

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...

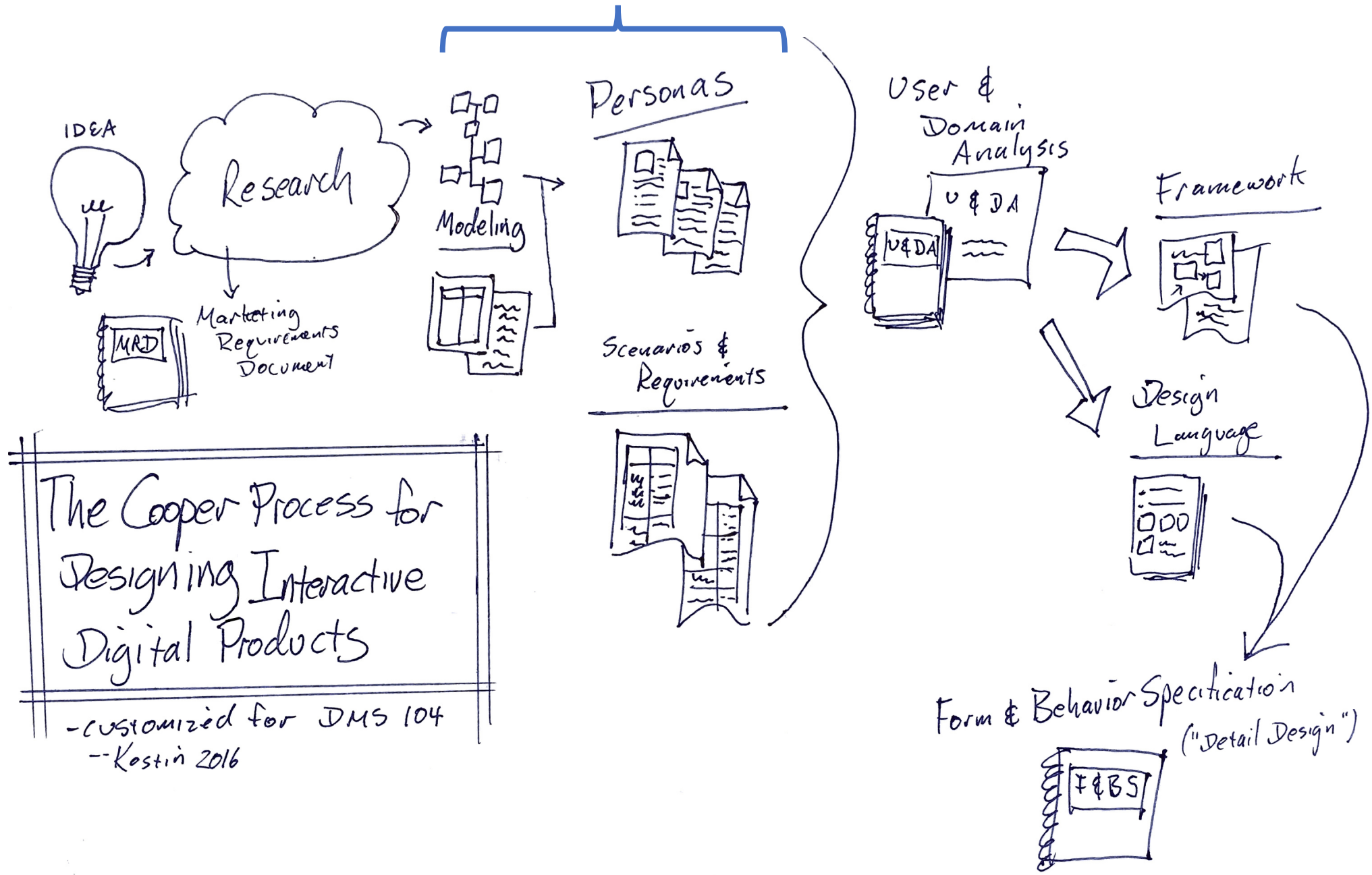
- **Stakeholder interview** – business priorities
- **Focus Group** – general unmet needs and concerns
- **Defined *User roles* and their *data needs*** – prep for interviews
- **Individual Interviews** (at least four) – specific unmet needs & concerns
- **Other research** (at least two, not counting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

Chapter Summaries

Chapter 10: Making Sense of Your Data
(Modeling)

Chapter 11: Personas

Next...

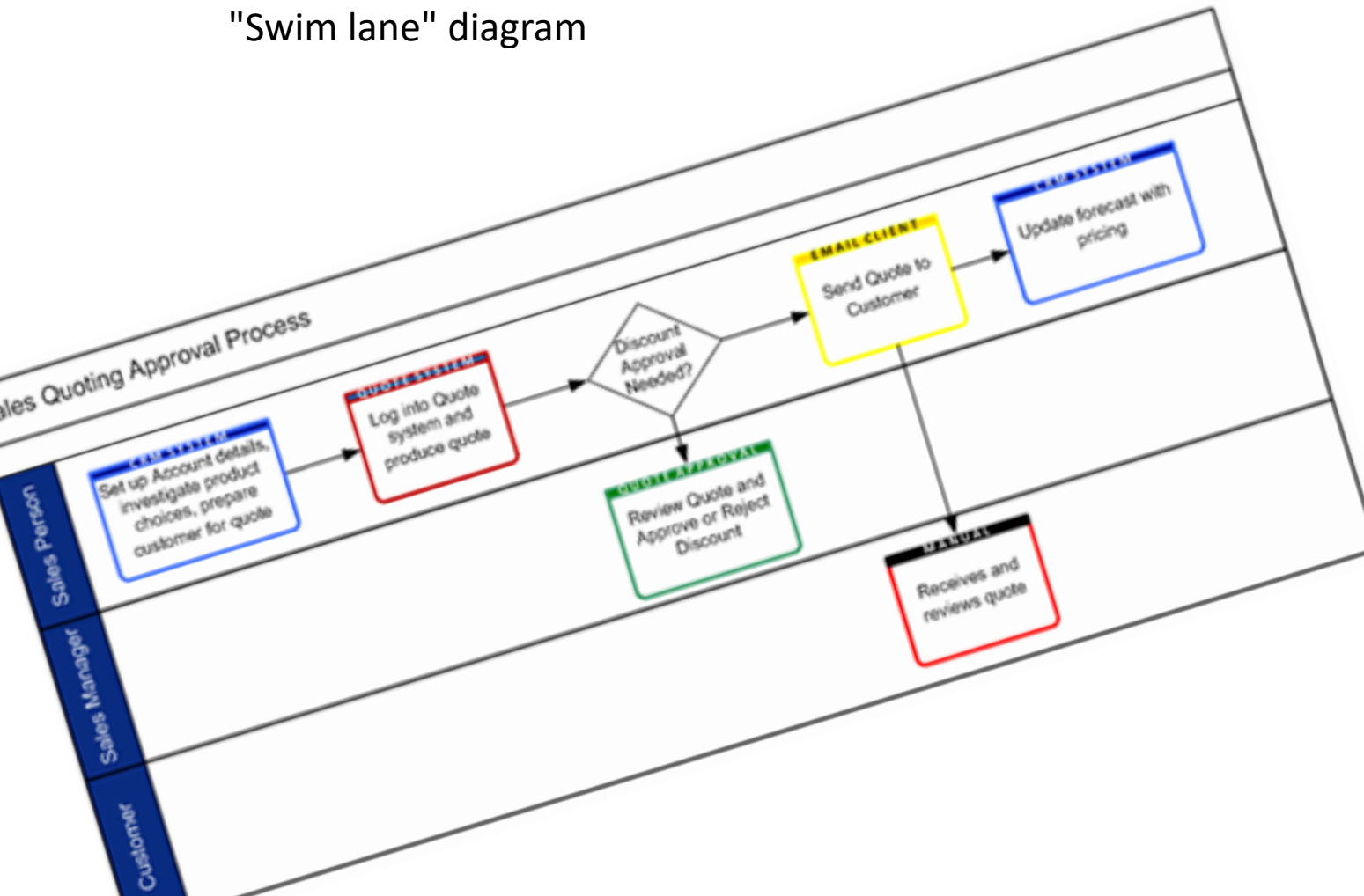


Chapter 10: Making Sense of Your Data

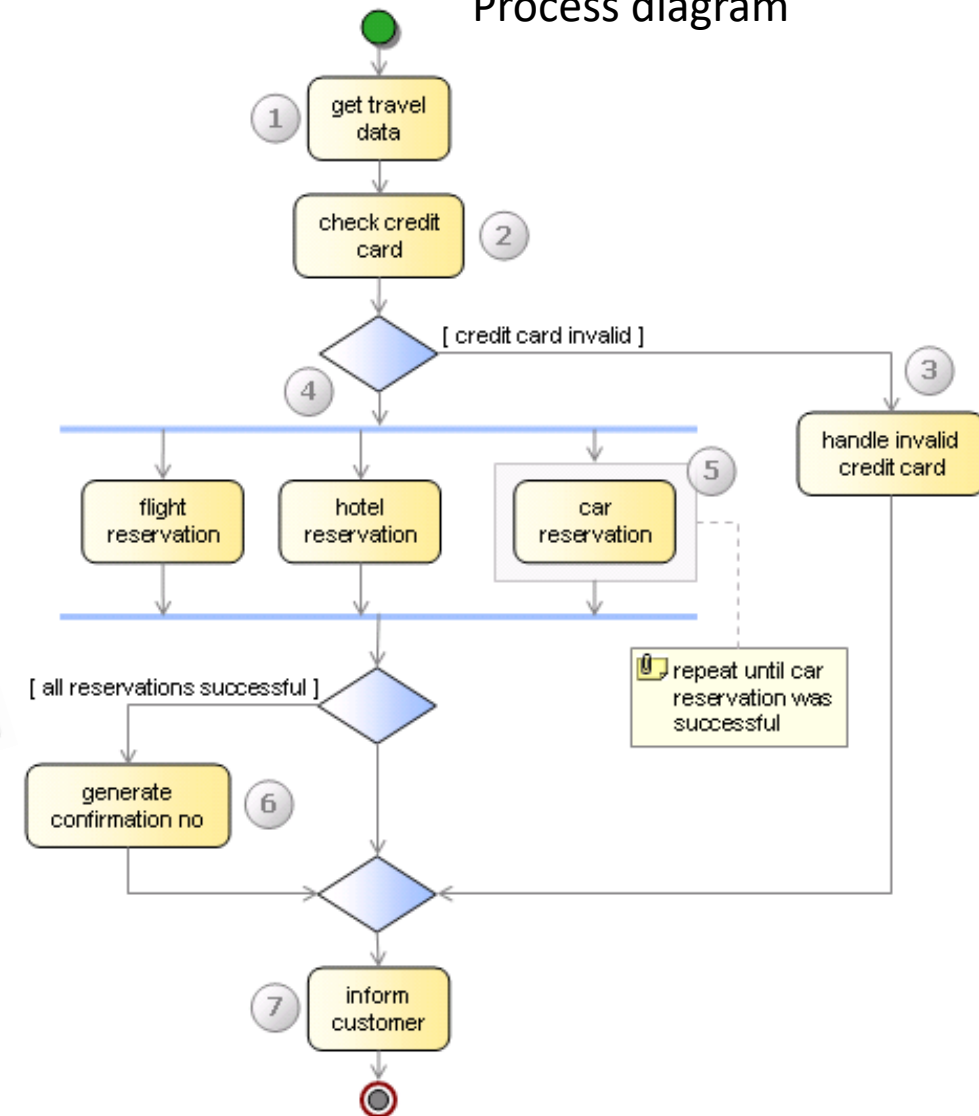
- Stakeholder findings + Focus Groups + User Interviews + Other Research
- Notes, artifacts → grouping and distilling → informed decisions
- Quantitatively and Qualitatively (design data: mostly qualitative)
- Qualitative examples
 - Single case analysis
 - "Code" the interviews
 - Make activity diagrams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

Interaction Design: Charts and Diagrams

"Swim lane" diagram



Process diagram



Affinity Diagram



Affinity Diagram



Chapter 11: Personas

Invented by Alan Cooper (1983)

- 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

	<p>Demographics</p> <ul style="list-style-type: none"> Female 27 years old, Generation Y She holds an graduate degree Working for less than six months at CMC Works in Toronto Works on about three projects a year First full time job at CMC <p>Lifestyle</p> <ul style="list-style-type: none"> Single mother of one child Parent has cancer Likes to go out with friends Personal goal = balance work-life better
<p>Key Characteristics/Needs</p> <ul style="list-style-type: none"> Tech savvy Strong researcher Brilliant Is under a lot of pressure with child and parent related demands so wants things to be easy and fast She does social networking although she doesn't have as much time to spend on it as she would like to (Facebook, snap, forums...) Her work requires concentration, she's a patient oriented person 	<p>Behaviour</p> <ul style="list-style-type: none"> May visits the internet site every day She spends a number of hours looking for previous research info to continue her own research She conducts research online and reviews the databases She goes to database essential documents, documents explaining how to use the database = only what she needs this page = so she bookmarked it Uses SaaS and cloud storage reporting tool = business intelligence tool She is responsible for drafting reports and having them authorized to several people before final approval She has little time to socialize or go to social events as she has personal responsibilities, but she would like to get to know other employees better and understand what they do May has an expectation that everything should be easy to get to = she lives in a major city where she has access to entertainment and shopping and she expects information to be as easy to access as on the internet with a broad range of information at her finger tips May also wants to grow her career and to understand what she needs to do so that she can move ahead at the company As a new employee May still has questions and uses the orientation information but isn't sure who does what and who to ask
<p>Interact:</p> <ul style="list-style-type: none"> She is an internet user and is very familiar with the search. "It's not like Google" - the internet search doesn't allow for misspellings or synonyms, and the results are not relevant, aren't available in multiple formats, and the most recent documents aren't necessarily at the top She bookmarks pages she uses and bookmarks the rest She uses database documents, policies & procedures, templates, another forum 	<p>Future Requirements/Goals</p> <ul style="list-style-type: none"> May would like to see an interface online so she doesn't have to print them May would like to have easier access to information and be sure that she is getting the most current information She would like to be able to find past reports so that she understands the history of any report she is asked to research She would like to see an index of references for documents and content She would like to be able to see what other researchers are doing May would like to see what opportunities are available to her for personal and professional growth May would like to use new technologies like social media and forums to share information and to be part of different community of interest related to her work

Persona 2: Pierre, Manager of Projects and People

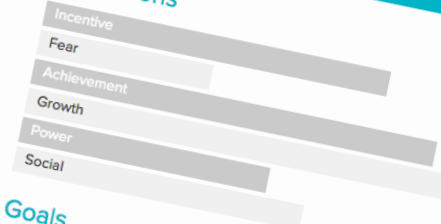
	<p>Demographics</p> <ul style="list-style-type: none"> Male 37 years old, Generation X Master's Degree Working for eight years at CMC Works in Ottawa <p>Lifestyle</p> <ul style="list-style-type: none"> Uses PDA Manages 15 projects a year Has four direct reports and
<p>Key Characteristics/Needs</p> <ul style="list-style-type: none"> Technology savvy Spends much of his time in meetings and on his PDA Organized but impatient Multitasker 	<p>Behaviour</p> <ul style="list-style-type: none"> Pierre visits the internet Pierre looks at forums for project management Pierre checks how easy to seek out meeting Pierre relies heavily on division Pierre wants more documents share documents Pierre is a creature of habit because he change because he doesn't feel he if he can "gator" on the web things
<p>Interact:</p> <ul style="list-style-type: none"> He has approval of content for his division area on the site but his team doesn't have time to update it and they feel that everyone gets the information in email anyway He looks at news and uses Who's who He encourage his team to use the internet both as a tool and as a collaborative source 	<p>Future Requirements/Goals</p> <ul style="list-style-type: none"> Pierre would like to be able to sync his everyone's phone numbers, email Pierre would like to get headlines of (employment) news as well as through RSS He would like to see a calendar special private section dedicated Pierre wants information and on web with headlines and sub headlines

Clark Andrews

AGE 26
OCCUPATION Software Developer
STATUS Single
LOCATION San Jose, CA
TIER Experiment Hacker
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter

Motivations



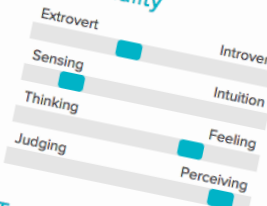
Goals

- 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
- Manual tracking is too time consuming

Personality



Technology



SOCIALLY COMPETITIVE SAMANTHA

Name Samantha
Gender Female
Age 28
Education Bachelor's degree
Occupation Marketing, \$75K
Marital Status Single
Location Boston, MA

Motivations

Samantha plays mobile games to pass time and compete against friends, but not necessarily at the same time. When passing short periods of time (e.g., waiting in line), Samantha plays games where she competes against herself. In these scenarios, she opts for low time commitment games where she uses strategy to advance. When passing longer periods of 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 her real-world friends and goes to great lengths to maintain her dominance, including: frequently purchasing coins. The only other in-app purchases Samantha 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.

Criteria for Selecting Games

- Free to download and play
- Ability to compete against 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

In Samantha's Words

"I get so competitive"

"I love outsmarting friends in a game, but if it comes down to it, I'll spend"