Modeling Workshop

March 19, 2018

Single-case and Cross-case Analysis

- PREP: all research done so far...
 - Stakeholder notes
 - Marketing Requirements Document
 - Focus group notes
 - Interview raw notes/transcripts and artifacts
 - Other research results (raw)
- Follow guidelines from Chapter 10 (modeling) and Chapter 11 (personas)

Single-case → Cross-case

- Old school
 - sticky notes, pens, paper
 - white boards/windows
 - physical
- Snippets and "verbatims"
 - stakeholders
 - focus group participants
 - potential users
 - other research
- Generate a taxonomy
 - "comfort", "feels nice", "doesn't irritate"

- Create, as needed:
 - activity diagrams
 - decision trees
 - taxonomy lists
 - affinity diagrams
 - lists/tables
 - ...whatever
- Then, SAVE whatever you come up with
 - take lots of pictures?
 - have someone "scribe"?

Personas

At the end of this exercise, one persona per sheet of paper

- fictional name (normal name)
- real picture (stock image)
- narrative and lists that describe:
 - o their demographic
 - o their skills and capabilities
 - o their feelings, attitudes, aspirations
 - \circ the environment where they would use your product
 - o their behaviors when in the environment
 - their frustrations
- a list of the user's goals (three or four)

Required for DMS 104: at least three personas

Steps to Create a Persona

- 1. Divide by roles
- Id behavioral and demographics variables
- 3. Map interviewees to variables
- 4. Identify patterns

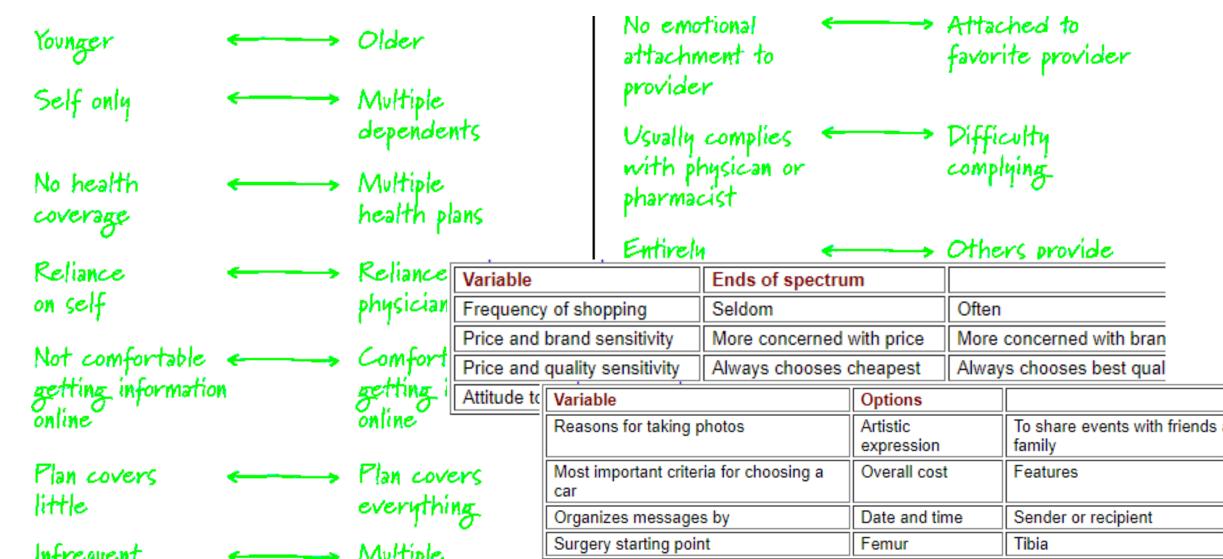
- 5. Define goals
- 6. Clarify and add detail
- 7. Add other types as needed
- 8. Group and prioritize
- 9. Write narratives

1. Divide by Roles

Product	Expected roles	Observed behavior and next steps
E-mail system	— System administrator	System administrators, purchase
		decision-makers, and typical account
	— E-mail account holder	holders were clearly distinct. All account
		holders were also external e-mail
	— External e-mail recipient	recipients, so they should be treated as
		one group.
	— Purchase decision-maker	
Consumer digital camera	— Photographer	The people who bought cameras for
		others also used cameras themselves, so
	 Buyer (usually the photographer) 	they're not distinct enough to separate.

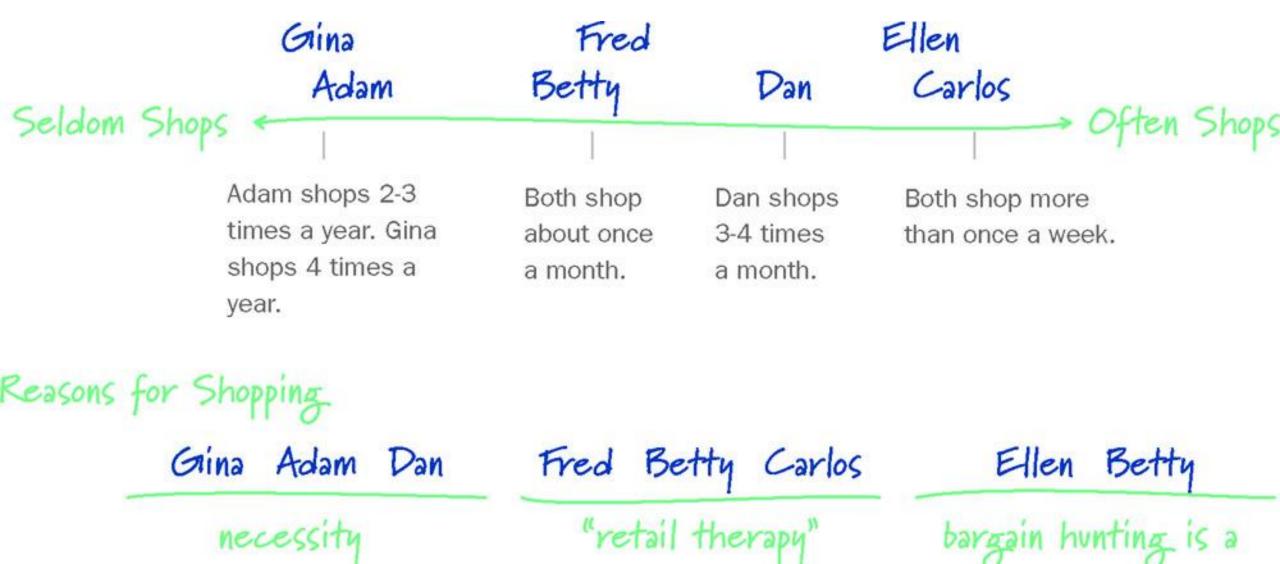
2. Id behavioral and demographics variables

(Figure 11.4 and Tables 11.2, 11.3, page 248-249)



3. Map interviewees to variables

(Figure 11.5, page 253)



4. Identify patterns

(Figure 11.11, page 260-261)



5. Define goals

- Basic Human Goals
- Life Goals
- End Goals
- Experience Goals

Persona Goals

(page 265-267)

Examples...

FOR AN ONLINE SHOPPER:

- Register easily
- Save money
- Fun

FOR A RECEPTIONIST:

- Answer every call
- Transfer calls easily
- Be seen as a professional
- Get that modeling gig

FOR A TEENAGE MUSIC LISTENER:

- Keep my music organized
- Enjoy my music
- Rebel against my parents

6,7,8,9. Write narratives

- 1. Start with a list
- 2. Convert to a narrative
- 3. Highlight the user's goals



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