



WORKSHOP

Build Engaging Solutions Across **Power Platform**
Using Human-Centered Design Principles

Who is your user?



Charla Pereia

Principal Design Manager
Power Pages



Michael Smith

Senior Designer
Power Pages

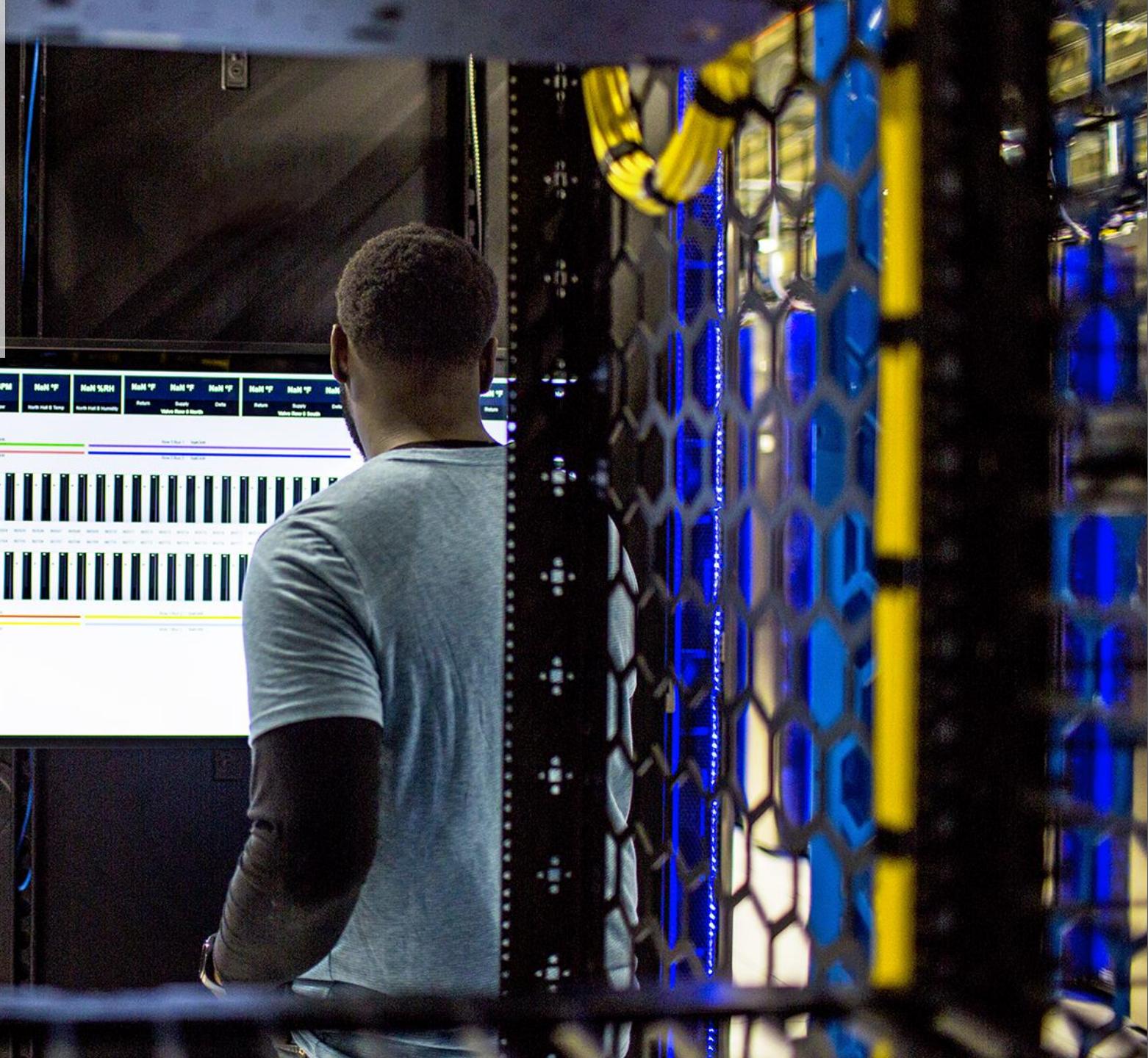
WHAT ARE PERSONAS

LET'S START TO THINK ABOUT WHO YOU ARE CREATING FOR.

**Personas are real people
with needs, goals,
behaviors, and attitudes,
not just demographics or
age groups.**



**They are
based on true data
so we don't make up
features.**



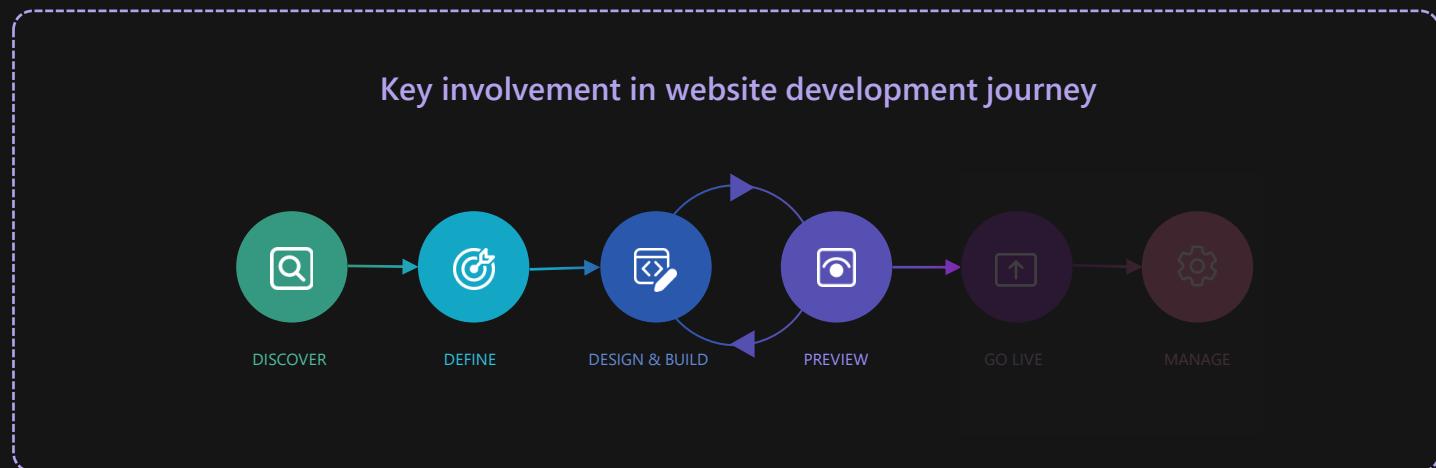


Low code website maker

Tech Fluency: Medium Low



“To boost customer engagement, I need to build a modern, data-centric, and responsive website without code as quickly as possible. ”

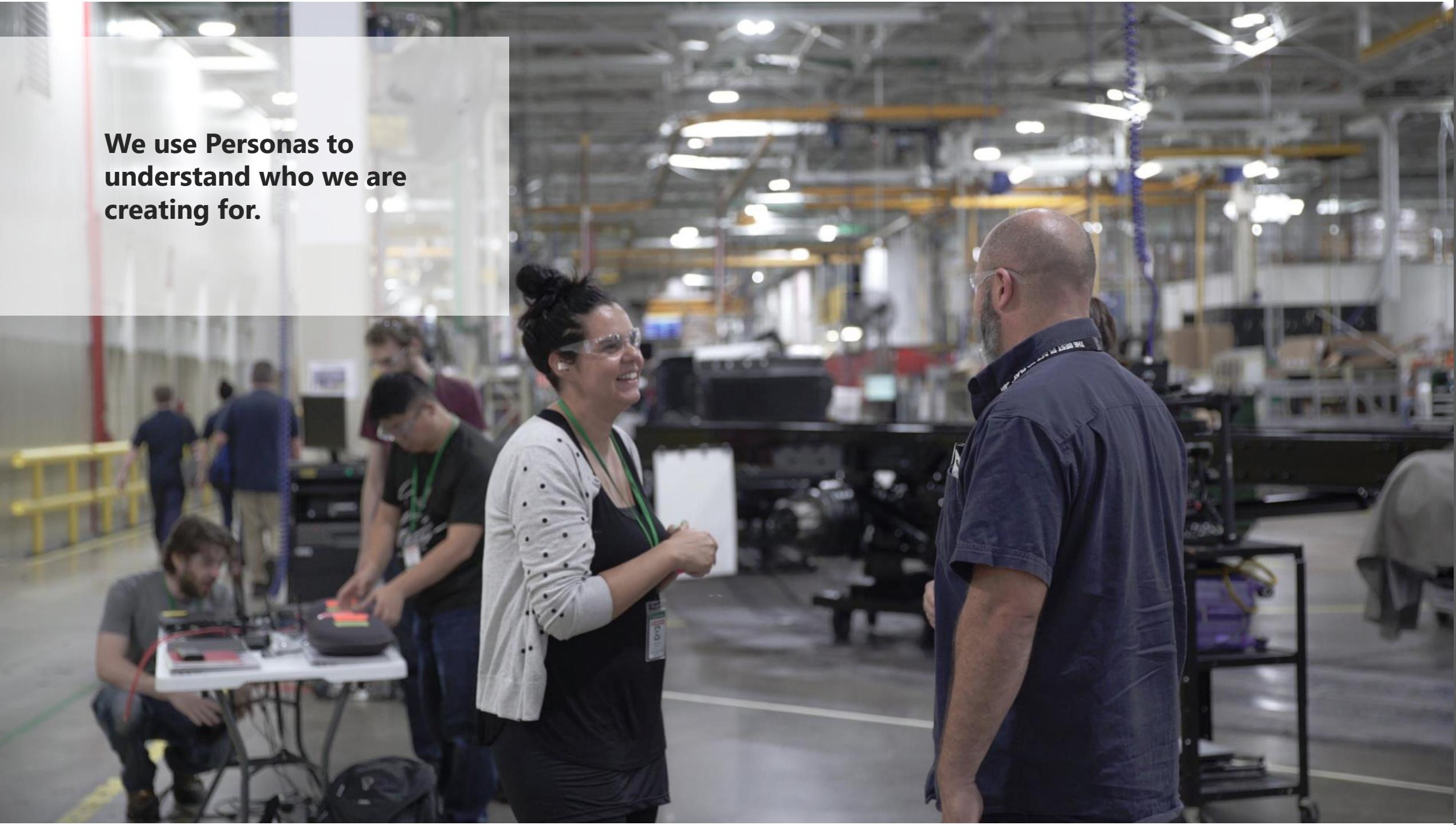


CORE JOBS TO BE DONE

- Review and analyze business requirements
- Explore new tools based on recommendations and/or prior experience
- Create scope and work with teams & stakeholders to fulfill them
- Create and approve content
- Maintain website content

WHY PERSONAS

We use Personas to understand who we are creating for.



Understanding personas helps **build empathy** for the team to understand the user and design to their actual needs.



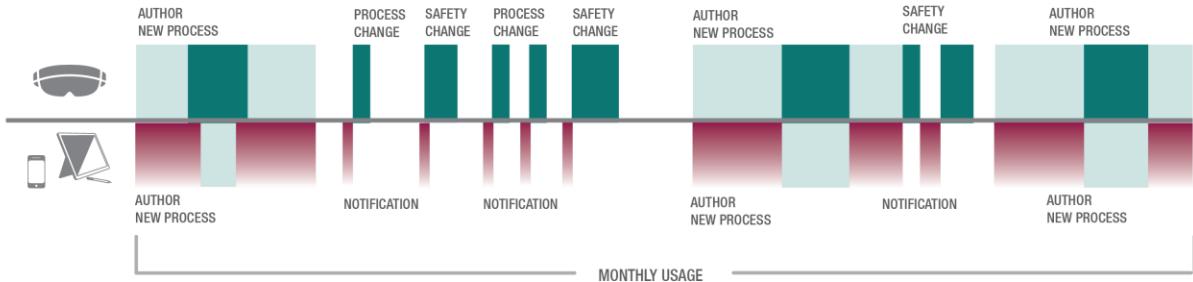


MACK CONTENT WRITER

Manual Writer / Technical Writer
Training Designer / Trainer
Process Creator / Engineer
Assembly
Manufacturing Engineers

Create and test best practice of
the building of work instructions.

HOLOLENS + PC USAGE OF GUIDES

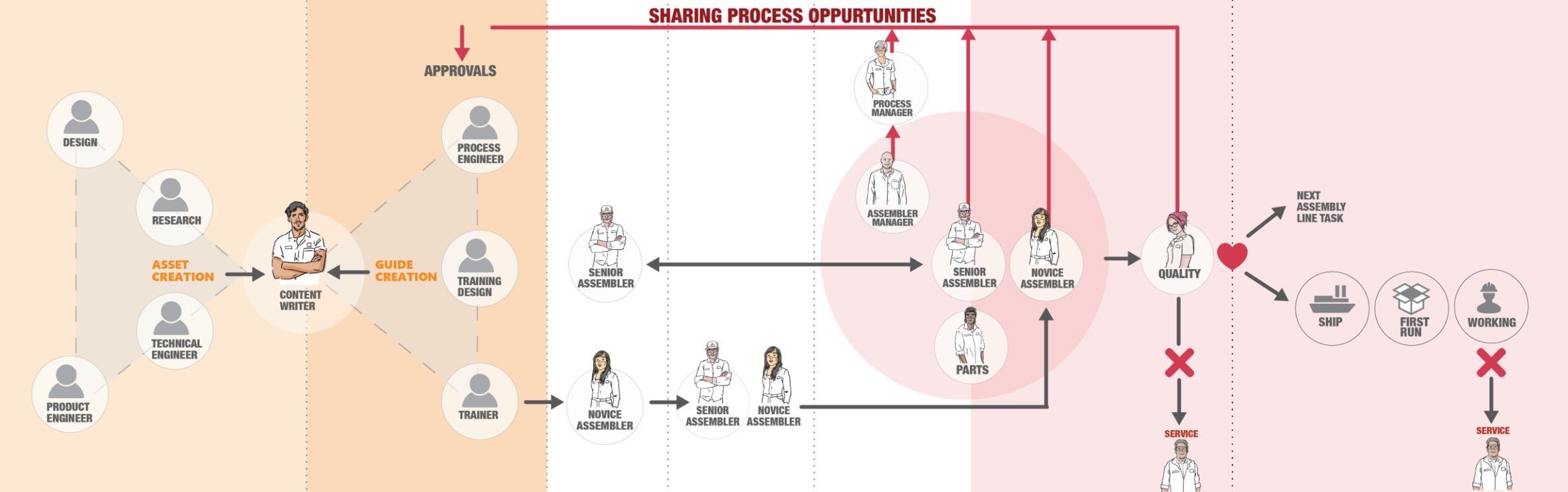


"I need easy authoring of guides that allow new process to be consumed quickly by FLWs."

Key Scenario ★ AUTHORING

Key Insight
Customers are really worried about
authoring cost.
(and Durban experience will help!)

Key Promise
Anyone can author Guides in time to
keep up with an evolving process



R+D	PRODUCT DESIGN	I.D.	AUTHORING	TRAINING	ON THE JOB TRAINING	BUILDING	WORKING	SHIP	FIRST RUN	NEXT STEP
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★ MACK



★ ALICE



★ JIM



★ SAM



★ PIERRE



CARLOS



MAHESH



PENNY

CONTENT WRITER

Manual Writer / Technical Writer
Training Designer / Trainer
Process Creator / Engineer Assembly
Manufacturing Engineers

Create and test best practice of the building of work instructions.

NOVICE ASSEMBLER

Junior / Beginner / New Hire
Assembler
Fabricator
Production Technician

Novice level abilities and are just learning the tasks they will support.

SENIOR ASSEMBLER

Expert / Experienced
Tenure
Fabricator
Production Technician

Expert level abilities and have workplace wisdom, tips and tricks to share.

PROCESS MANAGER

Quality
Effectiveness
Process Auditor
Optimizer

Observes and optimizes processes to make it more efficient.

SERVICE MANAGER

Maintenance Repair
Service Repair
Mechanic Manager

Delivers the right task to the right person for the optimal productivity.

SERVICE WORKER

Manager
Task Organizer
Shift Manager

Makes sure the right people are doing the right jobs to be the most efficient.

PARTS

Kitter
Picker
Parts Verification

Knows what goes where and makes sure that the FLWs have what they need to get the job done.

QUALITY

Testing
Auditor
Performance
Inspection

Determines job done by testing/inspecting the product.

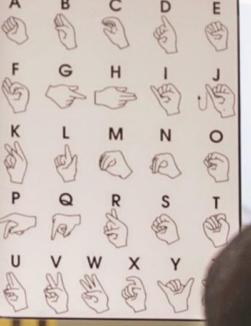


Personas stop the guessing

"I think they might" out of teams language

and

makes it "I know they need"



We can then use Personas
to prioritize features



**Personas bring focus
in an actionable way
and gives a human
face on data.**

How we create personas

If you **know** someone
you can better
create for them

WE NEED TO
UNDERSTAND
AND DETERMINE



WE DO THIS THROUGH



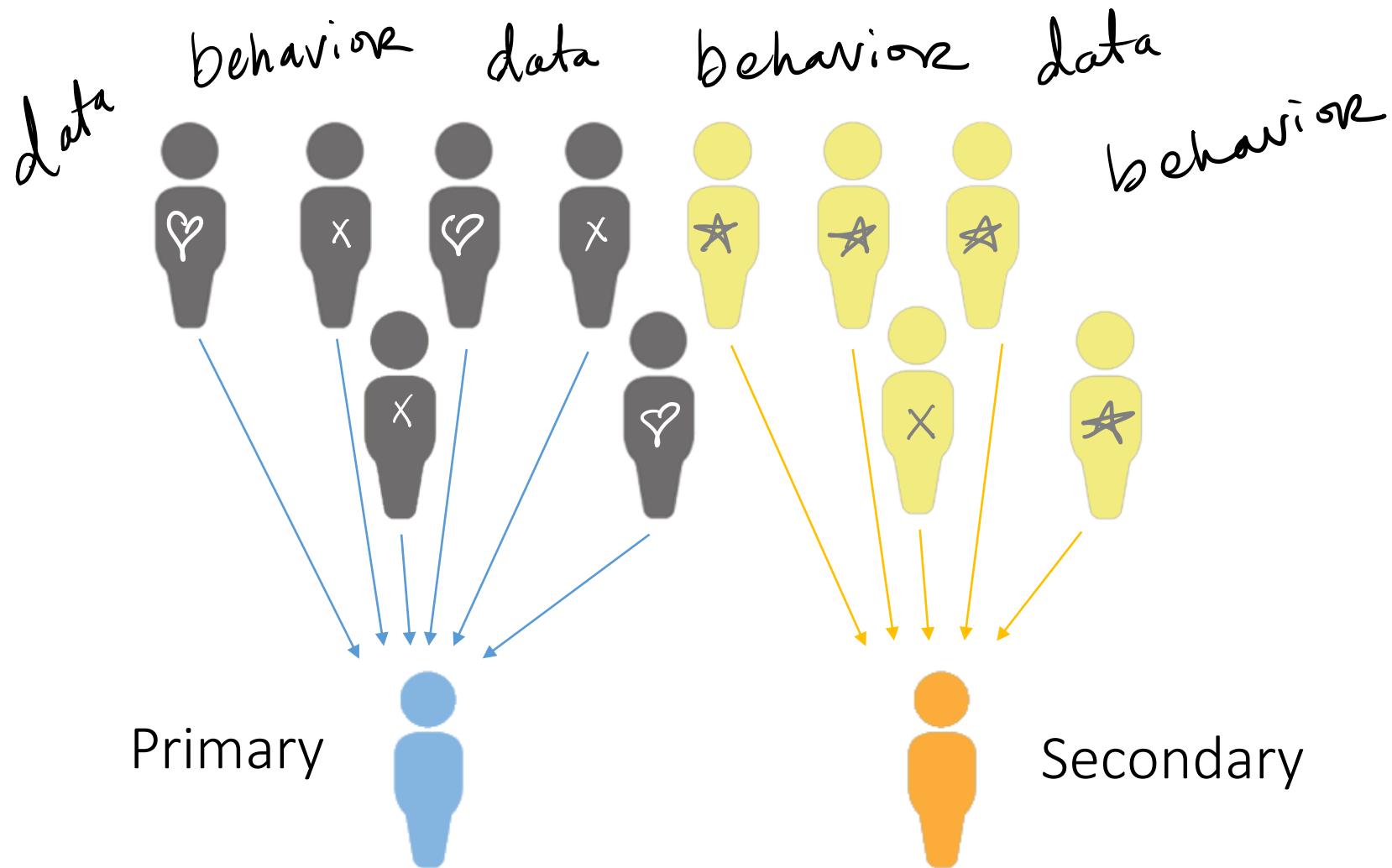
Interviews

True Stories

Usability

Ethnography

How do we make personas?





Gina, 25

Gen Y

Author + Share + Tweak/Rehearse + Present

"I want to make a difference."

The Experience

Her volumetric data charts that are choreographed with animations help viewers become emotionally invested in The Hive's purpose. Her 3D model can be personalized through hands-on participation for better learning and engagement.

Top Features Used

- Themes and moods
- Guide attention with tendrils and spatial audio
- Proximity and attention triggers



Top Features Used

- Real-time authoring PC and HoloLens
- Hit your marks
- Presenter superpowers



Samir, 30

Gen Y

Author + Share + Tweak/Rehearse + Present

"I want to give the perfect pitch."

The Experience

His immersive 3D presentation has been crafted to include all elements that potential buyers are looking for: data, models, and demos. The real-world effects give buyers the believability to imagine the product working for them.



Matt, 35

Gen X

Author + Tweak/Rehearse + Present

"I want to prove that we are the best."

The Experience

His presentation highlights the architectural firm's past achievements and shows their plan for the new project in exquisite 3D detail. After interacting with various parts of the presentation, investors have gained confidence in the firm's ability to perform.

Top Features Used

- Import, edit and preview assets in live room session
- Walk up and edit
- Tumbling props and scrubbing animation



Carolyn, 48

Gen X

Author + Tweak/Rehearse + Present

"I want to convince clients to take action."

The Experience

Her wide use of animations and behaviors propose a future where her clients save money and help the environment by using GE LEDs in all bank branches. Her professional presentation leaves no room for any doubt in the minds of her clients.

Top Features Used

- Feel the data at a human scale
- Dynamic audio and lighting effects
- Dynamic adjustment to people movement



GINA

"I want to make a difference."

Gina does her due diligence in researching every data point on why people need to support this cause.

She gathers video, creates charts and graphs in Excel and obtains the art and graphic assets from the team at the Bill & Melinda Gates Foundation.

Research

Gather

Author

Her Story

Manager of Sales, her success depends on these trade shows - she needs to make an impact on her audience. With The Hive, customers have the ability to create, customize and 3D print a personalized beehive for their backyard. Gina knows that a Hololens presentation made

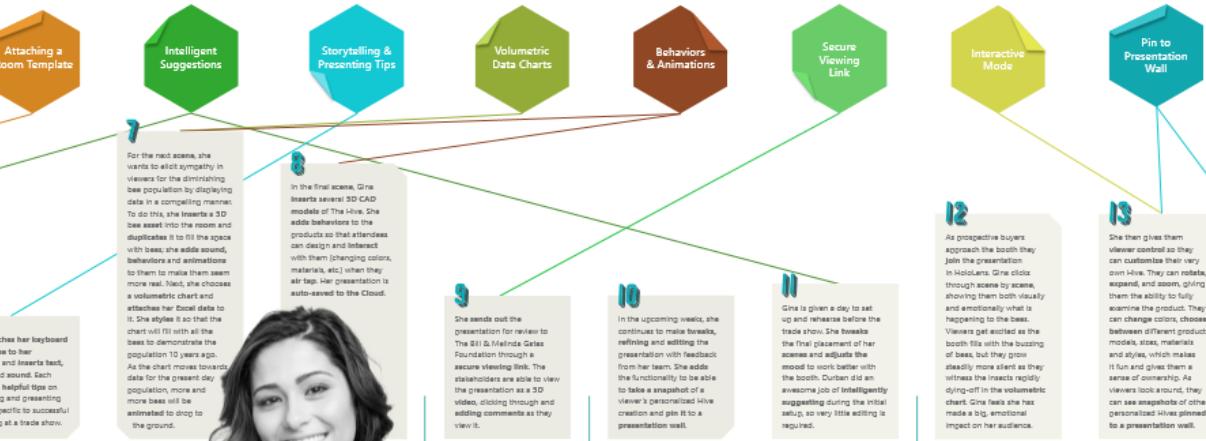
using Durban is the best way to engage trade show attendees; the mixed reality experience will let viewers examine the product and emotionally connect them to the dire state of the existing bee population.

GINA



Gen Y

Durban



Share

Tweak | Rehearse

Present

Top Features

Intelligent suggestions

Interactivity and viewer customization

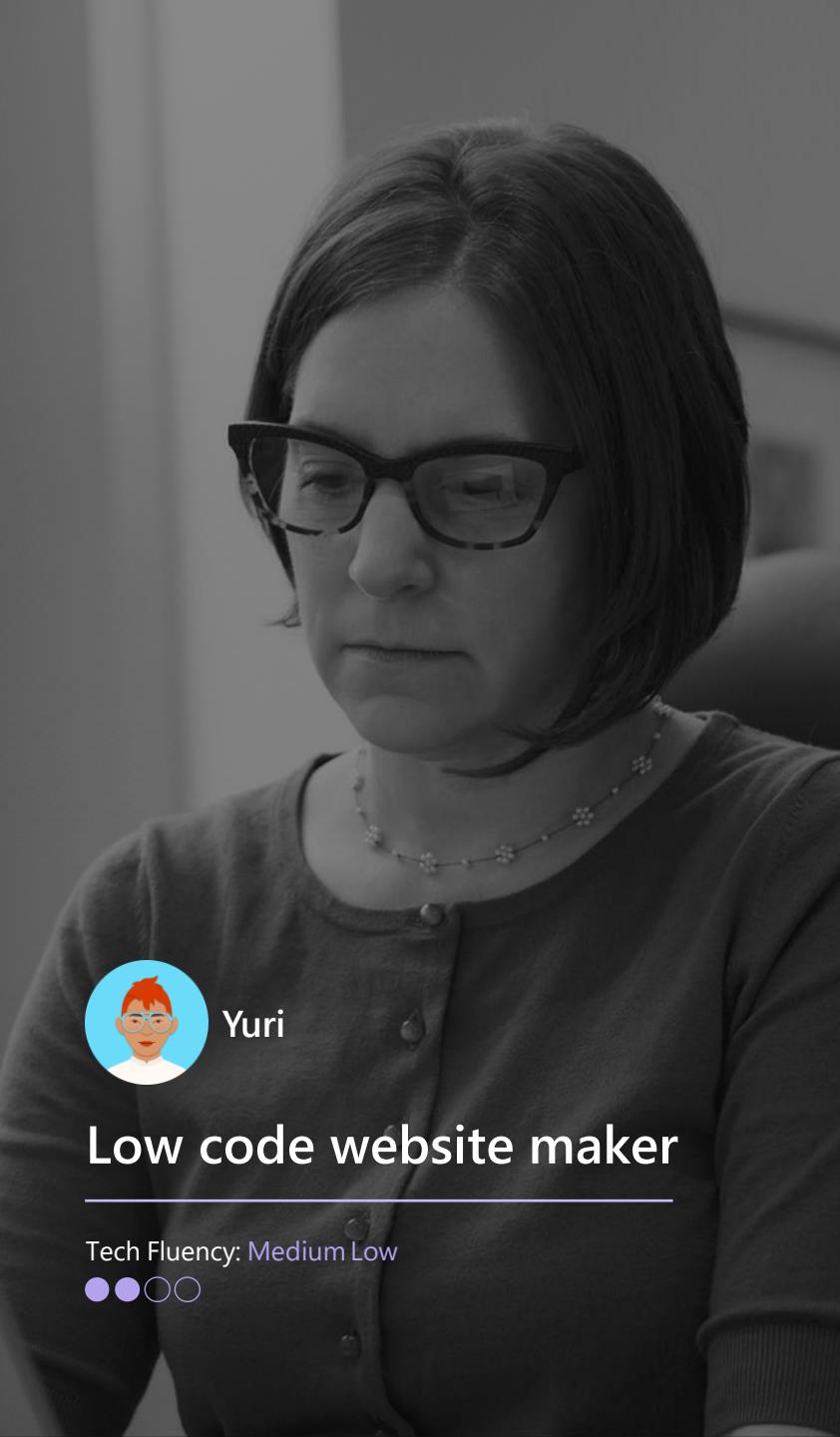
Storytelling and presenting tips

Workflow

HoloLens: used to author, tweak and present



As a thank you for their time, Gina 3D prints a miniature version of their creation for them to have as a keepsake from the experience. They love her product and are emotionally invested in the cause.



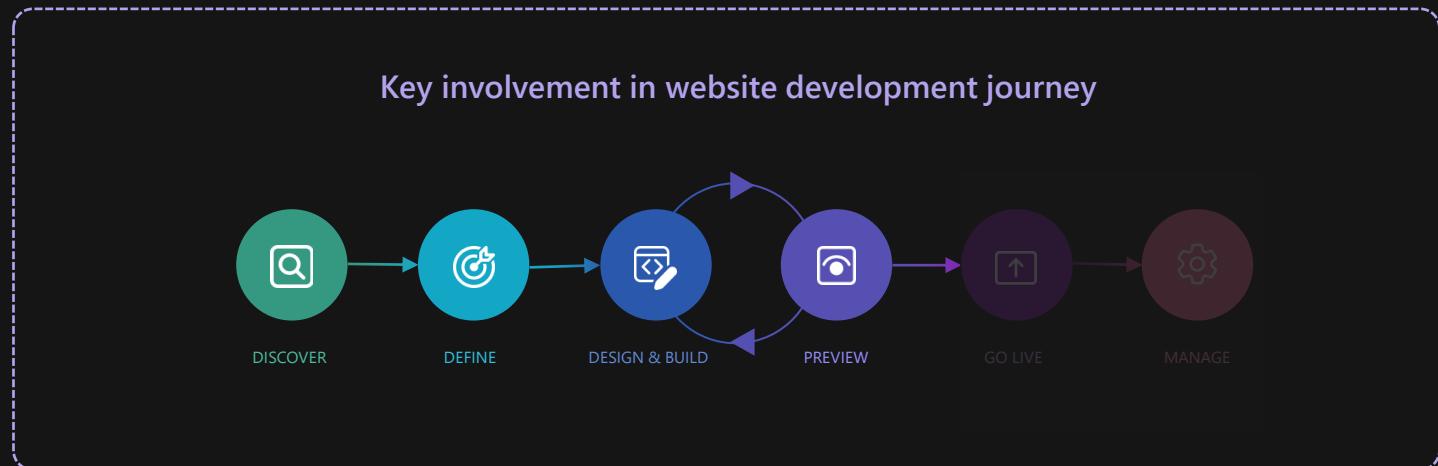
Yuri

Low code website maker

Tech Fluency: Medium Low



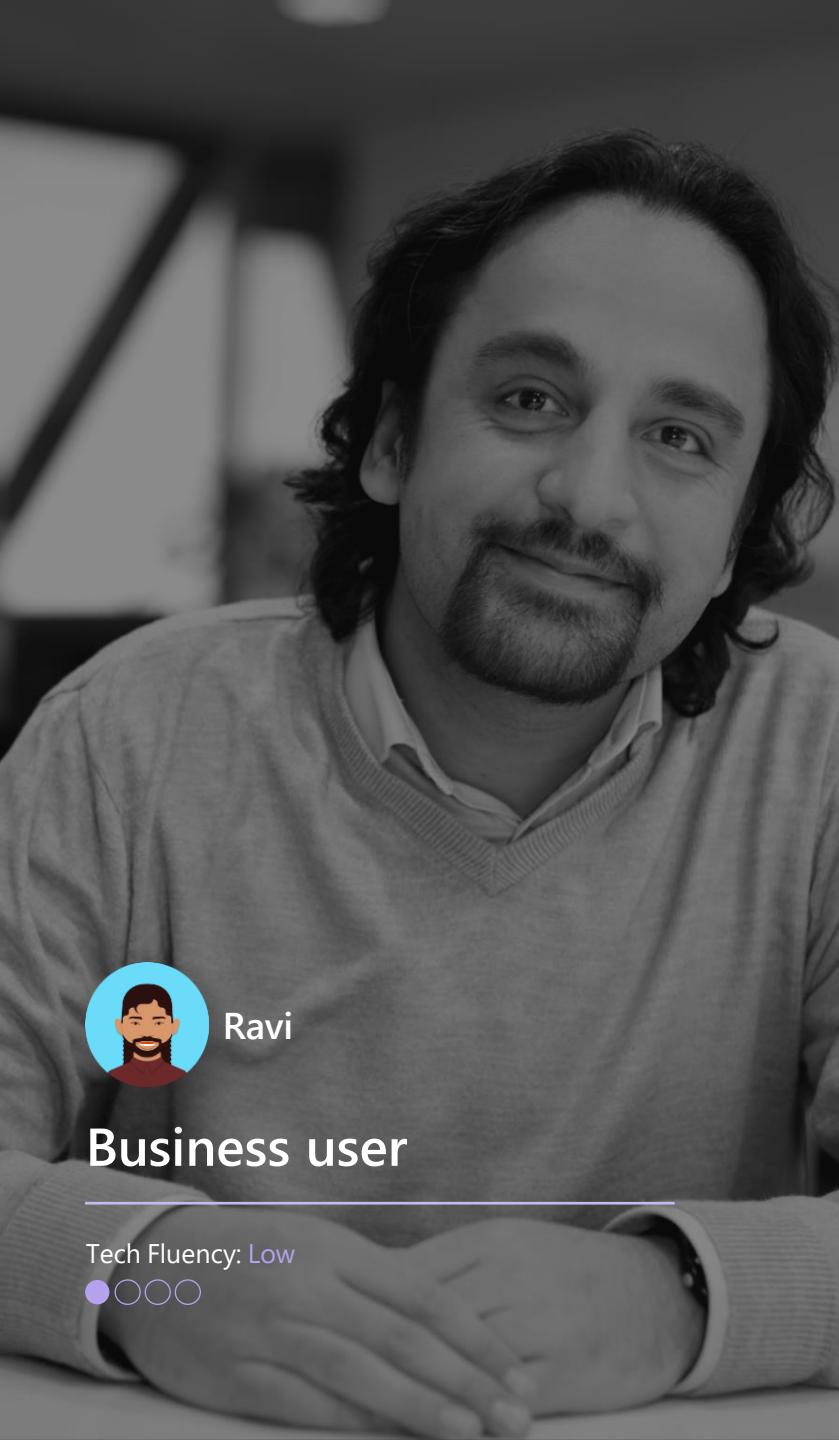
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[More information on Yuri](#)



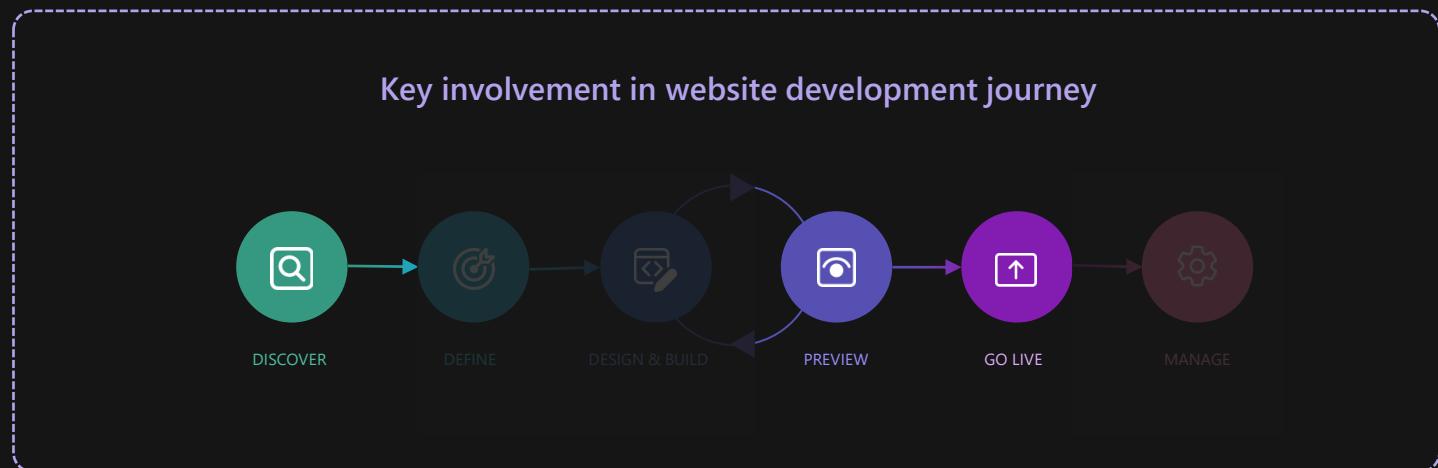
Ravi

Business user

Tech Fluency: Low



“As business content owner, I need simple, well-designed, OOB templates, so I can demonstrate business value to external stakeholders quickly .”



CORE JOBS TO BE DONE

- List out challenges or pain points of current tool
- Evaluate other tools based on business requirements
- Gathering requirements and defining the problem to be solved
- Estimating/approving time and capital required to complete projects
- Review, track and approve changes in staging area

[More information on Ravi](#)



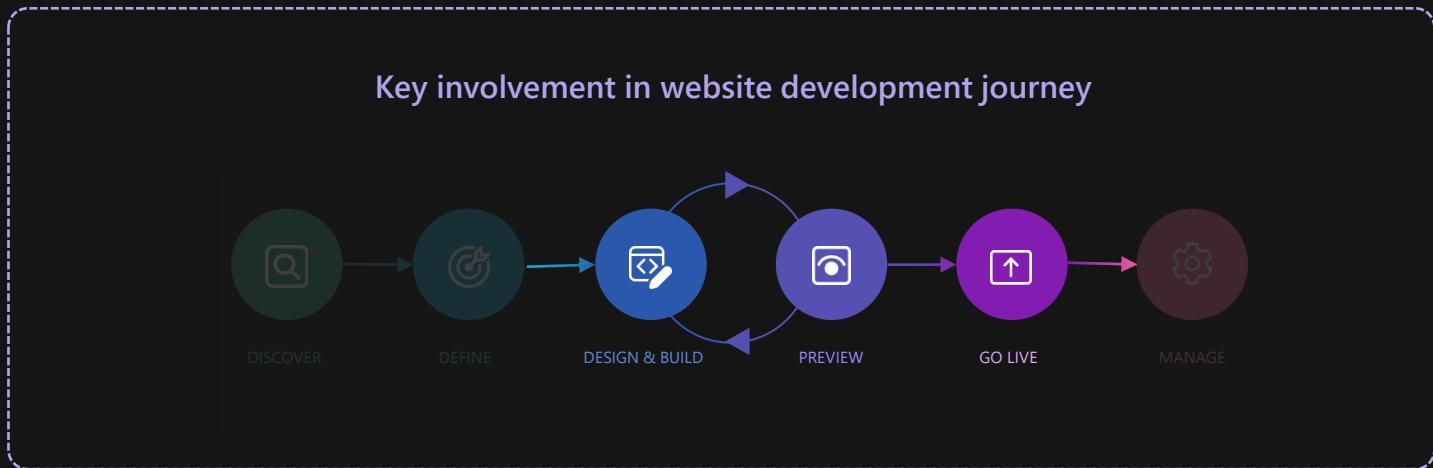
Quinn

Pro developer

Tech Fluency: High



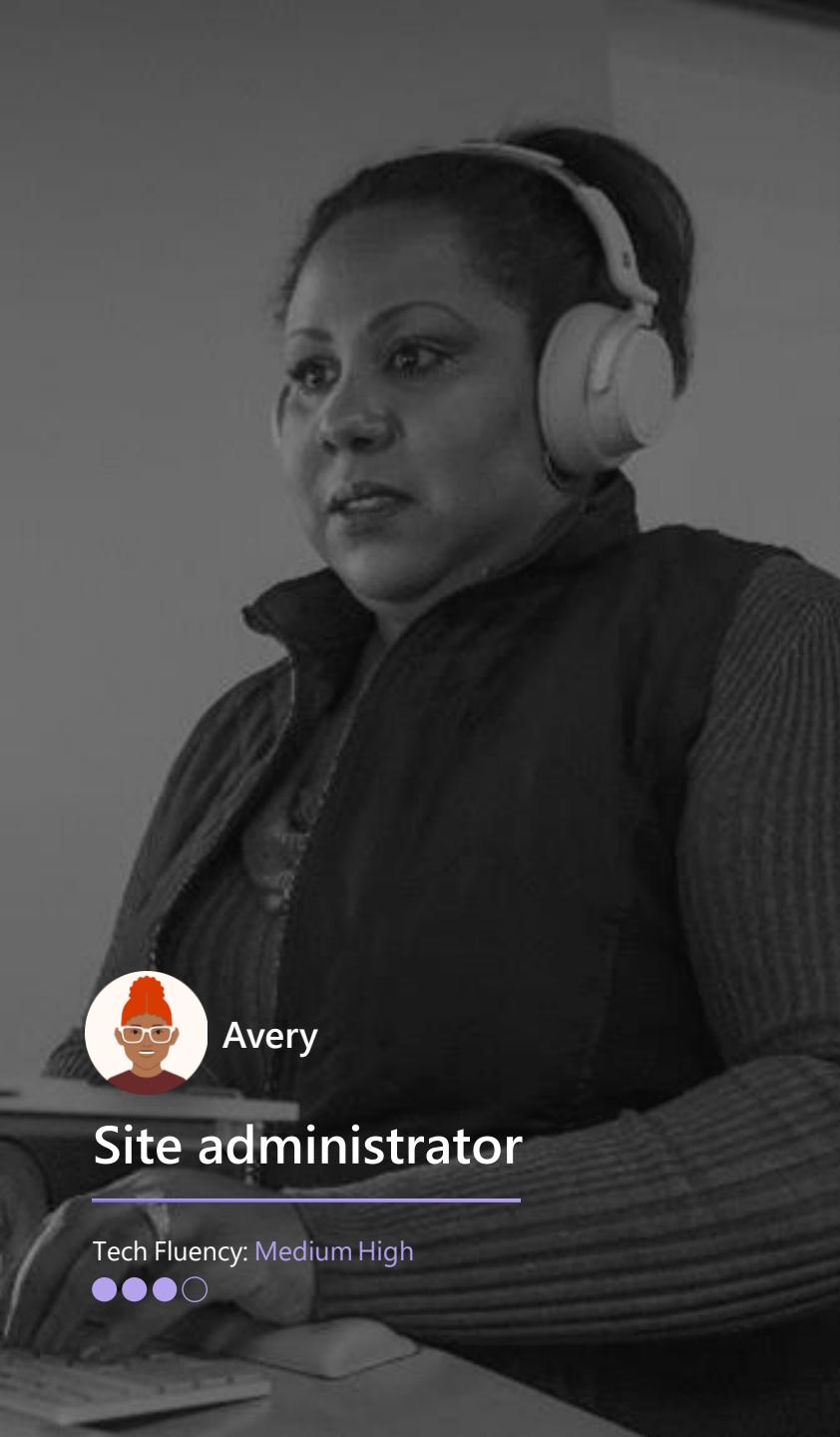
“I need an easy way to collaborate with others, customize, and integrate with other tools through APIs, so I can minimize overhead/maximize efficiency.”



CORE JOBS TO BE DONE

- Development of website – front end and back end
- Set up servers and databases
- Maintain website, bug fixes, troubleshooting
- Ensure services are up and running and troubleshoot if problems arise
- Host applications, perform UAT
- Assess security and privacy of web apps prior to publishing

[More information on Quinn](#)



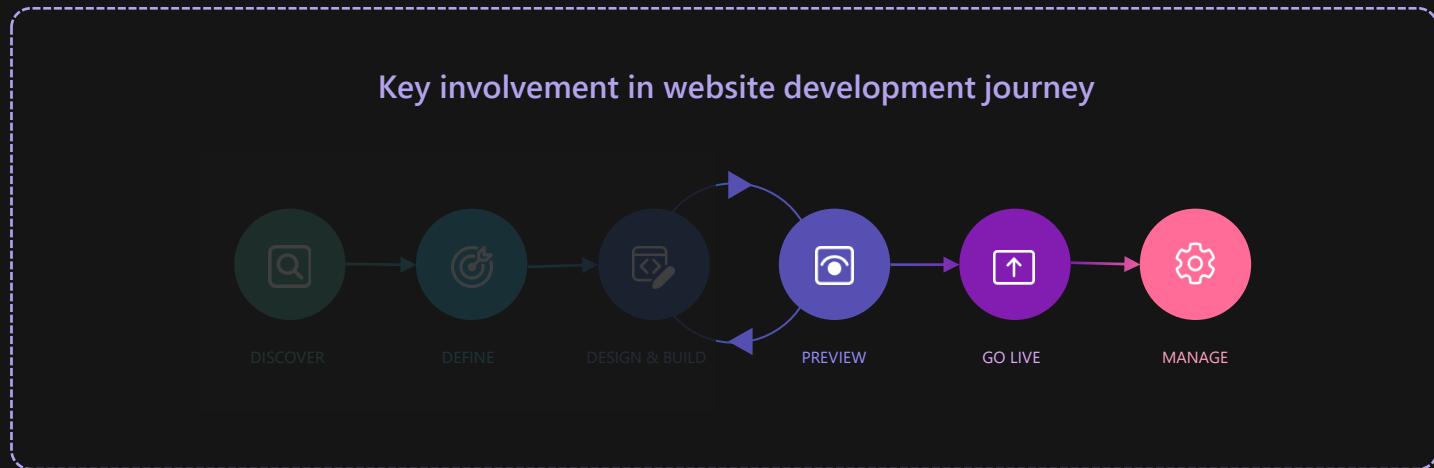
Avery

Site administrator

Tech Fluency: Medium High



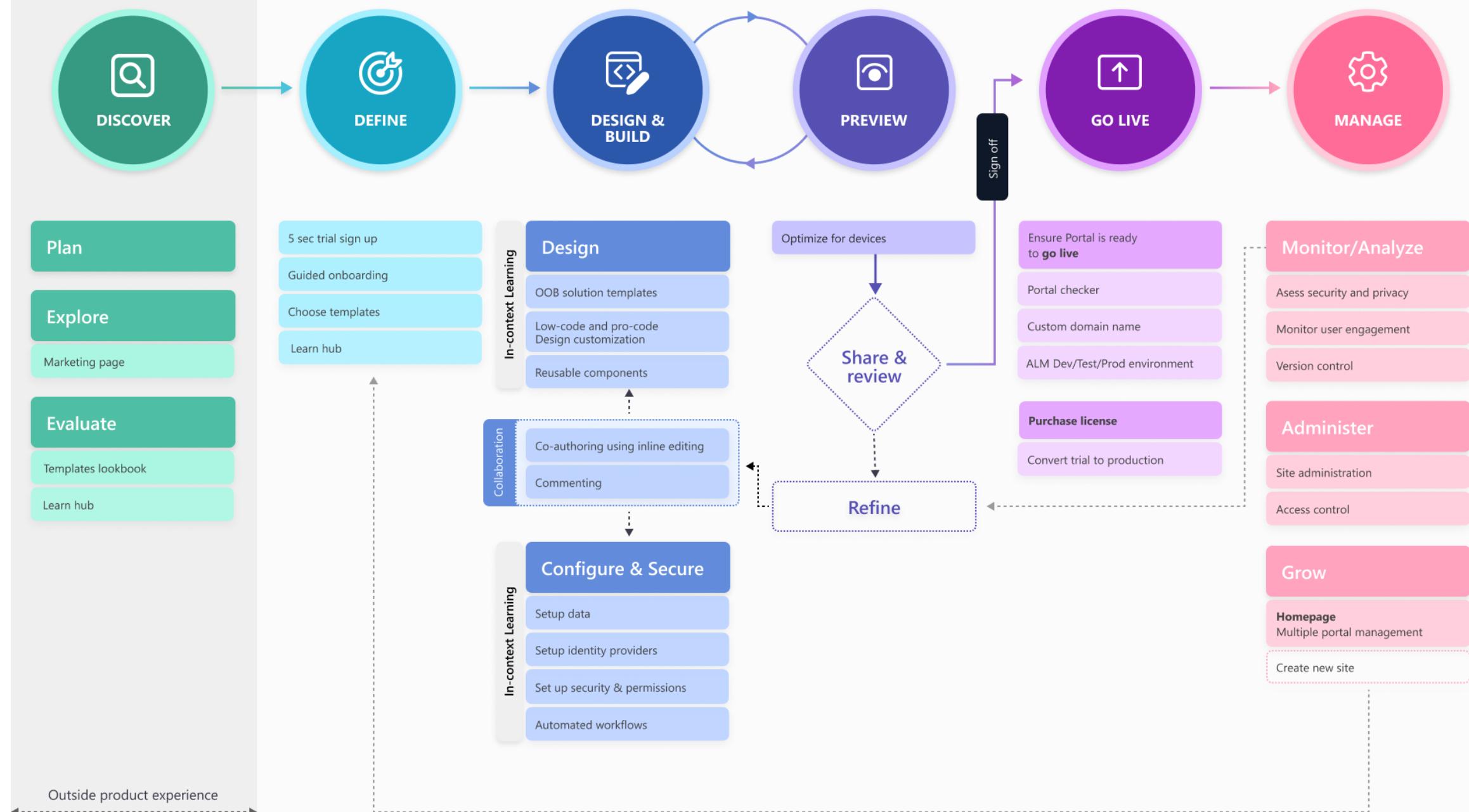
“I need to be able to easily access user engagement and ensure that the customer facing website is secure, compliant, accessible and performant.”



CORE JOBS TO BE DONE

- Research new tools to improve work processes
- Conduct trials with various programs prior to deciding
- Check statistics, conduct data analytics and report results
- Ensure services are up and running
- Assess security and privacy of web apps prior to publishing
- Host applications, perform UAT

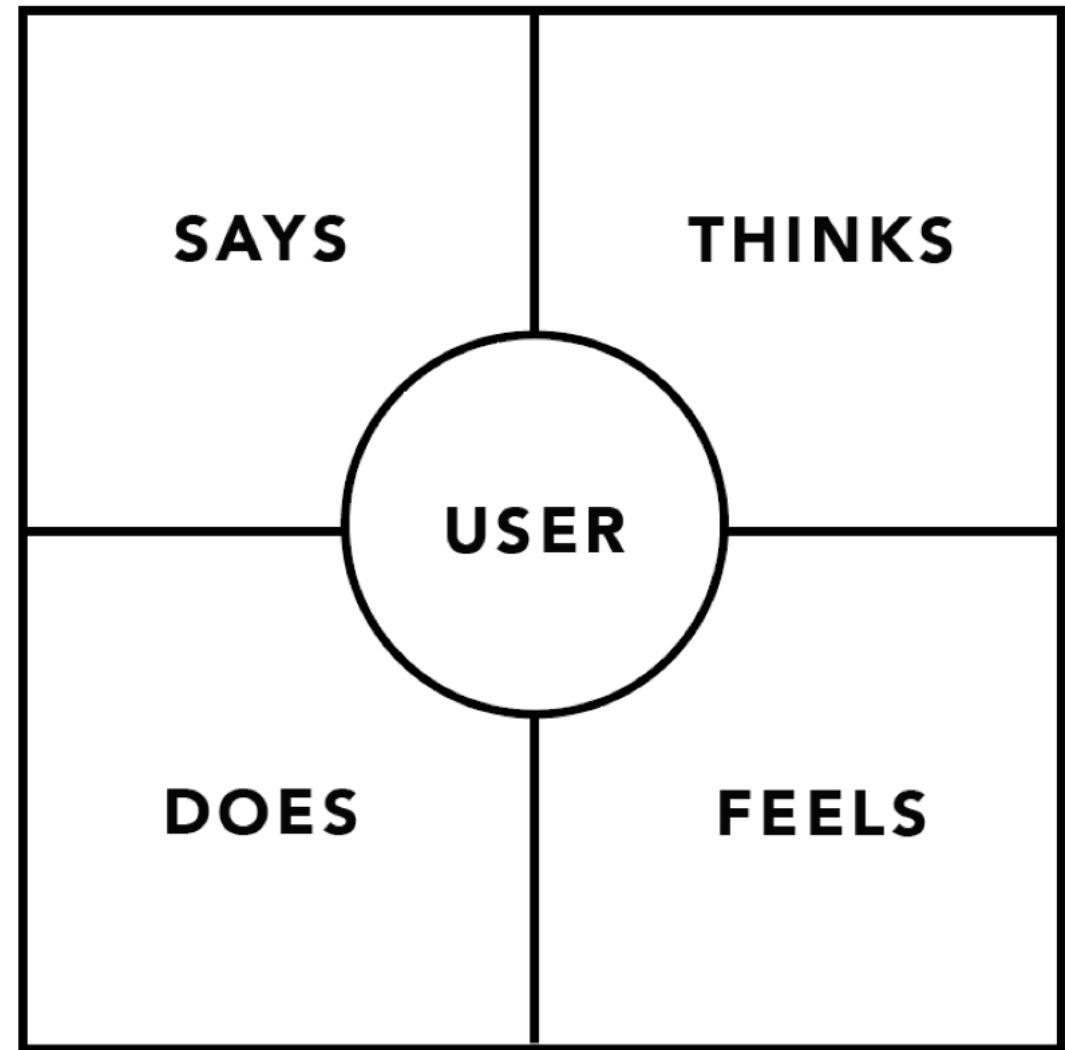
[More information on Avery](#)

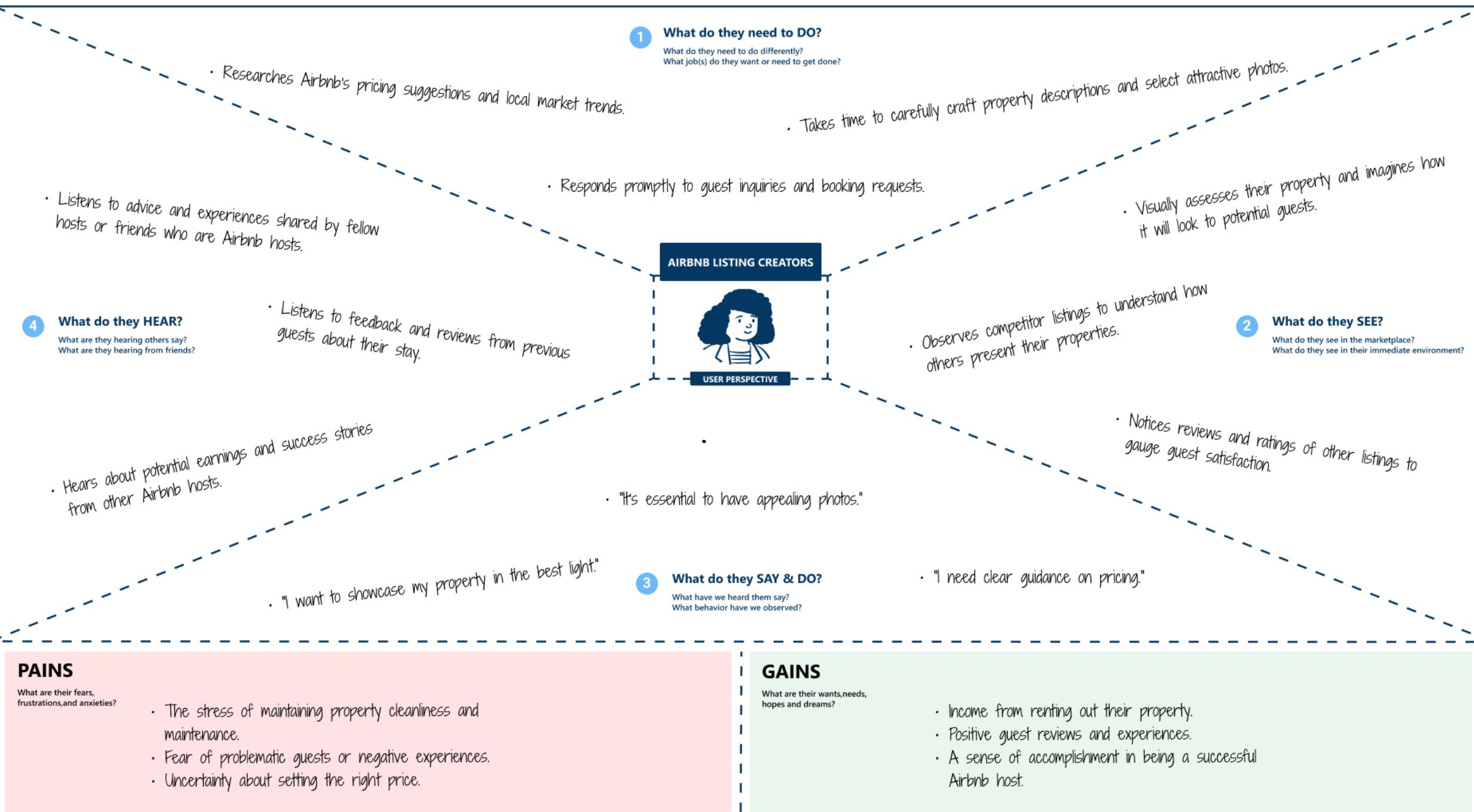


Personas : ACTIVITY

What is an empathy map

IDEO





1 What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?

Persona type?

Empty box



USER PERSPECTIVE

4 What do they HEAR?

What are they hearing others say?
What are they hearing from friends?

2 What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?

3 What do they SAY & DO?

What have we heard them say?
What behavior have we observed?

PAINS

What are their fears,
frustrations, and anxieties?

GAINS

What are their wants, needs,
hopes and dreams?

Ending statement

Personas are

Needs, goals, behaviors, attitudes - understanding your customers on a human level.

Taking the guess work out of feature prioritization, if you know what they need you can build it.

Actionable goals based off of data