TODAY: modeling and personas

Reminders

- Peer Assessment
 - Keep your "work log"
 - Who is doing what
 - Who meets with whom (and who's absent)
- This week
 - Read Chapters 10 and 11
 - Do "modeling"

Completed by now...

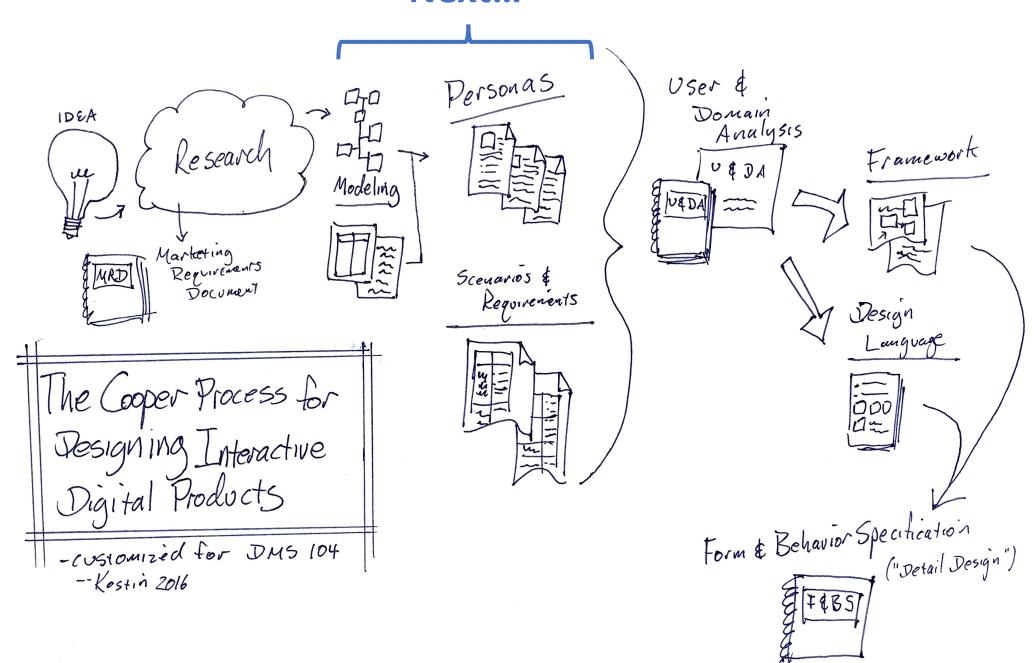
- Stakeholder interview business priorities
- Focus Group general unmet needs and concerns
- Defined User roles and their data needs prep for interviews
- Individual Interviews (at least four) specific unmet needs & concerns
- Other research (at least two, not counting Focus Groups) more info

Chapter Summaries

Chapter 10: Making Sense of Your Data (Modeling)

Chapter 11: Personas

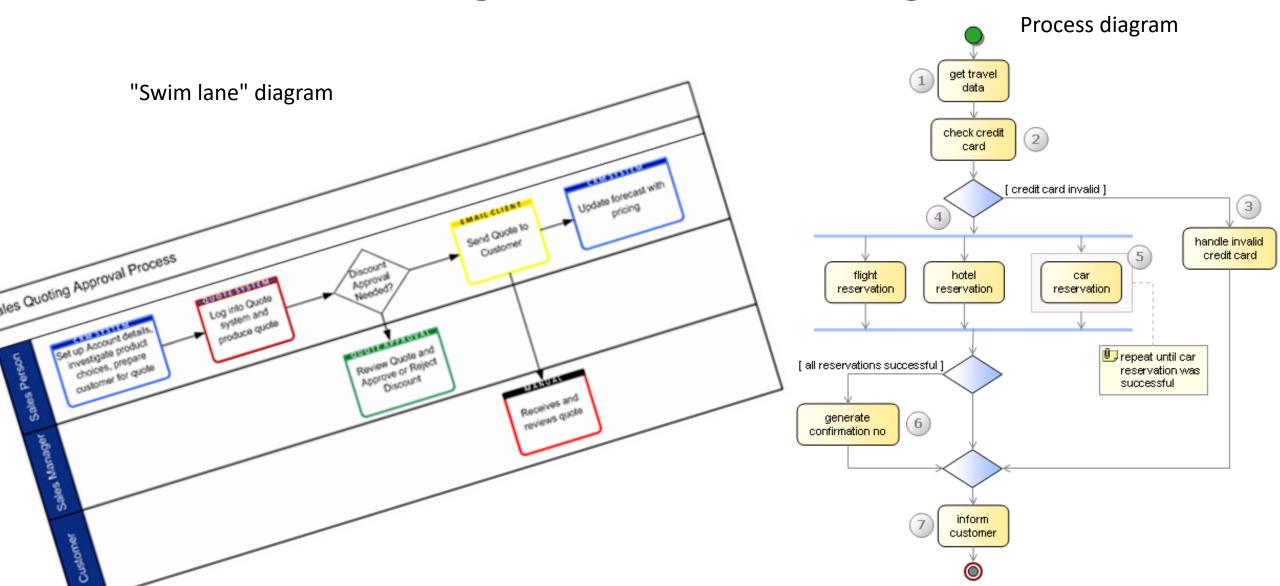
Next...



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









Change of

behavior

because of

new adaptation

Important event

through history

change the way

we eat

Cooking:

a choice

that change

a food system

Food subsidles

distort the

radical behavo

of consumers

galad ig more

expensive than bigmad



Bring food education back!

Bento lunch box

is part of the japanese

tradition of

prepare food

In jepen menu

utenzila uae were

developed according

to the diet based

on rice and figh

Tradition techniques and berfectionism in preparing are the heart of the oriental

Japanese kida learn 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

Italy, Disneyland of Food preparation + Emolion

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

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

Developing countries have a more balance diet.

Developed countries eat more junk and industrialized food

The industrialization of food in killing the taste

We love to eat

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

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

The creation of apin off due to important discoveries

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

The fair trade needs more enfrebreneurs and freedom

The brebaration fime is a key aspect to obtain high quality food

AESTHETICS STANDARS

aesthetics

and media

to promote

Presentation of food in to reach all the human services

Humana seeka

for the perfect look

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 chibo are

imitating the

'shape" of tortillas

because of its

economic aucceas

Use of chemicals to manipulate food appearance and quality

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?

TECHNOLOGY H2Uq

Simblification of teaks by uzing technology

Molecular Food, Cuizine revolution through new flavors

Use of We need more technology examples like with a more Chipotle and their ouotainable approach project Food + Integrity

Technology as a helping tool for adding value to food preparation and precentation

Importance

of atudying the

future events

to disrupt

the current model

Creation of tools that facilitates cooking

Food Innovation

can bring

cultural innovation

ingide tradition

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

Food preparation and precentation driven by technology

Mixing flavors

scientifically:

Food Pairing

New stakeholders

because of

new tendencies

(tech and

austeinebility)

FOOD DESIGN AND ART

Food presentation Prepare food is a kind of io a culture + Art, information... present the master What are you piece interpreting?

A empty plate is Preparation of food a blank canvas. is like a design Food is the ink process to create a to create product! Presentation new meanings is how you sell it?

> Food is fun whu don't the utenzils can be fun as well Aleasi

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

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

- fence
- # 27 years old , Severation Y
- a line hard on products degree a blowing for mak that are months at Cod-
- a Money in Toronto.
- a Works or soout tree projects a year
- a Plant Not time (so all Cont.

- · Engle numer of one once
- Parent has cancer
- a Linear to go dut with france
- Fession post between vorunte peter

Key Characteristics (ARIE)

- * TOTAL BRIDGE
- a Strong measures
- · Branch
- . In under a lot of pressure with only and parent mated demands so warm trings to be easy and feet
- · She come social retrievening arthough are speak to be a semuch time to spend on thes site. would live to Pacesson, Stope. Bround ...
- PROVIDE MOUTES CONCERNATION. she's a certainst prevent person.

Behaviour

- a little visits the interest bits in on the
- a Sire spends a number of hours, looking for previous research inforce DESCRIPTION OF THE PERSON.
- . The conducts, research online and reviews the detacemen
- · Dire poes to demonse essentire documents, documents expressing how What the Demonster - any analysi needs this page - aciding
- Uses SAS and MicroBreign epoling fool business merigence fools.
- a fire is exponence to dieford epons and having them authorized by
- NAMES AND ADDRESS OF THE PARTY AND POST OF
- She has tribe time to accrate or go to accordevents as ane has personal MAJOR STITLES, SUITARE HOUSE HE IS SET IS AND A STAF EMPIOYABLE SETS. and understand until they do
- him has an expectation that averating should be seen to parts sine thes this majoricity where she has access to emergenment and ancient and the expects information to be as easy to exceed as on the internet.
- with a broad large of information at the finger tips . They was worth to provide career and to understand unablane reads to SO NO THE NOT CONTINUE STREET OF THE COMPANY
- · As a new employee that at I has ourselves and uses he observation. information but by have one diver one and one to see

intransi

- . Die is at immediate and is very PURCHERS WITH THE BREACH.
- a "It's not time doogle" the interior MARKET COMMETT MINES FOR meaderings or econymis, and the MALES AND INCOME. AND IN available in multiple formals, and the most recent occurrents even? NAMES AND ADDRESS OF
- . The sockmans paper are uses and inclusions the real
- · The uses debetese documents. sources & procedures, temperes. anatomic forum.

Future Requirements/Sodie

- · They would the to see all will forms prome an one coept have to pro-
- I they would have to have easier flame access to information and on au-ethat sine is petting the most current information
- Bine would like to be able to find past epons so that are understands the PRINTED OF MAY TODAY AND IN MARKET TO PROPERTY.
- Bine would like to see an index of efferences for documents and comen. a Dire your like to be able to see what other escent has an during
- THE YOUR RESIDENCE WASHINGTON AND PRESTURE SOURCEMENT OF
- an extension to the former parameters and professional provin-
- a chough the to use new technologies the wise and follow to share
- information and to be part of different community of interest street to her

Persona 2: Pierre, Manager of Projects and Pv



- a Technology sarry . Spence much of his time in
- meetings and on his PCA. . Openied but impatient.

* MUTHERSON

share documents

- when the appropriat of contains for the chilation area on the arter but his mam doesn't have time to update It and they feel that all any one gate. the information in email anyway.
- THE TOURS BETTEVE BITS USES TOTAL IN 100
- We encourage his learn to use the intramet both as a tool and as a COTADORTY SOACE

Future Requirements/South

- a President court from to be able to sure:
- Princips 835

Friendly Clever Go-Getter

CARGO PROPERTY. + 37 years oid , Denewton X. e Masters Depart a Working for eight years at Circ

- e Uses POA
- e Manages 15 projects a year

e was four place appris and t

- Lifestyle
- a Vigorial with two children
- · Entities mixing and camping
- the place from the office.
- a Plant visits the missist · Plane looks at "White?"
- Responsed management
- a Place directs new en-TO MAKE OUR BY MATTING
- Plant wiles heavily and division
- a Flare varia more coport.
- a Plant is a creative of heart because if

change because he doesn't her he hy If he can 'get by' on the way things of

- has everyone's phone number, en-
- a Plant would like to get heading to (memalieviens) here) as nell as
- a we would like to see a coverdary special physic section dedical a Plane scars information and per
- web with headlines and sub her

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



Age

Education Bachelor's degree Occupation Marketing: \$75K

Marital Status Single

Clark Andrews

AGE 26 OCCUPATION Software Developer

STATUS Single

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

Location Boston, MA

"I love outsmarting friends in

a game, but if it comes de

Motivations

Samantha plays mobile games to pass time and compete against friends, but not necessarious at the dama same time. Minute Assertion should be added as a second of time time. Competers and time time time. Samantha plays modile games to pass time and compete against mends, but not recreated thy at the same time. When passing short periods of time (e.g., waiting in line), Samantha By at the same time. When passing short periods of time (e.g., waising in line), Samantha plays games where she competes against herself, in these scenarios, she cots for low time commitment games where she uses strategy to advance. When passing longer periods of commences games where are uses seasony to advance, when passing larger periods or time (e.g., work commute), Samantha plays games where she competes against friends.

Samantha's favorite game is Bejeweled. Samantha enjoys the feeling of winning against Samanna a tavorce game is dejeneed, Samanna envoys the regard or winning against her real-world friends and goes to great lengths to maintain her dominance, including: frequency purchasing coins. The only other in-app purchases Samandia makes are to trequency purchasing coins. The only other in-app purchases samanina makes are to unlock levels when she's playing good single-player games like Spongebob's Dinner Rush.

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

Strategic thinking 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 friends become unresponsive

Toot so one

In Samantha's Words







Personality

Sensing

Thinking

Technology

Judging

IT & Internet

Software

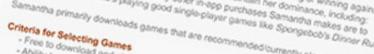
Mobile Apps

Social Networks

Introver

Intuition

Perceiving



Ability to compete against friends