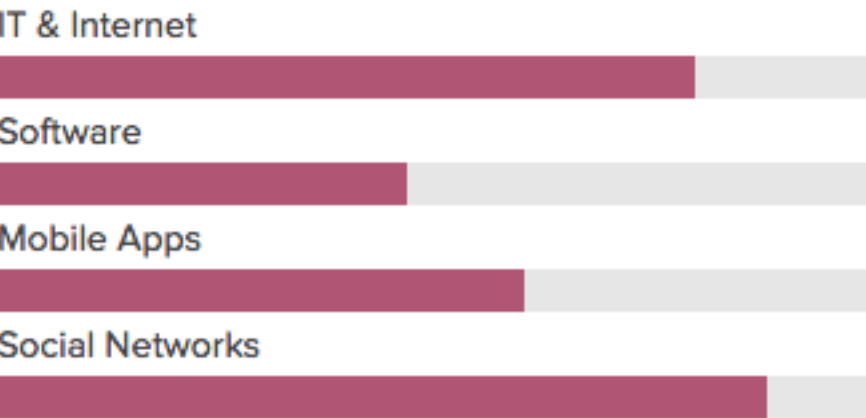
Frustrations

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- Too many websites visited per trip
- Not terribly tech saavy - doesn't like the process

Motivations



Technology



- used to validate or disprove design decisions.
- allow us to prioritize features.
- an inspiration in ideation.
- a key element in critiques.

A persona can:

Build empathy

Develop focus

Communicate goals

Defend decisions

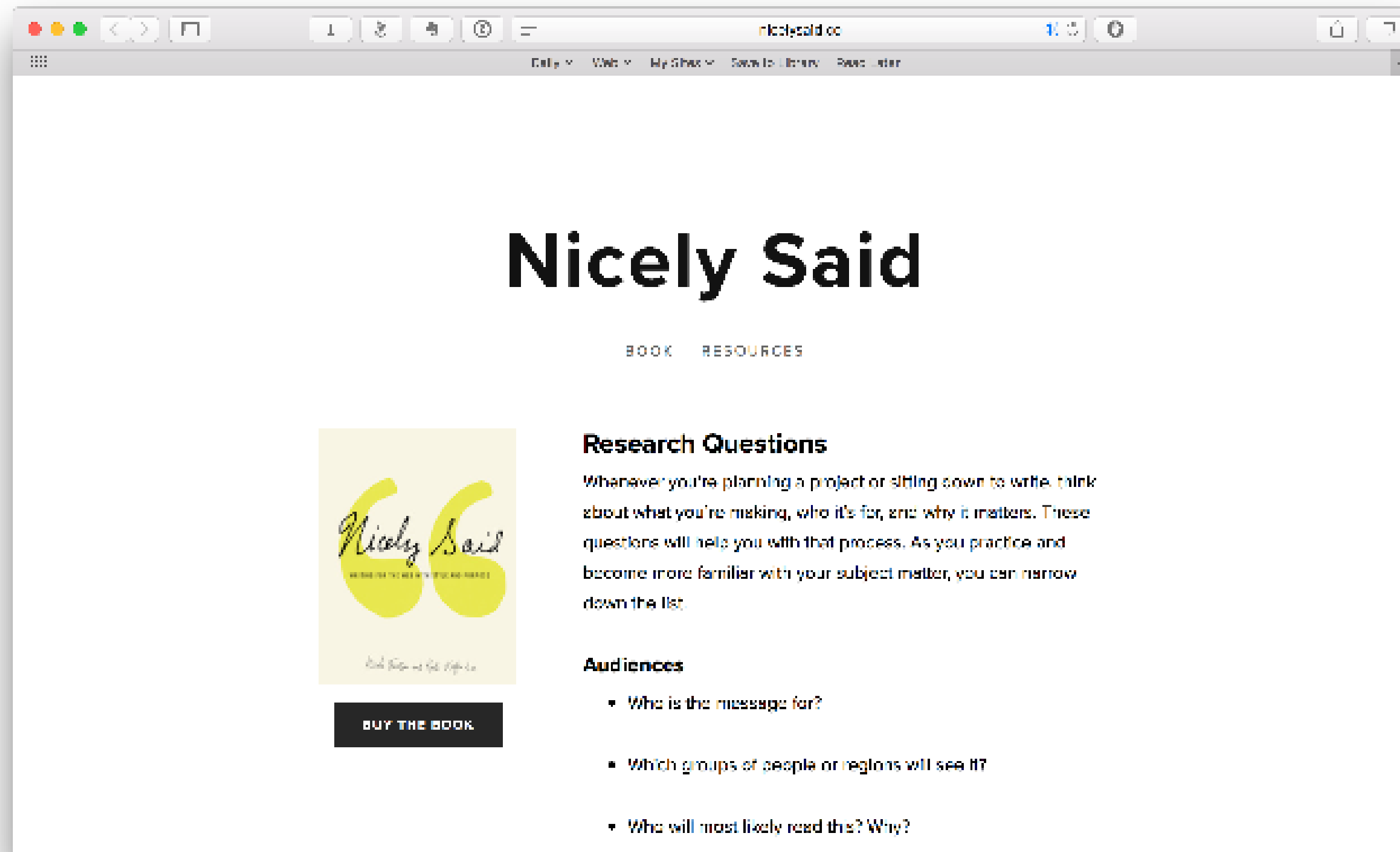
Measure effectiveness

Personas should be
based on real people.

The persona becomes
the standard against
which we judge the
experience.

“People ignore design
that ignores people.”
–Frank Chimero

Reading



Project 2

Next week

- concept for project 2
- one fully designed persona
- begin competitive analysis