

Modeling Workshop

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 "verbatim"
 - 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:
 - their demographic
 - their skills and capabilities
 - their feelings, attitudes, aspirations
 - the environment where they would use your product
 - 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
2. 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	<ul style="list-style-type: none">— System administrator— E-mail account holder— External e-mail recipient— Purchase decision-maker	System administrators, purchase decision-makers, and typical account holders were clearly distinct. All account holders were also external e-mail recipients, so they should be treated as one group.
Consumer digital camera	<ul style="list-style-type: none">— Photographer— Buyer (usually the photographer)	The people who bought cameras for others also used cameras themselves, so 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)

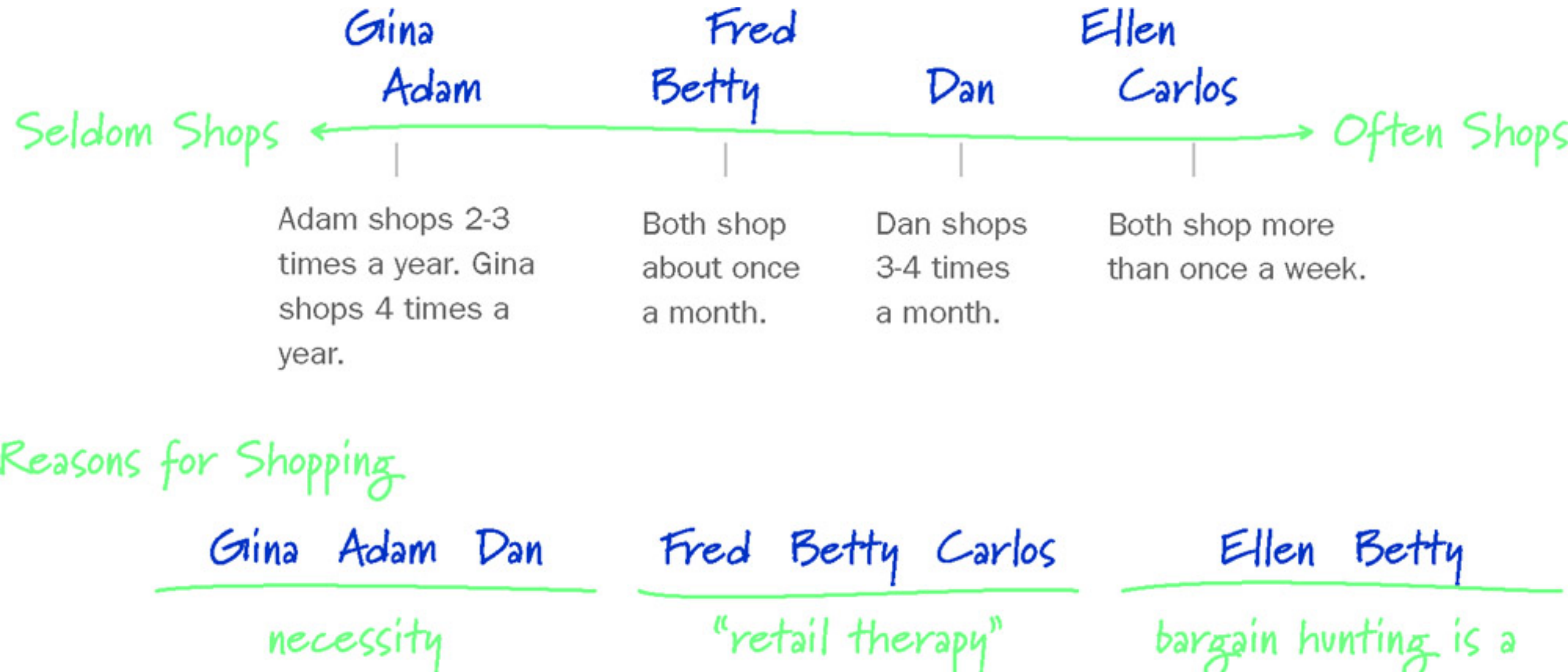
Younger	↔	Older	No emotional attachment to provider	↔	Attached to favorite provider
Self only	↔	Multiple dependents	Usually complies with physician or pharmacist	↔	Difficulty complying
No health coverage	↔	Multiple health plans	Entirely	↔	Others provide
Reliance on self	↔	Reliance physician			
Not comfortable getting information online	↔	Comfort getting i online			
Plan covers little	↔	Plan covers everything			
Infrequent	↔	Multiple			

Variable	Ends of spectrum	
Frequency of shopping	Seldom	Often
Price and brand sensitivity	More concerned with price	More concerned with brand
Price and quality sensitivity	Always chooses cheapest	Always chooses best quality

Variable	Options	
Reasons for taking photos	Artistic expression	To share events with friends and family
Most important criteria for choosing a car	Overall cost	Features
Organizes messages by	Date and time	Sender or recipient
Surgery starting point	Femur	Tibia

3. Map interviewees to variables

(Figure 11.5, page 253)



4. Identify patterns

(Figure 11.11, page 260-261)



5. Define goals

(page 265-267)

- ~~Basic Human Goals~~
 - ~~Life Goals~~
 - End Goals
 - Experience Goals
- } Persona Goals

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

USER & THOMAS: ANALYSIS
4 February 2006 - 11:00pm

Overview
Background & attitudes
Goals
Requirements & constraints
Design scenarios

PROLOGUE: CARLA

Background & attitudes

Carla is an emotional buyer.
The last time 22-year-old Carla Ramirez decided it was time for a new car, she bought one within two weeks. Not long after she paid off her first car—a late model Honda Civic hatchback—in 2004, she watched *The Italian Job* on DVD and fell in love with the BMW Zinger's sports design. Driving around San Francisco the next week, she found herself looking longingly at every BMW she passed.

Prejudices does play its part, though.
Taking a lunch break at the office after laying out the latest batch of ads, Carla decided to check out the BMW row: she wanted to see if the Zinger's was the usual deal. The car's attitude encouraged her to keep looking; if he felt like play rather than research, she began to find reasons that the car she was drawn to would be a rational choice, too. It was small enough to make city parking less painful, had enough space to fit several bags of groceries, and had good enough mileage that she wouldn't have to feel guilty about not getting a hybrid. As she assembled her dream car online, though, she realized that it might be a little much on a graphic designer's salary.

Others may influence her to look elsewhere, but the emotional connection is strong.
When she mentioned her disappointment to her boyfriend Todd that evening, he picked up her Mac and looked at several automotive sites, then suggested other cars with comparable features, including the Ford Focus and VW Jetta. Carla dutifully looked at the others, but found herself back on the BMW site before long. She loved another configuration without the sun-roof, stereo upgrade, and leather seats. When she saw that the new total wasn't much more than the Ford, she decided to test drive the BMW that week-end. She saved the configuration for later to avoid going through the process again; what had seemed fun the first time was proving the second.

When she's ready to buy, she wants to keep some.
A test drive convinced Carla she had to have the car (and the sun-roof). Ready to buy, she was frustrated that the dealer didn't have many cars in stock. She went back to the Web site to see what other nearby dealers had. If Amazon could tell her what's in stock, surely a car dealer's Web site could do the same. Unfortunately, the dealer sites didn't have much information, so she called the one with the best inventory page. They told her they were getting a shipment in a few days, and that most dealers had very few cars in stock. Carla hung up, wondering whether she should take another look at the Jetta. Eventually she called back and gave them a credit card number to hold the car over until the sun-roof. When the dealer finally called to say that her car was here, she wanted to pick it up until Friday afternoon so she and Todd could celebrate with a drive down the coast.

Carla doesn't want to think about taking care of her car.
A couple of months later, Carla wondered when to get her car serviced, so she logged on to the owner section of the site. She was disappointed to find that even when she entered all the information about her car, it didn't recommend what services to have performed and when. She had not returned to the site since.

Carla wants a new car when the old one is paid off.
Much as she has enjoyed her BMW, it's been paid off in six months, and Carla's eyes are starting to wander again.

USER & THOMAS: ANALYSIS
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