Persona Spectrum

DESN 24427 Design Strategy & Computation

Sheridan

What are some constraints we might face when making a phone call?
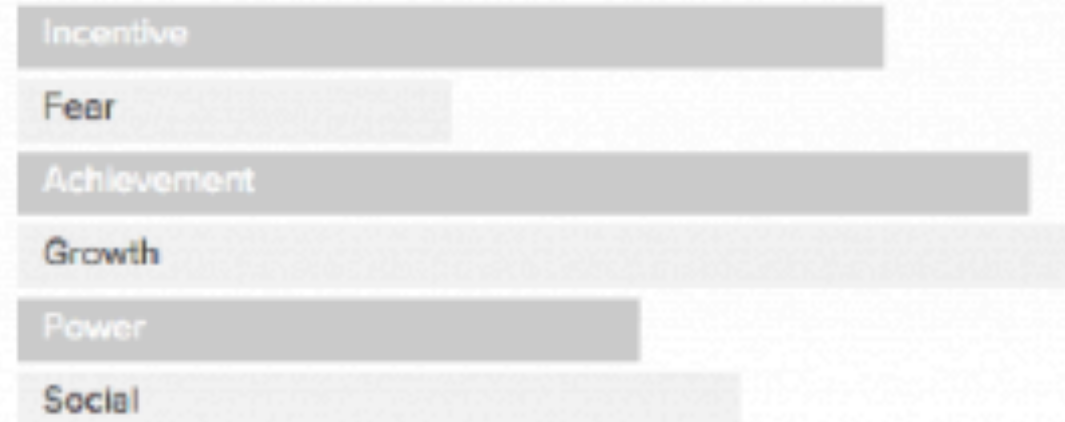
Clark Andrews

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
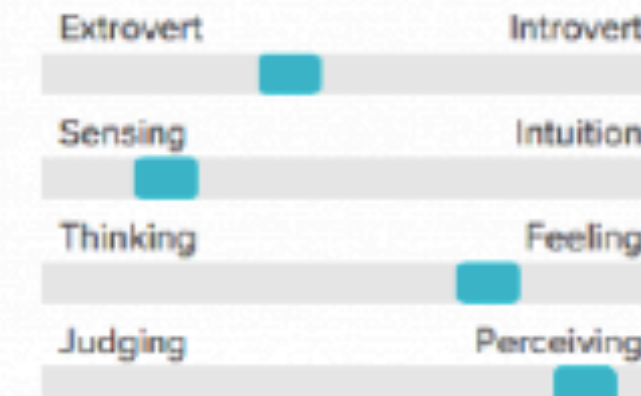- To set goals and see and make positive impacts on his life

Frustrations

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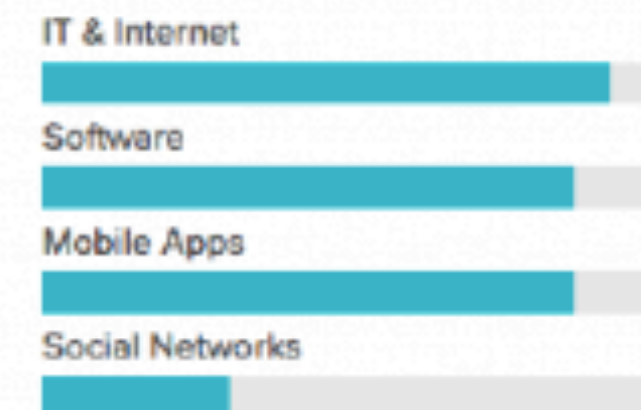- Manual tracking is too time consuming

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.
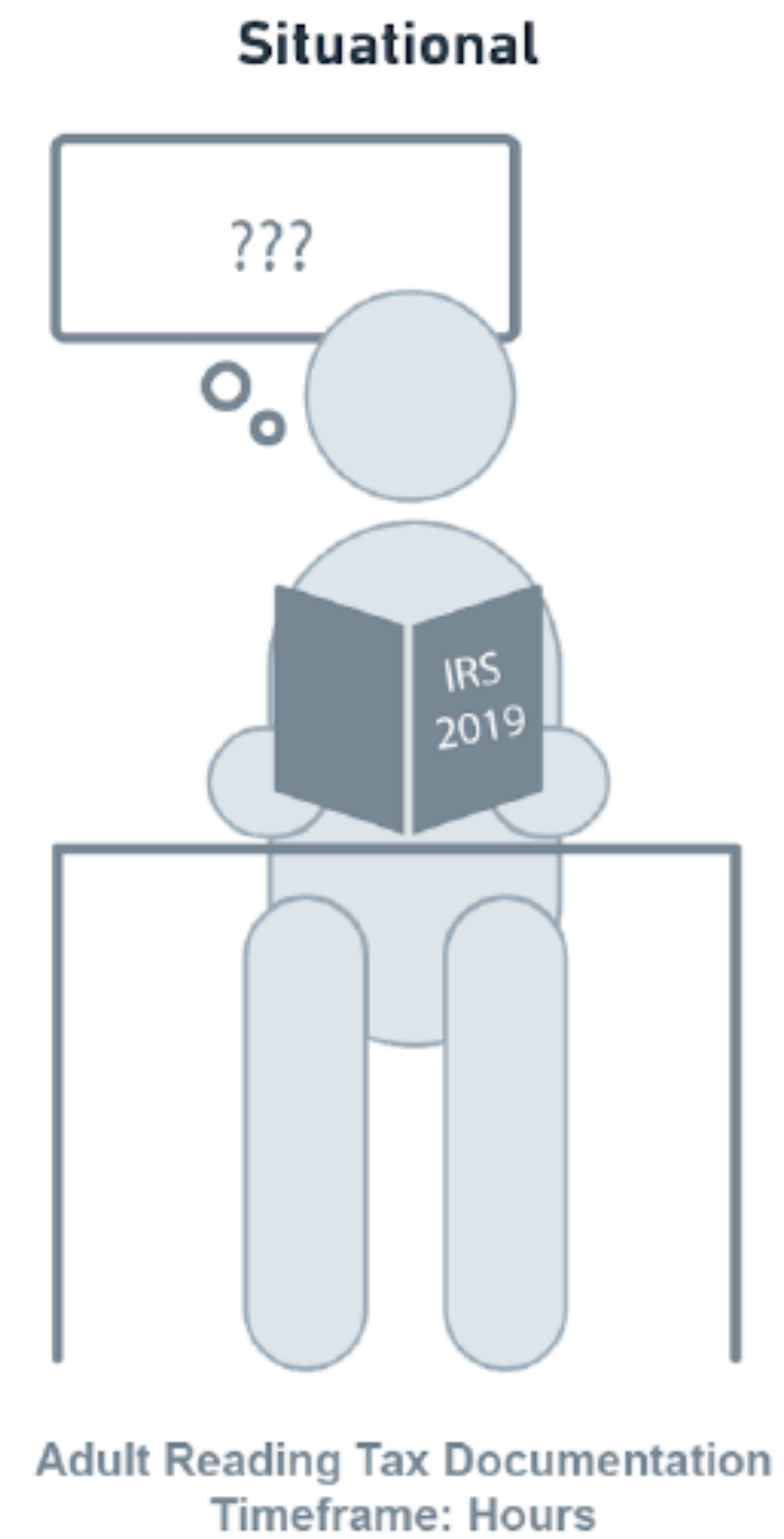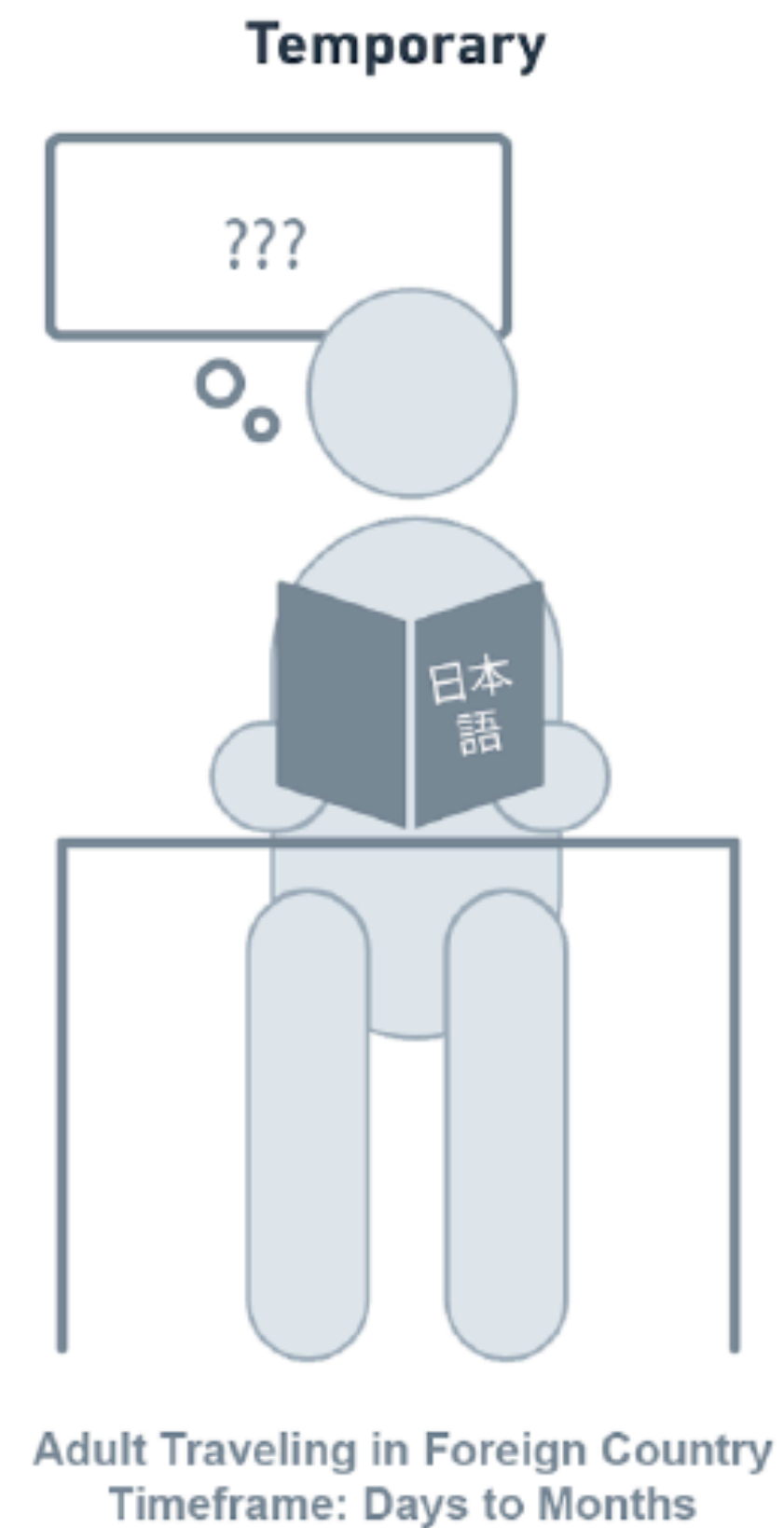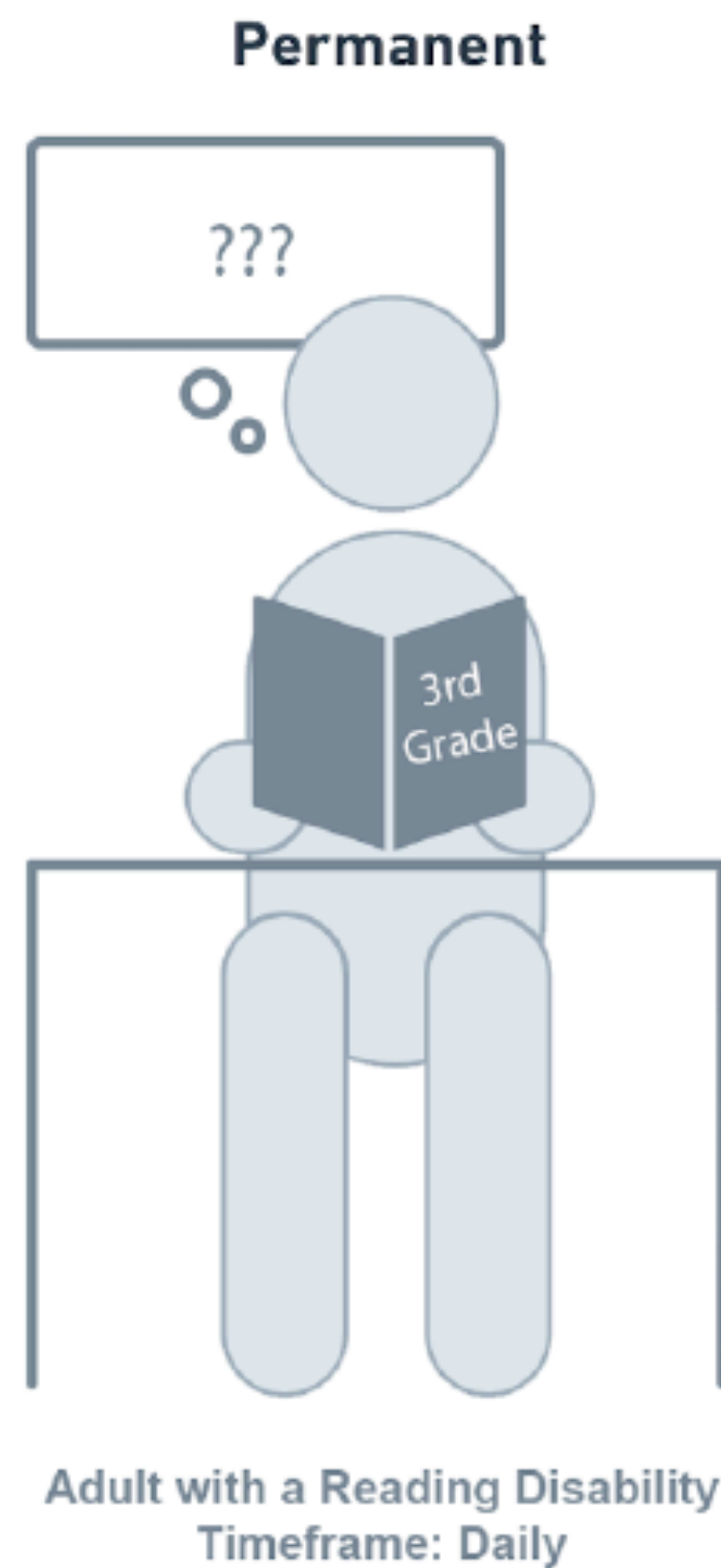
Personality

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

Technology

IT & Internet
Software
Mobile Apps
Social Networks

Brands

Traditional persona example from Adobe

"Personas are fictional, yet realistic, description of a typical or target user of the product …. [t]his focus on a singular individual … fosters empathy for the specific users we are designing for, and helps us break away from the attempt to design for everyone"

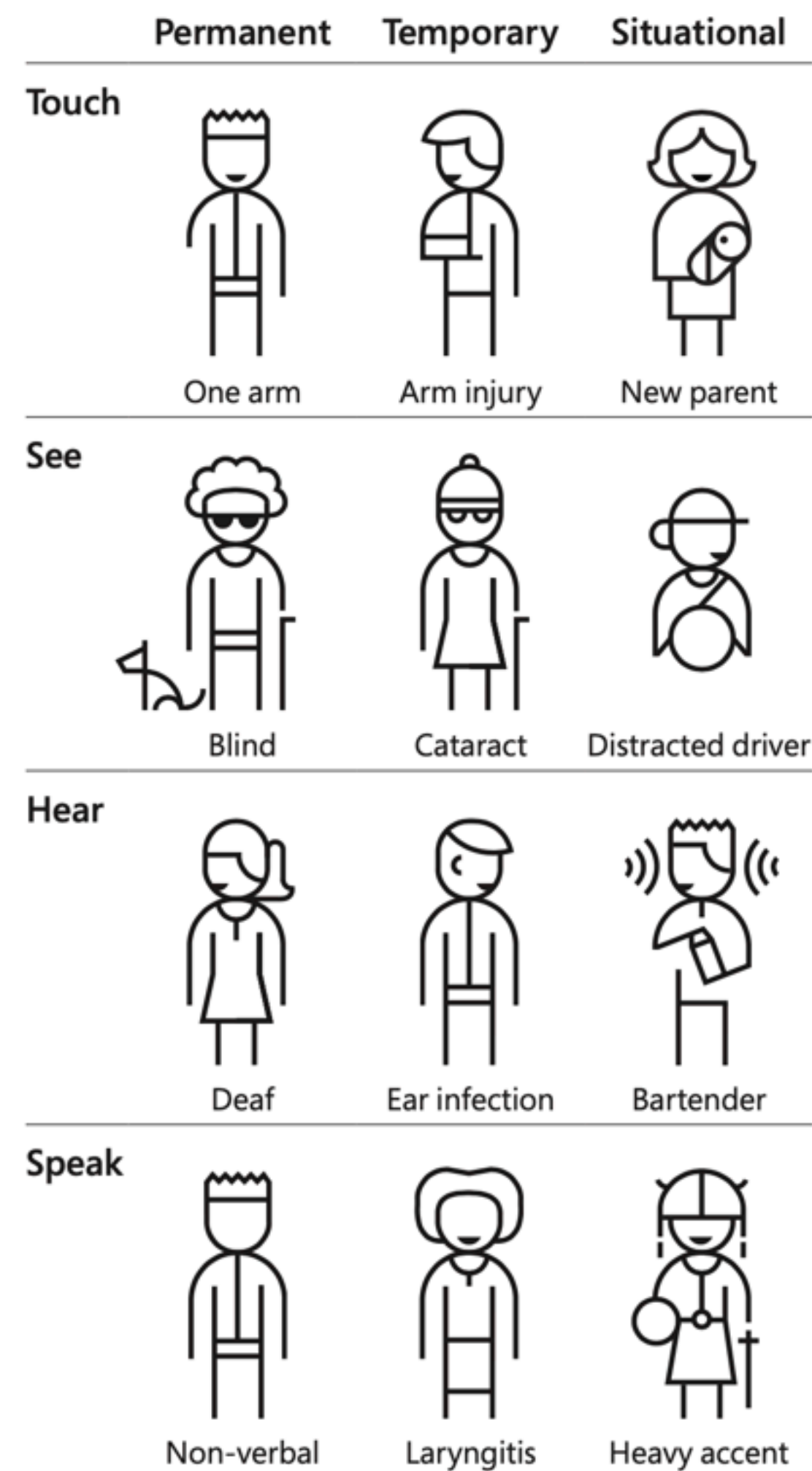—NNGroup

Constraints faced by people who are reading, Illustration by Sarah Dzida

Persona Spectrum

Instead of defining people through demographic information, we describe them through three specific lenses of constraint: **permanent, temporary, and situational**
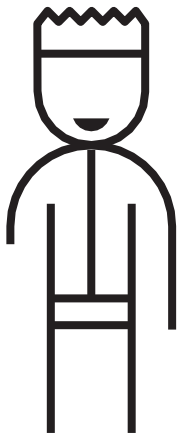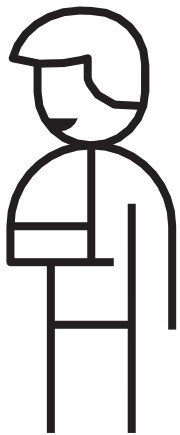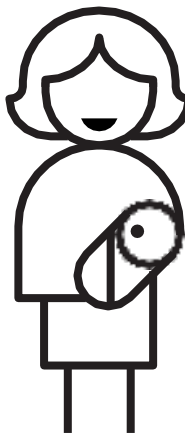
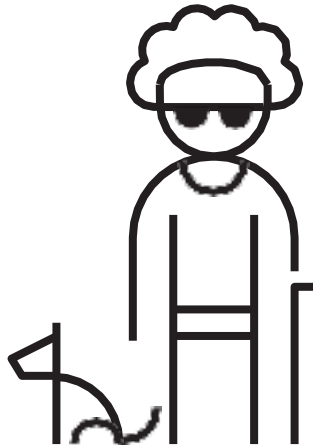https://t3.ftcdn.net/jpg/00/34/22/54/360_F_34225444_8sWOWus7SNdcrRcqM0dSabp6UFa9zKMy.jpg

	Permanent	Temporary	Situational
Touch	One arm	Arm injury	New parent
See	Blind	Cataract	Distracted driver
Hear	Deaf	Ear infection	Bartender
Speak	Non-verbal	Laryngitis	Heavy accent
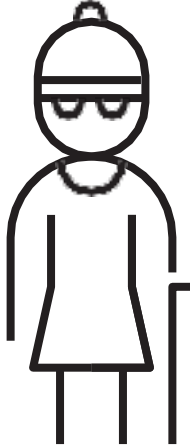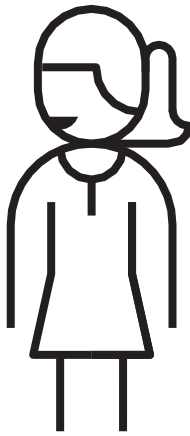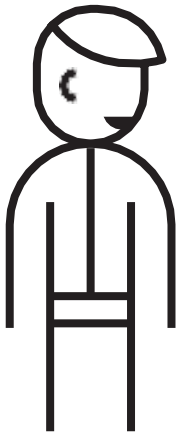
"We use the Persona Spectrum to understand related mismatches and motivations across a spectrum of permanent, temporary, and situational scenarios. It's a quick tool to help foster empathy and to show how a solution scales to a broader audience."

In this project, you are redesigning an existing interaction to accommodate a constraint (in all 3 contexts).

Types of constraints
The difference between permanent, situational, and temporary constrains

- **Permanent Constraints:** faced by people with disabilities
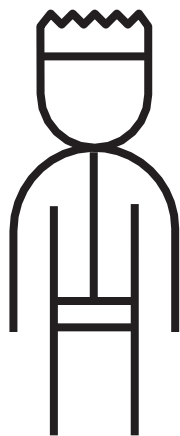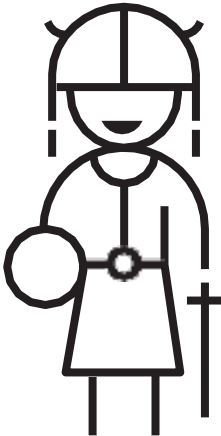
  (ex. loss of limb, sight, Deaf/HoH, neurodivergent)

- **Temporary Constraints:** faced by people with short-term injury or when context affects the way they interact for a short time *(ex. wearing a cast, trying to browse in bright light where reflections can impact readability)*

- **Situational Constraint:** faced when people move through different environments. *(ex. in a large crowd people can't hear well, in a car you're visually impaired or if you're a new parent many tasks need to be completed one-handed)*

Holmes, Kat, et al. Mismatch: How Inclusion Shapes Design. The MIT Press, Cambridge, Massachusetts, 2018.

	Permanent	**Temporary**	**Situational**
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See	Blind	Cataract	Distracted driver
Hear	Deaf	Ear infection	Bartender
Speak	Non-verbal	Laryngitis	Heavy accent

Example of triangulation in action

HMW improve communication between South Asian teenagers and their immigrant parents?

Research Question	Method: POEMS Observation	Method: Semi-Structured Interview	Method: Literature Review	Convergence
Why is **communication** between South Asian teens and their immigrant parents so **difficult**?	When the child (people) approached their parent (people) they had difficulty communicating **why their issue is important and valid** (messages).	**"My mom's like 'why are you crying? This isn't even a matter to cry about!' "** - Quote from participant	The **acculturation gap** [the changing set of values and culture between a child and parent/guardian] between immigrant parents and children can **create problematic distancing that leads to a breakdown in or loss of communication** between both parties (Hwang, 2006).	**A difference in values** (beliefs about what is important, just, etc.) **and culture** (communication style) **is to blame for communication difficulties between South Asian teens and their immigrant parents.**

What are some constraints we might face when making a phone call?

To learn more
Check out this resources

- Holmes, Kat, et al. *Mismatch: How Inclusion Shapes Design*. The MIT Press, Cambridge, Massachusetts, 2018.

  - Author outlines the ideas of mismatched interactions and inclusive design principles in greater detail

  - Full text is available online thru library here: https://tinyurl.com/yf5r6zcp