Persona and Scenario

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Personas

ลักษณะการสมมุติตัวตน

Personas and Scenario

persona

- description of an 'example' user
  - not necessarily a real person

- use as surrogate user
  - what would Betty think

- details matter
  - makes her 'real'

Personas??

- ตัวตนคนนี้ไม่มีอยู่จริง แต่สร้างต้นแบบขึ้นมา เพื่อสร้างการออกแบบ สร้างให้เหมือนคนจริงๆ ให้คนสมมุติขึ้นมาเหมือนมีชีวิต จริง อาจจะสร้างขึ้นมาหลายๆ คน

Personas

Example

Ginnie

BACKGROUND

- 15, Female
- Ongoing Private Education
- Ambitious
- Comfortable using technology to communicate

MOTIVATIONS

- Keeping in touch with her network
- Fashion/street cred
- Keeping up with peers.

FRUSTRATIONS

- Sad people trying to be 'friends' on Facebook
- Having to be in bed @ 11pm
- Being swamped in friends updates
- Missing important status updates

Receives private tutoring in Maths and English as these are not her strong subjects. Enjoys playing for the school's 2nd teams for netball and Lacrosse and is good at art.

She loves recording her favourite shows: ER and Sun Valley High on Sky+ and spends some of her time on her Laptop that Daddy bought her watching videos on YouTube, downloading music, keeping up to date with her friends on Facebook and chatting via MS IM to her cousin who is at University in Leeds.

She loves Ugg boots and Abercrombie & Fitch and uses the Internet to shop and find the cheapest prices.

"I want to easily hook up with my friends whilst watching TV"

example persona

Betty is 37 years old, She has been Warehouse Manager for five years and worked for Simpkins Brothers Engineering for twelve years. She didn't go to university, but has studied in her evenings for a business diploma. She has two children aged 15 and 7 and does not like to work late. She did part of an introductory in-house computer course some years ago, but it was interrupted when she was promoted and could no longer afford to take the time. Her vision is perfect, but her right-hand movement is slightly restricted following an industrial accident 3 years ago. She is enthusiastic about her work and is happy to delegate responsibility and take suggestions from her staff. However, she does feel threatened by the introduction of yet another new computer system (the third in her time at SBE).

+ Steps to Personas

Personas

+ Personas
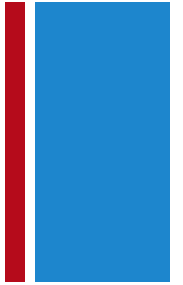
- Capture user characteristics

- Not real people, but synthesised from real user characteristics

- Should not be idealised

- Bring them to life with a name, characteristics, goals, personal background

- Develop multiple personas

Steps to Personas

- 1. Finding the Users

- 2. Building a Hypothesis

- 3. Verifications

- 4. Finding Patterns

- 5. Constructing Personas

- 6. Defining Situations

Steps to Personas (Cont.)
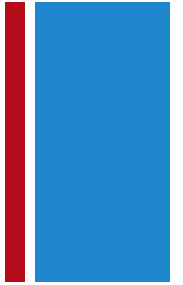
- 7. Validation and Buy in

- 8. Dissemination of Knowledge

- 9. Creating Scenarios

- 10. On going Development

Mike — Techie
25-34 single male living with friends

Mike works as a graphic designer in a small agency and one day wants to run his own agency.

He's got an iPhone and a Vodafone 360 H1 by Samsung phone, one personal and one for work. He follows friends and key people in the design industry via Twitter, blogs, and RSS feeds. He uses his iPhone for work emails and his H1 for Facebook.

He uses Twitter to post updates about what he's up to with his project work as well as using it as a tool to find out what people are up to and to invite them to events. He uses Facebook to share personal photos and video and keeps a Tumblr blog to post interesting things he discovers and share them with his friends and followers.

Zoë — Socialite
18-33 single female living with friends

Zoë is studying a Masters in International Development unsure of what the future lies ahead of her.

She is constantly using the Facebook app on her Vodafone 360 M1 by Samsung phone as well as on her PC to upload and tag photos and videos from places she's been to with her friends, as well as to find out and comment on who's been where at which club nights and parties.

She regularly texts and messages her friends to find out if they've heard about a new pop-up shop she heard about via a flyer, or one-off warehouse party started by friends of friends.

Geoff — Cost-conscious
35-49 married male with young kids

Geoff works as an senior architect in a large practice, and has a wife and a young girl and 6-month baby boy. He thinks the time is right to start looking for a bigger home for his family.

Geoff uses his Vodafone 360 H1 to take photos and videos of prospective sites he visits. He purchased the H1 because of its ability to check email, surf the web, use apps, and take photos and video.

He loves the built-in camera and also uses this phone on holiday to take snaps of the family as it fits in his pocket and doesn't want to carry a large SLR around with him. He likes to upload his photos and video to Flickr and share them with his family and friends. He also creates photo books from his holidays snaps to give as gifts to his parents.

blog.kissmetrics.com

	Donny	Glenn	Susan
Name	Donny	Glenn	Susan
Role/Job title	Performer	Video Engineer	Stagehand
Age/Gender	53, male	48, male Wants to be able to set the system up and then not touch it again unless there is more content to add.	30, female
Pain Points	Is in the middle of performing and can't be distracted	Would prefer to hand this off to a more junior person	Susan changes jobs a lot and might not be around for too long
Goals	1) Wants multimedia in his show but wants it to be interactive 2) Needs an easy interface that can manage large amounts of content quickly and on the fly	1) Adds videos to the system and tags them with possible search terms 2) Would prefer to be able to hand this off to a more junior person	1) Type in what the audience says from backstage on a computer. Results with thumb nails are presented to an iPad that Donny is holding 2) This person can change frequently

kaylablock.com/

Scenario
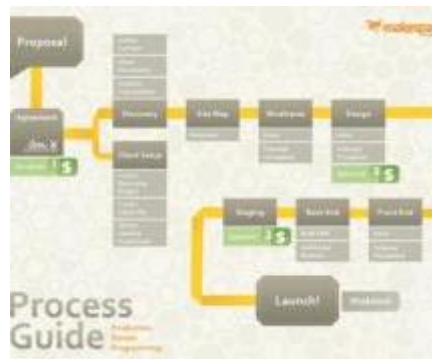
สถานการณ์

stories for design
use and reuse

scenarios

- stories for design
  - communicate with others
  - validate other models
  - understand dynamics

- linearity
  - time is linear - our lives are linear
  - but don't show alternatives

scenarios …

- what will users want to do?

- step-by-step walkthrough
  - what can they see (sketches, screen shots)
  - what do they do (keyboard, mouse etc.)
  - what are they thinking?

- use and reuse throughout design

scenario – movie player

Brian would like to see the new film "Moments of Significance" and wants to invite Alison, but he knows she doesn't like "arty" films. He decides to take a look at it to see if she would like it and so connects to one of the movie sharing networks. He uses his work machine as it has a higher bandwidth connection, but feels a bit guilty. He knows he will be getting an illegal copy of the film, but decides it is OK as he is intending to go to the cinema to watch it. After it downloads to his machine he takes out his new personal movie player. He presses the 'menu' button and on the small LCD screen he scrolls using the arrow keys to 'bluetooth connect' and presses the select button. On his computer the movie download program now has an icon showing that it has recognised a compatible device and he drags the icon of the film over the icon for the player. On the player the LCD screen says "downloading now", a percent done indicator and small whirling icon. … … …

also play act …

- mock up device

- pretend you are doing it

- internet-connected swiss army knife …

but where is that thumb? 🙁

use toothpick as stylus 🙂

… explore the depths

- explore interaction
  - what happens when

- explore cognition
  - what are the users thinking

- explore architecture
  - what is happening inside

use scenarios to ..

- communicate with others
  - designers, clients, users

- validate other models
  - 'play' it against other models

- express dynamics
  - screenshots – appearance
  - scenario – behaviour

linearity

Scenarios – one linear path through system

Pros:
- life and time are linear
- easy to understand (stories and narrative are natural)
- concrete (errors less likely)

Cons:
- no choice, no branches, no special conditions
- miss the unintended

- So:
  - use several scenarios
  - use several methods

Scenarios

- Scenarios
  - an informal narrative story, simple, 'natural', personal, not generalizable
  - A Scenario is a sequence of steps describing an interaction between a user and a system

Scenario (Cont.)

ลำดับของปฏิสัมพันธ์ที่เกิดขึ้นภายใต้เงื่อนไขที่ระบุชัดเจน
เพื่อบรรลุเป้าหมายหลักของผู้ดำเนินการและได้รับผลลัพธ์ตามเป้าหมายนั้น

Scenario for travel organizer

"The Thomson family enjoy outdoor activities and want to try their hand at sailing this year. There are four family members: Sky (10 years old), Eamonn (15 years old), Claire (35), and Will (40). One evening after dinner they decide to start exploring the possibilities. They all gather around the travel organizer and enter their initial set of requirements – a sailing trip for four novices in the Mediterranean. The console is designed so that all members of the family can interact easily and comfortably with it. The system's initial suggestion is a flotilla, where several crews (with various levels of experience) sail together on separate boats. Sky and Eamonn aren't very happy at the idea of going on vacation with a group of other people, even though the Thomsons would have their own boat. The travel organizer shows them descriptions of flotillas from other children their ages and they are all very positive, so eventually, everyone agrees to explore flotilla opportunities. Will confirms this recommendation and asks for detailed options. As it's getting late, he asks for the details to be printed so everyone can consider them tomorrow. The travel organizer prints out a summary of the different options available."

Usability

1. **Learnability** How easy is it for users to accomplish basic tasks the first time they encounter the design?
2. **Efficiency**: Once users have learned the design, how quickly can they perform tasks?
3. **Memorability**: When users return to the design after a period of not using it, how easily can they reestablish proficiency?
4. **Errors**: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
5. **Satisfaction**: How pleasant is it to use the design?

http://www.nngroup.com/articles/usability-101-introduction-to-usability/

Activity on usability

How long should it take to learn to use the following
products? How long does it actually take? How memorable are they?

- using a ATM to withdraw money?
- using a public telephone?

User experience Goals

A set of user experience goals include:

- Satisfying: productive
- Motivating: did not feel like giving up
- Enjoyable: no frustrations were encountered
- Aesthetically pleasing: subjective
- Fun: excited about using it again
- Supportive of creativity: drawing tools
- Entertaining: games
- Rewarding: sense of productivity
- Helpful: clueless but still made it through
- Emotionally fulfilling: evokes emotions/online chatting

Exercise

ให้นักศึกษาทำงานเป็นกลุ่ม ให้เขียน Scenario, Personas,

Usability และ User experience Goals โดยใช้โจทย์จากงานกลุ่มคราวที่แล้วเรื่อง

Lean Canvas