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"

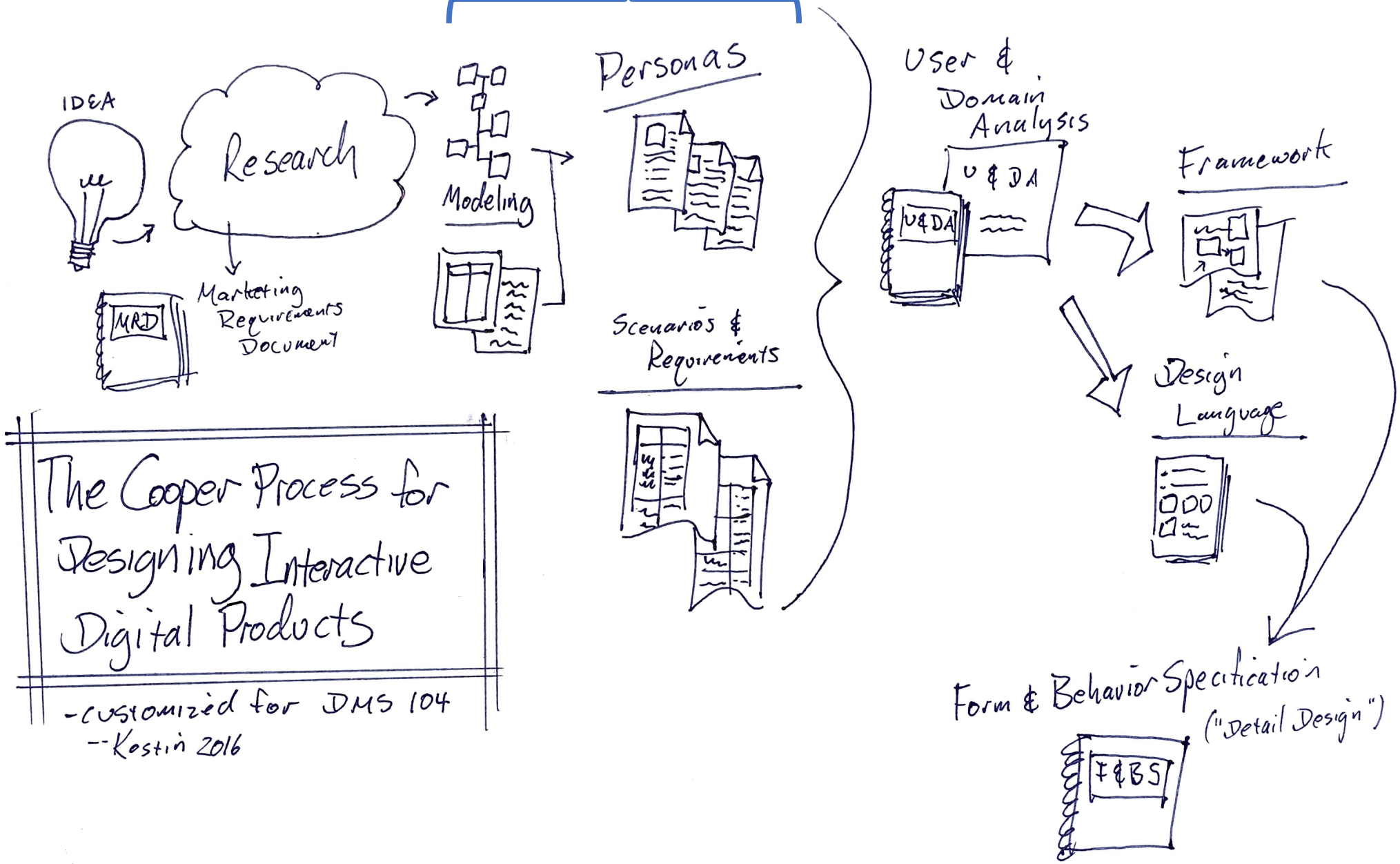
Completed by now…

- **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 10: Making Sense of Your Data (Modeling)

Chapter 11: Personas

Next…

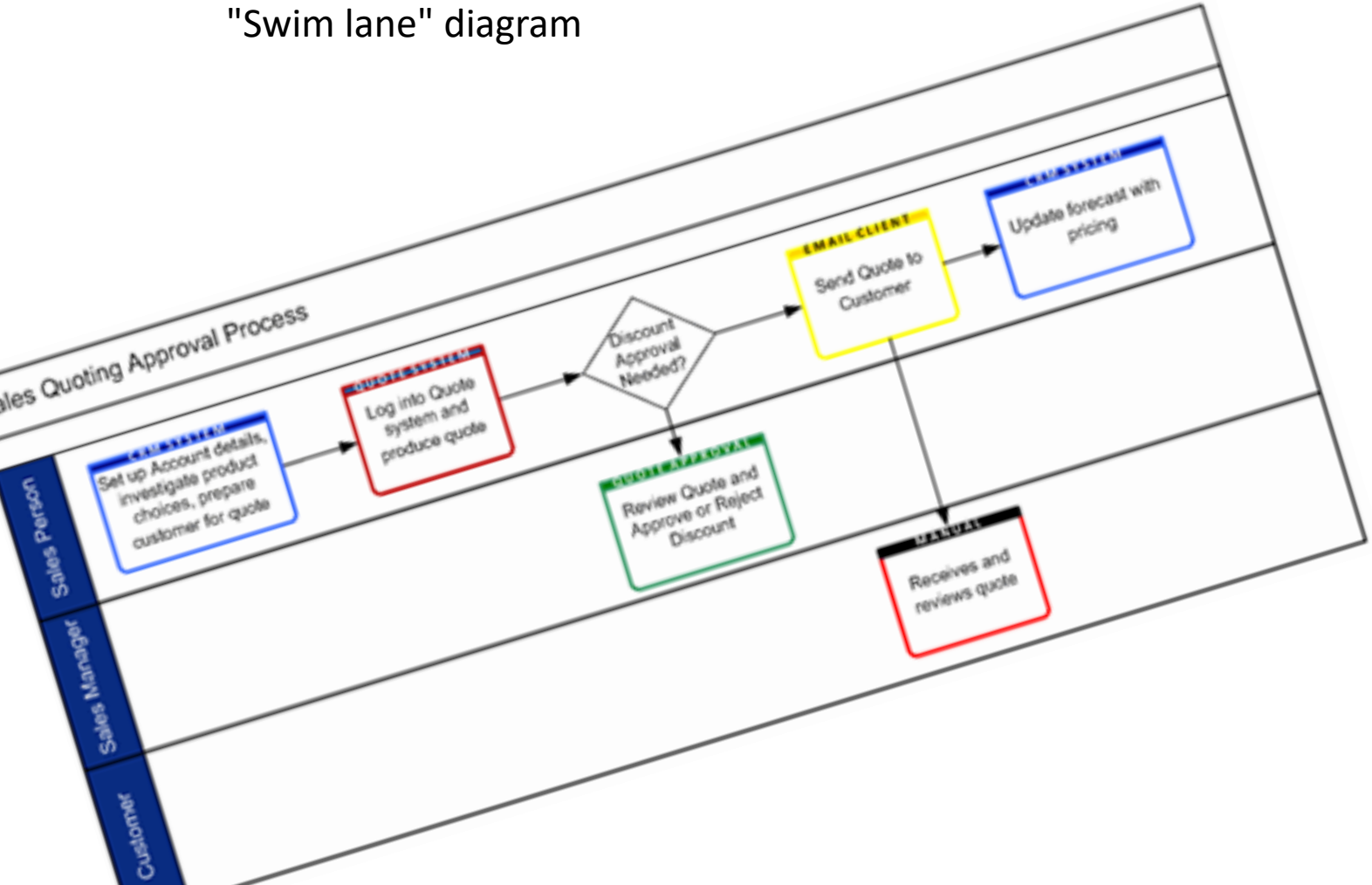

IDEA
Research
Marketing Requirements Document
MRD
Modeling
Personas
Scenarios & Requirements
User & Domain Analysis
U & DA
U&DA
Framework
Design Language
Form & Behavior Specification
("Detail Design")
F&BS
The Cooper Process for Designing Interactive Digital Products
-customized for DMS 104
--Kostin 2016

Chapter 10: Making Sense of Your Data

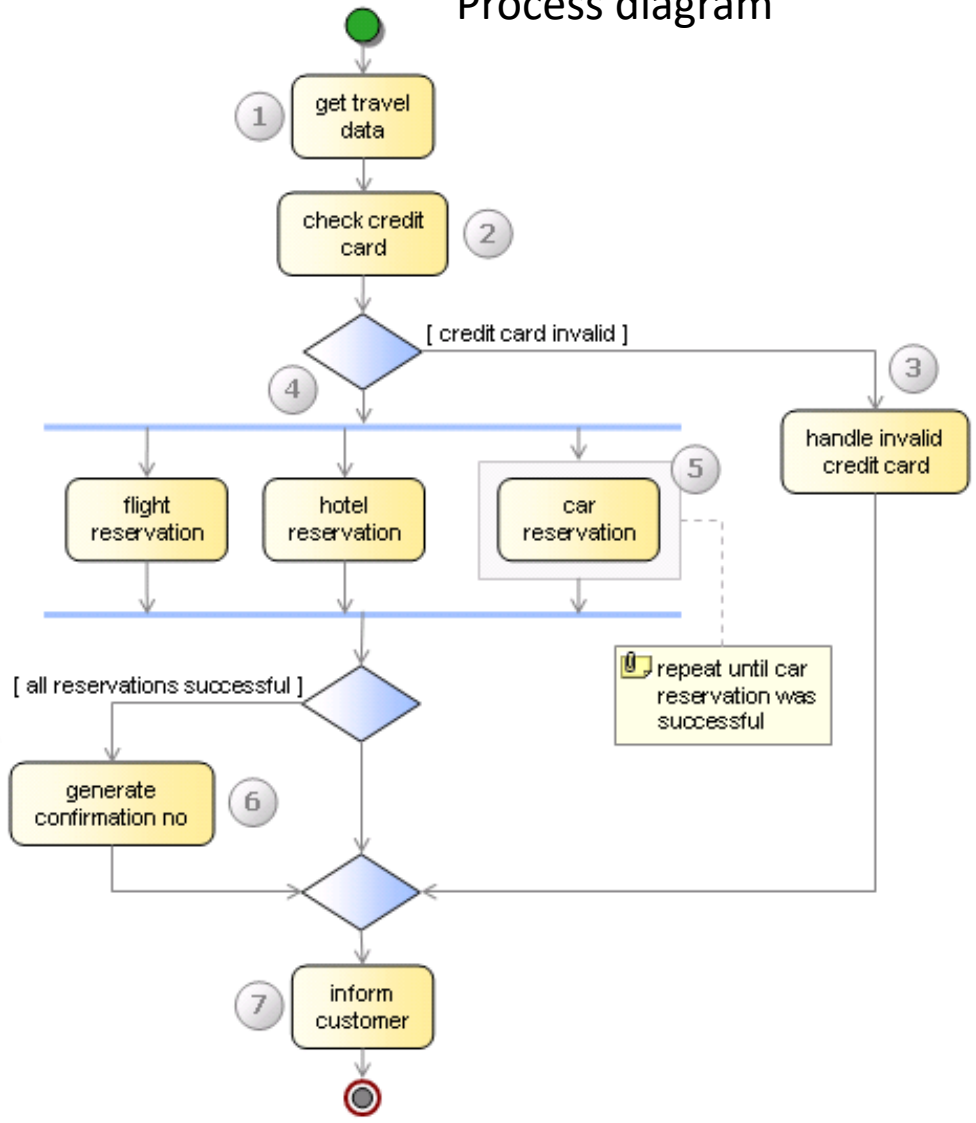
- Stakeholder findings + Focus Groups + User Interviews + Other Research
- Notes, artifacts → grouping and distilling → informed decisions
- Quantitatively and Qualitatively (design data: mostly qualitative)
- Qualitative examples
  - Single case analysis
    - "Code" the interviews
    - Make activity 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
Demographics
Lifestyle
Key Characteristics/Skills
Behaviour
Intranet
Future Requirements/Goals

Persona 2: Pierre, Manager of Projects and Pe
Demographics
Lifestyle
Key Characteristics/Skills
Behaviour
Intranet
Future Requirements/Goals

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
Incentive
Fear
Achievement
Growth
Power
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
Personality
Extrovert
Introvert
Sensing
Intuition
Thinking
Feeling
Judging
Perceiving
Technology
IT & Internet
Software
Mobile Apps
Social Networks
SOCIALLY COMPETITIVE SAMANTHA
Indie Game Girl
Name Samantha
Gender Female
Age 28
Education Bachelor's degree
Occupation Marketing: $75K
Marital Status Single
Location Boston, MA
"I love outsmarting friends in a game, but if it comes
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