

IxD210 Systems

Understanding and Making Persona

What is Personas?



a MODEL of a group of people

*“I wanted to walk
in their shoes”*



People with similar
motivations and behaviors

Personas are not real people, but
they are based on the behavior and
motivations of real people

Grounded in Research (Generally Qualitative)



Why Make Personas?

Reason #1
If you don't know
who you're designing for
you'll design for yourself

Reason #2

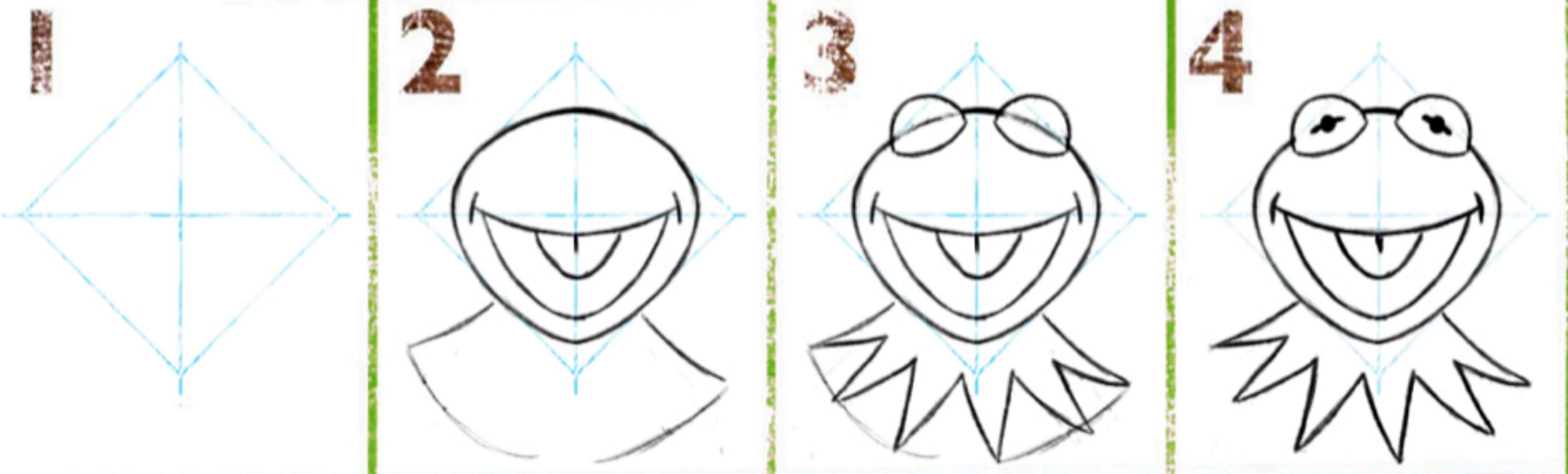
Get stakeholders to agree on who
you're designing for

Reason #3
TO prioritize use cases

Reason #4

To prioritize features

How to Make Personas



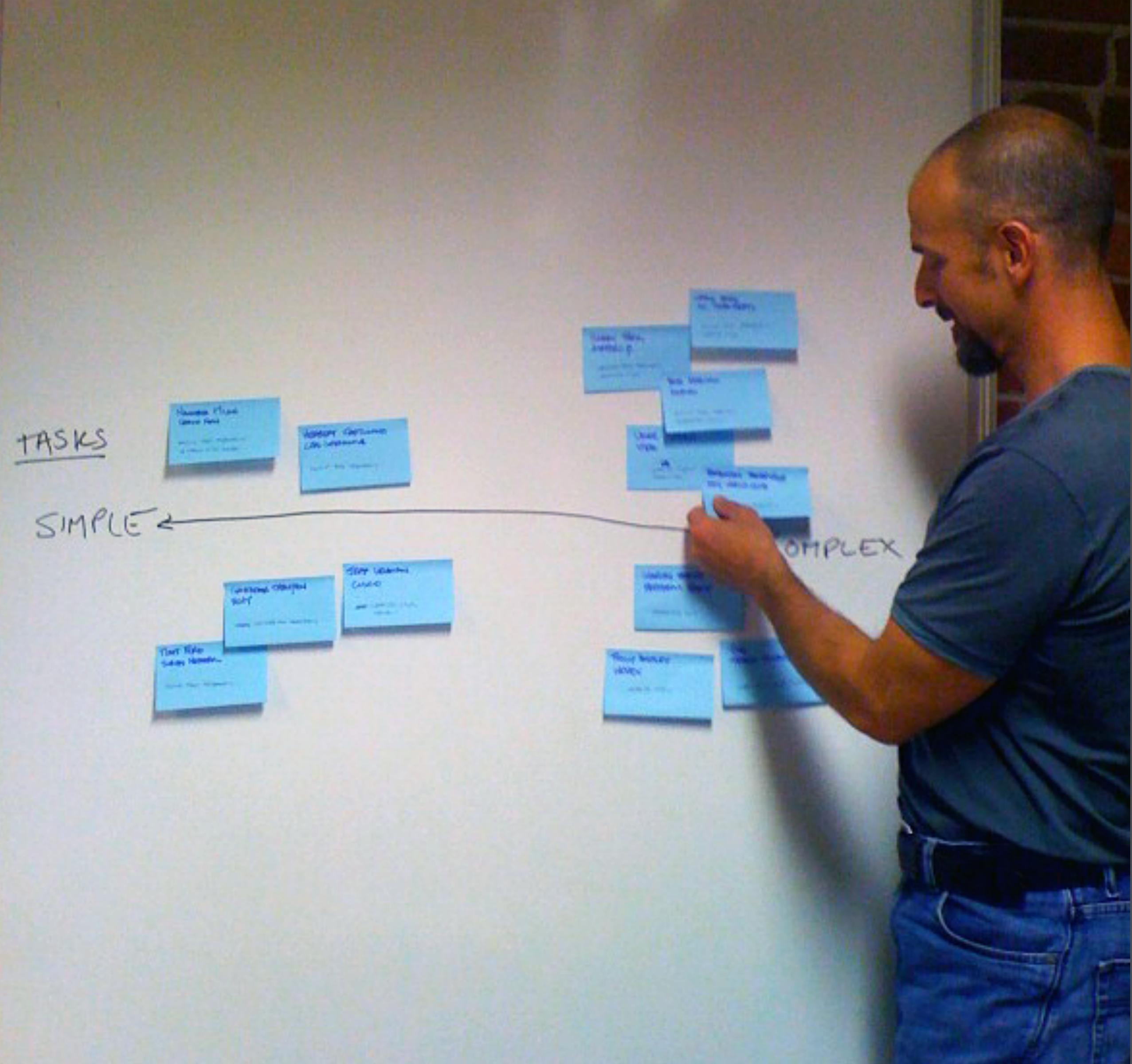
A photograph showing a group of approximately ten people of diverse ethnicities and ages sitting in a loose circle on chairs and a sofa outdoors. They appear to be engaged in a group discussion or interview. The setting is a bright, sunny day with palm trees and buildings visible in the background.

Interview as many customers & stakeholders as possible

**Interview Notes in Spreadsheet
and/or Stickies by Want/Need/
Dreams/Challenges**

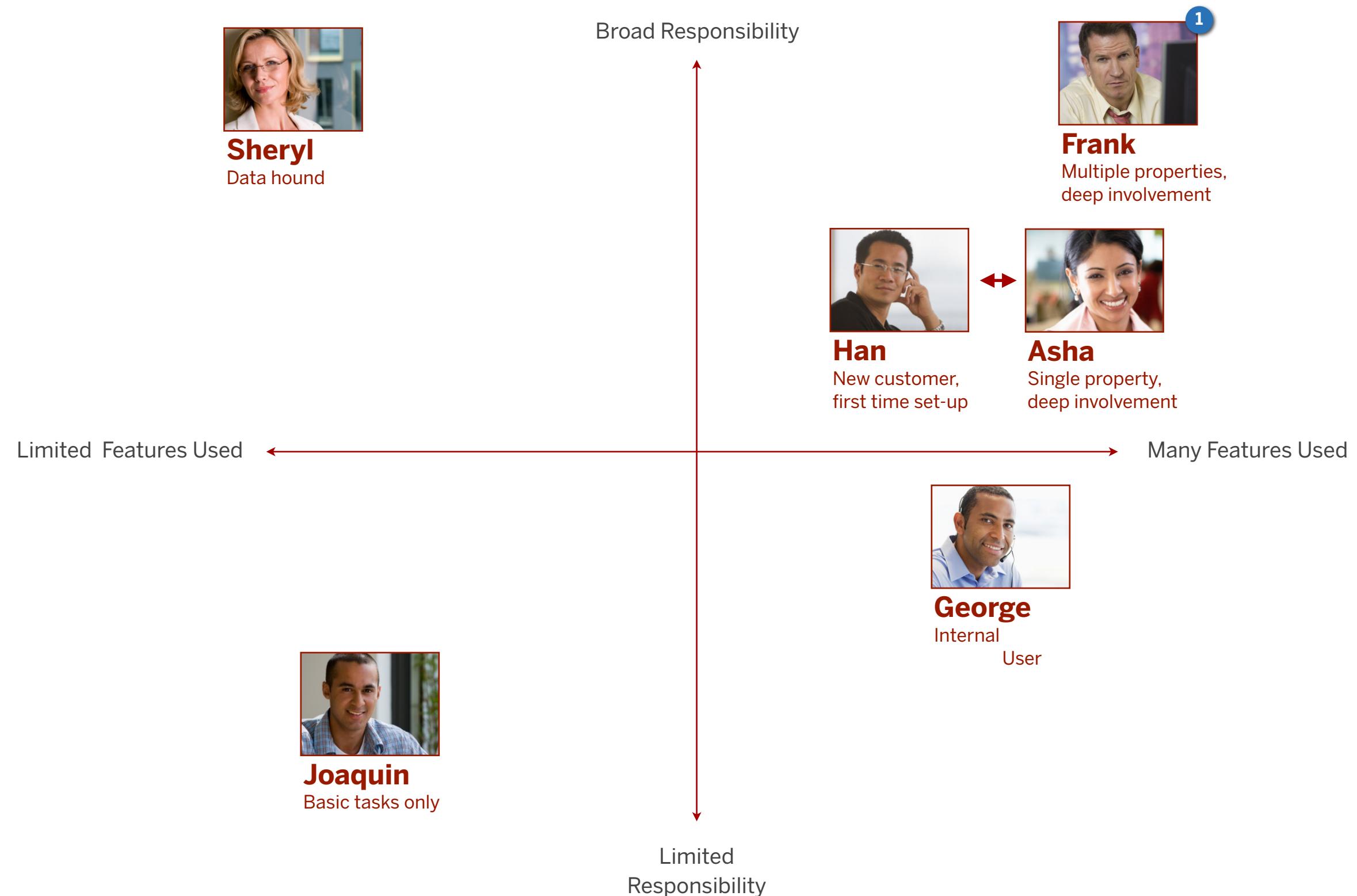
Look for overlapping themes (affinity diagramming)





**Cluster users around overlapping
themes (note: motivation should be
top theme)**

Meet the Five Customer Personas





Create
composite
portrait for
each cluster



Single property, deep involvement

Website Manager

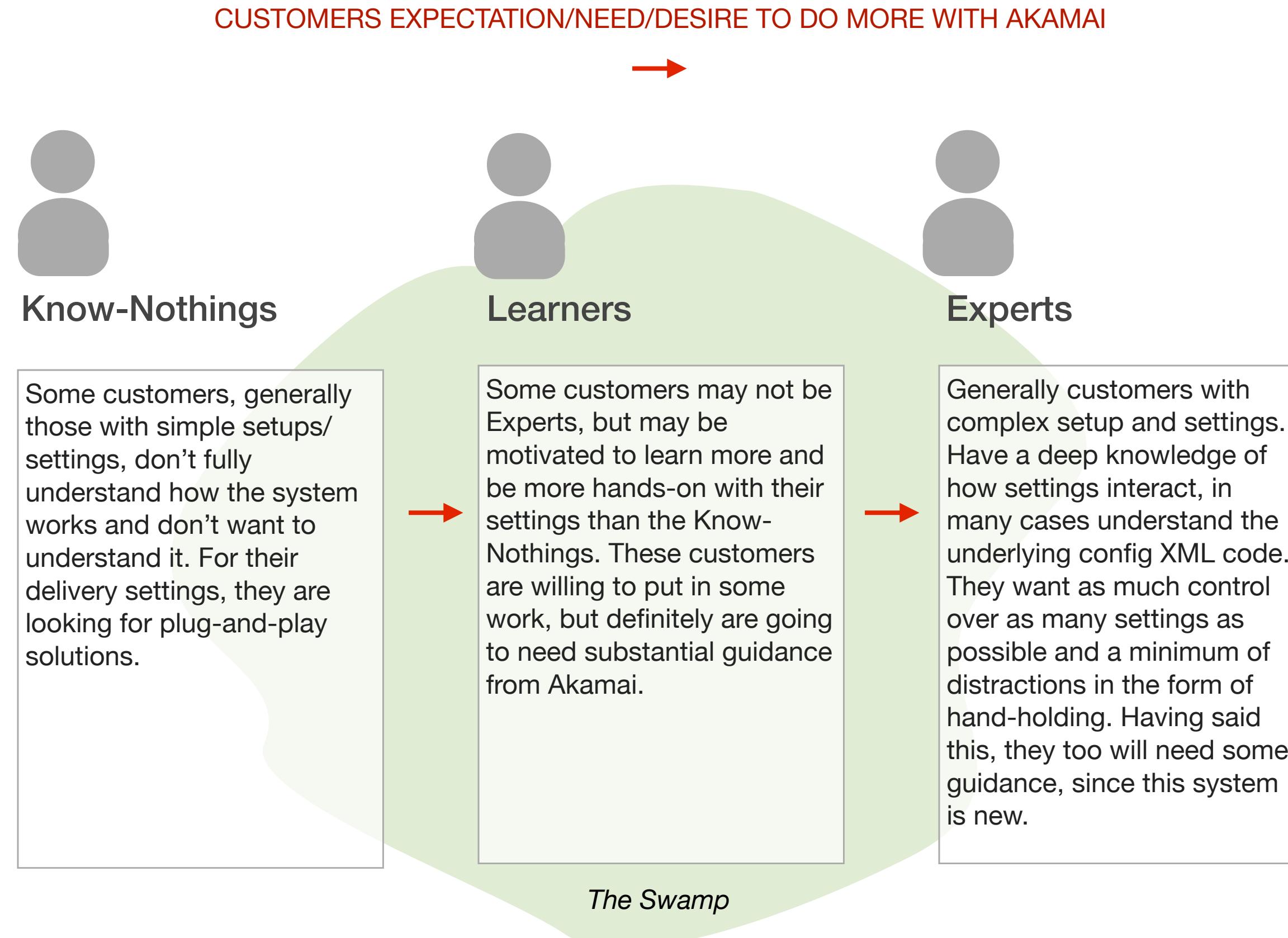
Represents users who manage a small number of properties and are not concerned with charging back for usage.

- Manages a single large property
- Deals exclusively with static content
- Uses Engagement Manager to solve most problems
- Uses a broad range of EdgeControl features
- Push content
- Manage permissions
- Monitor system
- View and share reports
- UI doesn't flow, I have to jump around
- UI can't be adapted to my workflow
- Limited batch processing

"I try not to get on EdgeControl too often, but it happens."

"We just launched a new corporate website. It's a high profile project so I want everything to work well. Setting up the new site on Akamai was complicated, but my Engagement Manager is very helpful. He does everything from training new users to double checking invoices against data. In general, he is able to either walk me through tasks or often times just does them for me. At the end of the day, I'm generally satisfied with the service and value I receive from Akamai. Just don't make me switch Engagement Managers."

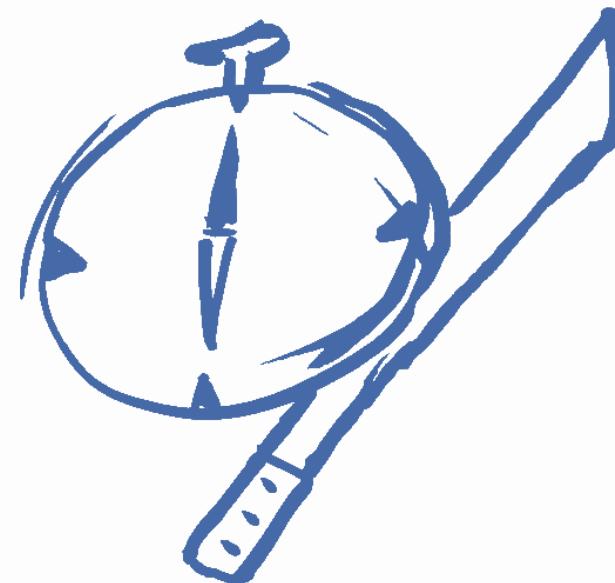
Challenge: Customers with Different Abilities and Needs



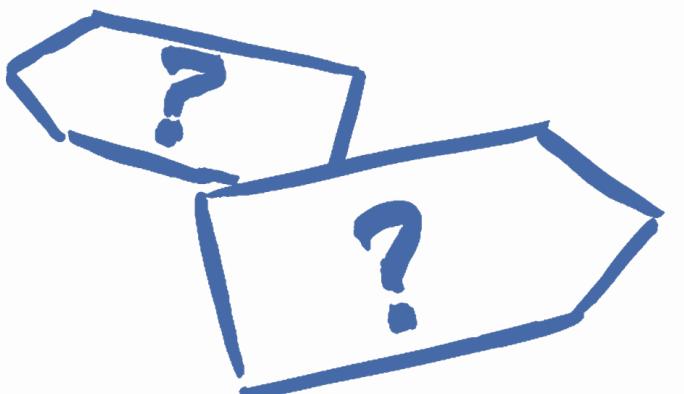
Git'R Done



Be a Trailblazer



PowerWhat?!



Master the Niche



See if these resonate with stakeholders... If they don't, back to the drawing table

End