

RESOURCES:

Collaboration Personas



Rebecca Jeong

TABLE OF CONTENTS

COLLABORATION PERSONAS	1
What are collaboration personas (CP) ¹⁻⁴	1
Problems designing for collaboration using personas ²	2
How are Collaboration Personas (CP) different from individual personas? ³	3
COLLABORATION TYPES	4
6 Collaboration Types ⁴	4
Attributes to include in collaboration personas ²	7
COLLABORATION PERSONAS SUMMARY ²	8
COLLABORATION PERSONAS REFERENCES	9

COLLABORATION PERSONAS

WHAT ARE COLLABORATION PERSONAS (CP)¹⁻⁴?

Collaboration personas (CP) are a tool to help design for groups. Prior work posits that collaboration personas can improve tool adoption by helping designers create collaboration tools that are better targeted to the goals, needs, and interactions between members of collaborative groups.

A CP is a structured narrative detailing various critical attributes of a group type.

- The **goals** explain why the group does what it does, including group goals and member goals.
- **Members and roles** tell us who share collective goals.
- It is important to specify if members are stable (staying in the group), or dynamic (joining and leaving the group).
- **Tasks** are one instantiation of the goals, helping us understand **what** the group does.
- **Work style, leadership styles and tools** show how they accomplish the goal, detailing specific ways that specific members interact, how they are managed, and what tools they currently use.

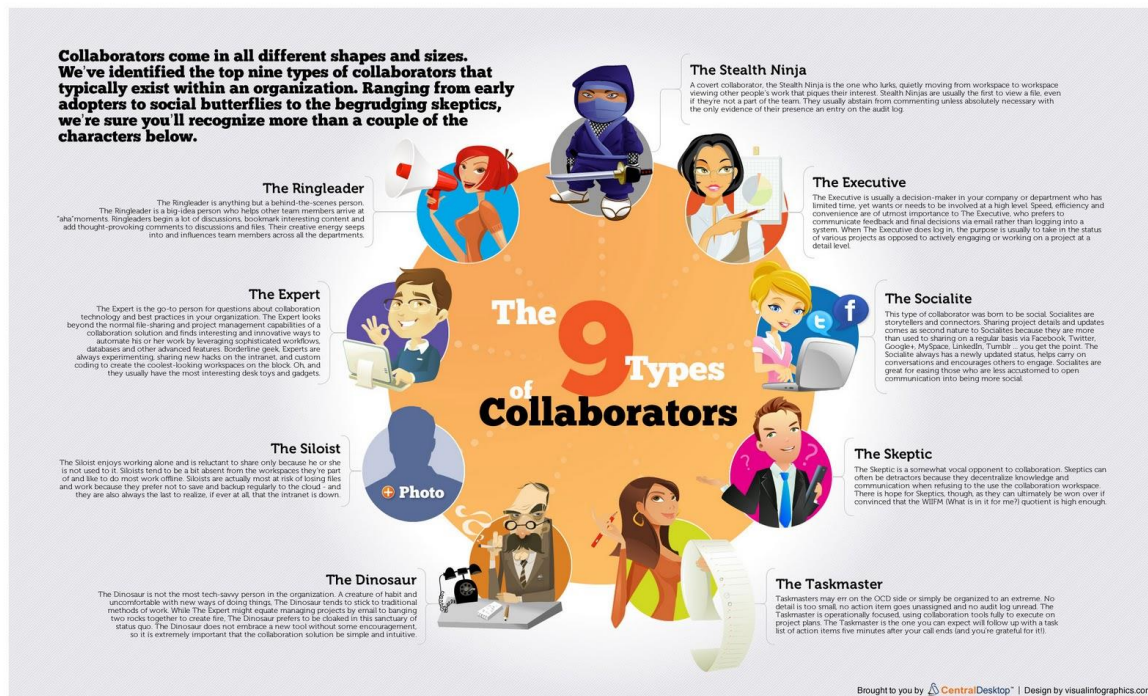
- *Collectively, these narratives illustrate certain **collaborations needs**, which are made explicit in the CP.*

Collaboration personas are a tool to help design for groups. CP led to a more complete discussion, as indicated by a greater amount of time spent on the task compared to individual personas. CP were preferred and better supported the task, since they focused on groups of people and their interactions.

PROBLEMS DESIGNING FOR COLLABORATION USING PERSONAS²

Individual personas don't consider collaboration.

- One persona doesn't help us understand how an entire group works.
- A persona has many goals not relevant to a group's collective goals.
- Individual personas overlook critical aspects of collaboration.



Example of individual personas: 9 Types of Collaborators⁵.

<http://sourcesandmethods.blogspot.com/2011/09/9-types-of-collaborators.html>

HOW ARE COLLABORATION PERSONAS (CP) DIFFERENT FROM INDIVIDUAL PERSONAS?³

- *Multiple, inter-related individuals playing specific roles.*
- *A focus on collective goals and elaboration of individual goals that affect the collective goal.*
- *New attributes that characterize collaborative aspect of the group's work.*
- *Collaboration personas (CP) are a tool intended to help design for groups, they are empirically derived descriptions of hypothetical groups of people with specific qualities, goals, and needs realized through collaborations with each other. ... CP consider different interactions, type of collaborations and group roles.*
- *Collaborative personas should provide more emphasis on group dynamics.*
- *More focus on collaborative problems such as tensions, conflict and pain points.*

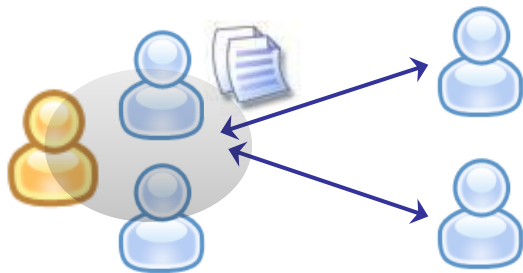
COLLABORATION TYPES

6 COLLABORATION TYPES⁴

Typically with personas, you identify types of users who are relevant to the design problem. The researchers at IBM identified six types of collaborative groups. The way you determine your types depends on the goals of the product. The researchers were designing general collaboration tools for large businesses. So they segmented based on collaboration-specific attributes:

1. Dynamic project team

A group of people where some members stay the same, but most members come and go during the life of the project, working closely together toward a common deliverable that is a job related focus for its members.



2. Stable project team

A group of people where most members stay the same, working closely together toward a common deliverable that is a job related focus for its members.



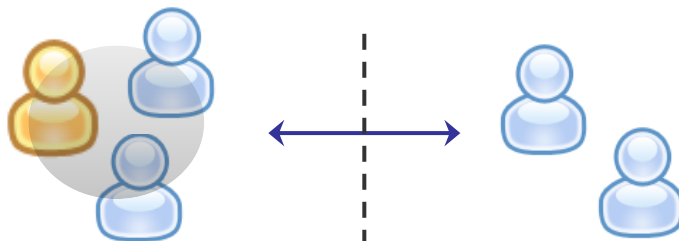
3. Committee

A group of people working closely together toward a common deliverable that is secondary to most members' main job focus.



4. Client-supplier relationship group

A stable group of people from both client and supplier who communicate on an on-going basis to ensure the supplier meets the needs of the client.



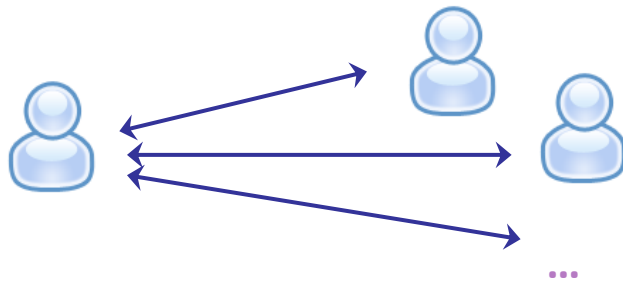
5. Community

A group of people, with similar job functions or a shared interest, who come together to exchange knowledge, information, best practices, and possibly to spark new collaborations.



6. Professional relationships.

A professional relationship focused on communication between two individuals, typically with minimal formality or structure. Common purposes for professional relationships include mentoring, finding collaborators, building one's reputation, and/or getting answers and feedback.



ATTRIBUTES TO INCLUDE IN COLLABORATION PERSONAS²

Collaboration personas (CP) are distinguished by goals, work style, tasks and membership & leadership style.

1. **Goals** help us understand **why** the group does what it does.
2. **Members & roles** tell us **who** share these collective goals.
3. **Tasks** are one instantiation of the goals, helping us see **what** the group does.
4. **Work style, leadership style and tools** show **how** they accomplish the goal.

<i>Collaboration type</i>	Goal	Personnel	Leadership	Work style
Stable project team	Core deliverable	Stable	Designated leaders	Pooled & Co-creation
Dynamic project team	Core deliverable	Dynamic	Designated leaders	Pooled & Co-creation
Committee	Secondary deliverable	Stable	Democratic	Pooled & Co-creation
Client-supplier relationship group	Core relationship	Stable	Designated leaders	Independent with bursts of communication
Community	Secondary interest/role	Stable &/or Dynamic	Mixed (designated leaders and democratic)	Independent
Professional relationships	Secondary relationship	Dynamic	N/A	Independent

Collaboration types and their distinguishing dimensions².

COLLABORATION PERSONAS SUMMARY²

New design method to address limitations of individual personas for collaboration software design:

- *Include multiple interrelated personas in same group, various roles & expertise.*
- *Focus on collective goals and elaborate relevant individual goals.*
- *Introduce new attributes that characterize group's collaborative work aspects.*

COLLABORATION PERSONAS REFERENCES

¹Collaboration personas: A framework for understanding & designing collaborative workplace tools

<https://pdfs.semanticscholar.org/484c/55b36f0047b3f5c0406c16151be3402fa436.pdf>

²Collaboration personas: A new approach to designing workplace collaboration tools

<https://people.ucsc.edu/~swhittak/papers/collaboration%20personas%20-%20camera%20ready.pdf>

³Comparing Collaboration and Individual Personas for the Design and Evaluation of Collaboration Software

<http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.855.7242&rep=rep1&type=pdf>

⁴Collaboration Personas - A Novel Perspective on User-Centric Collaboration

<https://www.cmswire.com/cms/social-business/collaboration-personas-a-novel-perspective-on-usercentric-collaboration-012678.php>

⁵9 Types of Collaborators (CentralDesktop.com)

<http://sourcesandmethods.blogspot.com/2011/09/9-types-of-collaborators.html>