PERSONAS

Modeling Users: Personas and Goals

FROM YOUR USER RESEARCH TO…

➤ You have searched your user. Took many notes (or hours of tape).

➤ For reference during the design process you can't go back to all those notes. You need to create **abstractions.**

➤ You need to create models of typical users

➤ You need **PERSONAS**

➤ If you are trying to design/develop a product usually one tries to please the broader audience, but modeling the user broadly isn't helpful.

➤ If you have a variety of users, you're better off modelling a variety of archetypes. Design different types of individuals with different needs. Write them down.
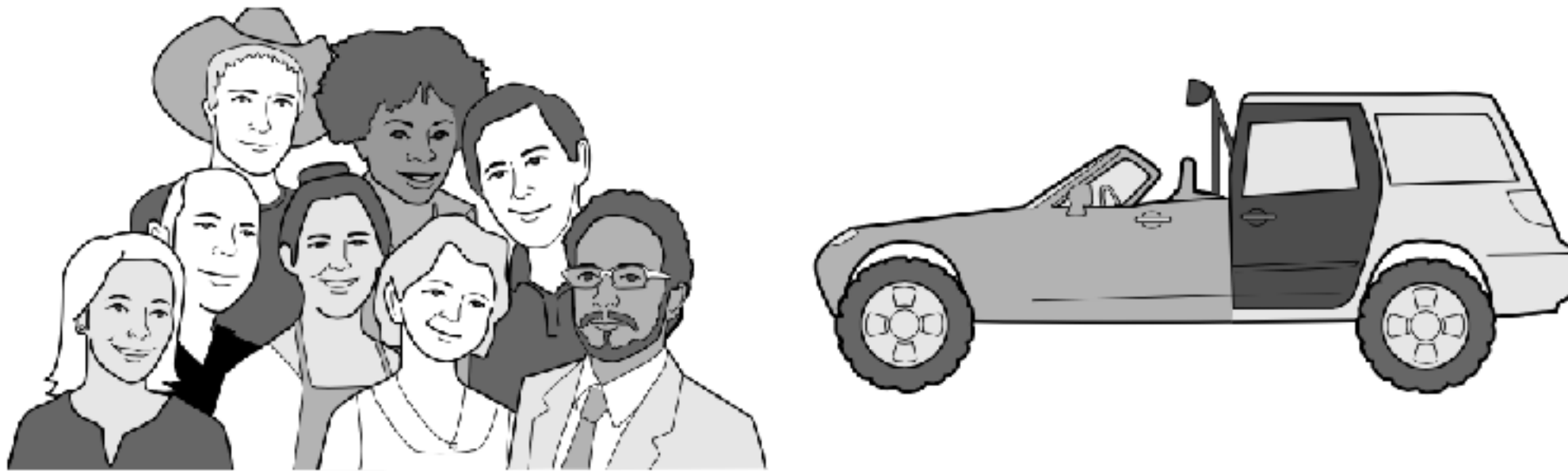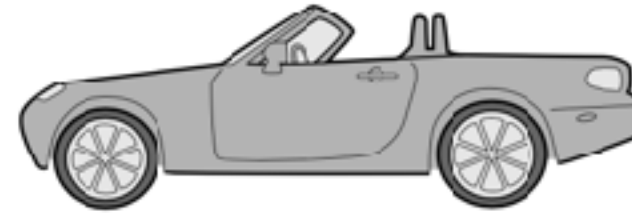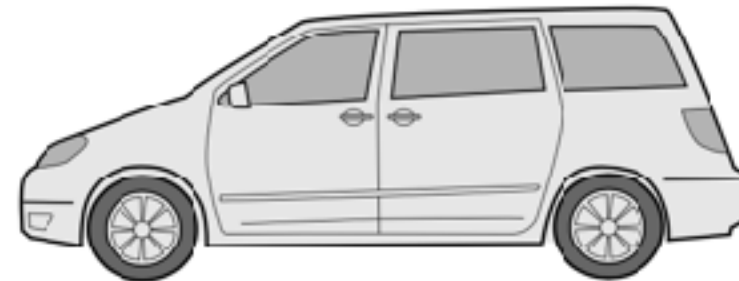
Figure 5-1 A simplified example of how personas are useful. If you try to design an automobile that pleases every possible driver, you end up with a car with every possible feature, but that pleases nobody. Software today is too often designed to please too many users, resulting in low user satisfaction. Figure 5-2 provides an alternative approach.

Alesandro's goals
► Go fast
► Have fun

Marge's goals
► Be safe
► Be comfortable

Dale's goals
► Haul big loads
► Be reliable

Figure 5-2 A simplified example of how personas are useful. By designing different cars for different people with different specific goals, we are able to create designs that other people with similar needs to our target drivers also find satisfying. The same holds true for the design of digital products and software.

STRENGTH OF PERSONAS AS DESIGN TOOLS

➤ Personas allow you to:

➤ **Determine what a product should do** and how it should behave. Persona goals and tasks provide the foundation for the design effort.

➤ **Communicate with stakeholders**, developers, and other designers. Personas pro- vide a common language for discussing design decisions and also help keep the design centered on users at every step in the process.

➤ **Build consensus and commitment to the design**. With a common language comes a common understanding. Personas reduce the need for elaborate diagrammatic models;

➤ **Measure the design's effectiveness**. Design choices can be tested on a persona in the same way that they can be shown to a real user during the formative process.

➤ **Contribute to other product-related efforts such as marketing** and sales plans.

➤ Personas also help you resolve some design process issues:

➤ **The elastic user**

➤ When it comes time to make product decisions, this "user" becomes **elastic**, conveniently bending and stretching to fit the opinions and presuppositions of whoever's talking.

➤ **Self-referential design**

➤ Self-referential design occurs when designers or developers project their **own** goals, motivations, skills, and mental models onto a product's design

➤ **Edge cases**

➤ Personas help prevent designing for edge cases.

➤ Personas are based on research

  ➤ Interviews with users outside of their use contexts

  ➤ Information about users supplied by stakeholders and subject matter experts (SMEs)

  ➤ Market research data such as focus groups and surveys

  ➤ Market-segmentation models

  ➤ Data gathered from literature reviews and previous studies

➤ Don't build Personas **without user experience research data** to back it up (I'll ask for it during presentations).

➤ Personas are depicted as single users but they represent archetypes.

➤ They represent a class of individuals.

➤ A persona encapsulates a distinct set of behaviours.

➤ Distinct Personas must be memorable.

➤ Archetypes are not Stereotypes

  ➤ Stereotypes represent a designers worse tool for the job. They are the designers biases and assumptions, rather factual data.

  ➤ Develop your Personas based on DATA, DATA, DATA.

Hugo

"gostaria de desfrutar Lisboa e sua oferta de lazer"

about him

O Hugo é um jovem de 25 anos, é do Porto, mas está a tirar um mestrado em biologia pela Universidade Nova de Lisboa, vive actualmente na capital. É o velho de três irmãos e seus pais são os dois médicos. Ele usa jeans e camisetas esportivas, calças de tênis e sempre leva a mala para o computador.

behaviors & believes

Estudar
Ler sobre ciência
Curioso/intelectual
Passar tempo com os seus amigos
Ouvir música "paragem" alternativo
(Thu Oh sees, Ty Segall...)

needs & goals

Trabalhar como investigador
Igualdade de oportunidades
Maior acessibilidade à informação
Sentir-se mais ligado à sociedade
Mover-se livremente pela cidade
Saber "what's going on around me"

personality

extrovertido — introvertido
experiência — intuição
pensar — sentir
julgar — perceber
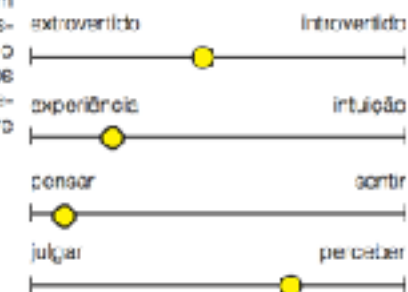
technology

IT e internet
Software
Apps (tablet ou telemóvel)
Redes Sociais

Carme Vidal, 2017

Patricia

"gostaria de partilhar mais com meus colegas"

about her

A Patricia é uma estudante de 18 anos, ela é de Lisboa é a menor de dois irmãos de pais arquitectos. Veste Jeans Skinny, calça tênis Vans e acostumar levar uma mochila Herschel sempre colgada. Ficou cega com 5 anos.
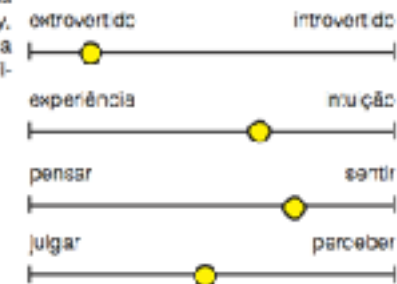
behaviors & belleves

Passar tempo com os seus amigos
Ler novelas de Sherlock Holmes
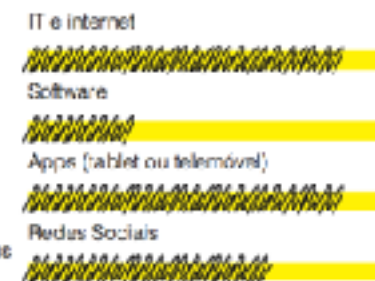Ouvir música Hip Hop Americana
(Kancy West, Jay Z...)

needs & goals

Estar em contacto com seus amigos
Manter-se conectada
Sentir-se parte do grupo
Estar presente nas redes sociais
Socializar da mesma forma que os seus colegas

personality

extrovertido — introvertido

experiência — mução

pensar — sentir

julgar — perceber

technology

IT e internet

Software

Apps (tablet ou telemóvel)

Redes Sociais

Example Persona

Dan Welks

Age: 29

Status: Married, 1 child (2 years old)

Location: Austin, Texas

Occupation: Web Designer

Hobbies: Reading (mostly tech blogs), playing guitar, playing video games, and photography.

Favorite items: iPad, iPhone, vintage AM/FM radio, and the new SUV he and his wife just bought.

Needs: Dan has his iPad wherever he goes. He'd love a way to jot down notes or quickly sketch out a website design.

Currently, Dan will sketch ideas on printer paper or a dry-erase board. Sometimes, he'll take a picture of his drawings with his iPad, but it doesn't allow him to make changes later.

Dan wishes there was a way to keep all his notes and doodles in one place. He's tried carrying around a notebook and pen, but it's cumbersome while also carrying his iPad.

Beliefs: Dan has tried other drawing, sketching, and note-taking apps on his iPad. None of them has been very enjoyable. He does like Sketchbook Pro but finds the tools complex and daunting. He already has Photoshop, so if he wants to build something that detailed, he'll just use that.

Dan believes that the best way to draw and take notes is with pen and paper. He thinks drawing with an iPad app lacks agility and feels very unnatural.

PERSONAS EXPLORE RANGES OF BEHAVIOUR

➤ Personas allow you to explore the range of behaviours observed in your data.

➤ Averages might not show who your users are. Different personas will have different "characters" of the range of your users.

CONSTRUCTING PERSONAS

1. Identify behavioral variables.

2. Map interview subjects to behavioral variables.

3. Identify significant behavior patterns.

4. Synthesize characteristics and relevant goals.

5. Check for redundancy and completeness

6. Expand description of attributes and behaviors.

7. Designate persona types.

STEP 1: IDENTIFY BEHAVIORAL VARIABLES

▶ **Activities** — What the user does; frequency and volume

▶ **Attitudes** — How the user thinks about the product domain and technology

▶ **Aptitudes** — What education and training the user has; capability to learn

▶ **Motivations** — Why the user is engaged in the product domain

▶ **Skills** — User capabilities related to the product domain and technology

STEP 2: MAP INTERVIEW SUBJECTS TO BEHAVIORAL VARIABLES.
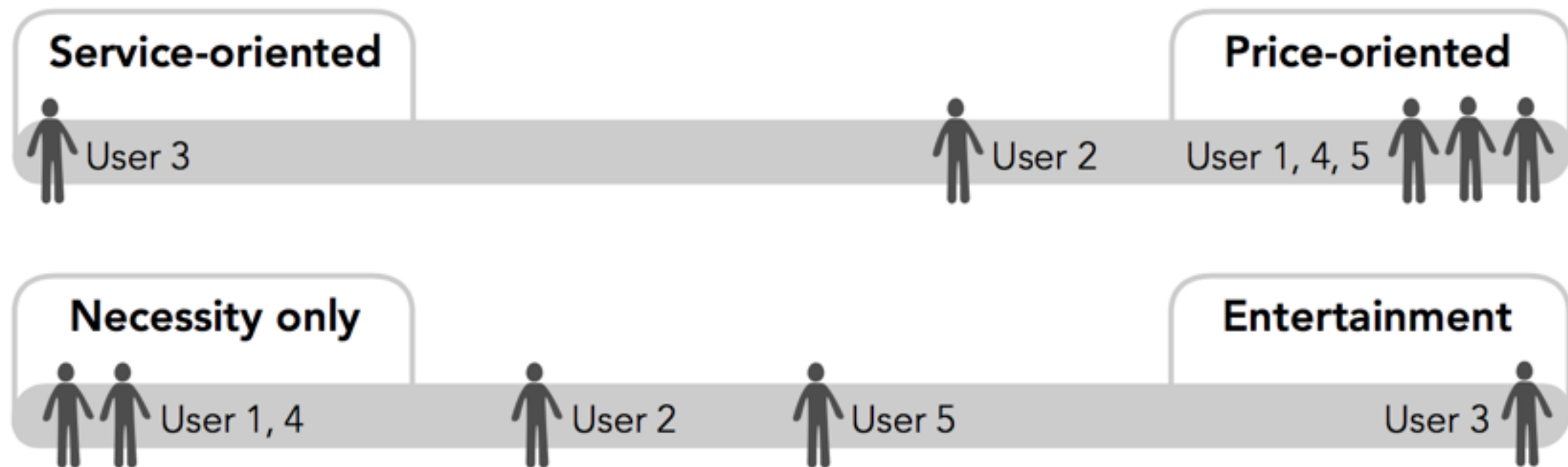
STEP 3: IDENTIFY SIGNIFICANT BEHAVIOR PATTERNS

➤ Look for clusters, groups of users, find patterns.
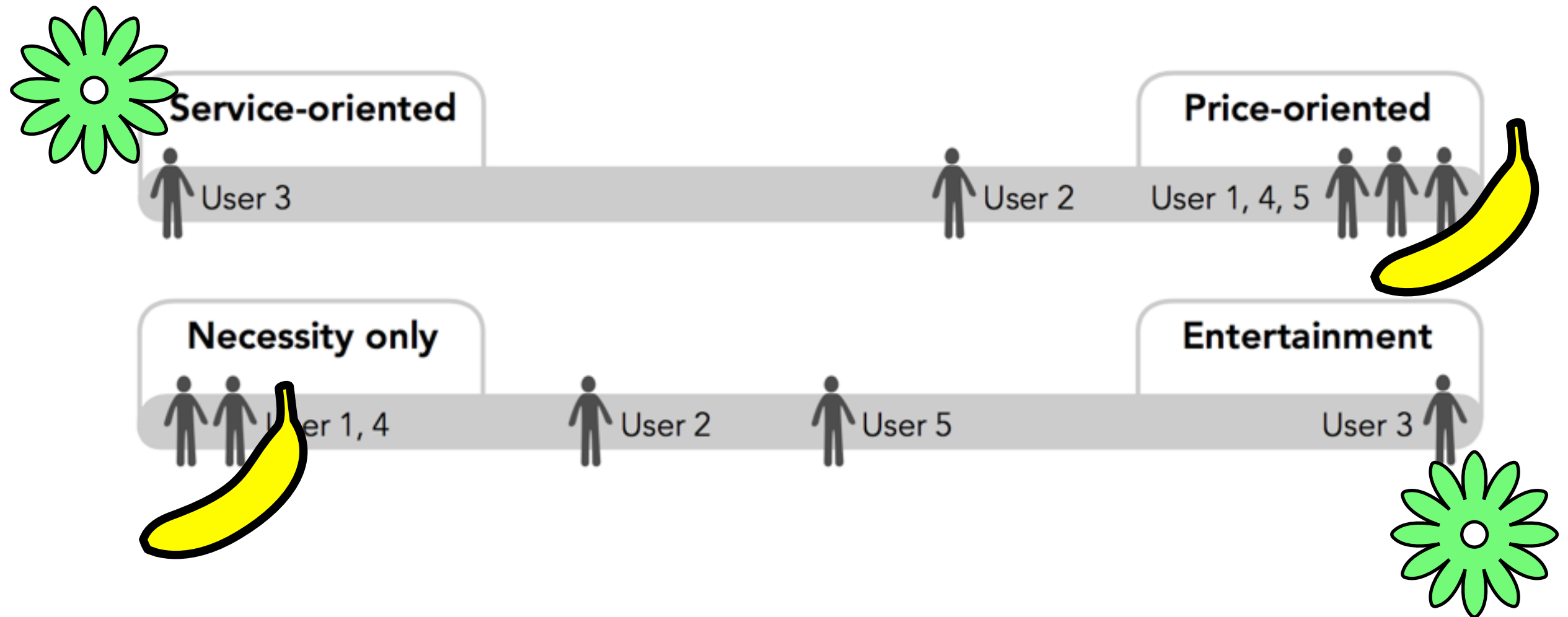
STEP 4: SYNTHESIZE CHARACTERISTICS AND RELEVANT GOALS

➤ Think about what are that persona goals related to the product you are developing

➤ Think about the relationships of the persona and if they are relevant to the product (did you observe behavioural variations during research that allow you to map different relationships of the persona with the product?)

➤

STEP 5: CHECK FOR COMPLETENESS AND REDUNDANCY

➤ Search for gaps that need to be filled.What have you missed?

➤ Search for overlapping features.

➤ Personas should be meaningfully distinct.

➤

STEP 6: EXPAND DESCRIPTION OF ATTRIBUTES AND BEHAVIORS

➤ Time to expand the synthetic points identified previously

➤ Time to build a narrative. This should not extend past 1,2 pages.

➤ Should contain photographs / collages of the person that help convey things that are difficult to convey.

➤

STEP 7: DESIGNATE PERSONA TYPES

➤ your personas should feel very much like a set of real people

➤ Time to prioritise personas. Have a **target**

➤ Create Persona TYPES

   ➤ Primary

   ➤ Secondary

   ➤ Supplemental

   ➤ Customer

   ➤ Served

   ➤ Negative

➤ More: **Read** Chapter 5 of About Face 3 - Alan Cooper.