TODAY: modeling and personas

- This week
 - Read Chapters 10 and 11
 - Do "modeling"

Completed by now...

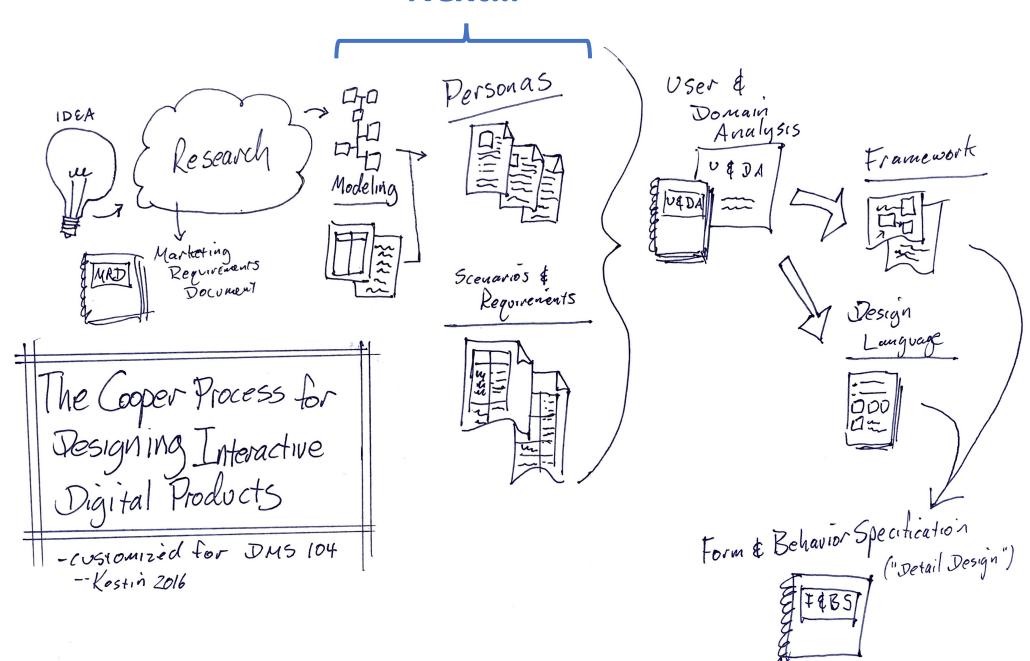
- Stakeholder interview business priorities
- Focus Group general unmet needs and concerns
- Defined User roles and their data needs prep for interviews
- Individual Interviews (at least four) specific unmet needs & concerns
- Other research (at least two, not counting Focus Groups) more info

Chapter Summaries

Chapter 10: Making Sense of Your Data (Modeling)

Chapter 11: Personas

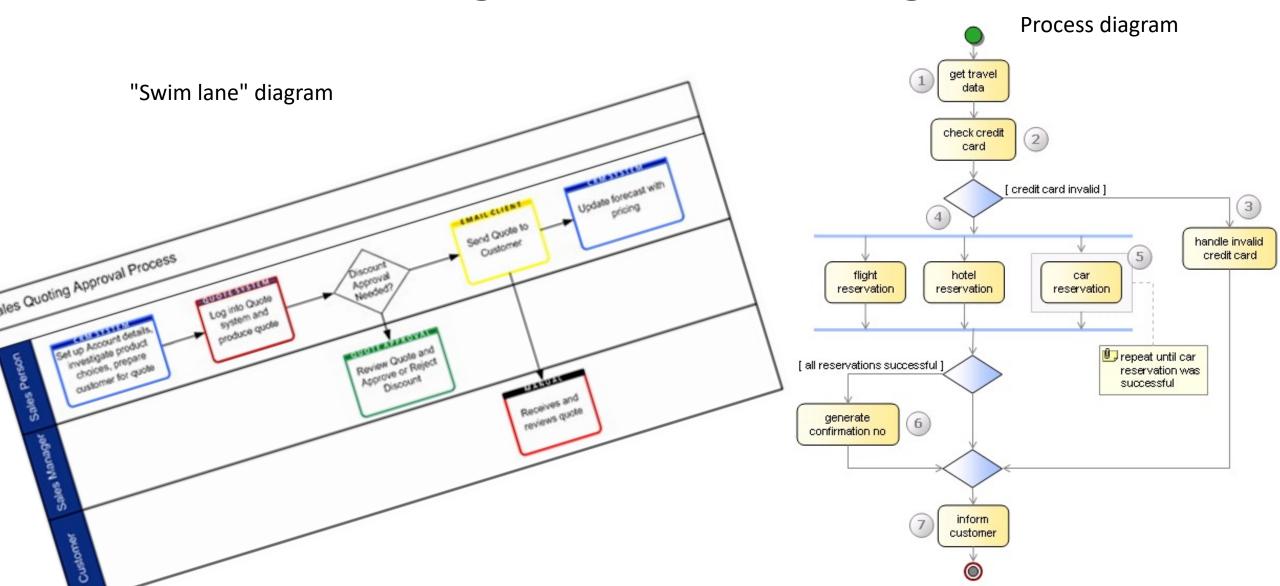
Next...



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



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

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- a literal in Toronto.
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- a Linear to go out with frames.
- Personal goal became work the better

Key Characteristics (ARIE)

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- a Strong measures
- · Branch
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Persona 2: Pierre, Manager of Projects and Pv DANGER WHEN



- a Technology sarriy . Spends much of his time in
- meetings and on his PCA.
- . Openied but impatient.
- * MUDHAME

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- share documents
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- change because he doesn't hel he hy If he can 'pat' by ' on the way things of

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Motivations

Fear

Growth Social

Friendly Clever Go-Getter

Clark Andrews

AGE 26 OCCUPATION Software Developer

STATUS Single

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

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

Female

Age

Education Bachelor's degree

Occupation Marketing: \$75K Marital Status Single

"I love outsmarting friends in

a game, but if it comes de

Location Boston, MA

Motivations
Samantha plays mobile games to pass time and compete against friends, but not necessary Samantha plays modile games to pass time and compete against mends, but not recreate 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 searchy to advance, when passing larger periods or time (e.g., work commute), Samantha plays games where she competes against friends.

Personality

Sensing

Thinking

Technology

Judging

IT & Internet

Software

Mobile Apps

Social Networks

Introver

Intuition

Perceiving

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 Spongeboo's Dinner Rush.

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

- Ability to compete against friends

Strategic shinking needed, but not a time sink (easy to play, advance and pick back up) Frustrations with Games - Cost to download

- Too hard to advance

In Samantha's Words

Toot so one

Criteria for Selecting Games

- When friends become unresponsive

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 "verbatims"
 - 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:
 - o their demographic
 - o their skills and capabilities
 - o their feelings, attitudes, aspirations
 - \circ the environment where they would use your product
 - o 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
- Id behavioral and demographics variables
- 3. Map interviewees to variables
- 4. Identify patterns

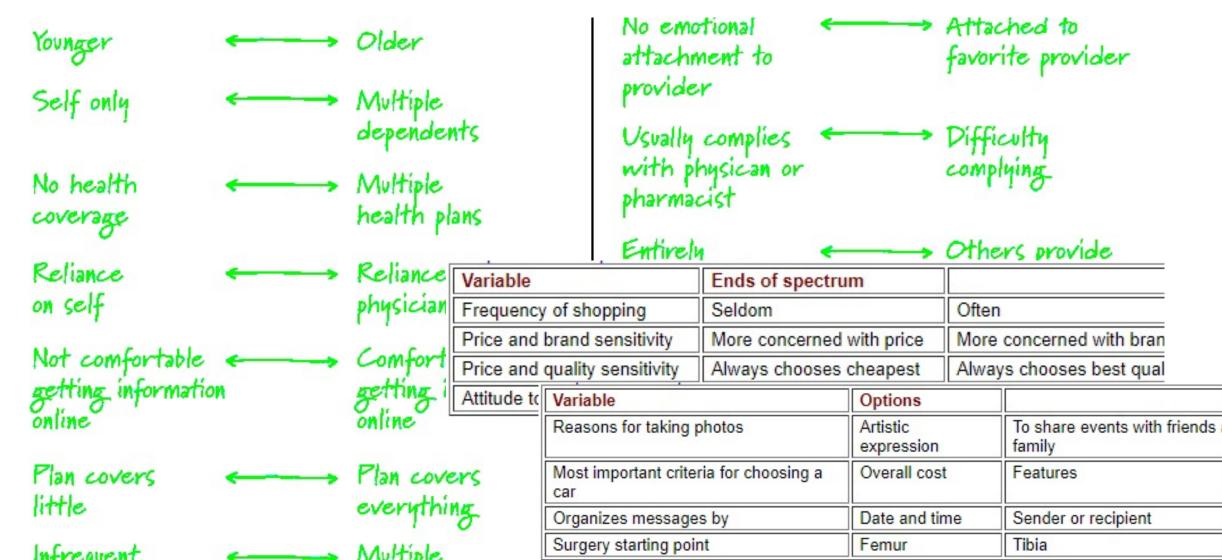
- 5. Define goals
- 6. Clarify and add detail
- 7. Add other types as needed
- 8. Group and prioritize
- 9. Write narratives

1. Divide by Roles

Product	Expected roles	Observed behavior and next steps
E-mail system	— System administrator	System administrators, purchase decision-makers, and typical account
	— E-mail account holder	holders were clearly distinct. All account holders were also external e-mail
	— External e-mail recipient	recipients, so they should be treated as one group.
	— Purchase decision-maker	8· P·
Consumer digital camera	— Photographer	The people who bought cameras for others also used cameras themselves, so
	— Buyer (usually the photographer)	they're not distinct enough to separate.

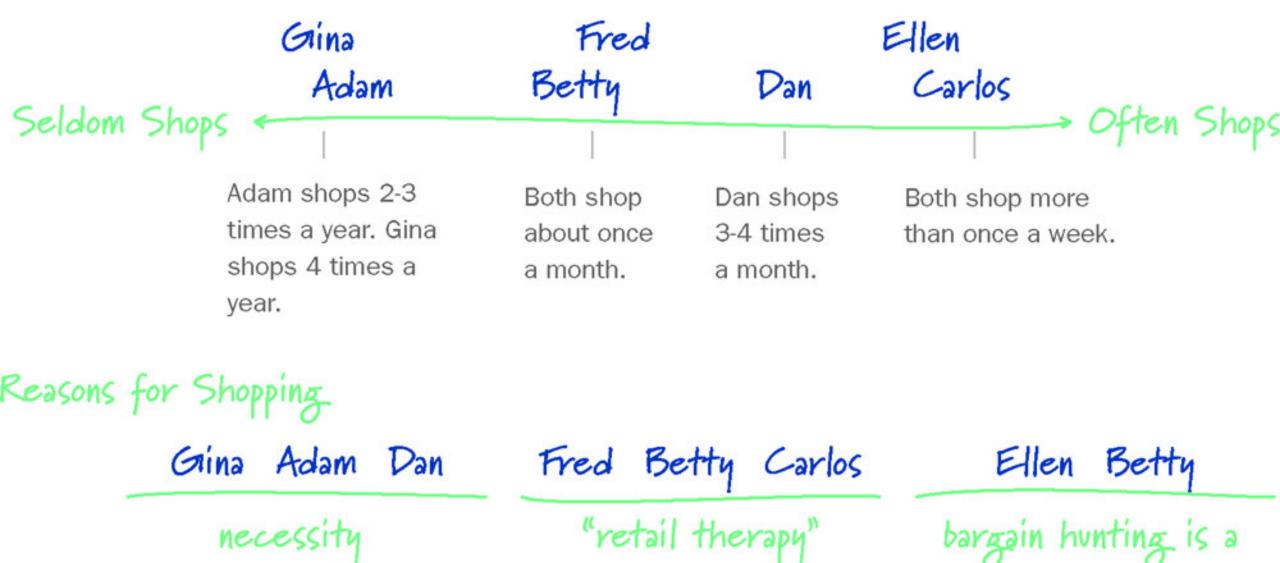
2. Id behavioral and demographics variables

(Figure 11.4 and Tables 11.2, 11.3, page 248-249)



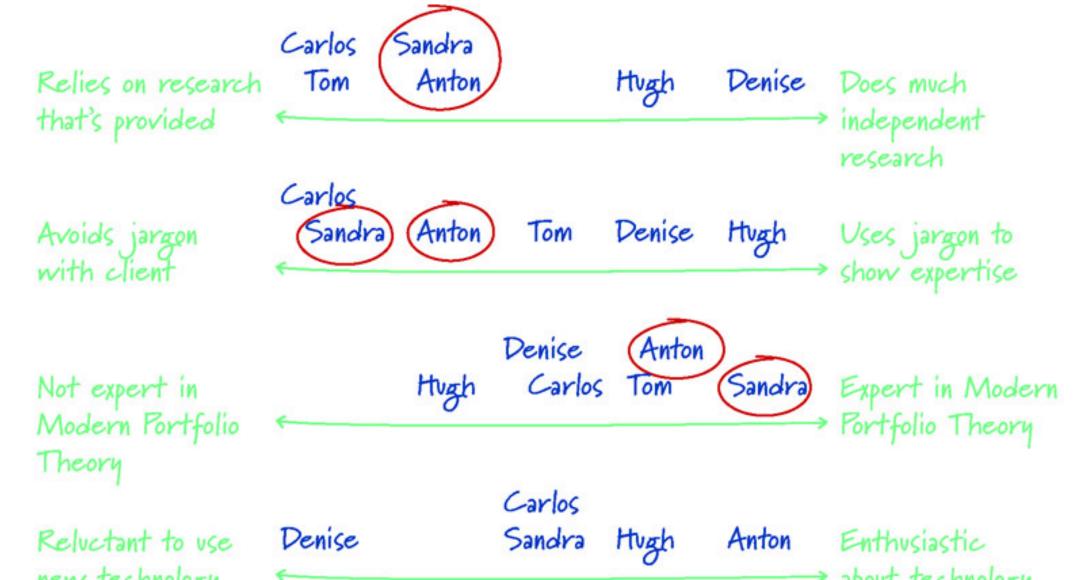
3. Map interviewees to variables

(Figure 11.5, page 253)



4. Identify patterns

(Figure 11.11, page 260-261)



5. Define goals

- Basic Human Goals
- Life Goals
- End Goals
- Experience Goals

Persona Goals

(page 265-267)

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



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