Personas

Personas

- Persona 1 - Elderly User (Senior Employee/Owner) [65+]
    - Personality
        - May be impatient or stubborn
        - Unaccustomed to technology
        - No tolerance for errors
    - Needs
        - Simple Design
        - Big Fonts & Buttons
        - Easy Process
        - Accessible for Disabled
        - Friendly to elderly (Think about user audience as young AND old)
        - Keep in mind of the age of these users and their difficulties
    - Personal Goal
        - Navigate the software with as little confusion as possible
- Persona 2 - New User (New Employee) [20-55]
    - Personality
        - New to software
        - Varying personalities and backgrounds
        - Looks for options that are “good enough”
    - Needs
        - Easy to understand and navigate
        - Works well when unexpected things happen
        - Inspires learning the tool
        - Show that the process was successful
        - Don’t have unnecessary content
        - Follow industry standards for GUI creation
        - Keep the design consistent
        - Think about the users who are experiencing the program for the first time and their perspective
        - The average age of a new employee ranges greatly, so we need to understand the personalities and attributes of each group
    - Personal Goal
        - Learn the interface of the program and complete their task

Test Scenarios - Persona 1

Test Scenarios - Persona 1 (Elderly User)

- Scenario 1
    - Process
        - Your job is to enter your faculty and speaker information into a database program. You plan to have a speaker over at your class in the Fall semester,

named Bill Johns. Bill is a Pharmacist who works for the medicinal corporation HealthMed. Bill comes from Miami, Florida, and lives at 2564 Franken Road. Bill's email address is bjohns@gmail.com, and plans to speak on [Date 2 Weeks away from Test]. You will act as yourself entering this data, a professor teaching a Medical Business class with a course title ECON 486, section 001.

    - Observations - Watch the user for any key mistakes or habits they show
    - 5 Questions
        1) Did you find the UI to be confusing? Was there any component that you struggled to understand?
        2) Was the objective clear and concise? Do you think you performed the task successfully?
        3) Would you be able to go back and perform the same task more efficiently? If so, what might have caused you to be slower your first time?
        4) Was the words and buttons at an appropriate size for your needs?
        5) If you could change or add anything with this application, what would you do?
- Scenario 2
    - Process
        - Your job is to modify a recent record due to updated information. You have been given the speaker's name, Therissa Madi, and the date of visiting, [Several weeks past test date]. You are to go into the record and change her email address to 'LREStherma dd@gmail.com', her title to 'Lead Researcher', and her organization to 'Mechanical Research Foundation'.
    - Observations - Watch the user for any key mistakes or habits they show
    - 5 Questions
        1) Did you find any part of the UI to be troubling to understand? If so, was this confusion detrimental to your progress?
        2) Do you think you succeeded in your task? If so, what would you say was the easiest part of the process?
        3) Did the application provided made things more efficient than without? Do you think you were faster or slower than if you would have done this process using physical records?
        4) Do you think there should be another search term to use when finding a record? If so, what would you recommend?
        5) If you could change or add anything with this application, what would you do?
- Elderly User Summary
    - Old adults, especially those in the upper 70s to 80s and higher, are susceptible to many cognitive disabilities that hinder their ability to function efficiently with modern technology.
    - As discussed in the reports I found, the oldest old are quite interested in technology whenever beneficial despite the stereotypes. Old adults can benefit greatly through the implementation of technology, but sometimes struggle to do so due to cognitive limitations. The research highlights how designers often forget the higher end of elderly users, and sometimes entirely if the product is thought to deter elderly use. This type of thinking is partially outdated, but still applicable in some scenarios where it is known

that elderly users will not be using the application. Regardless of audience, however, those who are within the 85+ range are often ignored heavily due to the varying limitations and conditions present in elderly humans. Moving forward, system and application design must be done in a way that incorporates accessibility for seniors and youth alike. One of the papers mentions the wide array of statistics on elderly cognitive issues, but proposes that statistical data, along with the limited ages selected in said studys, limits the application/usability of the research greatly. HEALTH-E, a research team working at the University of Washington, was created to combat said issues and investigate the implications and benefits of constructing technology for the use of all age groups. Other sources of elderly behavior include focus groups and interviews. Both sources go into great detail regarding the core issues of elderly interaction with technology systems, and then delve into the subcategories of each. Alzheimers is a core issue in the elderly population, and can be difficult to account for when designing an application. Other issues, such as inexperience and (recently diagnosed) limitations, has created a challenge for development teams that must be overcome.

    - The lower range of elderly users, roughly 60-70 years of age, are often subject to new and stressful disabilities that affect their approach to technology and problem solving. A few articles mention the common issue of font size, color contrasting, program inefficiency, and other common problems that affect seniors. Blindness and deafness are also major factors to consider, and often is made up for in a program with accessibility features or allowing for other tools to provide said features easily. There are some sources that recommend you test your application with accessibility tools such as screen readers and other programs that are used by the elderly to help them. Subtitles and other common features are useful as well, especially now that people prefer these kinds of options regardless of their condition. Including accessibility features and choices will often improve the user's opinion of the product and development team.
- Elderly Persona Sources
    - https://www.smashingmagazine.com/2015/02/designing-digital-technology-for-the-elderly/
    - https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3243168/
    - https://www.researchgate.net/publication/220606716_The_impact_of_aging_on_access_to_technology

Test Scenarios - Persona 2

Test Scenarios - Persona 2 [New User] {Used opinions of customer group}

- Scenario 1
    - Process
        - Your job is to enter your faculty and speaker information into a database program. You plan to have a speaker over at your class in the Fall semester, named Bill Johns. Bill is a Pharmacist who works for the medicinal corporation HealthMed. Bill comes from Miami, Florida, and lives at 2564 Franken Road. Bill's email address is bjohns@gmail.com, and plans to speak on [Date 2 Weeks

away from Test]. You will act as yourself entering this data, a professor teaching a Medical Business class with a course title ECON 486, section 001.

- Observations - Watch the user for any key mistakes or habits they show
- 5 Questions
    1) Did you find the UI to be confusing? Was there any component that you struggled to understand?
        a) Make sure to include some sort of response to the user so that they know when they have completed the task. Make sure to state that this program is being developed and used by the School of Business Administration, as we will want it to be clear who this program is being developed for.
    2) Was the objective clear and concise? Do you think you performed the task successfully?
        a) The objective was very straightforward and simple, just make sure that you can't enter any faulty data. Also, try to format the date field to make sense as a date format.
    3) Would you be able to go back and perform the same task more efficiently? If so, what might have caused you to be slower your first time?
        a) I do not have the know-how to be able to answer this question, but I believe that the program was fairly efficient even though I was blind to its layout.
    4) What might be unnecessary about this process? Is there something that could be done away with considering it's implication?
        a) I am unsure of what the white box in the UI is for, as I saw no purpose for it considering the application's function. I know that the program is a prototype though, so maybe there is something planned for that when using another button.
    5) If you could change or add anything with this application, what would you do?
        a) I would try to make the wording and textboxes slightly bigger, but other than that it is very simple and has no outlying problems besides the one mentioned right before.
- Summary
    - The program seems to be performing its task fairly well, with no major issues or causes of concern to the development team. There are many actions and features that should be implemented before publishing the application, but is overall a good tool to use considering the scenario. Make sure to provide the information sent as a confirmation box for the user so that they can reread the information and selections made by the program.

- Scenario 2
    - Process
        - Your job is to search up information within a database using a program to determine the address of a speaker named Barbara Tuni. Your fellow coworkers will need her address to send a permit to the speaker 1 week before they come

to visit. Once you have found her address, it was asked to write it down on paper and give it to your partner (Individual conducting your test).

- Observations - Watch the user for any key mistakes or habits they show
- 5 Questions
    1) Did you find any part of the UI to be troubling to understand? If so, was this confusion detrimental to your progress?
        a) [Same answer as before]
    2) Do you think you succeeded in your task? If so, what would you say was the easiest part of the process?
        a) The objective was simple and concise, so I would say almost all of the process was easy to do. Accessing the necessary data could be done using the search button provided, although I would prefer to have the information displayed permanently and not just in a text box.
    3) Would you prefer to have the system automatically take the address and send the information to the staff, or do you think this process is good enough?
        a) It would be handy to have this process automated, and perhaps with the right information could be directly sent to the people who need to send the permit.
    4) Do you think there should be another search term to use when finding a speaker? If so, what would you recommend?
        a) I think the terms required are enough considering the application of this tool. I would make sure to prevent the program from crashing if there exists more than one record for a speaker on a given date. Perhaps give a popup that allows the user to choose which class the permit is for. Although now that I'm answering this, I realize that an individual would only need one permit for a day of speaking. Perhaps add a tidbit of information when the program responds mentioning how many times the speaker will be talking that day.
    5) If you could change or add anything with this application, what would you do?
        a) The process could be improved in a few ways, especially using the method I described before when you asked specifically about the objective itself. I would prefer for the application to at least be able to send the information to the needed individual when requested. As long as there is less physical contact needed by the program, it will improve the speed and efficiency of the user.
- Summary
    - The objective itself can be improved upon considering the physical needs of the user. While the task itself is fairly easy, the time it takes could be minimized if automated. I would ask that you add in some feature to automate this process if possible, and if not provide some way for the user to directly send the information to the person who needs said info.