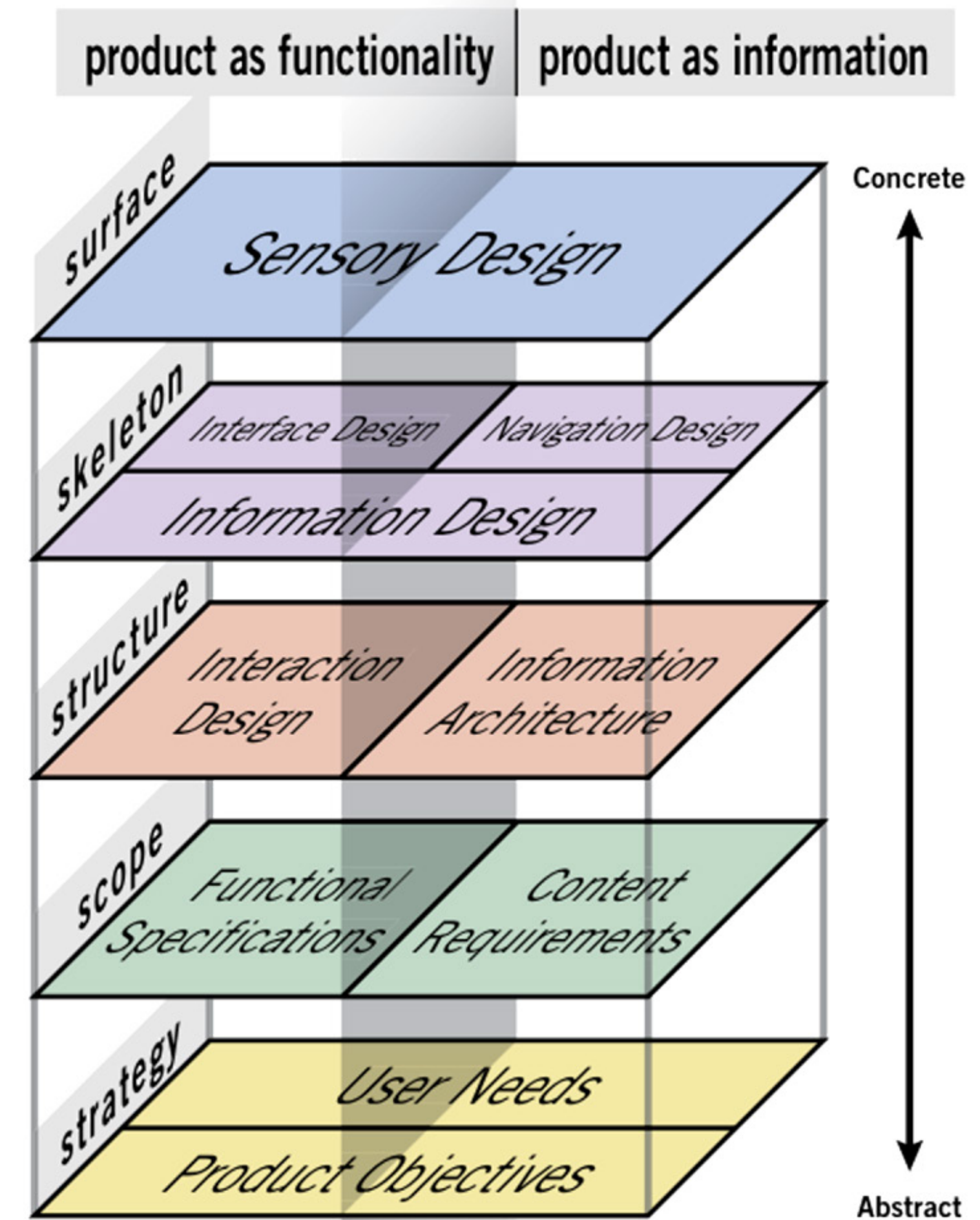


Personas, Audience, and Research

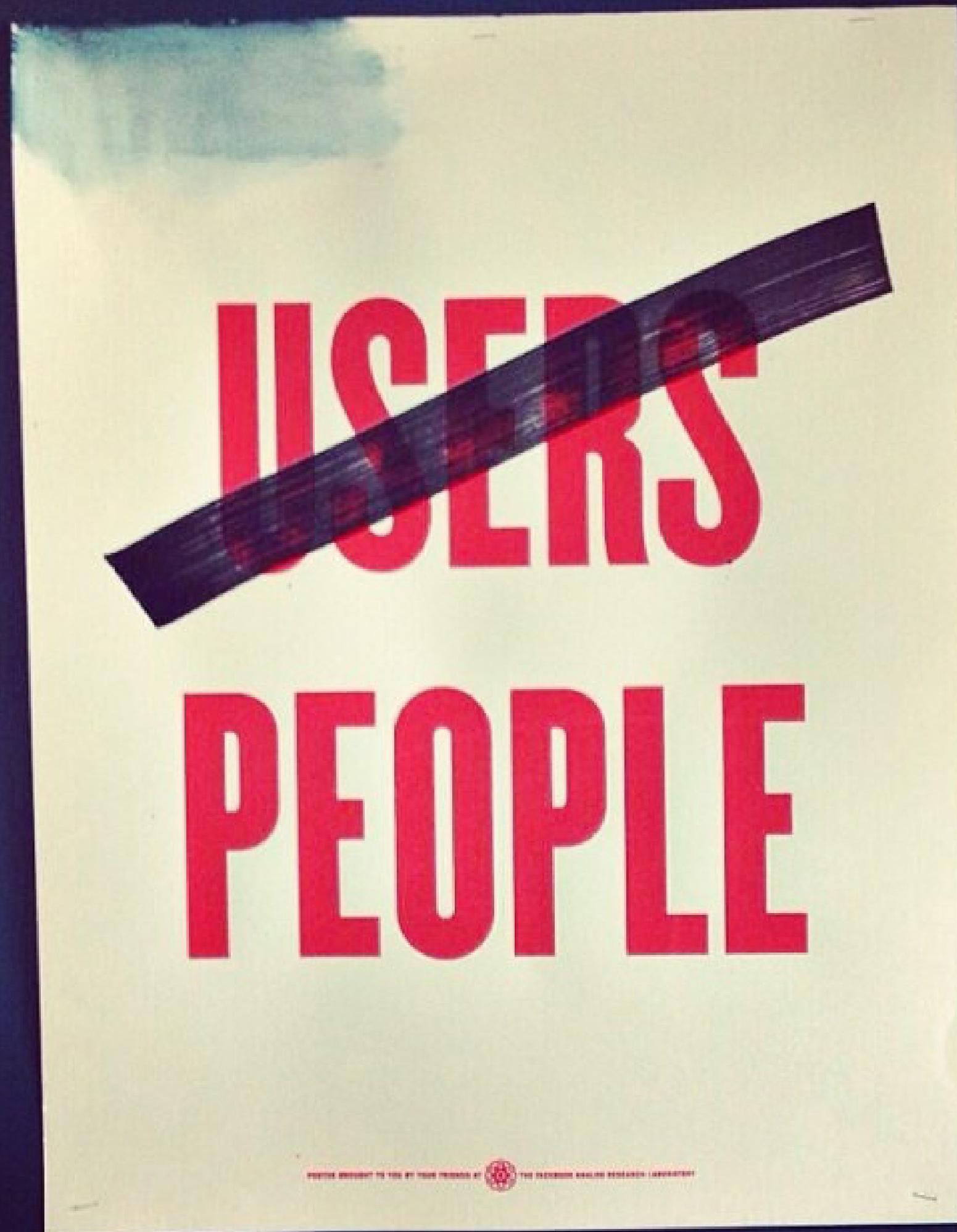
Jesse James Garrett (2002)



User experience

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

—Edward Tufte



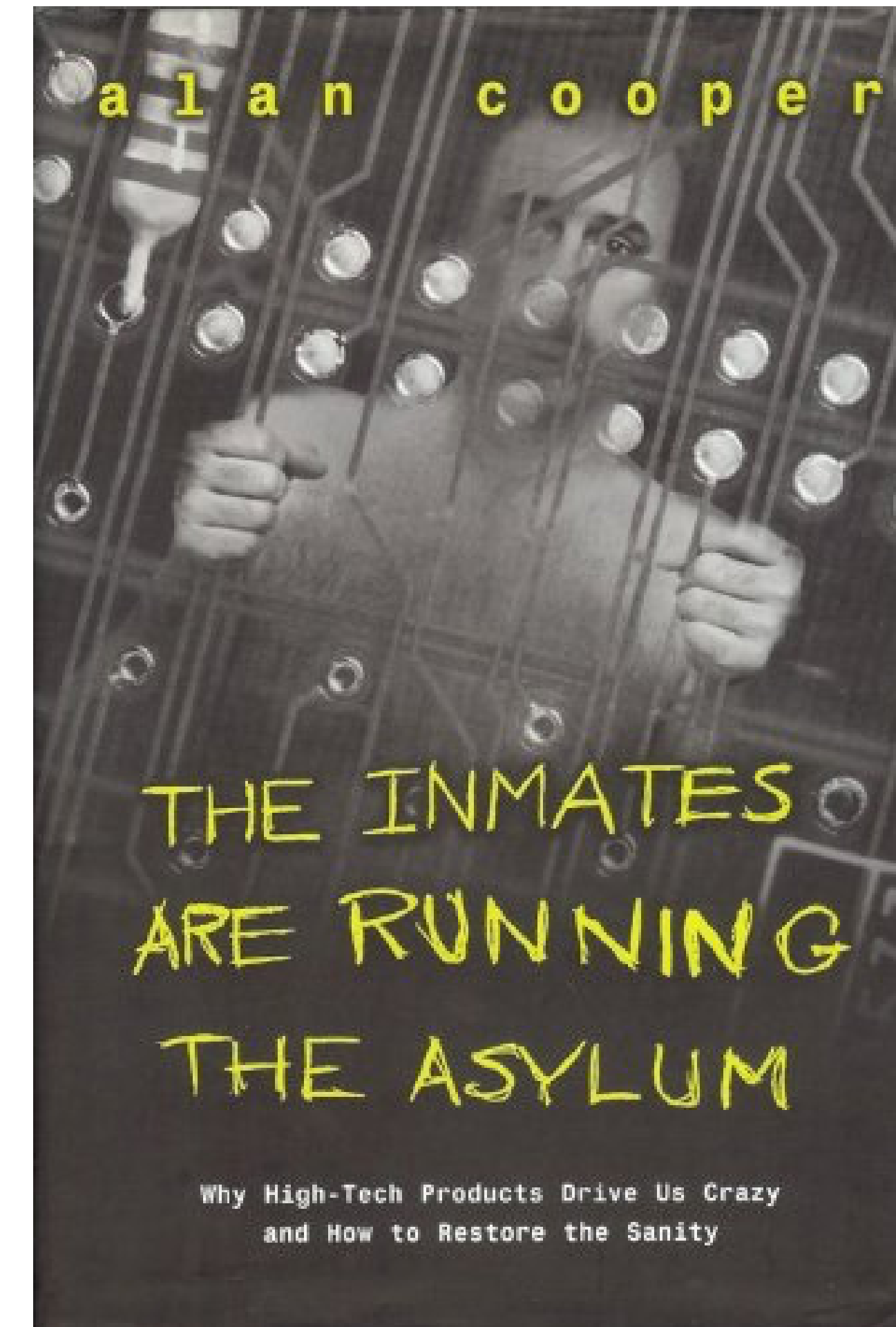
How do you design for real
people?

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

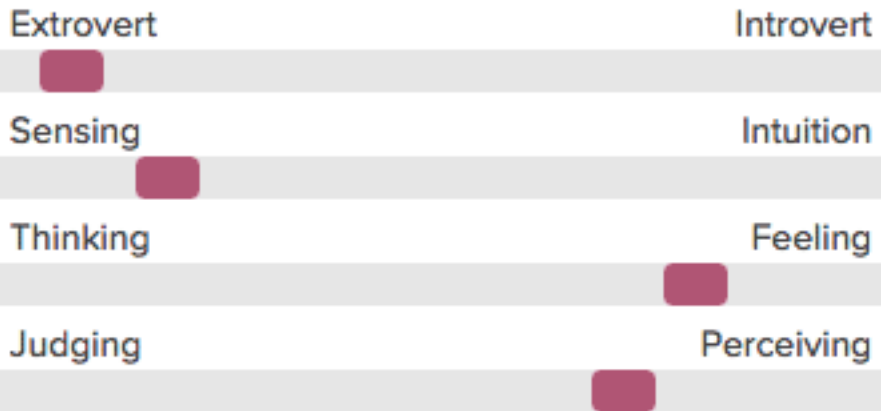
Protective

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



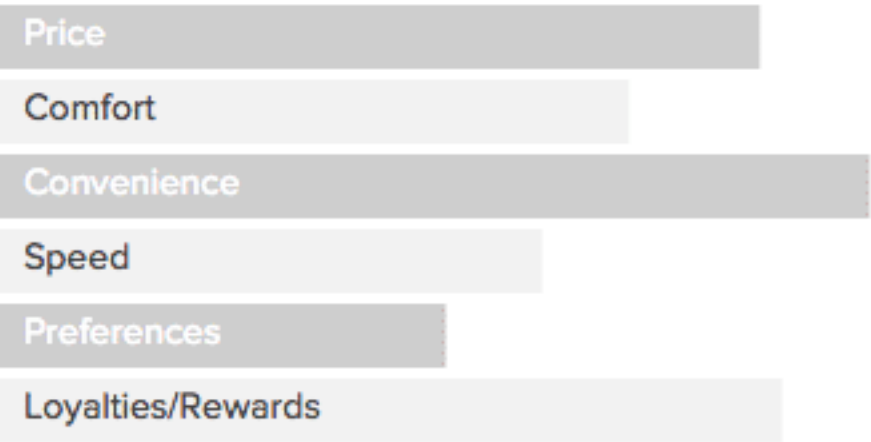
Goals

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

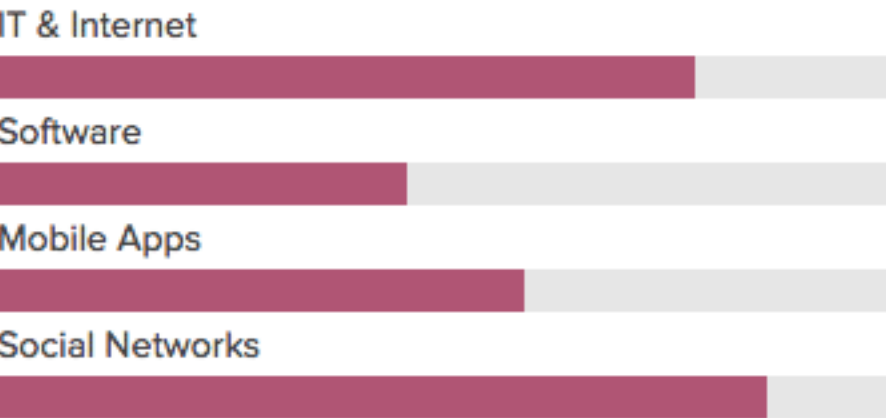
Frustrations

- 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



PERSONA TEMPLATE

AGE _____
OCCUPATION _____
STATUS _____
LOCATION _____
TIER _____
ARCHETYPE _____

IMAGE

QUOTE

MOTIVATIONS (Shade bar to desired level)

Incentive
Fear
Achievement
Growth
Power
Social

GOALS (The objectives this person hopes to achieve)

- _____
- _____
- _____

FRUSTRATIONS (The pain points they'd like to avoid)

- _____
- _____
- _____

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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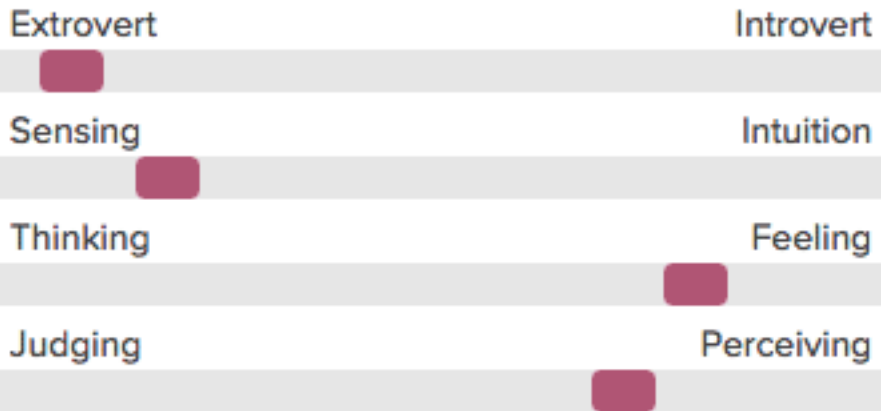
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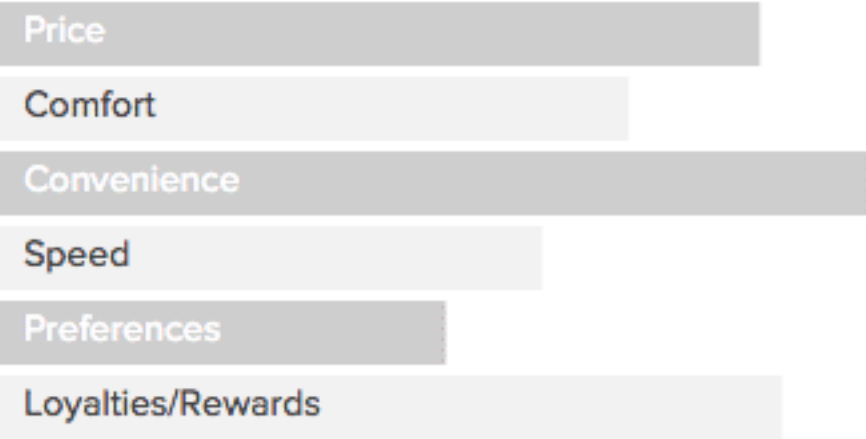
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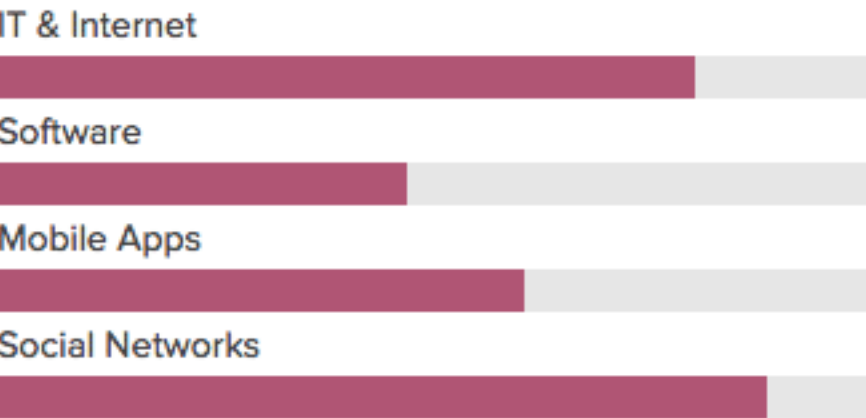
Frustrations

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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

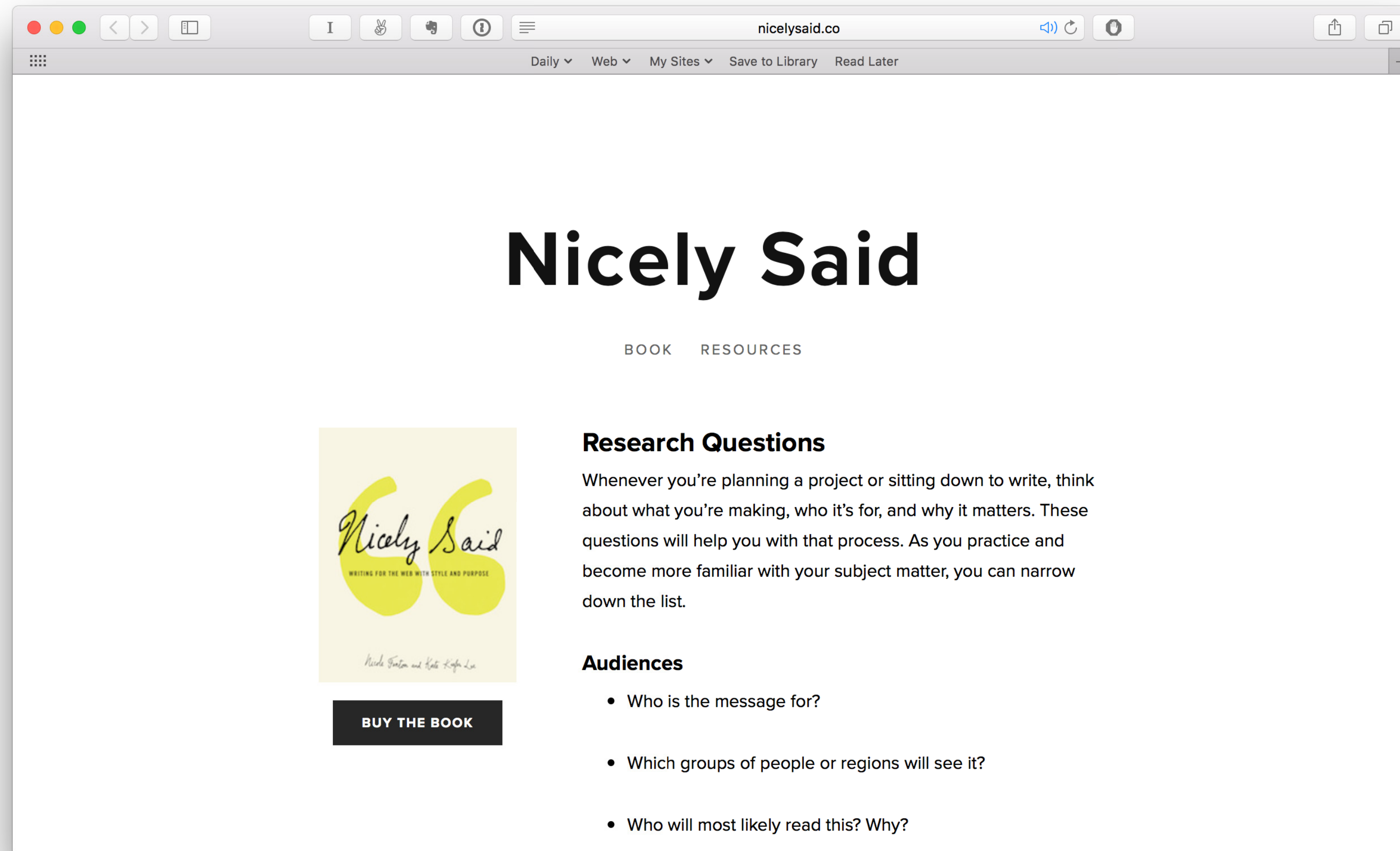
Measure effectiveness

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