MIS 3504
Digital Design and Innovation Studio

9: CREATING A PERSONA, STORY + PROTOTYPING

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What is a PERSONA
PERSONAS are:

1. Archetypal people involved with a product or service

2. More than just a “USER” – specific people

3. Devised from OBSERVING and TALKING to people

4. A composite of many people

From SAFFER: Designing for Interaction
Personas: TOOLS for understanding and communicating USER behaviors, needs, desires, contexts
Character Profiles

HOW: Based on observations of real people, develop character profiles to represent archetypes and the details of their behavior or lifestyles.

WHY: This is a useful way to bring a typical customer to life and to communicate the value of different concepts to various target groups.

In order to understand different types of customers and how to target them, IDEO developed four characters for a pharmacy wanting to reach the male beauty-product market.

“I wouldn’t be caught dead using moisturiser”

“I never buy after shave...I get it for Christmas”

“I read men’s magazines sometimes, but I’d never buy one”

“I only really take vitamin C when I’ve got a cold”

“keeping fit isn’t that important to me”
CREATING PERSONAS:

1. OBSERVE and TALK to people
2. Find a common set of behaviors or motivations to use as a basis
3. Give the persona a name/picture/basic demographic data
4. Then make them REAL

From SAFFER: Designing for Interaction
Karel

„I like measuring tool. Sometimes I measure circuit where I run“. 

Karel likes cycling and running but he doesn’t use tourist maps because they look so chaotic. Web map use only for searching addresses.

Age: 29
Position: Fitness coach
Family: Married, one child

Fairly comfortable with technology; use laptop with mouse; 10 hours per week online Internet use: 100% at home

Favourite web map portal:

Mapy.cz
LUKE SAMAJ

age: 31 years old
occupation: watch vendor
Subway & Bus
The system is his store.
location: North Philly

5:00 AM: Wake up
5:45 AM: Leave house & walks to bus stop
20 minute bus ride
6:15 AM: Arrive & go to Subway
6:25 AM: Subway arrives
10 minute Subway ride
6:35 AM: Arrives at Subway
7:00 AM: Opens his watch shop

Wake up
5:00 AM
Leaves out
at 5:35 AM

Very tired

Taking the bus
waiting for bus

Subway
6:25 AM it arrives
10 min ride

Now at City Hall
he sets up
6:35 to 7:00
Shop

He sets up where
the most people
are gathered

Next

Luke
What is a SCENARIO
Scenarios

HOW: Illustrate a character-rich story line describing the context of use for a product or service.

WHY: This process helps to communicate the essence of the product idea within a probable context of use.

Designing a community website, the IDEO team drew up scenarios to highlight the ways particular design ideas served different user needs.
SCENARIOS are STORIES
(your persona is the protagonist)
Use Cases & Scenarios

First, you brainstormed some ideas about how to solve your problem.
Next, you drew a Use Case Diagram that summarized the interactions of your solution.
Then your specified what some of those interactions looked like (Use Cases).
Now its time to tell your solution’s story to the world.

Your Scenarios are the plot of your story.

Your Personas are your protagonists.
DOCUMENT your SCENARIO in JustinMind
Justinmind Scenarios

Diagram illustration of a logon scenario:
- Logon Screen
  - User Logon
    - Valid Logon
      - Yes: Home Page
      - No: Error Screen
A well done scenario

Comments

By: Marcelo Blaz at: 14/06/12 15:51
A success alert message alert should pop-up to the user.

By: Marcelo Blaz at: 14/06/12 15:51
After user inputted all valid information and click the save button, system must persist all new user information on a database.

By: Marcelo Blaz at: 14/06/12 15:50
System must show editable fields of all data inserted before by the user and validate any new information typed.

By: Marcelo Blaz at: 14/06/12 15:40
System must validate if user login info is valid. If it is, system should open the view/edit subscriber data information page.

By: Marcelo Blaz at: 14/06/12 15:39
If the user clicks on Subscriber Login, a new page containing a Email and Password field must open and the system must validate the entered data.

By: Marcelo Blaz at: 14/06/12 15:39
A success alert message alert should pop-up to the user.

By: Marcelo Blaz at: 14/06/12 15:37
After user inputted all valid information and click the save button, system must persist user information on a database and use persisted data to collect actual mailing list and statistics.

By: Marcelo Blaz at: 14/06/12 15:35
User must be able to fill all information related to personal data, interests and demographic information and the system must validate required fields.

By: Marcelo Blaz at: 14/06/12 15:30
If user selects to subscribe to CfEVA, a new page containing the fields for personal and demographic information must open.

By: Marcelo Blaz at: 14/06/12 15:02
User must be able to select, on CfEVA website home page, if he wants to subscribe to CfEVA or Login (in case he already has a subscription).
IMAGINE

your design concepts

IN USE
Team work session
Process

1. What IDEAS did you propose during Brainstorming?
2. Who are your affected stakeholders? Create a PERSONA
3. How will they USE your solution Create a SCENARIO
4. SHOW US HOW IT WORKS MAKE A PROTOTYPE
Persona Definition

“A quote...”

Defining characteristics

Hobbies

Age  
Occupation  
Location  
Marital status  
Children  
Income  
Education

Step 1:  
AS A TEAM use powerpoint to quickly develop a PERSONA of your user.

15 MINUTES
Step 2:

AS A TEAM write/draw your SCENARIOS

WHAT is your persona DOING?
Use your use cases or add new ones
WHEN/WHERE/HOW is your solution being used

20 MINUTES
Part 1: Develop a Heuristic Review

Each team should work together to develop a review heuristic covering the five review dimensions to assess the other team’s work.

Create a general assessment framework in outline form with questions you would ask yourself about the other team’s project.
Constructive Feedback

• Use our four evaluation criteria
• Ask open-ended questions and follow-up on the answers
• Ask why, what, when, where, who and how
• Set a positive, helpful tone
• Identify weaknesses, discuss them and then suggest improvements
• Identify strengths, discuss them, and then offer extensions
Evaluation DIMENSIONS

1. How well does it solve the client’s problem?
   a. ....?
   b. ....?
   c. ....?
   Your questions should generate constructive criticism and suggestions for improvement.

2. How complete is it?
   a. ....?
   The number of questions for each dimension is up to each team and should represent relevant information needed.

3. How correct is it?
   a. ....?

4. How appropriate is it?
   a. ....?
   This week focus your heuristic review on their Use Cases, Scenario and prototype
Part 2: Review PROCESS

Teams pair up as assigned

Each scenario review is 25 minutes long. In that time, the team must present their scenario and answer the reviewing team’s questions.

Reviewers must listen carefully and take detailed notes. All team members take review notes. Your notes should reflect your observations, critiques and assessment of what they showed you and the answers given to your questions.

USE ALL THE TIME YOU ARE GIVEN 00:20 min
1st team presents

Team Pairs: 2 / 4 / 6 / 8 / 10

00:20 min
2nd team presents

Team Pairs: 1 / 3 / 5 / 7 / 9

00:20 min
Part 3:  
Class Evaluation Review

Select one pair of teams at random.

First team presents their work product and prototype. Classmates must listen carefully and take detailed notes.  
20 minutes

Second team presents its evaluation of the first team’s work product and prototype. 20 minutes

Class reviews the quality of the second team’s evaluation and adds any observations that it thinks were missed.  
10 minutes
Next Week, Bring:

1. Your data in JIM’s Data Masters function
2. Your second working prototype
Project Team Work Time