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"The goal is to find a single persona from the set whose needs and goals can be completely and happily satisfied by a single interface without disenfranchising any of the other personas" About Face 2.0, Cooper.

Interactive System

Design

ECS733P

Individual Course Work 17/18

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# **Question 1**

1. **Compare and Contrast an aggregate user and a primary persona and their use in interaction design.**

**Answer:** Aggregate user and the primary persona plays vital role in the interaction design, as interaction design is to create products that enable the user to achieve their objectives in the best way possible.

Both aggregate user and the primary persona can be used in the interaction design but primary personas method are widely used as the difference is that aggregate user tries to keep everyone happy contrary to primary persona which only keep the one chosen persona happy.

The key difference is that aggregate user doesn’t have name, realistic lives or pictures while primary persona is someone not real but with all the real data like names, pictures, age, goals, motivations and the detailed realistic lives.

The designer/programmer takes the primary personas seriously as they tend to think that primary personas are real people which helps them take the person’s needs seriously while aggregate user is just a list of features required with no real concern towards a specific person.

Use of aggregate user can result in a long of features which ends up in a design which complex and difficult to use on the other had primary person ends with a design with satisfies the needs of the majority.

For example, while designing the team can refer to a primary persona as John where a human connection is created subconsciously, this helps them take the user seriously and have genuine concern towards the needs of the primary persona while aggregate user doesn’t have a name and hence the human connection need to develop the feeling of caring is not ignited, this leads to aggregate user just being a list of features.

## **b)**

1. **Explain how you would develop the final primary persona.**

**Answer:** I would start with basic research and try to extract as much information as I can to give the realistic feel to the final primary persona. The information will consist of the age, location, habits, motivations, lifestyle, goals etc. At this stage figuring out the goals, activities and the motivations of the persona is important as the will help get a broader picture which will help understand the use and result in the design of the final product.

I would then add data to the persona, now from the first we have the motivations and the goals but adding data like age, location, picture, education, habits are just as important. Ideally this data should be research based, meaning acquired by direct interviews with the user, by surveys or by any other valid means which will provided real data.

The third step would be match the common requirement points between the available personas and put them in the final primary persona, as the final persona will represent the broader group of people, so I believe common points will help get the final primary persona a larger spectrum. To merge the available the personas I will keep in mind that the persona is finalised in a way when the design is made for the final primary persona it will cover other personas too.

For example, Nadia who have worked as school dinner lady in the university can be added to Jack who have been to summer school at the university so they both are not completely new to the university camps. Nadia and Jack both want to learn more about the university and to want to not miss things and make friends.

**2) Outline a suitable primary persona. Justify your answer.**

**Answer:** The suitable persona should have the have broader area in terms of satisfying the need. That means covering a broader group of people.

The suitable primary persona should be Nadia with a few points and behaviours from Jack’s persona.

For example, we can partially sightedness and use of iPad to Nadia’s persona which will eliminate the need of Jack’s persona.

1. **According to Norman’s principles of usability, there is ‘little to be remembered’ in a good, well-designed interactive system. Justify this statement.**

**Answer:** “Little to be remembered” this statement struck me clearly as an interactive system in which the design is so well don’t that the user has to remember very less about the operations and can figure out the operations just by looking at the interface.

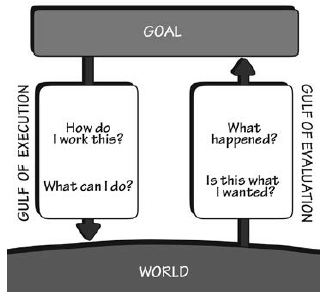
Norman’s principle of usability states that visibility, feedback, constraints, mapping, consistency, affordance are all relevant to usability in one or the other way.

## **d) Explain the concept of gulf of execution and gulf of evaluation and how it relates to the user’s conceptual model.**

**Answer:** Gulf of Execution is the difference between the user’s perception of the required system interactions to achieve desired goal, and the actual system interaction required to achieve goal.

The classic example is the ecommerce website which requires a long chain of process to select-addtocart-pay and confirm process.

Gulf of Evaluation difference between the user’s perception of the system state, and the actual system state.

[[1]](#endnote-1)

1. [https://cdn-images-1.medium.com/max/1600/1\*Jt5fW9oehz0lFveKfP9szw.png](https://cdn-images-1.medium.com/max/1600/1*Jt5fW9oehz0lFveKfP9szw.png) [↑](#endnote-ref-1)