HCI and Design

Admin

Assignment 1 is due TODAY, 11:59pm

Blackboard submission (1 per team)

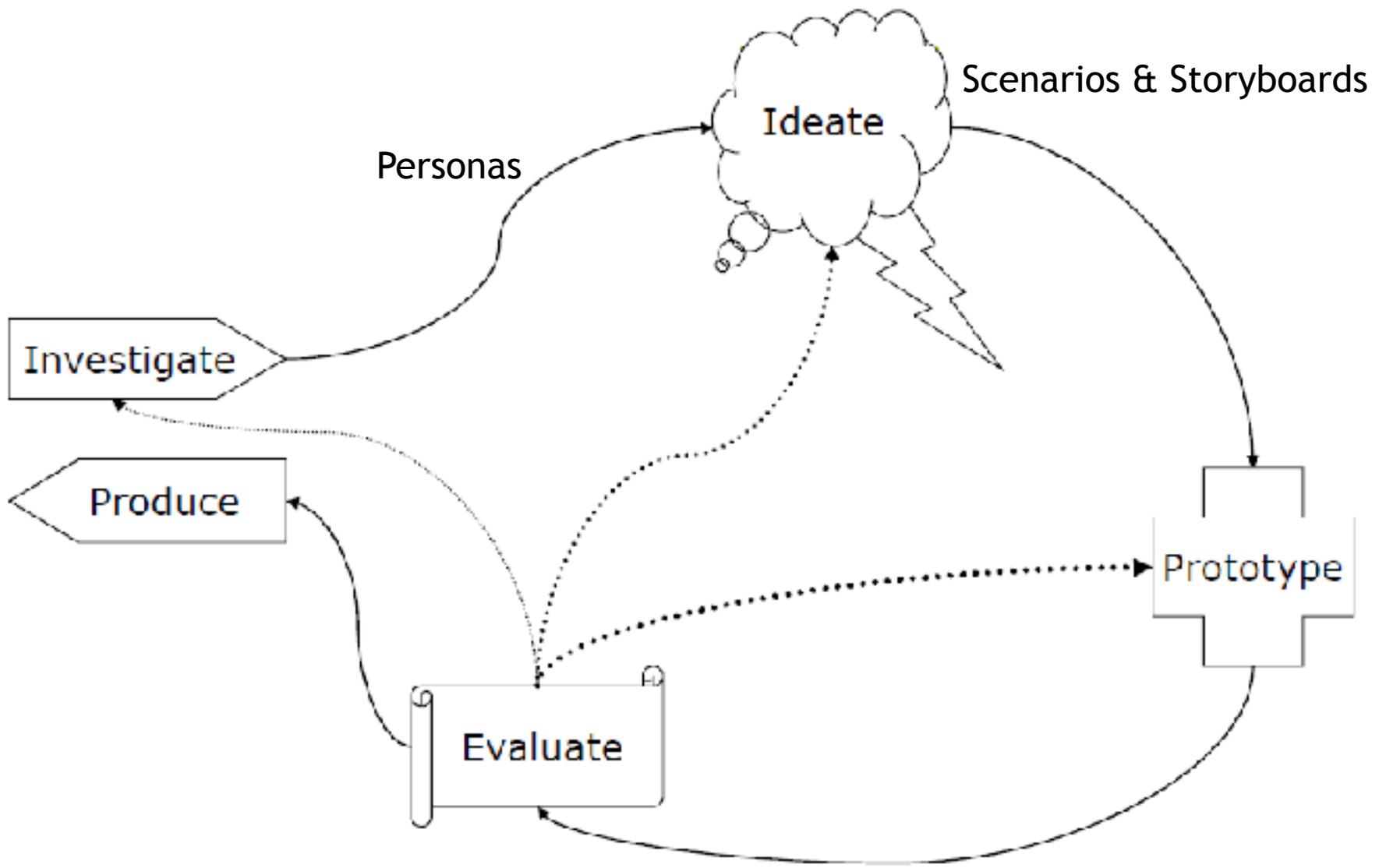https://blackboard.cornell.edu/webapps/blackboard/content/listContentEditable.jsp?content_id=_3668370_1&course_id=_78557_1&mode=reset

Assignment 2 is posted on the class website

No office hours today

Today: Personas

What are personas?

A persona is a fictional character that is meant to represent a group of users that share common **goals**, attitudes and behaviors *when interacting with a particular product or service.*

vs.

Personas as a design strategy

Allows you to focus on the **specific needs** and **goals** of specific, archetype individual based on **user research**. The archetype should be **specific and precise** so that it can be used to **make decisions** with regard to scope and design.

NOT a real person, but a composite archetype ("typical" user) each persona represents a group of users

Designing for such an archetype allows us to do <u>really well</u> at making this person happy. Often, it results in something that ends up working well for others, too.

e.g. bags with wheels (commercial airline pilots)

Why develop personas?

Empathy
   We are engaged by fictional characters all the time in movies and books.

Focus: Personas provide a precise way of thinking about…
   how users behave

   their motivations

   how they think

   what they wish to accomplish (goals)

   why they want to do what they do

Communication
   Provides a way of conveying a broad range of quantitative and qualitative data
   Assumptions about users made explicit

Why develop personas?

Within the design/engineering team:
- provides a shared understanding
- engage in empathy of design towards a target user
- helps communicate who you are building the product for
- helps determines what the product should and shouldn't do
- serves as a stable reference point during the design process
- provides focus
- a stand-in for actual users
- testable via walkthroughs

SOCIALLY COMPETITIVE SAMANTHA

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 down to it, I'll spend money to win."

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 when I play *Bejeweled* against my friends at work. I spend way too much money just so I can win. Of course, I don't tell my friends I spend anything. I like them thinking I'm naturally gifted."

"*Spongebob's Dinner Rush* is super addictive. When I have few minutes to kill, like waiting in line for coffee in the morning, I try to beat a couple of levels."

Personas are NOT stereotypes

- In a void of user research, designers have only their assumptions and intuitions
- Base your personas on REAL DATA, not assumptions
- "the whole point in creating personas is to get past our personal opinions and presuppositions." Goodwin, 2002
- Thus, make sure your personas to do not fall into your stereotypes of people in your target user groups!

Personas are NOT Roles

- Personas do not necessarily equal roles
  - e.g., parent, doctor, programmer, actor, etc.
- People within the same roles can have very different needs and goals
  - e.g., new vs. experienced programmer
  - e.g., parent of 1 vs. parent of 8
  - e.g., oncologist vs. pediatrician

Different types of personas

- Primary
- Secondary
- Supplemental
- Customer
- Negative

Design Example: Designing a video game for kids!

- *Make sure you specify the type on your personas!*

Basic steps to create personas

1) Collect data about users ⬅ DONE

2) Segment the users

3) Create personas

Segment the users

Logical groupings of users

Group users that have similar characteristics, motivations, goals, capabilities, experiences, lives, etc.

Design Example: Designing a video game for kids!

Each group represents one "persona"

Segment the users

THE CASUAL USER

Pete

Uses most phone features

Uses phone to make, use contacts send texts and take pictures

Always has mobile device with him

THE BUSINESS USER

Jennifer

Whats a simple phone, but functions as an integrated device

Wants to easily read email and call back the sender

Needs "Popular" mail sever integration

THE POWER USER

Brad

Will use almost all built-in mobile functionality

Will exend phone functionality with additional software

Will look through and change change every menu option

Segment the users

- Each persona should each have three to four goals
    - (1) **Life goals**, which are personal aspirations
        - e.g., wanting to retire before the age of 50
    - (2) **Experience goals** describe how the user wants to feel while interacting with a product; they are personal and universal
        - e.g., wanting to be competent while using the product
    - (3) **End goals**, which are tangible outcomes the user has in mind when using the product
        - e.g., want to be updated about finances over last month
- Typically experience/end goals are more helpful to designers

Create the persona

- **Photo**
- **Name** – first name starts with the first letter of the segmentation (e.g., Garrett the gamer, Peter the parent)
- **Quote** that describes the user goals with the product
- **Goals** - a priority rating and specific objectives are also suggested
- **Biographical profile** and **personal information** that affects usage
- **Computer, internet and other technology usage** are common components
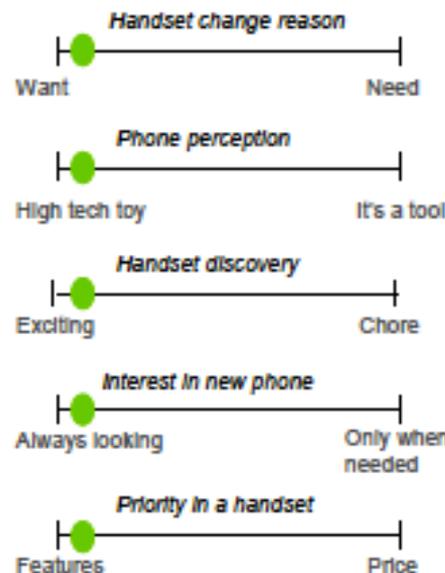- *Key Point: Back up persona with data whenever possible!*

Some examples…

Phone upgrades

Toby – "Fashion Phone Upgrader"

"One year in phones is a long time"

Toby loves technology and has to be seen with the newest and coolest digital gadgets. His phone is not just about making calls; he loves using its wealth of features for everything he can: surfing the web, writing emails, social networking and using it as a personal organiser.

Because he gets bored quickly with his phones, Toby is always looking for the latest toy and pays attention to new releases. He frequently upgrades part way through his contract and is willing to pay the upgrade fee to get the best phone. To him, a contract is a mere inconvenience, but something he endures to get a bigger discount off his new phone

Behaviours

Handset change reason
Want —————————————— Need

Phone perception
High tech toy —————————————— It's a tool

Handset discovery
Exciting —————————————— Chore

Interest in new phone
Always looking —————————————— Only when needed

Priority in a handset
Features —————————————— Price

Key Characterics

- Age 20-35
- Is tech savvy
- Loves showing off his new phone to friends
- Would find a way to get out of his current contract for the latest phone
- Keeps up to date with the latest phones online
- Gets bored with phones quickly

Goals

- Have the latest, coolest phone
- Be up to date with the newest phones on the market
- Use as many features on his phone as possible

Phone upgrades

Shen – "The follower"

"I never get 'the' phone, I'm always one or two steps behind"

Shen uses his phone primarily to keep in contact with his family and enjoys using it to take photos of his children. Although he would like to own a smart phone so he can use it for emails and the internet, they are currently too expensive for his budget

Shen tries to keep his phone until he's eligible for a discounted upgrade, although, if given the option, he would upgrade more often for the novelty of having a new phone.

Constantly surprised at how quickly technology is changing, he is always interested to see new the newest phones on the market.
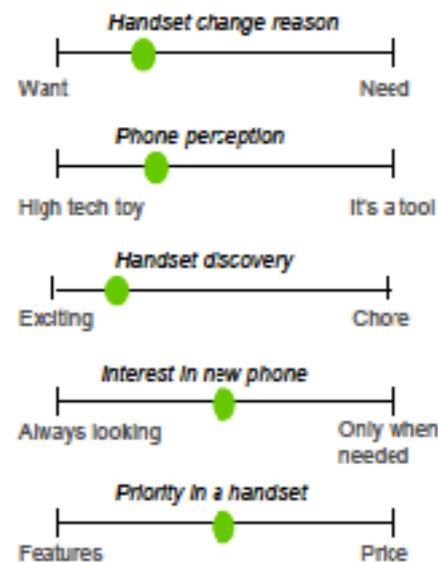
Key Characterics

- Age 35-45
- Shops around before renewing his phone
- Is price conscious; thinks twice before buying
- Is tempted by new phones
- Would consider upgrading if a life event called for a new phone
- Needs a good reason to spend money on a phone e.g. more megapixels on a camera
- Does not want to be embarrassed to pull out his phone in public
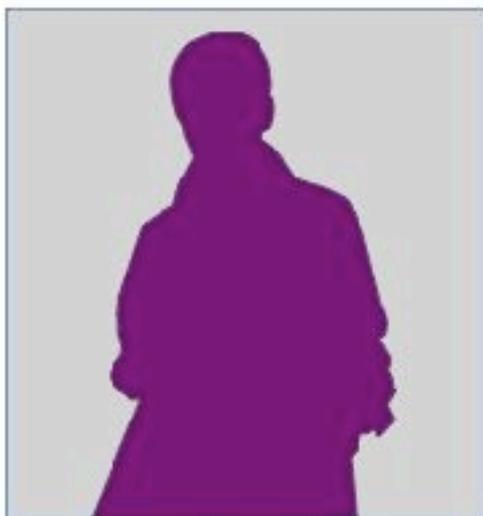
Goals

- Get to the end of his contract so that he can get a cheaper upgrade
- Get the best deal that he can, taking into account the rate plan and the handset
- Purchase a high-end phone when he can justify the the extra cost

Behaviours

Handset change reason
Want — Need

Phone perception
High tech toy — It's a tool

Handset discovery
Exciting — Chore

Interest in new phone
Always looking — Only when needed

Priority in a handset
Features — Price

Some templates for you…

Google image search has millions of examples/templates….

\<Persona name\>

"Insert quote that characterises this persona in one sentence."

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum colore eu fugiat nulla pariatur.

Name \<name\>
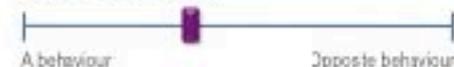**Type** \<type\>
Role \<role\>

Motivations

- Excepteur sint occaecat cupidatat non.
- Sunt in culpa qui officia deserunt mollit anim id est laborum.
- Excepteur sint occaecat cupidatat non.

Goals

- Excepteur sint occaecat cupidatat non.
- Sunt in culpa qui officia deserunt mollit anim id est laborum.
- Excepteur sint occaecat cupidatat non.

Pain points

- Excepteur sint occaecat cupidatat non.
- Sunt in culpa qui officia deserunt mollit anim id est laborum.
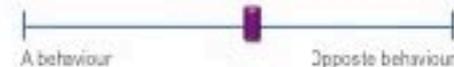- Excepteur sint occaecat cupidatat non
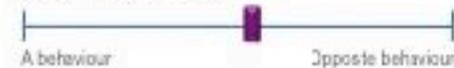
Behaviours

Variable description
A behaviour — Opposite behaviour

Variable description
A behaviour — Opposite behaviour

Variable description
A behaviour — Opposite behaviour

Variable description
A behaviour — Opposite behaviour

Variable description
A behaviour — Opposite behaviour

Variable description
A behaviour — Opposite behaviour

Full Name

Age: 1-100
Work: Job title
Family: Married, kids, etc.
Location: City, state
Character: Type

Personality

Introvert — Extrovert

Analytical — Creative

Conservative — Liberal

Passive — Active

Trait	Trait	Trait	Trait	Trait

Goals

- The goals this user hopes to achieve.
- A task that needs to be completed.
- A life goal to be reached.
- Or an experience to be felt.

Frustrations

- The frustrations this user would like to avoid.
- The obstacle that prevents this user from achieving their goals.
- The problems with the solutions already available.
- The product or service that currently does not exist.

Bio

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case. It may be helpful to incorporate information listed across the template and add pertinent details that may have been left out. Highlight factors of the user's personal and of professional life that make this user an ideal customer of your product.
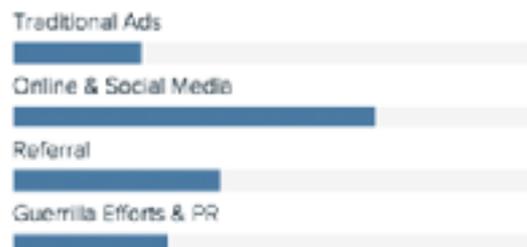
Motivations

Incentive

Fear

Achievement

Growth

Power

Social
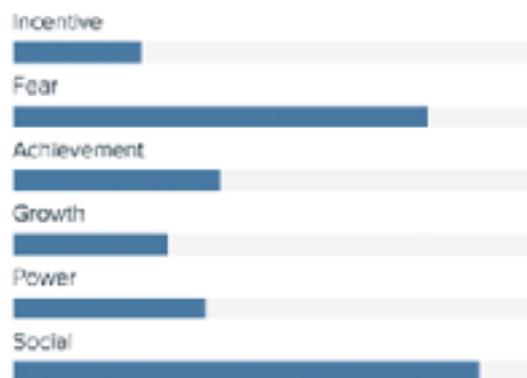
Brands

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerrilla Efforts & PR

PERSONA PROFILE

Name:
Fictionalize it

Profession:
Be very specific

Age:
Choose a number,
not a range

Personal BG:
Mini Life story —
Hometown, Family,
Schooling, Work, etc

INTERESTS:
What does she spend her time on?
What enlivens her?
What does she read, watch, listen to?

NEEDS:
WhAt does she NEED,
iN her LIfe, iN her work?
What's ESSENTIAL for her,
What does she require?
WHAT's MISSING?

VALUES:
What carries MeANiNg For Her?
WHAT's her MORAL COMPASS?
What makes her INDiGNANT,
SatisFiED, FRustRAted?
What does she WANT For the WORLD?

POWERS:
What Resources does she control?
What can she do, muster?
Who does she have INFLUENce Over?

BEHAVIORS:
What ARe her ROUTINES
BUYiNG
Free Time
Rituals

ASPIRATIONS:
WHAt KiND of PerSON
Do They WaNt to Be?
Brands?
Spending Patterns?
Life Dreams? Heroes?
Role Models?

Summary of Personas

Personas are fictional characters

Based on user research

Represent different user types that might use your service, product or site in similar ways

Helps you to understand your users' needs, experiences, behaviors and goals.

Recognize that different people have different needs and expectations. Help you to identify with the user you're designing for.

Help you to achieve the goal of creating a good user experience for your target user group

Let's practice!

- **Goal** – Design an interactive system to facilitate parent-pediatrician (child doctor) communication
- Create at least two different personas
    - Characteristics
    - Experiences
    - Motivations
    - Goals
- (Feel free to use the one of the templates)