
PERSONAS AND SCENARIOS

- What are personas and why do we use them?
- Persona shortcomings
- Creating and using personas
- Writing user scenarios

WHAT ARE PERSONAS?

A persona is a user archetype you can use to help guide decisions about product features, navigation, interactions, and even visual design.

KIM GOODWIN

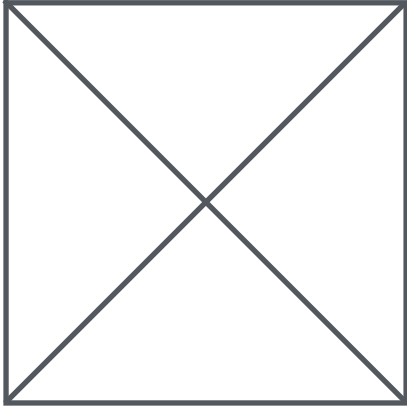


WHY DO WE MAKE PERSONAS?

- To remind us of who the user is
- To summarize user research
- To focus design efforts on solving the user's problems
- To make design less subjective

WHAT DO THEY INCLUDE?

- A name and photo
- Demographic information
- Goals and needs
- Preferences
- ...and whatever else is important



Firstname Lastname

Tagline

Bio & Demographics	Behaviours
Stories & Scenarios	Goals / Needs

Confident learner



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Samantha Bell

"I'd love to keep in contact with my friends"

Sam is about to go abroad for her gap year, so her parents decided to get her a new camera, to make sure she's able to record everything she gets up to.

She likes the camera as it looks so modern, and it's able to do so much more than a lot of her friends' cameras.

She loves being in contact with people all the time, and finds it's a great way to kill time like when waiting for the bus. She uses a lot of the more advanced features – panoramic shots, online upload and .

When she encounters a problem she ignores it most of the time – she's not sure if she even got a manual with the camera. When she has trouble she can't ignore she speaks to her friends, or goes into a camera store – she wants to be talked through the problem.

First time user

Female, 27 year old, single
Student

Sam prefers to learn how to things by trying things out by herself. She isn't worried about 'breaking' anything. If she does need help she would prefer to not to refer to a manual but "do it herself".

Needs

In order of preference:

1. To share pictures with her parents
2. To share her pictures with her friends
3. To share her pictures with people she meets whilst travelling

Ideal features

- Ability to take pictures
- Ability to upload images to personal site using 3G/Wifi
- Allowing others to access her pictures remotely
- Long battery life
- Ability to name and add comments to uploaded images
- Ability to create several albums, and upload pictures to each

Frustrations

- Lack of wireless/3G access
- Slow uploads
- Low battery life
- Need to be plugged in to upload images
- Slow shutter speed
- Want to be able to name/add comments to uploaded images
- Getting online is confusing
- Creating new albums

Key attributes



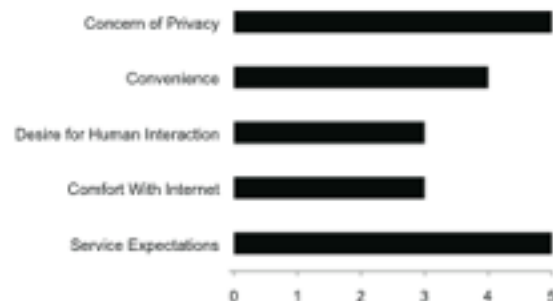
Sandra Harrison

Port Angeles Flower Market
Florist



Age: 31 years old
Home: Port Angeles, WA
Health: Healthy, with occasional Eczema outbreaks

Considerations



Scenario

Sandra was about to open up for business one morning when she noticed she started to get a minor itch on her right shoulder. She believed that it was not a big issue, and since she was going to start work, she did not have time to worry about it. As the day went on, the shop was getting busy; however, the itch began to irritate her when she was trying to assist with customers. One of the customers pointed out that Sandra's neck was bright red with little white bumps. Sandra knew it was an eczema outbreak, but this time it was different.

Sandra began to worry, and with a series of phone calls from customers requesting various floral arrangements, Sandra did not have the time to go to a doctor or even have an opportunity to call her Dermatologist to schedule an appointment. Considering that Sandra is on her laptop scheduling and organizing the new orders that came in, she wants to find out how severe her eczema condition is right now, and whether it is considered a medical emergency. She tries to find a few websites that could answer her question, but she is unaware if the answers from the websites are valid. In addition, some of the websites required her to input certain information about her medical history, and she felt uncomfortable because she is unsure about the website's security and credibility.

"I'm so busy all the time, I wish there was a convenient way to communicate with my doctor and make appointments from my laptop."

Personal Information

Hobbies: Arts and Crafts, Biking, Movie time with family

Favorite Movies: Bridges of Madison County, Forrest Gump, Titanic
Jerry Maquire

Favorite Music: Carrie Underwood, Toby Keith, Garth Brooks, Shania Twain, Patsy Cline

Favorite Food: Caesar Salad and Home Fries

Personal Habits: Runs errands for family, takes long bike rides along the Foothills Trail, attends self-improvement classes

Family life: Married for 7 years, two boy (ages 3 and 5). Very dedicated wife and mother.

Social Life: Active but busy with family, occasionally goes to movies.

Living Situation: Lives with family in a ranch style house in suburbs of Port Angeles. They have 2 dogs, 3 cats, 1 goat, 1 horse, and several chickens.

Values: Dedicated to her loved ones, puts their interests before her own.

Responsibilities: Works 40+ hrs/wk, keeps household stocked with groceries and other necessities, drives children to and from school and activities.

Technological background: Not tech savvy, uses a laptop for online shopping and to communicate with friends and relatives on facebook.

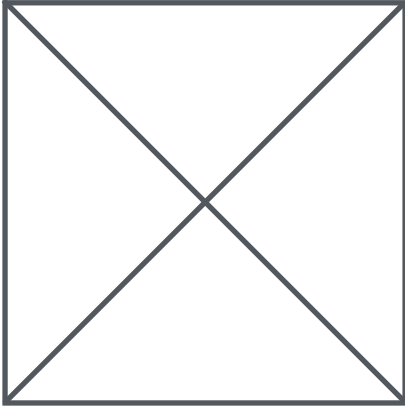
Life Goals: Own a floral shop, successfully raise her children, enjoy time with grandchildren in the future.

Health Goal: Incorporate medical treatment for eczema into her busy schedule

Life concerns: Family's health, eczema condition, not be able to own her own floral shop.



LET'S TRY IT



Firstname Lastname

Tagline

Bio and demographics	Behavior and habits
Goals	Features needed

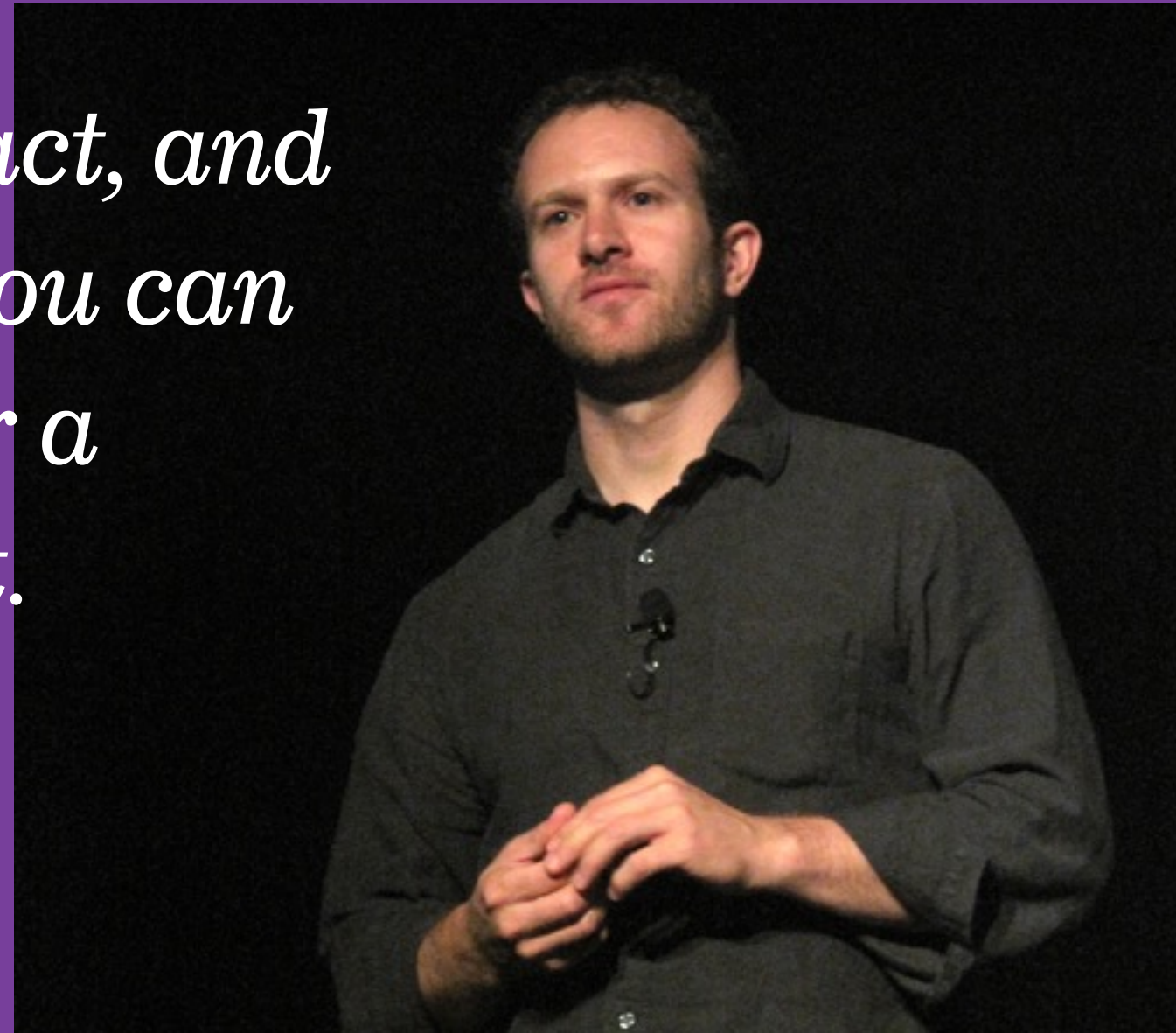
KEY OBJECTIVE(S)	AGENDA	
Sketch a quick persona for a new type of mobile travel booking app	10 mins	<div><div>1. Name, tagline, and portrait</div><div>2. Demographics and backstory</div><div>3. Behaviors and habits</div><div>4. Goals and needs</div></div>
DELIVERABLE	RESOURCES	
Sketched persona	Pen and paper	

DISCUSSION TIME

PERSONA SHORTCOMINGS

They're artificial, abstract, and fictitious. I don't think you can build a great product for a person that doesn't exist.

JASON FRIED, 37SIGNALS



POTENTIAL SHORTCOMINGS

- Personas are fictitious and can be too abstract
- “10 different people rolled into one”
- Personas don’t have opinions and can’t talk back or give feedback
- Are your personas even the right people in the first place?



Jason hasn't had the Soylent Green moment to realize that well-designed and researched personas are made of real people

JARED SPOOL

PERSONAS ARE MADE OF PEOPLE...

- › You don't always have to luxury of designing for yourself
- › Robust personas are based on research with real people
- › They are just a communication tool for encapsulating research

...SOMETIMES

Less than 5% actually conducted field research to inform their personas.

The remaining 95% just made up the descriptions from internal guesswork.

CREATING AND USING PERSONAS

OVERVIEW

1. Create affinity diagrams
2. Create personas to represent a user from each group
3. Prioritize your personas
4. Validate them
5. Keep them alive

1. AFFINITY DIAGRAM

- Write key points on Post-Its
- Make sure they are:
 - Specific
 - Relevant
 - Universal
- Create an affinity diagram

2. CREATE PERSONAS

- What are the groups that naturally form?
- What are their shared characteristics?
 - Frequency of use
 - Expertise
 - Geography
- Not just demographic!

A photograph of three men standing outdoors on a grassy area next to a body of water. The man on the left is wearing a light-colored patterned shirt and sunglasses. The man in the middle is wearing a dark patterned shirt and glasses, with his hand on the shoulder of the man on the left. The man on the right is wearing a blue shirt and a white vest. In the background, there is a blue ocean, a distant shoreline with buildings, and a clear blue sky. Three speech bubbles are overlaid on the image, each containing a characteristic. At the bottom, there is a large white text overlay.

Getting the hang
of social media

Still writes
letters
(on paper)

Told his
grandkids about
Facebook

WHICH CHARACTERISTICS?



Retired from
the dry cleaning
business

Teaches
computer science
at MIT

Drives a cab
(for fun)

WHICH CHARACTERISTICS?

CHARACTERISTICS ON CONTINUUMS

Computer and IT Experience



N00b

Expert

CHARACTERISTICS ON CONTINUUMS

Frequency of Use

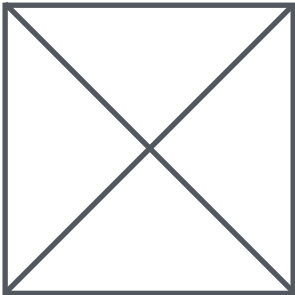


Once a Year

Every Day

FOR EACH:

- Name
- Tagline
- Who are they?
- What is their context?
- What is important to them?
- What are their pain points?



Firstname Lastname
Tagline

Bio & Demographics	Behaviours
Stories & Scenarios	Goals / Needs

3. PRIORITIZE PERSONAS



Primary



Secondary



Special

4. VALIDATE THEM

- Do a quick gut-check:
 - Are they based on research?
 - Do I know people like this?
 - Are they useful?
- Role-play as a persona — still realistic?
- Continually refine your personas

5. KEEP THEM ALIVE

- › Make posters and display them prominently
- › Refer to them in presentations and documentation
- › Use them in casual product discussions

Q&A

SCENARIOS

WHAT ARE THEY?

Goal-driven interactions between a
persona and the system.

EXAMPLES

Jenny just got out of a long meeting and has a few minutes to see if her flight is still on time.

EXAMPLES

Jon is stuck in North Korea and trying to book a flight out of the country from his Blackberry. Speed is of the essence.

COMPONENTS OF A GOOD SCENARIO

- Creates context for an interaction
 - Motivation
 - Expectations
 - Gear, location
- Does not include system-specific details

LET'S TRY IT

KEY OBJECTIVE(S)	AGENDA	
Create ten scenarios for the persona you created earlier	15 mins	1. Make sure they include: <ul style="list-style-type: none">▸ Context▸ Objective
DELIVERABLE	RESOURCES	
Ten user scenarios	Pencil and paper	

DISCUSSION TIME

USE CASES AND USER STORIES

WHAT IS A USE CASE?

A description of how a user and system interact to complete a task.

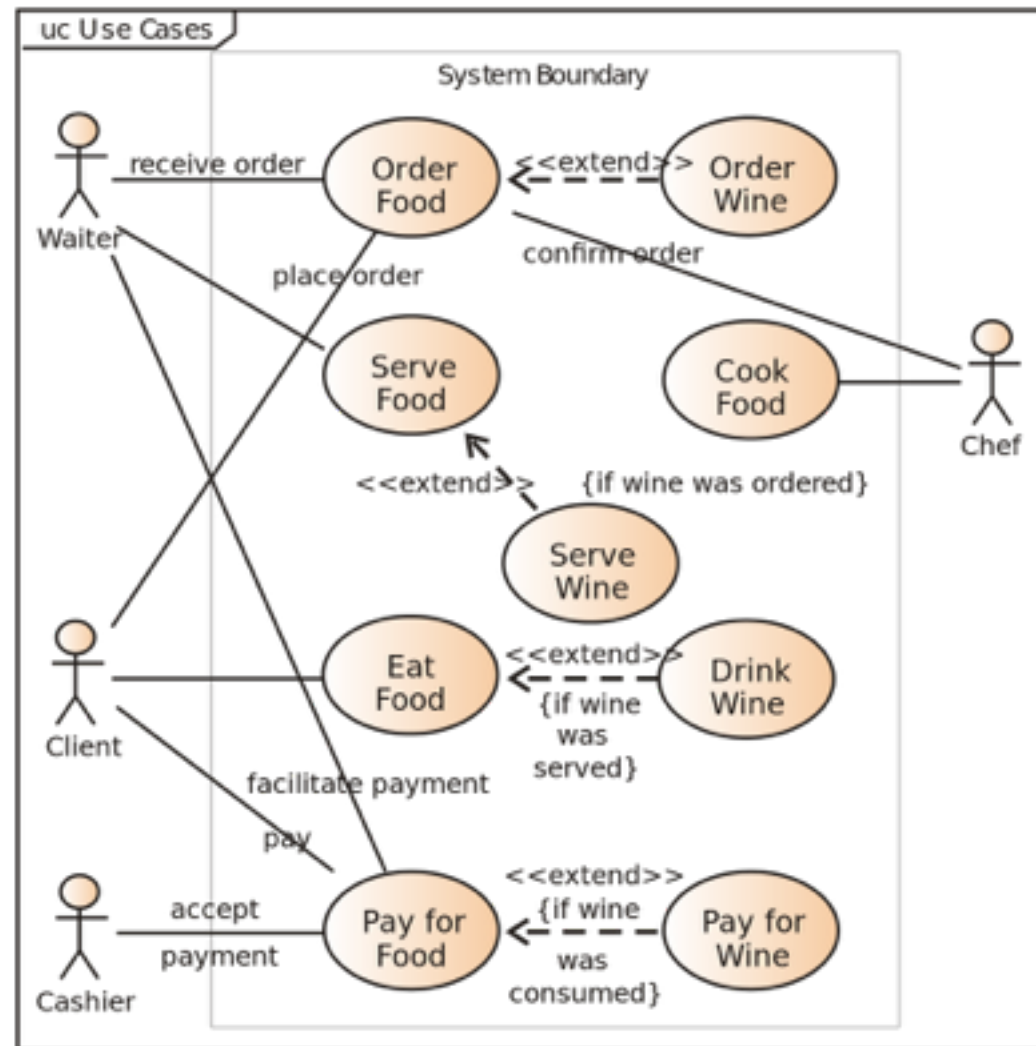
“USE CASE” HAS BEEN USED TO REFER TO:

- Scenarios
- Specific instances of a scenario
- Written specifications of how a task is completed
- UML diagrams

WRITTEN USE CASE

1. The use case begins when Bank Customer inserts their Bank Card.
2. Use Case: Validate User is performed.
3. The ATM displays the different alternatives that are available on this unit. [See Supporting Requirement SR-xxx for list of alternatives]. In this case the Bank Customer always selects "Withdraw Cash".
4. The ATM prompts for an account. See Supporting Requirement SR-yyy for account types that shall be supported.
5. The Bank Customer selects an account.
6. The ATM prompts for an amount.
7. The Bank Customer enters an amount.
8. Card ID, PIN, amount and account is sent to Bank as a transaction. The Bank Consortium replies with a go/no go reply telling if the transaction is ok.
9. Then money is dispensed.
10. The Bank Card is returned.
11. The receipt is printed.
12. The use case ends successfully.

UML USE CASE



WHAT IS A USER STORY?

- Shorthand way of describing features
- Specifies:
 - Who
 - What
 - Why
- Popular in agile development, particularly Scrum

USER STORY

As a role or persona, I want to task/goal,
so that way I benefit.

USER STORY EXAMPLE

As a publisher, I want to set a future publish date for an article, so that I can better manage my editorial calendar.

USER STORY VERSION B

Partner Name or Description, needs a
way to user need,
Surprisingly/because/but...
Insight.

Q&A