Underway now...

- *User roles* and their *data needs*
- Prep interview process
- Screen and schedule interviewees

Other research

- Choose appropriate type
- Conduct

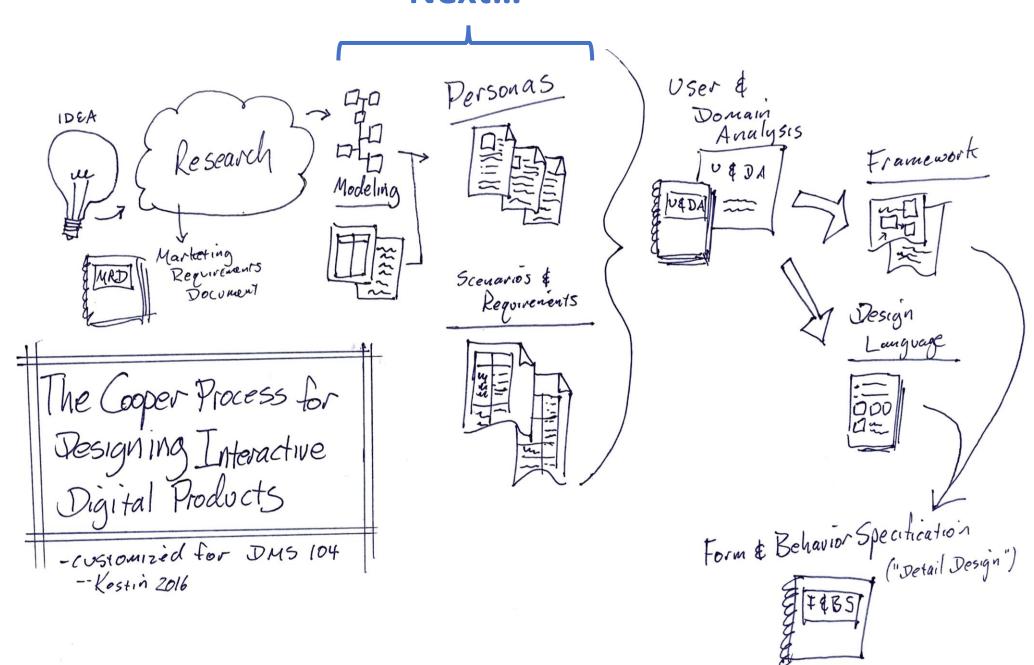
COMPLETE all research by Tuesday, March 19 (after Spring Break)

Chapter Summaries

Chapter 10: Making Sense of Your Data (Modeling)

Chapter 11: Personas

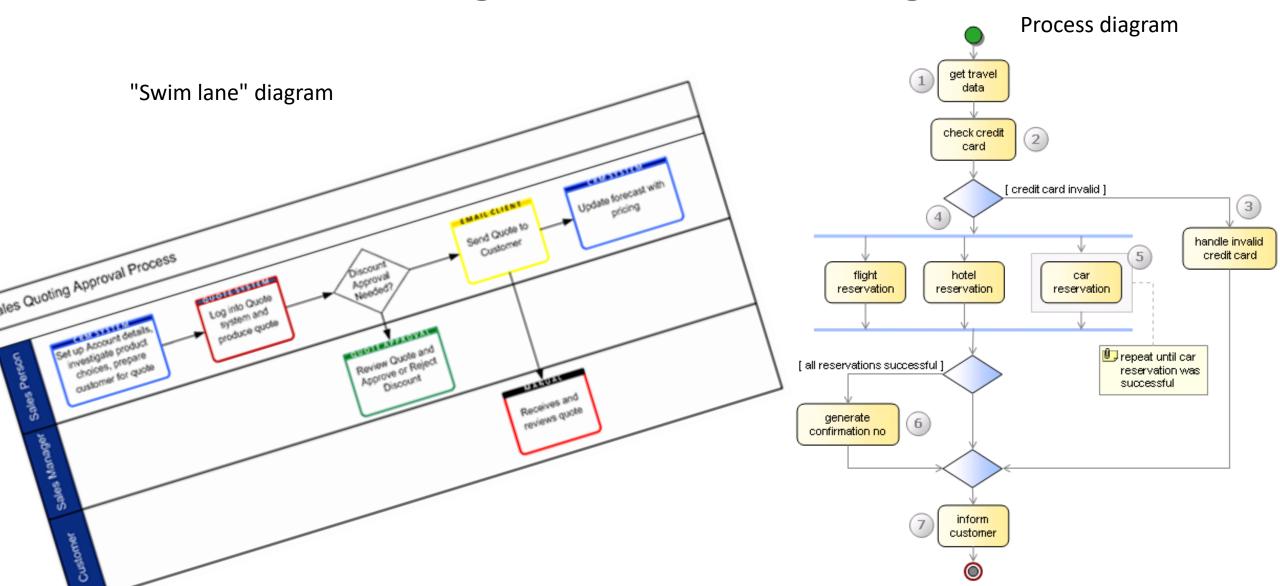
Next...



Chapter 10: Making Sense of Your Data

- Stakeholder findings + Focus Groups + User Interviews + Other Research
- Notes, artifacts → grouping and distilling → informed decisions
- Quantitatively and Qualitatively (design data: mostly qualitative)
- Qualitative examples
 - Single case analysis
 - "Code" the interviews
 - Make activity diagrams and decision trees
 - Define taxonomies
 - Cross-case analysis
 - Personas (detailed in chapter 11)
 - Affinity diagrams and composite models

Interaction Design: Charts and Diagrams



Affinity Diagram



MEDIA

Bring

food education

back!

Bento lunch box

is part of the japanese

tradition of

prepare food



Tradition

techniques and

perfectionism in



Cooking:

a choice

that change

a food system

Food subsidles

distort the

radical behavo

of consumers

galad is more

expensive than bigmas



Change of

behavior

because of

new adaptation

Important event

through history

change the way

we eat



Community power: people can change the food system by network enhancing quality and offering beller gerviceg

There are manu contradictions in food regulations, obstructing Slow Food?

GLOBAL VS

LOCAL

Developing countries have a more balance diet.

Developed countries eat more junk and industrialized food

The industrialization of food in killing the taste

In a globalized world you can find a mix of food from different places in one dish

There is an oreazing demand of local food: An economic opportunity

The creation of apin off due to important discoveries

We love to eat food that can be found in our region, but now the exotic is a new trend

The fair trade needa more enfrepreneurs and freedom

The preparation time is a key aspect to obtain high quality food

preparing are the heart of the oriental diet Japanese kids

earn since how to prepare and about nutrition

> New behaviors change also the shape of food

Human conduct that forces changes in food

Food presentation can influence psychologically the consumer

In jepen many

utenzila uze were

developed according

to the diet based

on rice and figh

Presentation of food in to reach all the human services

Explotation

of food by

aesthetics

and media

Use of media

and technology

to promote

food preparation

and precentation

AESTHETICS

The natural aeathetics of food can influence other disciplines

> People demand for beautiful food, so a lot of good food is being wasted for the sake of beauty

Potato chipo are imitating the "shape" of tortillas because of its economic auccess TECHNOLOGY H2Uq

Molecular Food, Simplification Cuizine revolution of teaks by through new flavors uzina technology

Utenaila: Deaign new utenzila influence and it is influenced by food preparation

Food preparation

and presentation

driven by

technology

We need more

Food Innovation can bring cultural innovation ingide tradition

> Creation of tools that facilitates cooking

scientifically: Food Pairing

because of new tendencies (tech and sustainability)

FOOD DESIGN AND ART

Prepare food ioa culture + Art, present the master biece

information... What are you interpreting? A empty plate is

Food presentation

is a kind of

a blank canvas...

Food is the ink

to create

new meanings

Preparation of food is like a design process to create a product! Presentation is how you sell it?

> Food is fun whu don't the utensils can be fun as well Aleggi

There is a relation between equineus, low time preparation and obesity

> SOCIAL IMPACT

By failing to prepare you are preparing to fail. BF (So we are failing...)

Food should be enjoyed rather than endured. Steve Hamilton

Good food ends with good talk. Ghandi

Laughter is brightest where food ia beat. Irish Proverb

Humana seeka for the perfect look

> Visual appealing can change from generation to generation

Innovation in food businesses shouldn' be just to present a pretty but to enlarge the taste as well

Food ethics

and aeathetic.

just pretty

is good?

Use of chemicals

to manipulate

food appearance

and quality

Use of technology with a more auatainable approach

Technology as a

helping tool for

adding value to

food preparation

and precentation

Importance

of atudying the

future events

to disrupt

the current model

examples like Chipotle and their project Food + Integrity

Mixing flavors

New stakeholders

Affinity Diagram



Invented by Alan Cooper (1983)

Chapter 11: Personas

- Personas = cross-case analysis
- Steps...
 - 1. divide by roles
 - 2. id behavioral and demographics variables
 - 3. map interviewees to variables
 - 4. id patterns
 - 5. define goals
 - 6. clarify and add detail
 - 7. add other types as needed
 - 8. group and prioritize
 - 9. write narratives

- Personas provide...
 - scenarios
 - mental models
 - goals
 - environments
 - skills

Personas

Persona 1: May, Researcher



Demographics

- ferres
- · 17 years old , Servention Y
- a line note on products depart
- a changing for man than any marries at Cont.
- a INSMA IN TWOMS
- Victor or ency their private a liner
- a fine but time to at the

- · Emple mother of one other
- a Placent nest concer!
- a London to go out with frames
- Penalty place in price conclude patter

Key Characteristics (A.III.)

- A STREET BRIDE
- a Strong management
- # BO SECTION
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- · Dre to see and a refrequency APPRINGS AND SCHOOL THE R. P. Mark time to appear on these site. your hard Persons, stops. South ...
- a tree-scale, mourage apropriation. ghe's a large and praying parties.

SWINNING

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- a Sine appears a number of house incoming for previous research rate to SEASONA NO DAY BRIDGE
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- Uses 1x2 and Mundirelegy appears but business managence bute. server people serble fine epochie.
- a first a majoristica for earling reports and having mem authorized by Sing has little time to a circular or ports and or every as one has necessarily
- MAJORA WITHOUT THE WAY WAY WAS A STATE OF A PERFORMANCE WAS LARGE. and understand what has be-
- A Time has an experiment the acarding arrays on easily to party are THE IT A PRODUCTY WHEN THE TOX SCHOOL TO STRATEGICAN AND STREET, and one expects information to be as easy to exceed as on the intervel. with a broad large of information at her finger tion. e they wish worth to provide passer and to understand what also hasts to
- do so that site can move should at the company.
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- * The uses demonst naturelys. percent Lancestons, minores. ANADOR: NOVE

- Fyture Requirement Microsis Vito visual time to see all will have prove as one coner't have in print
- A time young the to have elected better access to information and on aug. that sine is peting the most Jurier Information
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- . The sould had to be able to use of all other repeatures are dony.
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- at all some to the former persons and professional provide
- A STORE OF THE SE WAS NOT BEAUTY OF THE WAS AND TOWNS IN STORE
- information and to be part of different community of interest season to her

Persona 2: Pierre, Manager of Projects and Pr



- a Technology salvo-· Buence much of the time in
- meetings and online POA. + Ogenand out maders.
- * MUTHERITE

- e Prison looks of "White."
- for project management a Presidencia necesario
- a Princip series, respective
- and division a Flame warra more copport.
- share socurrents

y we nee appoint of content for the

- division area or the site but his beam down to heve time to update it and they feel that everyone gard. the information in error enjoyee;
- I HE TODAY IN THUS AND USES TOTAL'S who
- a year encourage this least to use the PRINCIPLE SOFT AN A TOO! AND AN DEFENDANT-WINDSOF

Future Regularients/Solds

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- Driempiectene neus as net as PHO-65 R33
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- a Vignite with the chicken.
- * Entire hining and camping

The street from the office.

- A Plant visits the street
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- a Preview object time to be easier to early Afficial value of the to part heading it

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Motivations

Fear

Growth

Social

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically To set goals and see and make positive impacts on his life Frustrations

- Unfamiliar with wearable technology Saturated tracking market

SOCIALLY COMPETITIVE SAMANTHA

Gender

Clark Andrews

AGE 26 OCCUPATION Software Developer

STATUS Single

Friendly Clever Go-Getter

LOCATION San Jose, CA TIER Experiment Hacker ARCHETYPE The Computer Nerd

> Female Age

Education Bachelor's degree Occupation Marketing \$75K

Marital Status Single

"I love outsmarting friends in

a game, but if it comes d

Location Boston, AtA

Samantha plays modele games to pass time and compete against mends, but not recessarily at the same time. When passing short periods of time (e.g., walling in line), Samantha plays games where she competes against herself. In these scenarios, she cots for low time prays games where she competes against nerses, in these scenarios, she opes for low time committees games where she uses strategy to advance. When passing longer periods of time (e.g., work commute). Samentha plays games where she competes against blands.

Personality

Sensing

Thinking

Technology

Judging

IT & Internet

Software

Mobile Apps

Social Networks

Introver

Intuition

Perceiving

Samantha's favorse game is Bejoweled. Samantha enjoys the feeling of winning against her real-world friends and goes to great lengths to maintain her dominance, including troquency succhasing cons. The only other in-app purchases Samandia makes are to Inquentry purchasing cons. The only order shapp purchases parmanent makes are to unlock levels when sha's playing good single-player games like Spongeoch's Circust Rush.

Samantha primarily downloads games that are recommended/currently played by friends.

Criteria for Selecting Games

- Ability to compete against triends

 Aberry to compete against menos.
Strategic trinking needed, but not a time sink (easy to play, advance and pick back up) Frustrations with Games - Cost to download Too hard to advance

- When triends become unresponsive
- In Samantha's Words