PERSON: Who is the user?

The following exercises are designed to help you become more familiar with your user.

A Day In The Life

Imagine a day in the life of your user. *When and where do they use your application?* On the timeline below, annotate the activities a user goes through during a day. Make note of times and locations where they interact with your application.

12 AM   NOON   12 AM

Gotta Wanna

Does your user want to use your application? The following questions are intended to help you determine what drives your user in using the application.

List the user's possible reasons for using the application. For each reason, is the reason a reward or a punishment *external* or *internal* to the user?

PURPOSE: Why are they here?

The following exercises are designed to help you communicate the user's purpose.

Back-Seat Driver

Imagine showing the page to someone you know. You are sitting beside them as they are on the page that you are designing.

What would you tell them to click next?

Cotton-Eyed Joe

You know the lyrics to the song: "where did ya come from, where did ya go?"

Where is your user in the flow of the application?

PRIORITY: What is most important?

The following exercises are designed to help you communicate the user's priority.

MVP Test

Imagine you could only communicate one thing to the user. *What is the most valuable piece of information that you would choose to communicate?*

First?

Second?

Third?

No more than three!

If you already have a design or wireframe, you can evaluate whether it conforms to the MVP with the following two exercises.

Squint Test

Squint at the page. *What stands out to you more than anything?*

Font Size Test

Look at the font sizes on the page. *What has the largest font size on the page? Next largest?*