Usability Engineering
UCD, Personas

Prof. Dr. Christian Reimann

Process

Usability, Basics

Prof. Dr. Ch. Reimann

Usability is defined by the

- Effectiveness,
- Efficiency and
- Joy

with which users can achieve a goal, or accomplish a task.

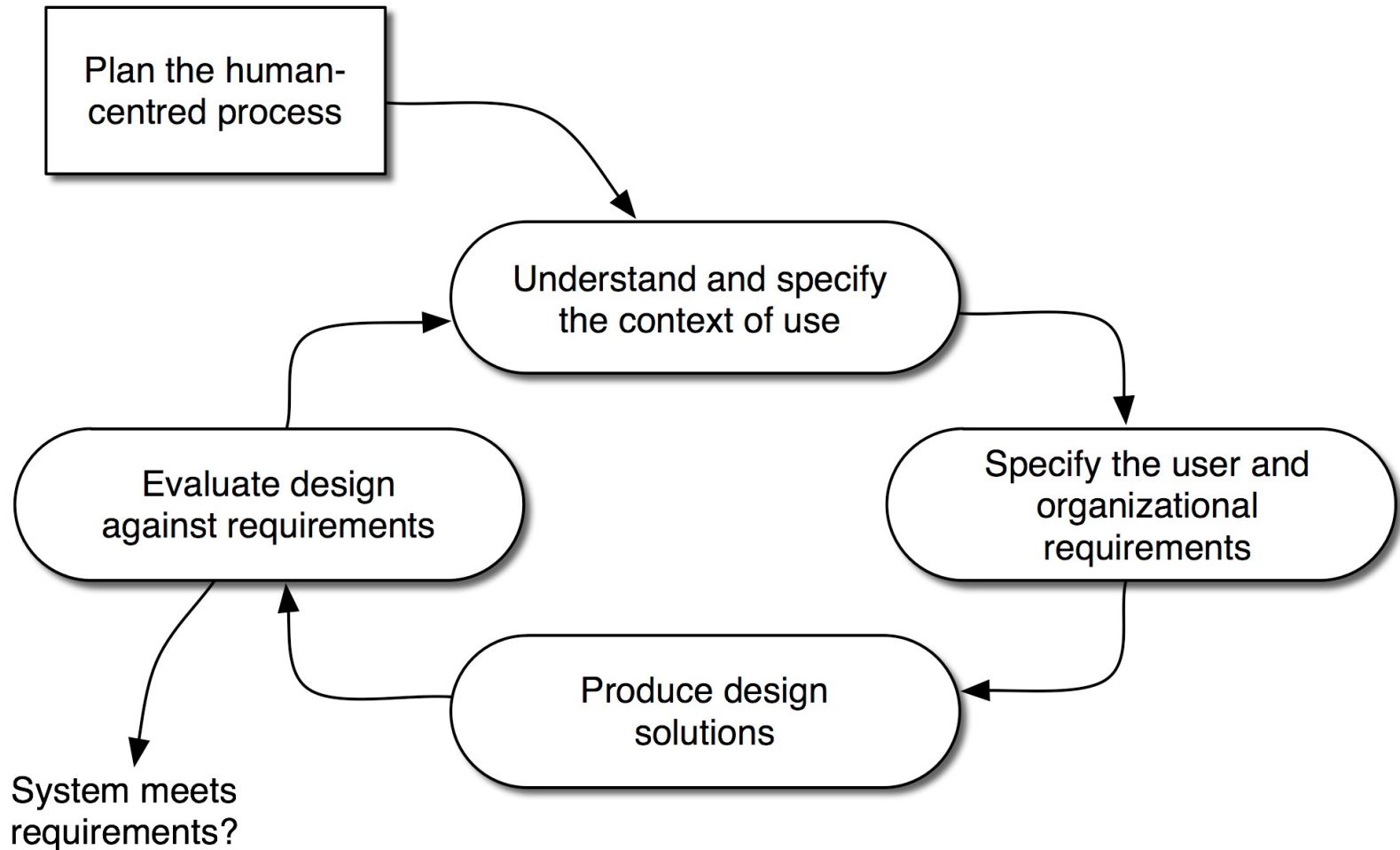How to ensure good usability?

In a structured process, so it is

- Reliable,
- Repeatable,
- Etc.
- But not plain luck ;-)

User Centered Design Process (ISO 9241-210)

- generally accepted process (at least as basis) for sw-development

User Centered Design Process
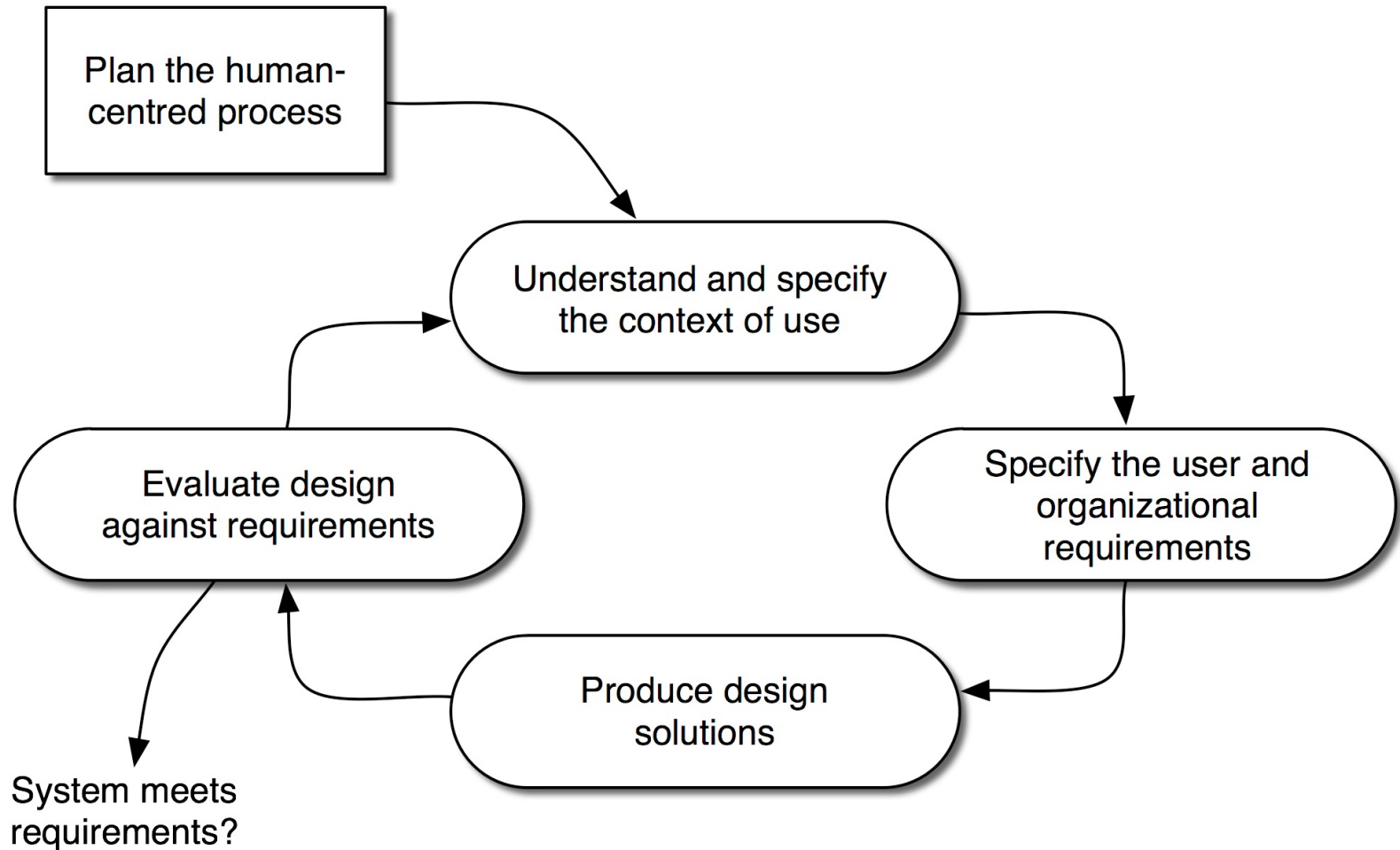# *DIN EN ISO 9241-210*

Plan the human-centred process

Understand and specify the context of use

Specify the user and organizational requirements

Produce design solutions

Evaluate design against requirements

System meets requirements?

Which car is better?

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User Centered Design Process

Fachhochschule
Dortmund
University of Applied Sciences

we
focus
on
students

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Personas

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Personas (Alan Cooper, 1998)

Supports projectmembers:
- To put themselves into users position, based upon empathy.

A Persona is a fictional person
- It combines and represents characteristics of specific typical users

A Persona should be short, but descriptive
- Not more than one piece of paper (might be a big piece)
- As visual as possible, use pictures, fotos, etc

Usually created during a workshop

Maintenance required (might change during project)
  => name responsible person

Create as many Personas, as you need,
  usually one or two per target group

Processes, data, resposibilities, etc. can be attached to a Persona

- „How would Mr. Miller react in this situation?"
- „Does Mrs. Beckett have all the required information at this point to fill out the form?"

This helps to create a bridge between marketing and development!

The Persona as a virtual user/customer can always be „present" in a project.

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Benefits of using Personas

Common ground for all stakeholders (developers, designers, marketing, management, ...)

Personalisation supports discussion and communication between all stakeholders!

Very little effort needed => low costs
  • Find, describe, communicate, maintain

Dangers?

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