



PERSONAS

STAKEHOLDER

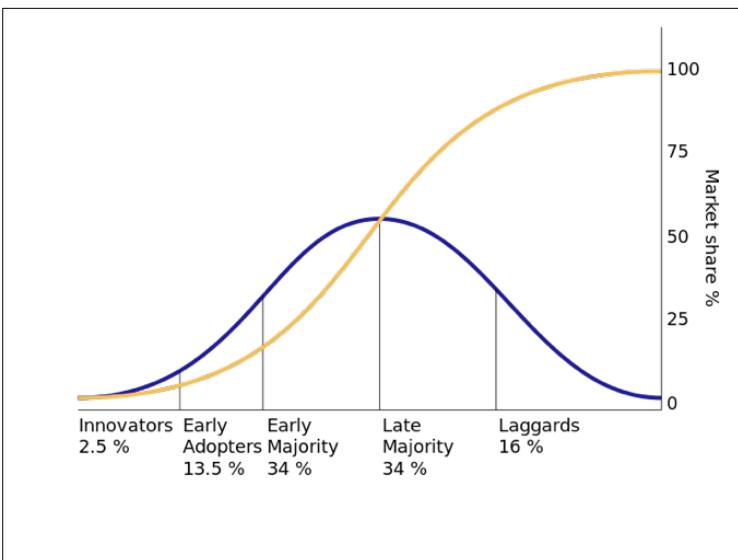
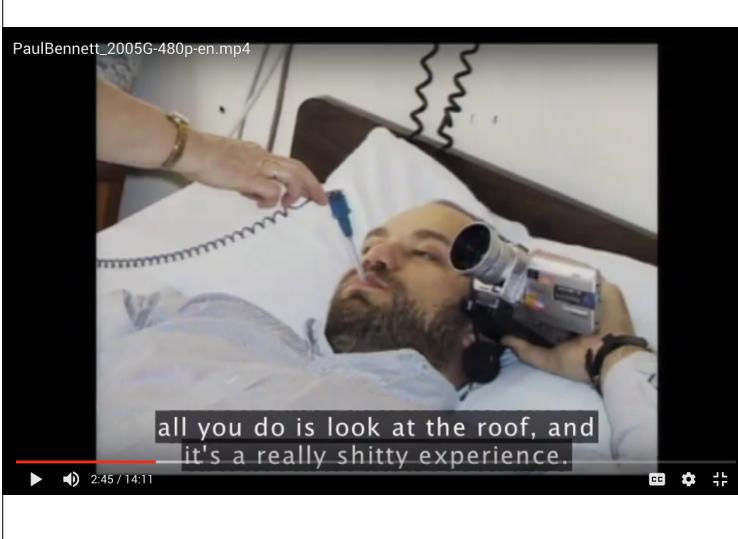
a person with an interest
or concern in something



Users and customers are stakeholders. What's the importance of considering users versus customers versus other stakeholders? Your team is full of stakeholders for the project, but may not be stakeholders for the product you are building.

Can you think of examples of a situation or project with users, customers, and other stakeholders? (Most B2B projects do.)

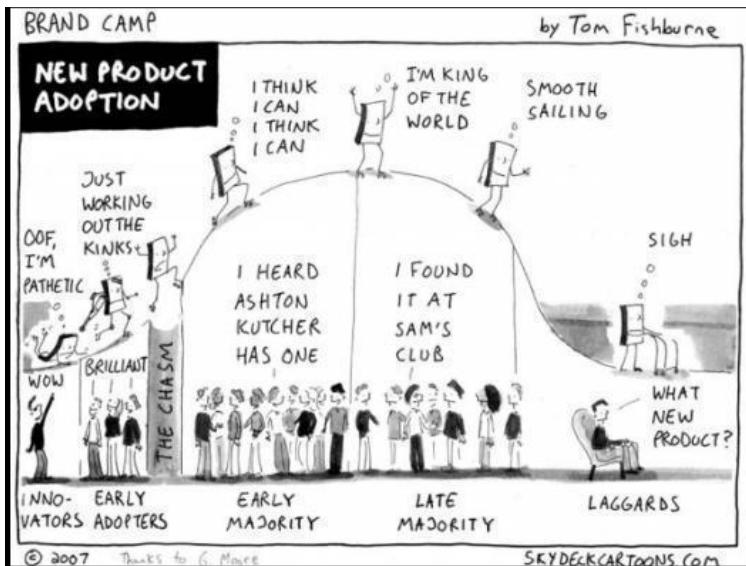
[Ted Talk: Paul Bennett Finds Design in the Details](#)



Types of users / customers (stakeholders)

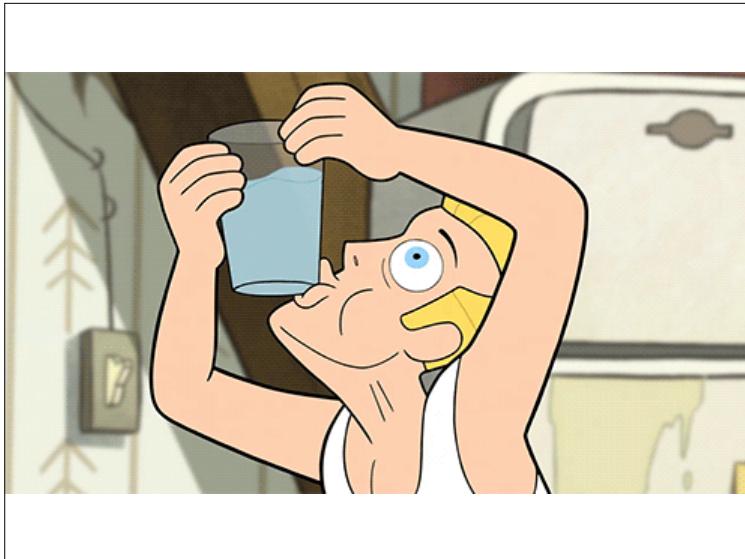
Originally published in 1957 by Joe M. Bohlen, George M. Beal and Everett M. Rogers at Iowa State University. Originally only applied to agriculture and home economics to track the purchase patterns of hybrid seed corn by farmers. Rogers continued the study in his 1962 book "Diffusion of Innovation."

Purchasing patterns are universal across all product types. And haven't changed since the original study. It's about people, not about the stuff. You can create the greatest machine in the world and there is still going to be some Laggards who don't want to change. A person may be an Early Adopter in one area but a Late Majority in others. Consider the iPhone Early Adopter who won't consider another brand of phone. They are no longer iPhone Early Adopters; they become part of the majority because they aren't betting on something new. Or they may be willing to change phones but won't consider early innovations in other areas such as medicine or fashion.



The Diffusion of Innovation bell curve is often mistakenly credited to Geoffrey Moore who proposed a variation of the original lifecycle. His hypothesis is that there is chasm/big leap from innovators and early adopters to early majority. Acceptance of innovation does not have a smooth start.

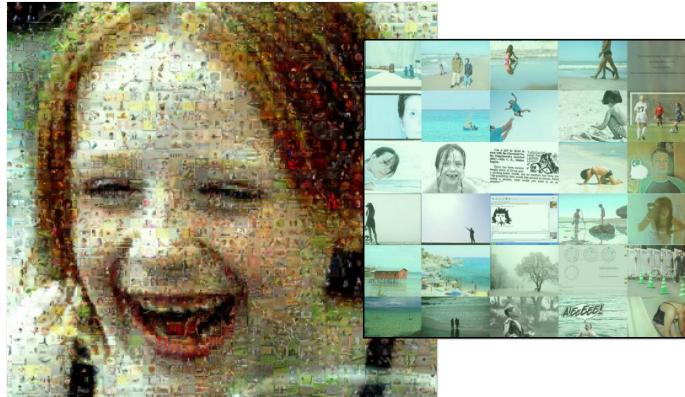
Lots of different type of people out there they you need to consider when designing a solution.



Here's how developers see users. Much more effective to have empathy and think about things from the users point of view.

ATTRIBUTION: Bill Tribble, Senior UX Consultant at Mendeley. Talk given at Birkbeck, University of London in February 2016.

<http://www.slideshare.net/billtribble/introduction-to-ux-60122668>



Can't design for every user so we come up with Personas.

Personas aren't a job description, they are more of a biography of a typical person and how they would interact with and what they would want from your product. They help drive insights to guide decisions about product features, navigation, interactions, and visual design. Personas are not real people but they are based on the behaviors, problems, goals and details of real people.

- Archetypes or fictional characters created to represent different users or customers you are targeting.
- Typically based on information, data collection and research – represent a user group, not individuals

Defining Personas

Profile stakeholders

- What characteristics do they have?
- How old are they?
- Where are they from?
- What do they do for a living?
- Where do they work?
- What are their skillsets? (Computer skills, language skills etc.)
- Are they early adopters of technology?
- What are their professional goals and needs?
- What motivates them? Frustrates them (Emotion Quote)



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Captured in descriptions that include behaviors, patterns, attitudes, goals, skills, and environment – with a few personal details including a name to bring the persona to life.

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AN EXAMPLE

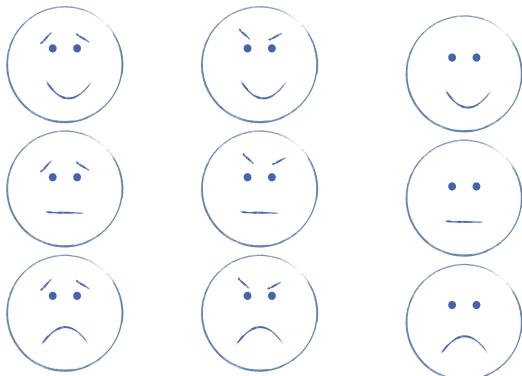


Goldilocks. Was she a good girl, lost in the woods. Scared. Hungry. Tired. ???? Or was she a bad girl that should be charged with unlawful entry ????

If you are building an app for Goldi, you need to make that decision. Is she a naive girl with no navigating skills? Or is she a criminal that needs rehabilitation? It's very important we know what direction we're going.

Art from a poster by Tee Lamb that I bought from society6.com.

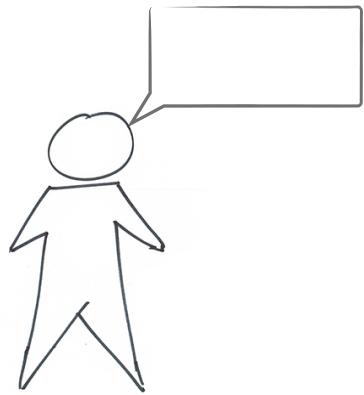
Drawing Exercise



Eyebrow trick!

(Thank you Janice Fraser, Adaptive Path.)

Persona



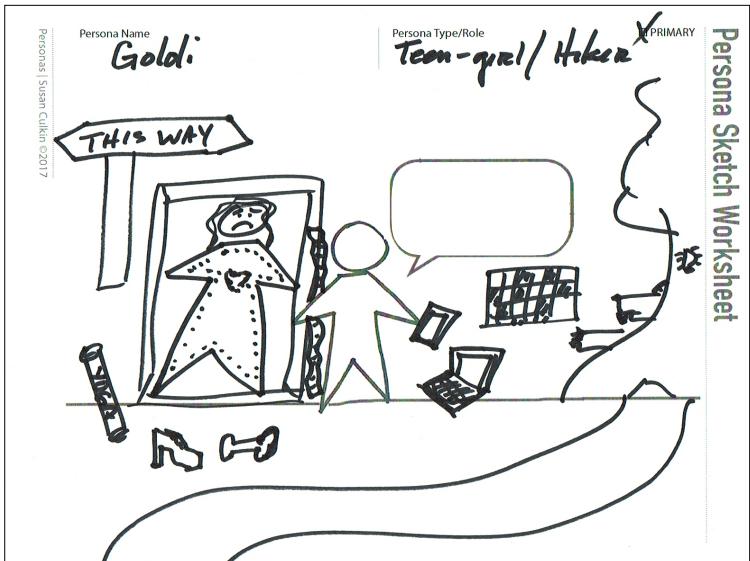
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I created Persona worksheets for workshops with clients. You can ALWAYS use blank paper for this exercise! Start with a stick figure or “star person” but no face yet. Start with your primary USER.

Do this when a project kicks-off. To prepare for this meeting you need to have an idea of what problem you are solving and who the user and customer you are targeting. If it's an existing product, you may have personas and they you would review them together. You will have learned something about them from the last project and may need to update or make changes. If not, you can create the personas based on your assumptions and will validate them with field research.

Who to include: Product Manager, UX Designer, Trainer, Customer Support, Lead Dev, an actual user/customer. These people won't always be available to you. The idea is to include the people who are involved in the life of the product. Bringing in a user or two makes that person the expert from THEIR point-of-view but the product team will bring in the large consensus point-of-view. Including the dev team helps them focus on who they are building for, not just what they are building. Persona sketches are a simple way to organize our thoughts and communicate with our team and other stakeholders.

Ideally one person (the UX Designer) can facilitate and after the meeting will be in charge of polishing the results to one client/management presentable document.



This example project is a hiking app for teen-girls.

Now everyone draws the environment and situation this person is in - related to the problem you identified. Examples: 1) building a new hiking app for teen-girls or 2) re-designing the help section of a window blinds site. The idea is by illustrating the persona in the situation related to the project you are working on, gives you insight into how they think, act, respond. What are their obstacles you must consider? No wifi? Dark room? Physical handicaps? Education level?

Look at the USER's (not necessarily a customer) world related to your problem. What is Goldi dealing with related to getting out there and hiking? What are her pain points? Focus on this ONE persona so you aren't distracted by things other users may want. You will consider all personas for your final design, but right now, during this exercise, you are only focusing on ONE person.

In practice, you can have one person draw or give everyone a worksheet and then have everyone share their story and the team then picks one to use or (better) re-draws one based on everyone's ideas.

Allow about 10 minutes to draw - **but don't write the quote or draw the person's face..** Spending too much time drawing is a waste of time. This is not an artistic exercise. The purpose is to explore the personas and communicate the important, relevant information. If anyone finishes one, they can start another.

| | |
|--|---|
| Persona Name | Persona Type/Role |
| <input type="checkbox"/> User <input type="checkbox"/> Customer <input type="checkbox"/> Influencer | <input type="checkbox"/> PRIMARY <input type="checkbox"/> Early Adopter |
| Personality/Demographics What characteristics does this person have? Things always true about this person <small>How old are they? Where do they live? What do they do for a living? Who are their friends? What are their likes and dislikes? Language skills etc.</small> | |
| Key Behaviors <small>Things the persona does ONLY related to the problem you identified. If you are re-designing a ticket site, you don't care that this person spends an hour a day doing yoga.</small> | |
| Needs & Frustrations <small>What things does this person worry about that your product could help with? What is keeping this person up at night? What is keeping your product or service from being the answer?</small> | Details related to the problem you are solving <small>Things the persona does ONLY related to the problem you identified.</small> |

Personas | Susan Cuklin ©2017

Persona points **related to your project**. You want to get to know this person so you know who are advocating for while you design and build the solution, but don't get bogged down in details that really don't matter. For example, "Brunette" or "Blond" only matters if you are creating a hair dye or cosmetic app.

These characteristics NEVER change. The persona represents a figure. Goldi will not age or change unless we discover we are wrong about her and this persona does not fit the product we are designing and selling.

Do NOT overthink this! You can update and change details later. Part of the reason for using a Sharpie is that once's it's down on paper, there is no going back!

| | |
|--|--|
| Persona Name | Persona Type/Role |
| Goldi | <input checked="" type="checkbox"/> PRIMARY Teenage girl outdoorsy athlete |
| <input checked="" type="checkbox"/> User <input type="checkbox"/> Customer <input type="checkbox"/> Influencer | <input type="checkbox"/> Early Adopter |
| Personality/Demographics <ul style="list-style-type: none"> • 17, junior high school • upper, middle class • average teen insecurities • allowance (no job) | |
| Key Behaviors <ul style="list-style-type: none"> • on track team (average) • iphone Devotee • social, active in school & church • not from "outdoorsy" family • Likes, not loves, outdoors | |
| Needs & Frustrations | Goals |

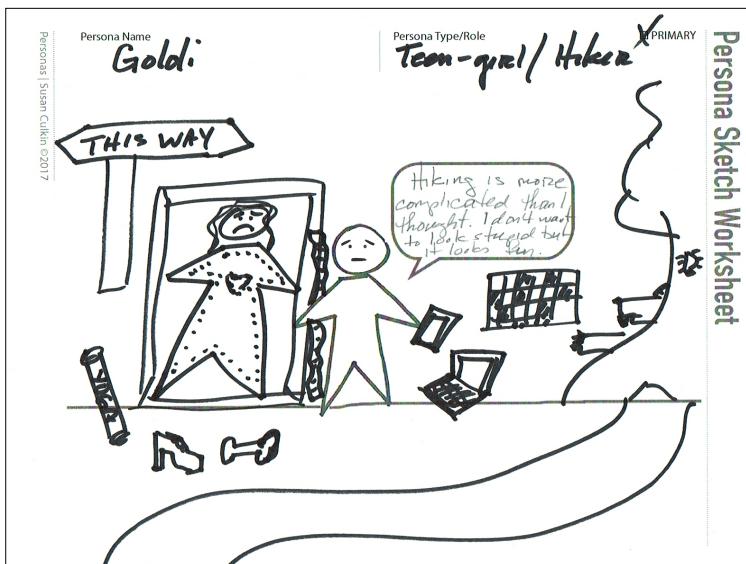
After the drawing is complete, the team can focus on these details. It is fine to do them at the same time.

part 1

part 2

| Needs & Frustrations | Goals |
|--|--|
| <ul style="list-style-type: none"> • gains weight easily (but not as easily as she thinks) • hiking not as easy as she expected (not a "walk in the park") • how will I know I've got it right? • immediate satisfaction | <ul style="list-style-type: none"> • find exercise she can do AND likes • wants to excel at something • better figure (get dates) |

Personas | Susan Culkin ©2017



At this point, when the team has agreed on everything for this persona, go back to the drawing and add the face (remember the eyebrow trick!) to add emotion. Then add the “emotion quote”. This emotion quote summarizes in one of 2 short sentences how the user feels about this situation.

- Help section example: “I don’t understand the technical jargon used on this website but I have to use it for work.”
- Scheduling app: “With my family and my business, managing my schedule has become a fun time job.”

TEEN OUTDOORS SEMI-ENTHUSIAST PERSONA
GOLDI SCHLÖSSER

AGE 17
OCCUPATION High School Junior
STATUS Youngest of 2
LOCATION Suburbs

DRIVER WITH OWN CAR
SOCIALLY ACTIVE COMPETITIVE
IMPULSIVE TRACK SPRINTERS



"I thought it was just like walking but in the woods. I feel really stupid. Hiking is harder than I thought."

GOALS

- Find exercises she can do AND likes
- Wants to excel at something
- Working towards a better figure
- Something boys might like to do

FRUSTRATIONS

- Gains weight easily (but not as easily as she thinks)
- First hike was not as easy as a "walk in the park"
- How will I know I've got it right?

BIO
Goldi likes to be outdoors and active but is not adventurous. She likes the idea of hiking because it is something she can do with friends or alone. She's not a planner and has trouble sticking with exercise routines. She can be impulsive; her first foray into serious hiking almost ended badly. She didn't have water and she went too far without thinking about the distance back.

PERSONALITY

| Extrovert | Introvert |
|-----------|------------|
| Sensing | Intuiting |
| Thinking | Feeling |
| Judging | Perceiving |

TECHNOLOGY USAGE
compared to average US teens

| Software & Internet | Mobile Apps | Social Networking |
|---------------------|-------------|-------------------|
| High | Medium | Low |

MOTIVATIONS

| Manageable Exercise Plan | Social | Independence | Outdoor Activities | Independent/Solo Activities |
|--------------------------|--------|--------------|--------------------|-----------------------------|
| High | Medium | Low | Medium | Low |

EARLY ADOPTER

Samples for print/posters.

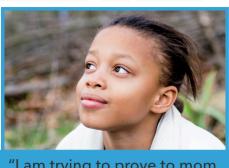
Didn't bother with insecure as a trait - most teenagers are insecure so that is a factor for this persona but didn't think worth documenting

What can your company change about this person? NOTHING! With people whether they will use your product or not is the only thing that changes. You can change your product not them. You can interest them in something new, but people are people.

PRE-TEEN SECONDARY PERSONA
EMMA LEWIS

AGE 12
OCCUPATION 7th Grade Student
STATUS Middle of 3
LOCATION Suburbs

CAN'T DRIVE **STUDIOS**
CLOSE FAMILY **SHY** **CAUTIOUS**



"I am trying to prove to mom that I can do things by myself and with my friends. How can she argue with hiking?"

GOALS

- More independence from Mom and Dad
- Have more fun
- Has to rely on mom and dad for rides.
- Mom and Dad are "so over-protective"
- So much homework I don't have a lot of time to do new things

BIO
Emma thinks that since she is almost a teenager, her parents should trust her more. She is very social and wants to spend more unsupervised time with her friends. Her parents are strict on her homework and extracurricular activities. Having lots of friends and more independence are the most important thing to her right now. Her older brother likes video games. Her parents don't "get" that she just wants to hang out with friends, not at home.

PERSONALITY

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MOTIVATIONS

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NAMES source: <http://names.mongabay.com/data/1000.html>

Free photos: <pixabay.com>

Meyers Brigg

- for children: <http://thoughtcatalog.com/heidi-priebe/2015/08/what-each-myers-briggs-personality-type-was-like-as-a-child/>

Great templates: <https://app.xtensio.com/folio/kd4h8z6j>