



USERS: PERSONAS & COSTUMER JOURNEYS

CPCS 544 FUNDAMENTALS IN DESIGNING
INTERACTIVE COMPUTATION TECHNOLOGY FOR PEOPLE

CLASS 8 – 2023W1

COMING UP

This week:

Sun 10/01:

- Researcher Journal #6

Thu 10/05

- Project: Field work report

Coming up:
(lighter week)

Tues 10/10

- Researcher Journal #7

Busy week!

Sun 10/15

- Researcher Journal #8

Sun 10/15:

- Project: Tasks, Requirements and Personas report

Wed 10/18

- Project: *DRAFT* Conceptual Models; in-class Walkthroughs

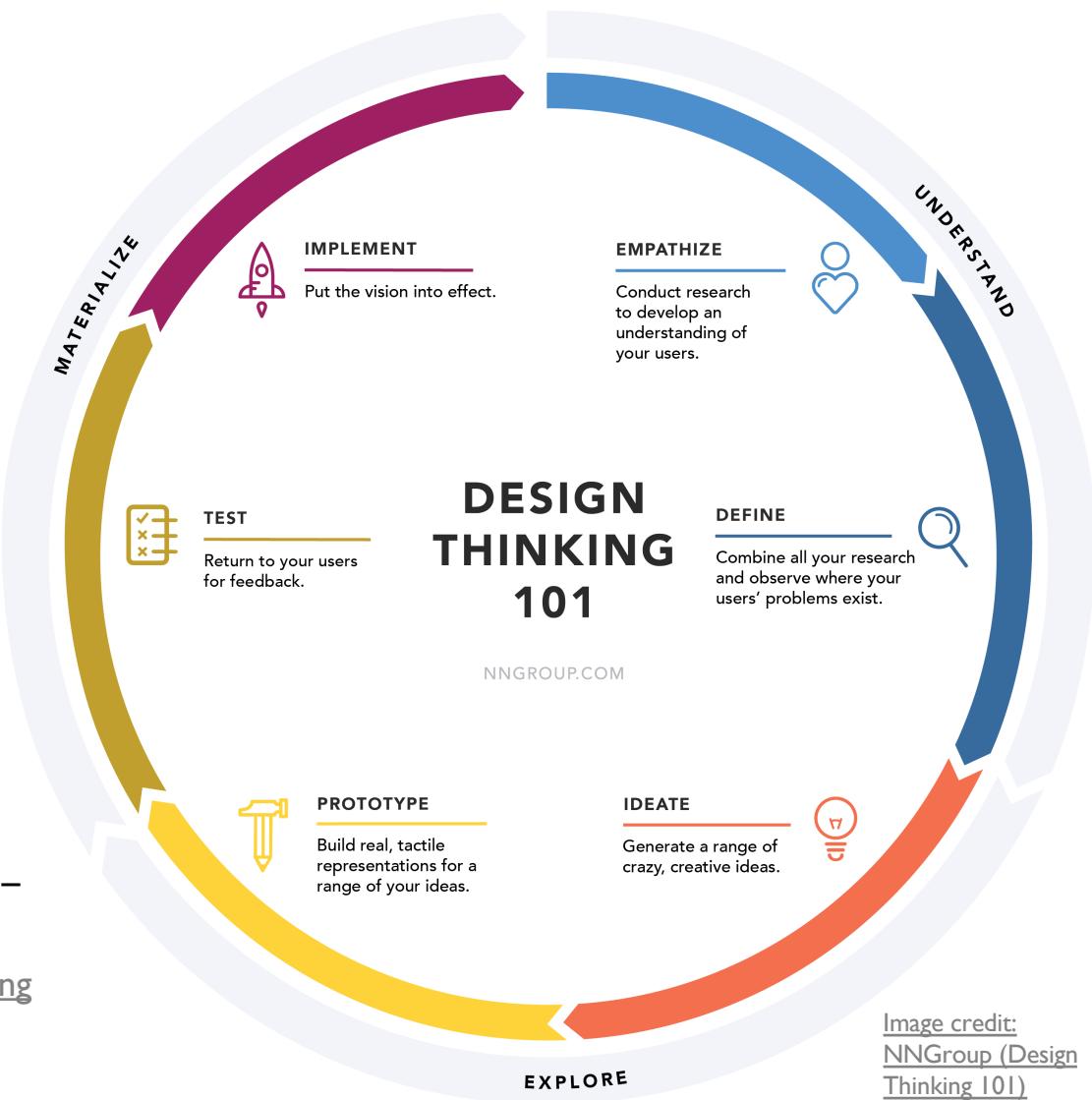
LEARNING GOALS

- Describe the **Persona** method, specifications, and why we use it
- Understand **different types of Personas** and be able to identify and prioritize them for projects
- Describe **how to develop** a Persona
- Describe the **pros/cons and risks** of using Personas

- Describe a **journey map**
- **Difference between** customer journey maps
- Describe **how to build** a customer journey map
- **What to look for when analyzing** the customer journey map

See end for full list of references cited throughout.

WHERE DO PERSONAS & CUSTOMER JOURNEY MAPS FIT IN



Check out nngroup.com (Nielsen Norman) – for more on

Design thinking • Personas • Journey mapping

WHY PERSONAS?

The best way to successfully accommodate a **variety** of users is to design for **specific types** of individuals with specific needs to reach a goal.

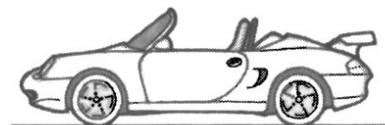
Cooper et al. (2014) argue that designing for the broadest range of users is not possible.

The resulting designs would increase cognitive and navigational demands, and present a glut of features that would go unused by most.



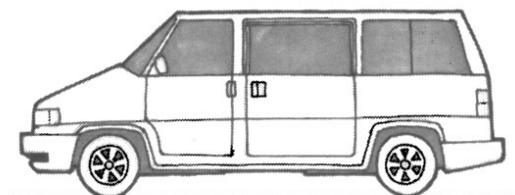
Aleandro's goals

- Go fast
- Have fun



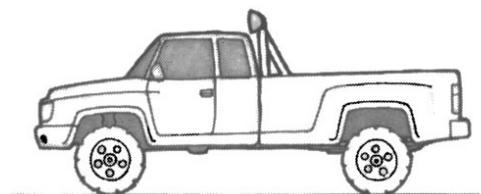
Marge's goals

- Be safe
- Be comfortable



Dale's goals

- Haul big loads
- Be reliable



GOAL VS ACTIVITY

- **Goal-Directed Design:** “If we design and construct products in such a way that the people who use them achieve their goals, these people will be satisfied, effective, and happy and will gladly pay for the products and recommend that others do the same.” (Cooper, 2014)
- Norman (DOET, 2015) advocates “**Activity-Centered Design**” (**ACD**)
- ACD breaks down the “**what**” of user behaviors
- Goal-Directed Design breaks down the “**why**”

Asking, “**What are the user’s goals?**” lets you understand the meaning of activities to your users, and thus create more appropriate and satisfactory designs – possibly altering what the tasks are.

Goals do not change as fast as activities and tasks.

WHAT IS A PERSONA?

A human-centered tool to design for specific types of individuals with specific needs

- Grounding design in **users' goals and activities**

A fictional user/character - a personification

- **Archetypes based on real data** gathered from interviews and field research
- The power of fiction to engage

A somewhat precise descriptive model of the user

- What they wish to accomplish, and why

Cooper et al. 2014 caution not “to confuse archetypes with stereotypes” (p. 8)

BENEFITS OF PERSONAS

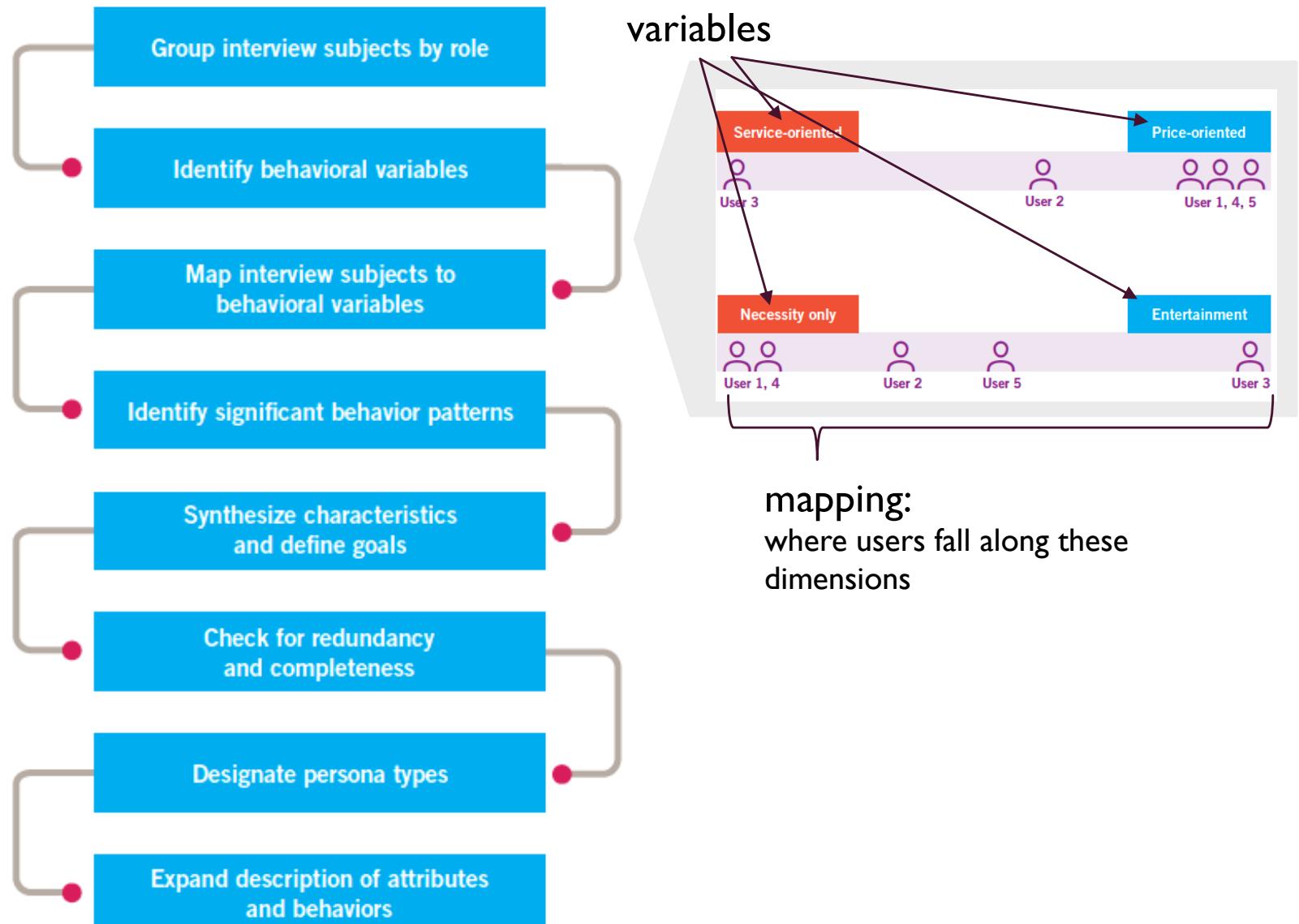
Provide a shared basis for communication

[Personas] made it easier for designers to get their designs and ideas accepted. So when we started out, the Distinguished Engineer would say, literally... 'I don't like it.' And you know, I'd answer, 'Well, it's not about you, it's about Jennifer, and Bob, and Rose...' Matthews et al., 2015, p. 1224

Help **avoid** critical errors in design, such as

- The Elastic user: *Constantly changing definition of the end user*
- Self-referential design
 - Designers *design toward their own goals, needs and motivations.*
 - Designers *may base scenarios on people similar to themselves.*
- Edge cases
 - Designers *design for possible but not users*

CREATING PERSONAS



PERSONA VARIABLES

Behavioural variables

Consider variables drawn from:

- Activities
- Attitudes
- Aptitudes
- Motivations
- Skills

Goals – Types: (Cooper 2014)

Experience goals:

How user wants to feel while interacting with the designed thing

End goals:

Outcome; must be met for users to think the designed thing is worthwhile

Life goals:

Who the user wants to be – personal aspirations.
Go beyond the context of the designed thing.

PERSONAS TYPES

It's important to prioritize our personas, since often we can't support all of them

I. Primary persona (user persona)

- One primary persona per “interface”
- Their needs do not necessarily align with other personas, but others might be satisfied with this interface.

2. Secondary persona

- Has additional needs that can be accommodated

C12: "To us the advantage of a persona is that it is an extreme user. If you for example design an elevator, then there is a need that a wheel chair can enter – that is an extreme user. [...] And this is important to explain; **a persona is a representative for a user group**, it is **not the average of a user group**."

Nielsen & Hansen, 2014, p. 1672

PERSONAS TYPES (CONTINUED)

3. Supplemental persona

- Satisfied by a combination of primary and secondary
- Ensure a comprehensive representation

4. Customer persona

- Address the need of customer not end users

5. Served persona

- Directly affected by others using the product (not users themselves)

6. Negative/Anti-persona

- The type of person you don't want to target
- These personas remind you of where not to go.

PERSONA EXAMPLES

- The following examples are from a study about **physical and social participation by stroke patients during the COVID pandemic.**
- The product of interest **offers exercise and socializing activities for currently able-bodied people.**

Primary Persona Type

"The Community Provider"



Elinora

Lives alone. Retired.
Metro Vancouver.
Impairment level 1.

Communication Tools



Technology Proficiency



- Seeking physical contact
- Emotionally expressive
- Active
- Demotivated
- Trying to maintain healthy routine

- Sociable
- Lonely
- Lost purpose
- Creative

Job to be done.
Keep connected. Stay engaged. Stay active.

Goals.
To feel accomplished. To be involved. To stay healthy. To stay motivated. To be with others and stay active together. To be a role model.

Pains.
Having to trust others to be diligent with guidelines. No in-person contact – grandkids/friends/community.

Gains.
Social media and online video platforms as a way to stay connected. Communicating differently. Finding back to themselves – hobbies.

Participation changes due to COVID-19.



I feel like I am more productive if I can for instance, get out and go to a Pilates class, compared to my you know, pretty weak efforts to do Pilates at home. Those, the productivity is quite the range [laughs], and I feel like it has suffered in a lot of ways.

Secondary Persona Type

"The Homebody"



Noah

Partner. Retired. Suburbs
Vancouver. Impairment level 2.

Communication Tools



Technology Proficiency



- Rule oriented
- Less social
- Less emotionally expressive
- Religious
- Nature avoidant
- Technology affine

- Inactive
- Unconcerned
- Empathetic
- Less opportunistic
- Wanting to learn
- Dissatisfied

Job to be done.
Seeking for something that motivates to keep the structure up.

Goals.
Feeling motivated. Achieving the personal goals. Want to feel accomplished.

Pains.
The routine of the day is lacking. Sedentary. Lack of motivation.

Gains.
Enjoying staying at home. Enjoying alone time. Now it is possible to attend meetings without having to leave the house.

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I should be doing exercising and, uh, some walking because I can walk, but it's not something I want to do when I'm I don't have ah, you know a goal in place.

Secondary Persona Type

"The Independent"



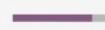
Andy

Single. Metro Vancouver.
On disability benefits.
Receives care. Impairment level 4.

Communication Tools



Technology Proficiency



- Fragile
- Community oriented
- Sociable
- Mindful
- Anxious of indirect effects of COVID-19
- Aimless

- Self-centered
- Lonely
- Dissatisfied
- Maintaining Rehab
- Wanting to take initiative
- Situational depressed

Job to be done.
Regular connection with friends. Opportunities to maintain indirect effects of COVID-19. Not missing out because of disabilities. Rehabilitation.

Goals.
To be part of the community without physical or financial restrictions. To engage with friends on a regular basis and them wanting to engage with me. To go shopping, go on bus rides, and get medical response. To be independent and valued from someone. To be an active and integrated part of the community. Equality. To improve rehabilitation.

Pains.
Options for alternatives not always available because of finances or disability. Less social support than used to. Disabilities emphasized due to guidelines not being designed for people with disabilities. Bored. Depressed. Stroke groups not the same online.

Gains.
Being able to maintain rehabilitation but less frequent/less quality. No big lifestyle changes. Finding purpose in helping others finding resources.

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Well, all my therapy stopped. The physiotherapist [...] gave me two more sessions online, which she just did nothing really, online. She didn't give me exercises or anything, just said okay, how are you? I'm good. Okay, good. I'll see you next week. Okay. And that was it. [...] We were working on going to the gym, going to the pool, and she took me once to the bar and she grabbed me by my hand, took me for a walk. I really appreciate that but because COVID, we don't meet anymore.

Supplemental Persona Type

"The life-style person"



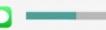
Eddy

Partner. Employed.
Vancouver Island. Wealthy.
Impairment level 1.
Comorbidities.

Communication Tools



Technology Proficiency



- Rule oriented
- Taking calculated risks to keep lifestyle
- Unstructured lifestyle
- Resilient
- Content

- Adaptive
- Active
- Less maintaining healthy routine
- Not lonely

Job to be done.
Time-filler so that unhealthy behaviours less encouraged with more time on hands (e.g., drinking, eating).

Goals.
Being relaxed. Doing whatever I want whenever I want. Living the good life.

Pains.
No choice for the unusual day. Lifestyle facilities (e.g., gym, sailing club) closed. Less quiet time at home.

Gains.
More time with family. More time on hands.

Participation changes due to COVID-19.



I think it's a question of me thinking "Oh gee whiz I'm not doing enough" ... It's a gradual process of realization as time progresses. Go for a walk and you're a little more exhausted when you were the last time and then go for another one and you're even more exhausted then you were the first time so you feel like, this is not good enough. I'm gonna get out and do some more exercise. It's too cold right now to go for a walk. I'd like to walk in the cold.

Customer Persona Type

"The Contributor"



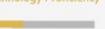
Aaida

Single. Retired. Suburbs
Vancouver. Impairment level 3.

Communication Tools



Technology Proficiency



- Appreciative
- Strategic
- Restricted
- Rule oriented
- Community oriented
- Opportunistic

- Concerned about the future
- Mindful
- Sociable
- Anxious about COVID-19

Job to be done.
Keep in contact. Help people. Staying engaged and making everyone else stay engaged.

Goals.
Be needed. Helping others. To succeed in ambition to engage. To be knowledgeable. To be responsible. To stay busy.

Pains.
Not getting out as much. Not technological adept. Others not being technological adept means less connection.

Gains.
Being able to communicate online. Efficiency. More meetings. Keeping active with stroke groups. Social Media. Zoom. More gardening.

Participation changes due to COVID-19.



I don't think the normal person can really graph how slow I can be. And that's why we need each other (stroke group) and from each other we will also take criticism better. [...] We can say things to each other quicker because there's no explanation needed.

Negative Persona Type

"The Health-Literate Participant"



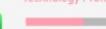
Trustin

Partner. Lost job due to COVID-19. Country side.
Impairment level 0.

Communication Tools



Technology Proficiency



- Rule oriented
- Hesitant to resume activities
- Independent
- Maintain healthy routine

- Resilient
- Health literate
- Bored
- Content

Job to be done.
Right resources to the right time - personalized health.

Goals.
Being on top of things. Staying healthy and active as long as possible without worries. Being there for his wife the family.

Pains.
Boredom. Job. Not being able to see family. False information in the media.

Gains.
More research. More health literate. Less social media.

Participation changes due to COVID-19.



This is a strategy I used in recovering through my stroke, assess what is missing in your life, in your daily activities. Then find a way to replacing it. Ways to do activities, ways to interact with people. That's what I do.

EXAMPLE

“The Community Provider”



Elinora

Lives alone. Retired.
Metro Vancouver.
Impairment level 1.

Communication Tools



- Seeking physical contact
- Emotionally expressive
- Active
- Demotivated
- Trying to maintain healthy routine

Technology Proficiency



- Sociable
- Lonely
- Lost purpose
- Creative

Job to be done.

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Goals.

To feel accomplished. To be involved. To stay healthy. To stay motivated. To be with others and stay active together. To be a role model.

Pains.

Having to trust others to be diligent with guidelines. No in-person contact – grandkids/friends/community.

Gains.

Social media and online video platforms as a way to stay connected. Communicating differently. Finding back to themselves – hobbies.

Participation changes due to COVID-19.



I feel like I am more productive if I can for instance, get out and go to a Pilates class, compared to my you know, pretty weak efforts to do Pilates at home. Those, the productivity is quite the range [laughs], and I feel like it has suffered in a lot of ways.

THE PERSONA DESCRIPTION

All persona descriptions have text divided into **subsections that portray personality features and characteristics** and subsections that include **information relevant for the specific project**. It is different how much weight is put on the two parts.

Some descriptions have **a clear division** between the sections that create **empathy** and the sections that inform on **use- or work-related issues**. Other descriptions **integrate** the two kinds of information.

- Nielsen & Hansen, 2014, p. 1672

What do these images tell you about Elinora?

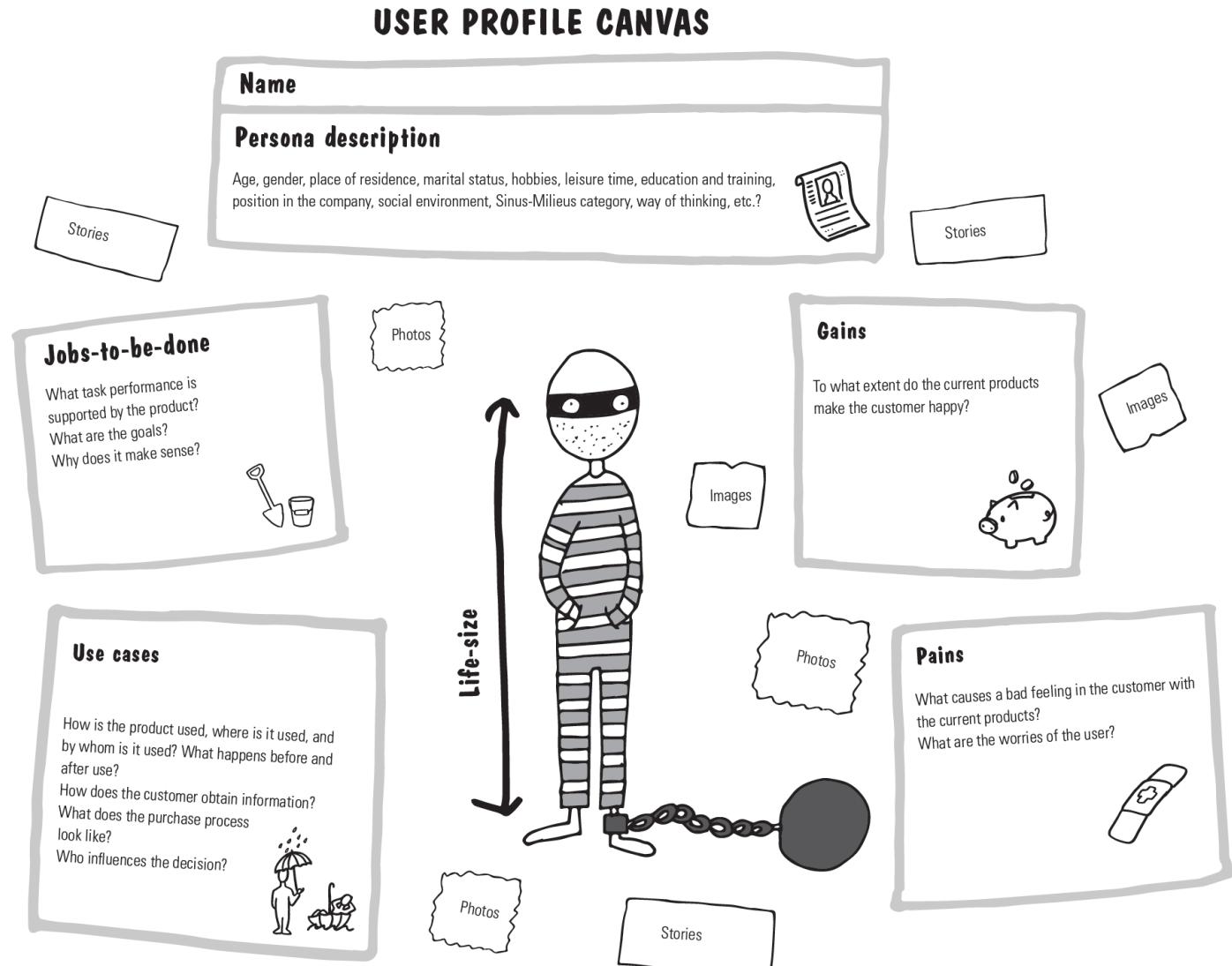


Elinora

RESOURCES & TEMPLATES

Templates and examples of personas:

- <https://www.usability.gov/how-to-and-tools/methods/personas.html>



IN CLASS ACTIVITY: PERSONA DEVELOPMENT 15 MIN



- Form a group (**2-3 people**). Staff will give you a participant ID #
- Look at a single Qualtrics interview from last week:
See Canvas page with interview results – link on Slack. Examine your participant's interview – all 3 questions
- Identify **behavioral variables** based on this interview:
Try for one each in at least 3 of the BV categories:
Activities • Aptitudes • Attitudes • Motivations • Skills
- Go to Miro - posted on Slack
- Fill out a post-it for each variable you identified
- If time, add paired post-its for an **opposing version** of each of your variables
To form a dimension: e.g., “price oriented” defines a range together with “service oriented”.
- If time, map a few other Interviewees onto the **behavioral variable dimensions** you identified.



RISKS OF PERSONAS: WHAT COULD GO WRONG?

- The characters are not believable
 - designed by committee (not based on data) or the relationship to data is not clear.
- The characters are not communicated well.
- Personas are used outside of original context
 - *Marketing* and *product development* have different priorities/outcomes
- Personas do not replace real users.
- Personas are overused, over-relied upon.
 - At worst, they could replace other user-centered methods, ongoing data collection, or product evaluation.

Personas are not a panacea. They should augment and enhance: augment existing design processes and enhance user focus.

We've found that Personas enhance user testing and other evaluation methods, field research, scenario generation, design exploration, and solution brainstorming. (p 11)



JOURNEY MAPS



CUSTOMER JOURNEY MAP Shopping for a New Car

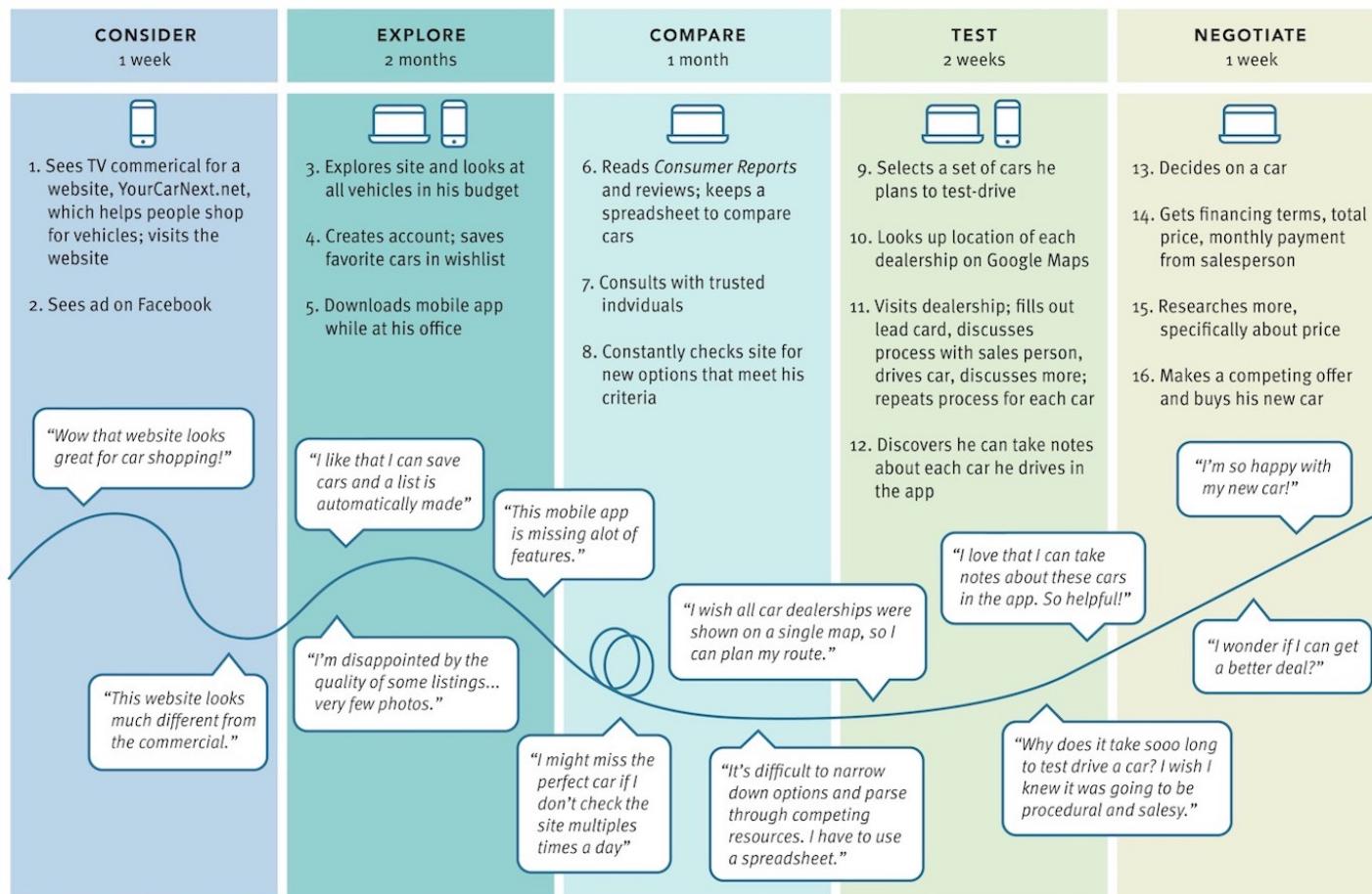


EMOTIONAL ERIC

Eric is an emotional car buyer. He purchases based on aesthetics and status.
Scenario: Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

EXPECTATIONS

- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and out
- Video overview of car with demonstrations



WHAT IS A COSTUMER JOURNEY MAP

One example of where Personas are helpful!

“A Customer Journey map is a visual or graphic interpretation of the overall story from an individual’s perspective of their relationship with an organization, service, product or brand, over time and across channels.” (Grocki, 2014)

Benefits:

- maintain a customer-centric mindset
 - identify any bottlenecks or siloes
 - quickly spot what needs to be addressed
-
- **improves overall customer experience**
 - **improves decision making**

WHAT ROLE DO PERSONS PLAY?

“the main characters that illustrate the needs, goals, thoughts, feelings, opinions, expectations, and pain points of the user” (Grocki, 2014)

Other must-haves:

- **Timeline**
- **Emotion**
- **Touchpoints**
- **Channels**

COMMON TYPES OF JOURNEY MAPS

- **Current State:**
 - User Experience (UX) of *interacting with your prototype*
 - Marketing & Sales – *finding out about your product*
 - Customer experience – *from awareness to acquisition to delivery and service*
- **Day-in-the-life** – *detailed insight, all day*
- **Future State** – *aspirational, what you'd like to offer*
- **Service Blueprint** – *touchpoints, need to be in place to deliver the experience*

HOW TO?

1. Define Scope
2. **Create Personas / Review Research**
3. Build the Journey Map
4. Analyze the Map
5. Resolve

CUSTOMER JOURNEY MAP Shopping for a New Car

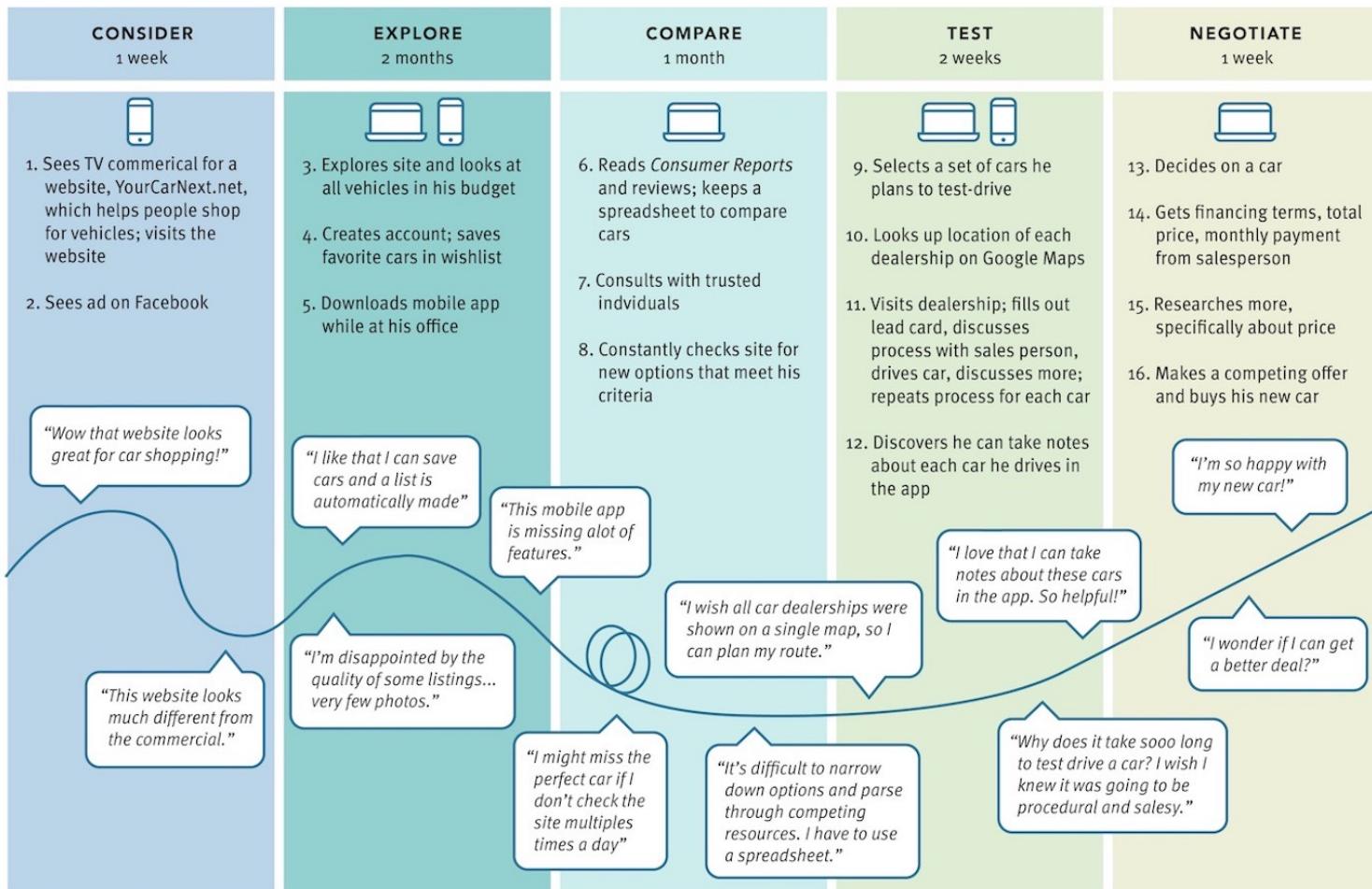


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REFERENCES

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EXAMPLES: PERSONAS



Primary Persona Type

"The Community Provider"



Elinora

Lives alone. Retired. Metro Vancouver. Impairment level 1.

Communication Tools Technology Proficiency



- Seeking physical contact
- Emotionally expressive
- Active
- Demotivated
- Trying to maintain healthy routine
- Sociable
- Lonely
- Lost purpose
- Creative

I feel like I am more productive if I can for instance, get out and go to a Pilates class, compared to my you know, pretty weak efforts to do Pilates at home. Those, the productivity is quite the range [laughs], and I feel like it has suffered in a lot of ways.

Job to be done.
Keep connected. Stay engaged. Stay active.

Goals.
To feel accomplished. To be involved. To stay healthy. To stay motivated. To be with others and stay active together. To be a role model.

Pains.
Having to trust others to be diligent with guidelines. No in-person contact – grandkids/friends/community.

Gains.
Social media and online video platforms as a way to stay connected. Communicating differently. Finding back to themselves – hobbies.

Participation changes due to COVID-19.



Secondary Persona Type

"The Homebody"



Noah

Partner. Retired. Suburbs Vancouver. Impairment level 2.

Communication Tools



Technology Proficiency



- Rule oriented
- Less social
- Less emotionally expressive
- Religious
- Nature avoidant
- Technology affine
- Inactive
- Unconcerned
- Empathetic
- Less opportunistic
- Wanting to learn
- Dissatisfied

I should be doing exercising and, uh, some walking because I can walk, but it's not something I want to do when I'm I don't have ah, you know a goal in place.

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Enjoying staying at home. Enjoying alone time. Now it is possible to attend meetings without having to leave the house.

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Secondary Persona Type

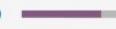
"The Independent"



Andy

Single. Metro Vancouver. On disability benefits. Receives care. Impairment level 4.

Communication Tools Technology Proficiency



- Fragile
- Community oriented
- Sociable
- Mindful
- Anxious of indirect effects
- Aimless
- Self-centered
- Dissatisfied
- Maintaining Rehab
- Wanting to take initiative
- Situational depressed

Well, all my therapy stopped. [...] We gave me two more sessions online, which she just did nothing really online. She didn't give me exercises or anything, just said okay, how are you? I'm good. Okay, good. I'll see you next week. Okay. And that was it. [...] We were working on going to the gym, going to the pool, and she took me once to the bar and she grabbed me by my hand, took me for a walk. I really appreciate that but because COVID, we don't meet anymore.

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Supplemental Persona Type

"The life-style person"



Eddy

Partner. Employed. Vancouver island. Wealthy. Impairment level 1. Comorbidities.

Communication Tools



Technology Proficiency



- Rule oriented
- Taking calculated risks to keep lifestyle
- Unstructured lifestyle
- Resilient
- Content
- Adaptive
- Active
- Less maintaining healthy routine
- Not lonely

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Customer Persona Type

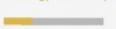
"The Contributor"



Aaida

Single. Retired. Suburbs Vancouver. Impairment level 3.

Communication Tools Technology Proficiency



- Appreciative
- Strategic
- Restricted
- Rule oriented
- Community oriented
- Opportunistic
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Not getting out as much. Not technological adept. Others not being technological adept means less connection.

Gains.
Being able to communicate online. Efficiency. More meetings. Keeping active with stroke groups. Social Media. Zoom. More gardening.

Participation changes due to COVID-19.



Negative Persona Type

"The Health-Literate Participant"



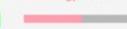
Trustin

Partner. Lost job due to COVID-19. Country side. Impairment level 0.

Communication Tools



Technology Proficiency



- Rule oriented
- Hesitant to resume activities
- Independent
- Maintain healthy routine
- Resilient
- Health literate
- Bored
- Nature seeker
- Content

This is a strategy I used in recovering through my stroke, assess what is missing in your life, in you daily activities. Then find a way to replacing it. Ways to do activities, ways to interact with people. That's what I do.

Job to be done.
Right resources to the right time - personalized health.

Goals.
Being on top of things. Staying healthy and active as long as possible without worries. Being there for his wife the family.

Pains.
Boredom. Job. Not being able to see family. False information in the media.

Gains.
More research. More health literate. Less social media.

Participation changes due to COVID-19.



“The Community Provider”



Elinora

Lives alone. Retired.
Metro Vancouver.
Impairment level 1.

Communication Tools



- Seeking physical contact
- Emotionally expressive
- Active
- Demotivated
- Trying to maintain healthy routine

Technology Proficiency



- Sociable
- Lonely
- Lost purpose
- Creative

Job to be done.

Keep connected. Stay engaged. Stay active.

Goals.

To feel accomplished. To be involved. To stay healthy. To stay motivated. To be with others and stay active together. To be a role model.

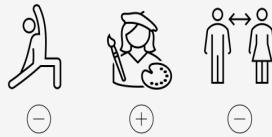
Pains.

Having to trust others to be diligent with guidelines.
No in-person contact – grandkids/friends/community.

Gains.

Social media and online video platforms as a way to stay connected.
Communicating differently. Finding back to themselves – hobbies.

Participation changes due to COVID-19.



I feel like I am more productive if I can for instance, get out and go to a Pilates class, compared to my you know, pretty weak efforts to do Pilates at home. Those, the productivity is quite the range [laughs], and I feel like it has suffered in a lot of ways.

Secondary Persona Type

“The Homebody”



Noah

Partner. Retired. Suburbs
Vancouver. Impairment
level 2.

Communication Tools



- Rule oriented
- Less social
- Less emotionally expressive
- Religious
- Nature avoidant
- Technology affine

Technology Proficiency



- Inactive
- Unconcerned
- Empathetic
- Less opportunistic
- Wanting to learn
- Dissatisfied

Job to be done:

Seeking for something that motivates to keep the structure up.

Goals:

Feeling motivated. Achieving the personal goals. Want to feel accomplished.

Pains:

The routine of the day is lacking. Sedentary. Lack of motivation.

Gains:

Enjoying staying at home. Enjoying alone time. Now it is possible to attend meetings without having to leave the house.

Participation changes due to COVID-19.



I should be doing exercising and, uh, some walking because I can walk, but it's not something I want to do when I'm I don't have ah, you know a goal in place.

Secondary Persona Type

“The Independent”



Andy

Single. Metro Vancouver.
On disability benefits.
Receives care. Impairment level 4.

Communication Tools



Technology Proficiency



- Fragile
- Community oriented
- Sociable
- Mindful
- Anxious of indirect effects of COVID-19
- Aimless
- Self-centered
- Lonely
- Dissatisfied
- Maintaining Rehab
- Wanting to take initiative
- Situational depressed

Job to be done.

Regular connection with friends. Opportunities to maintain indirect effects of COVID-19. Not missing out because of disabilities. Rehabilitation.

Goals.

To be part of the community without physical or financial restrictions. To engage with friends on a regular basis and them wanting to engage with me. To go shopping, go on bus rides, and get medical response. To be independent and valued from someone. To be an active and integrated part of the community. Equality. To improve rehabilitation.

Pains.

Options for alternatives not always available because of finances or disability. Less social support than used to. Disabilities emphasized due to guidelines not being designed for people with disabilities. Bored. Depressed. Stroke groups not the same online.

Gains.

Being able to maintain rehabilitation but less frequent/less quality. No big lifestyle changes. Finding purpose in helping others finding resources.

Participation changes due to COVID-19.



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Well, all my therapy stopped. The physiotherapist [...] gave me two more sessions online, which she just did nothing really, online. She didn't give me exercises or anything, just said okay, how are you? I'm good. Okay, good. I'll see you next week. Okay. And that was it. [...] We were working on going to the gym, going to the pool, and she took me once to the bar and she grabbed me by my hand, took me for a walk. I really appreciate that but because COVID, we don't meet anymore.

Supplemental Persona Type

“The life-style person”



Eddy

Partner. Employed.
Vancouver Island. Wealthy.
Impairment level 1.
Comorbidities.

Communication Tools



- Rule oriented
- Taking calculated risks to keep lifestyle
- Unstructured lifestyle
- Resilient
- Content

Technology Proficiency



- Adaptive
- Active
- Less maintaining healthy routine
- Not lonely

Job to be done.

Time-filler so that unhealthy behaviours less encouraged with more time on hands (e.g., drinking, eating).

Goals.

Being relaxed. Doing whatever I want whenever I want. Living the good life.

Pains.

No choice for the unusual day. Lifestyle facilities (e.g., gym, sailing club) closed. Less quiet time at home.

Gains.

More time with family. More time on hands.

Participation changes due to COVID-19.



I think it's a question of me thinking "Oh gee whiz I'm not doing enough"... It's a gradual process of realization as time progresses. Go for a walk and you're a little more exhausted than you were the last time and then you go for another one and you're even more exhausted than you were the time before so you think hey, this is not good enough. I'm gonna get out and do some more exercise. It's too cold out right now to go for a walk. [...] I don't like to walk in the cold.

Customer Persona Type

“The Contributor”



Aaida

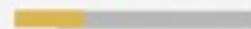
Single. Retired. Suburbs
Vancouver. Impairment
level 3.

Communication Tools



- Appreciative
- Strategic
- Restricted
- Rule oriented
- Community oriented
- Opportunistic

Technology Proficiency



- Concerned about the future
- Mindful
- Sociable
- Anxious about COVID-19

Job to be done.

Keep in contact. Help people. Staying engaged and making everyone else stay engaged.

Goals.

Be needed. Helping others. To succeed in ambition to engage. To be knowledgeable. To be responsible. To stay busy.

Pains.

Not getting out as much. Not technological adept. Others not being technological adept means less connection.

Gains.

Being able to communicate online. Efficiency. More meetings. Keeping active with stroke groups. Social Media. Zoom. More gardening.

Participation changes due to COVID-19.



I don't think the normal person can really graph how slow I can be. And that's why we need each other (stroke group) and from each other we will also take criticism better. [...] We can say things to each other quicker because there's no explanation needed.

Negative Persona Type

“The Health-Literate Participant”



Trustin

Partner. Lost job due to COVID-19. Country side. Impairment level 0.

Communication Tools



Technology Proficiency



- Rule oriented
- Resilient
- Hesitant to resume activities
- Health literate
- Active
- Bored
- Independent
- Nature seeker
- Maintain healthy routine
- Content

Job to be done:

Right resources to the right time - personalized health.

Goals:

Being on top of things. Staying healthy and active as long as possible without worries. Being there for his wife the family.

Pains:

Boredom. Job. Not being able to see family. False information in the media.

Gains:

More research. More health literate. Less social media.

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CUSTOMER SERVICE BLUEPRINT

