



MIS 3504

Digital Design and Innovation Studio

9: PERSONA, SCENARIO +
PROTOTYPING

Stephen Salvia

Photo: Installation by Jenny Holzer, US Pavillion, Venice Biennale 1990

It is time to
MAKE STUFF

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

Why PERSONAS:

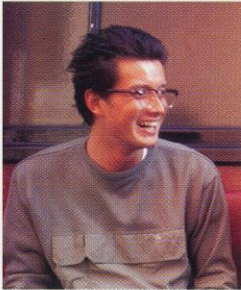
- **Not all users are the same**
- **We may do the same job but see the world differently**
- **Don't build to suite me, build to meet the typical population of users**

Personas:

Tools for understanding and communicating **USER behaviors, needs, desires, contexts**

Take the demographics of the collective users and **turn it into a real person**

[Chris]



"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"

Ask

Watch

Learn

Try

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.

IDEO

www.ideo.com

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. **Make them REAL**

Age
Occupation
Location
Marital status
Children
Income
Education
Hobbies
Defining characteristics
A quote

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 A.M. arrive + go to subway
- 6:25 A.M. subway arrives
10 minute subway ride
- 6:35 A.M. arrives at Suburban
set up booth
- 7:00 A.M. opens his watch shop



MAP



WAKE UP
5:00 am

Very tired!!!

Leaves out
at 5:35 am

taking
the bus

the 3
bus stop
5:45

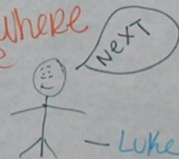
waiting
for
bus

Sub-way
6:25 it
arrives
10 min Ride

20min
bus ride
6:05
exit to enter
the sub-way

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

He sets up where
the most people
are gathered



Understand the persona beyond the solution:

Think about the day in the life of your persona

Not just what they do at the job but what leads up to the job and what happens after the job.

- I commute an hour by train every day
- I am out of cell range most of the time
- I must pick up my kid a day care and cannot be late

What is a SCENARIO





Ask

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Try

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

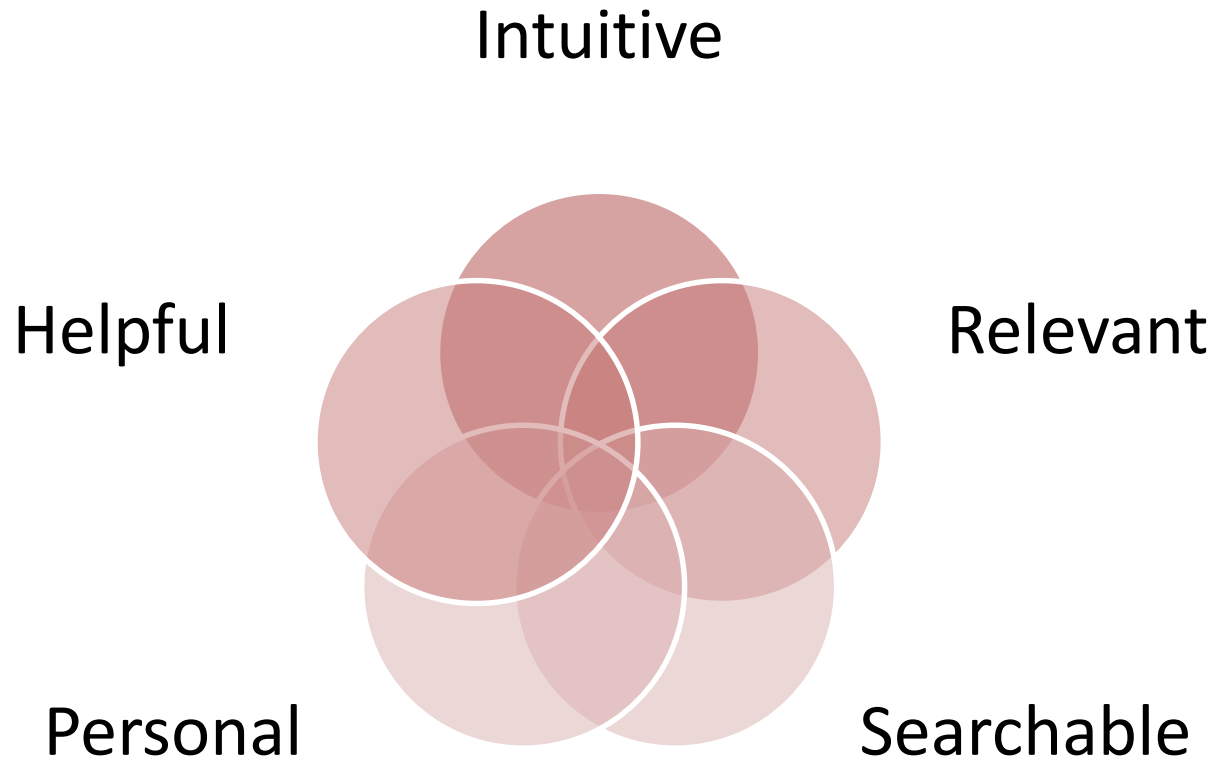
(your persona is the protagonist)

IMAGINE

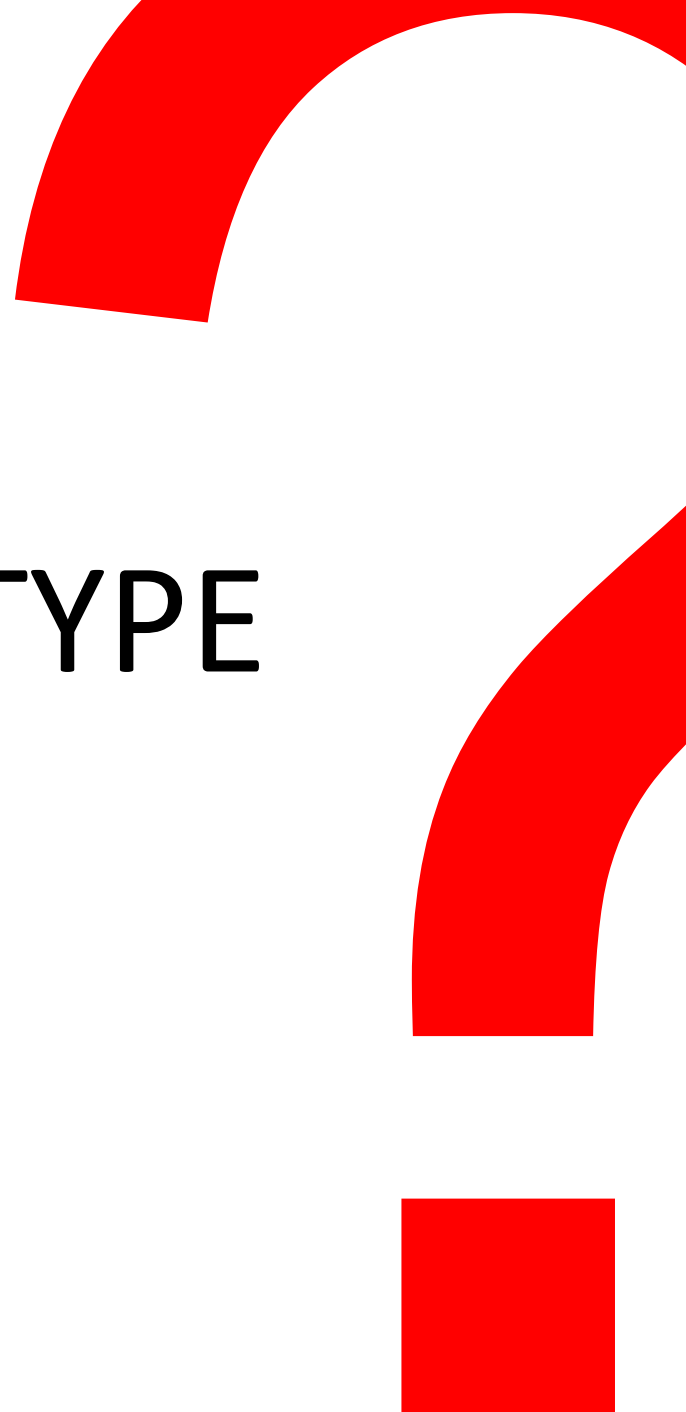
your design concepts

IN USE

Design principles



What is a PROTOTYPE





Ask

Watch

Learn

Try

Quick and Dirty Prototyping

HOW: Using any materials available, quickly assemble possible forms or interactions for evaluation.

WHY: This is a good way to communicate a concept to the team and evaluate how to refine the design.

IDEO team members designing a shopping device quickly prototyped various concepts to evaluate qualities like weight, size, and orientation.

IDEO

www.ideo.com

What does a
PROTOTYPE do



PROTOTYPES

- 1. Provide a partial and preliminary version as a mock up of software/solution**
- 2. Inexpensively demonstrate how a solution will work – functionality/navigation/interfaces**
- 3. Make abstract concepts more concrete and requirements tangible**
- 4. Provide shared work product upon which technical and businesspeople can collaborate**

THIS IS WHAT IT

COULD BE LIKE

PAPER DIGITAL PHYSICAL

Design Process

1. What **IDEAS** were 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

Team **work session**

Persona

Describe the typical persona of a:

- Customer shopping in Home Depot on a Weekend afternoon
- Customer shopping in Home Depot on a weekday morning
- Patron you would find in Dunkin Donuts at 8 AM in Market East Terminal Center City Philadelphia
- Patron you would find in a Starbucks in Montgomeryville Mall on a weekend
- Patron of a Jiffy Lube oil change service

Scenarios

Describe the typical scenario for a:

- Customer shopping in Home Depot on a Weekend afternoon
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Team Project Deliverable:

Develop a draft *Persona(s)* and *SCENARIO(s)* for your project team solution

Due Class 10, October 27, 2015

Step 1:

AS a TEAM use powerpoint to develop a PERSONA of your project solution user.

Persona Template



Age
Occupation
Location
Marital status
Children
Income
Education
Hobbies
Defining characteristics
A quote

Step 2:

AS A TEAM write/draw your SCENARIO

WHAT is your persona DOING?

WHEN/WHERE/HOW is your solution being used

- I commute an hour by train In the morning
- Buy a newspaper
- I pickup a cup of coffee
- I read my email in the coffee shop
- Walk two blocks to work