

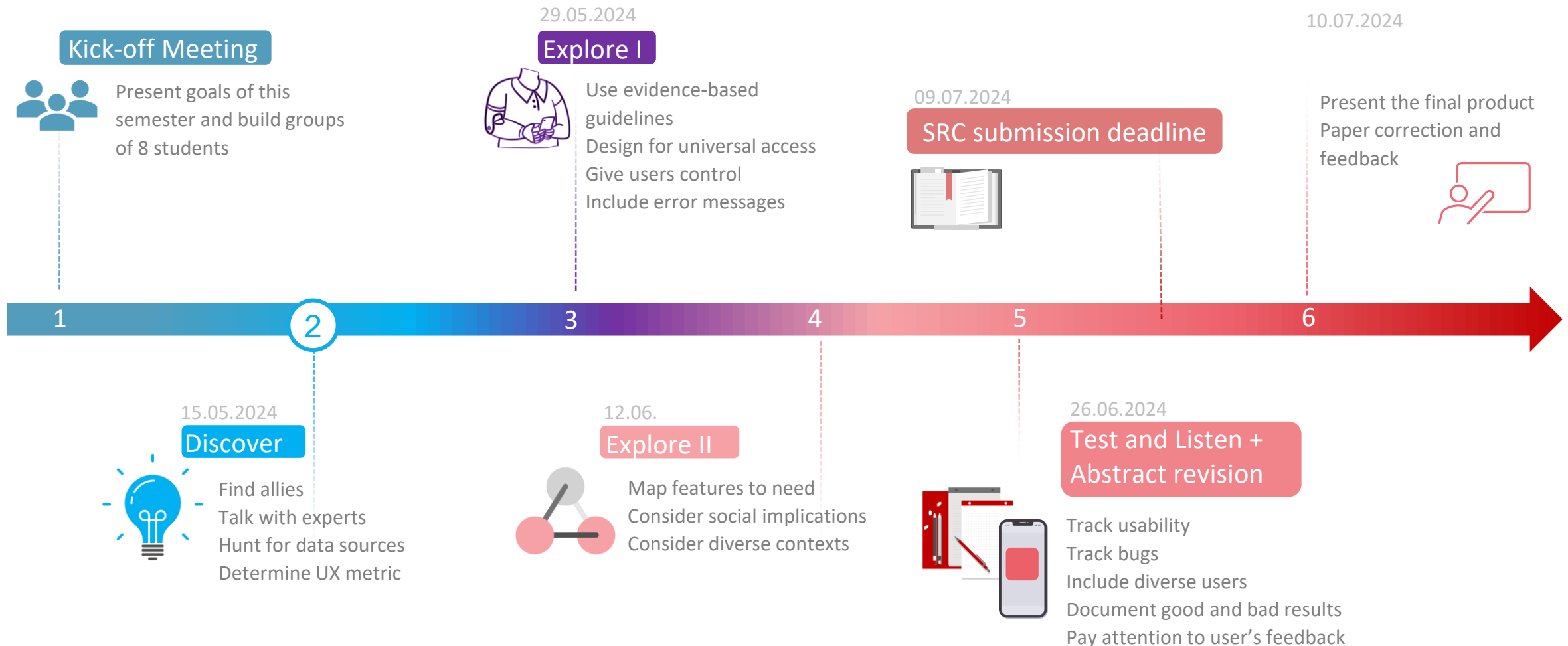


Human Computer Interaction

Exercise: Discover

Prof. Dr. Björn Eskofier
Machine Learning and Data Analytics (MaD) Lab
Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU)
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You will work on one project idea over the course of the semester





Which main obstacle/problem are you solving
with your application?

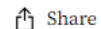


Discover

Competitive Usability Evaluations



Tim Neusser
January 5, 2024



Summary: Data on what works well or poorly on other sites saves you from implementing useless features and guides UX investments to features that your users need.

Competitive evaluations let you assess if your design is better or worse than your competitors and discover the relative strengths and weaknesses of competing designs. They allow you to take an in-depth look at how others solve the same design problems.

<https://www.nngroup.com/articles/competitive-usability-evaluations/>

Use Cases for Design Personas: A Systematic Review and New Frontiers

Joni Salminen

Qatar Computing Research Institute, Hamad Bin Khalifa University, Doha, Qatar; and University of Vaasa, Vaasa, Finland
joni.salminen@uwasa.fi

Soon-Gyo Jung

Qatar Computing Research Institute, Hamad Bin Khalifa University, Doha, Qatar
sjung@hbku.edu.qa

Kathleen W. Guan

University College London, London, United Kingdom
kathleen.guan.20@ucl.ac.uk

Bernard J. Jansen

Qatar Computing Research Institute, Hamad Bin Khalifa University, Doha, Qatar
bjansen@hbku.edu.qa

ABSTRACT

Personas represent the needs of users in diverse populations and impact design by endearing empathy and improving communication. While personas have been lauded for their benefits, we could locate no prior review of persona use cases in design, prompting the question: *how are personas actually used to achieve these ben-*

1 INTRODUCTION

Personas are fictional persons that represent real user segments [7], enabling designers to go beyond mere descriptive segments (p. 60) and truly empathize with end-users [84]. Cooper [41] defined personas as a user-centered design (UCD) and human-computer interaction (HCI) technique that promotes immersion into end-users'

Benefits:

- Reduce risk of failure
- Empathize with customers
- Learn from others and apply value driven improvements (initially implementing valuable features that benefit the users)

Typically focus on 2 to 4 competitors that:

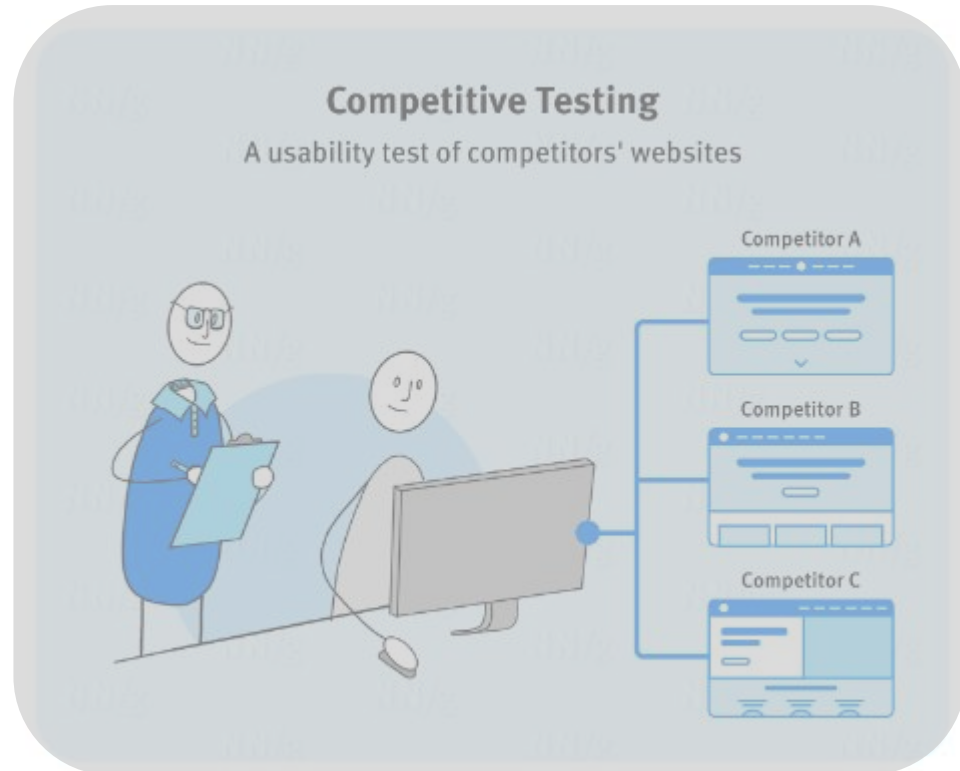
- Offer similar content + functionality
- Provide the best UX overall
- Use innovative design that sets them apart
- The competitors that your customers are most likely to compare you to!





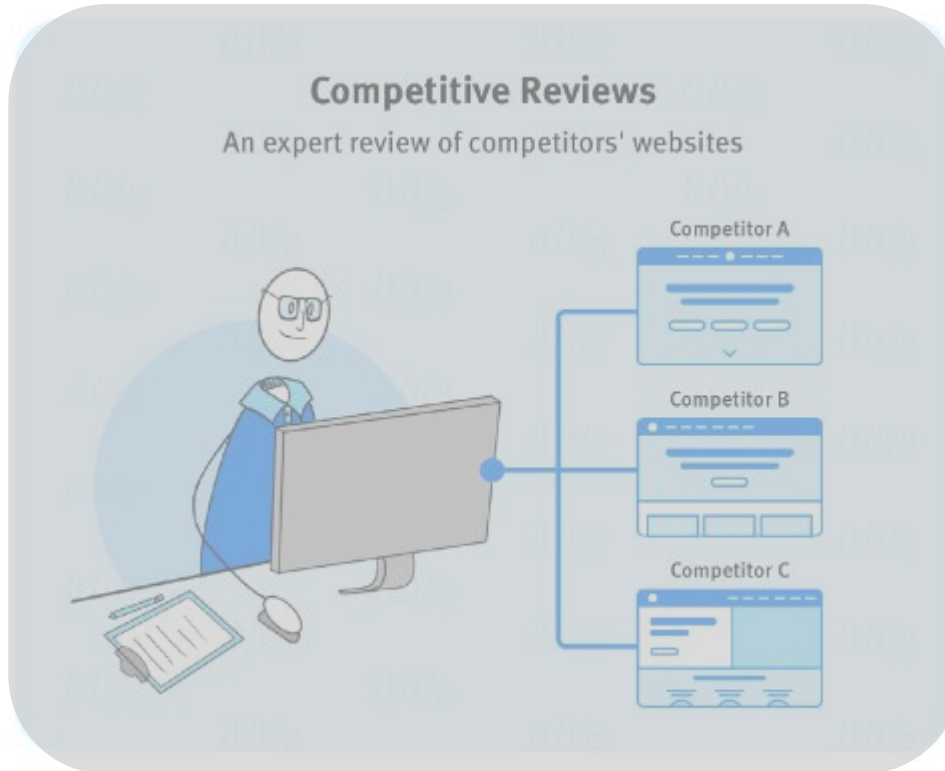
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Competitive Usability Evaluation

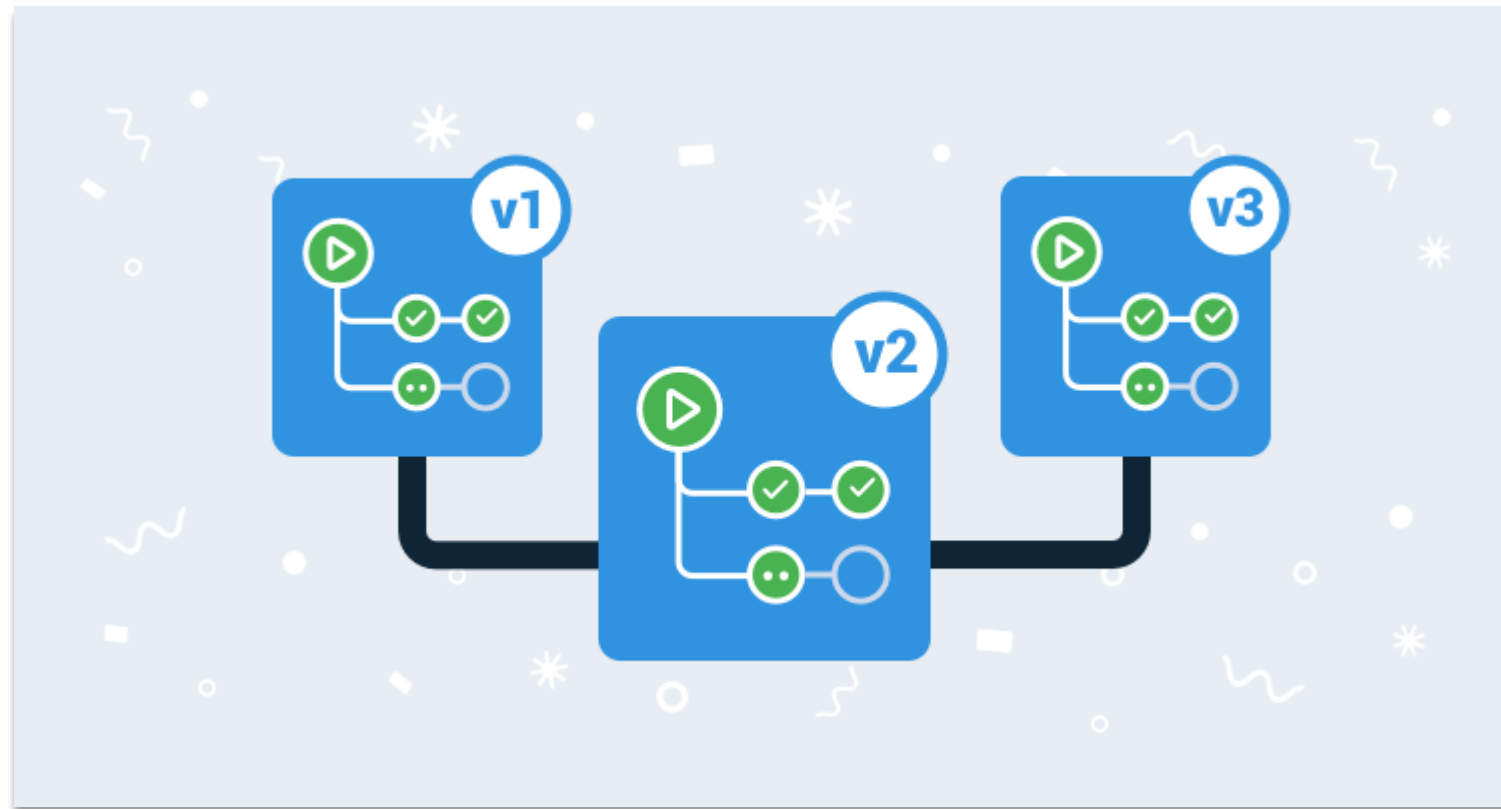
Competitive Evaluation of Design Variation



Machine Learning
Data Analytics



A competitive evaluation can also involve multiple variations of a single design instead of competitor products.



Design Personas

Who are you designing for?



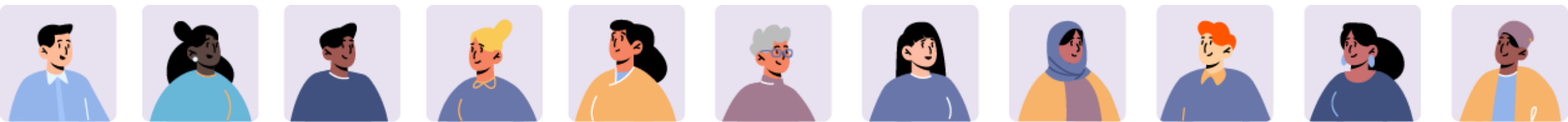
Machine Learning
Data Analytics



There is no „average“ user

The goal of personas is to characterize vital end-user groups

User personas help a product team find the answer to one of their most important questions: **“Who are we designing for?”**



Design Personas

When To Create Personas?



Machine Learning
Data Analytics



Part of the research phase, before the actual design process starts

Field Studies

Interviews


Surveys

Methods of user research



To conceptualize a persona, you can create a personal profile of this person





“
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Nicky Parker, 28
The Advocate

MARRIED	Yes
KIDS	Sarah 3, Jamy 10
EDUCATION	College Degree in Mathematics
OCCUPATION	9th Grade Math Teacher
LOCATION	San Francisco

Bio or Scenario

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Goals

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.

Frustrations

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh.
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Motivations

PRICE	<div><div></div></div>
COMFORT	<div><div></div></div>
CONVENIENCE	<div><div></div></div>
SPEED	<div><div></div></div>

Personality

INTROVERT	<div><div></div></div>	EXTROVERT
ANALYTICAL	<div><div></div></div>	CREATIVE
LOYAL	<div><div></div></div>	FICKLE
PASSIVE	<div><div></div></div>	ACTIVE

<https://ergomania-ux.medium.com/the-ultimate-guide-to-creating-personas-and-how-to-use-them-to-enhance-your-business-1066b0d1f50b>

To conceptualize a persona, you can create a personal profile of this person



Clark Andrews

AGE 26

OCCUPATION Software Developer

STATUS Single

LOCATION San Jose, CA

TIER Experiment Hacker

ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter

"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality

Extrovert Introvert

Sensing Intuition

Thinking Feeling

Judging Perceiving

Technology

IT & Internet

Software

Mobile Apps

Social Networks

Brands

Nike

Calendar, Heart, Alarm

PERSONA TEMPLATE



Jennifer D. Gephart

Age 32

Occupation Finance Project Manager

Education MBA

Location Austin, TX

Status Single

Interests	Goals	Pain Points/Frustrations
Cycling, kayaking in Lake Travis, comedy shows, fine dining with friends, volunteering at the local animal shelter.	Better communication across various departments Clear, defined due dates and accountability for tasks Do more with less money	Delays or slow communication Disorganized work environment Lack of accountability in tasks across team members
Motivations	Challenges	Needs & Expectations
Recognition from board, supervisors and peers Personal reward from successful deals Opportunity for raise or promotion Satisfying clients and delivering optimal results	Increase revenue fast Increase sales team productivity Delays or slow communication	Slack Integration All-in-one project management tool that has clear due dates for projects Gantt charts Notifications for easy and quick collaboration
Technology & Social Media	Content-Type Preferences	Brands & Influences
She uses Apple devices Browses on her phone but makes more action decisions on her desktop Uses Instagram, Facebook, LinkedIn, and Twitter	Wall Street Journal Forbes Fortune Business Week The Economist Trade Publications Bloomberg New York Times	Slack Google Apple Amazon Microsoft Facebook

<https://xd.adobe.com/ideas/process/user-research/putting-personas-to-work-in-ux-design/>

<https://uxdesign.cc/creating-research-backed-personas-ec31571cee47>

Discuss possible personas (10 minutes)

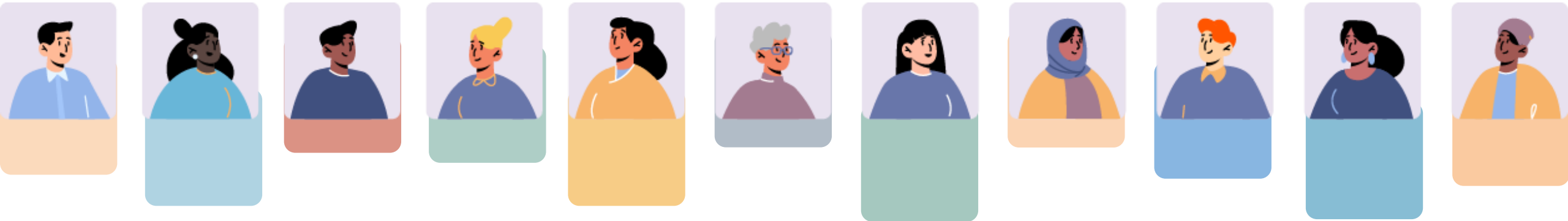


Who are the main personas that will use your application?



https://youtu.be/watkVh1U_ko?t=113

Understanding the requirements based on your target group



The different types of requirements (user, commercial, technical, etc.) must be considered

Thorough research on the needs of users and stakeholders is essential

Keep in mind that it involves many and diverse points of view



The requirements provide a complete vision of the product and expose its main features



User vs. Customer

- Customer is often not the user!
- Creating awareness with the customer for the user
- Design for the user not to please the customer (this is a difficult one)
- Clear assessment of target group and personas will help to convince the customer

Tasks

Please prepare the following for the next session

- ? Answer: Who is/are the Personas you are building your application for? You can use the provided form in StudOn
- ? Answer: What are the respective requirements of your application? You can use the provided form in StudOn
- ? Answer: Who are your competitors, how would you go above and beyond their solutions?