MIS 3504

Digital Design and Innovation Studio

9: PERSONA, SCENARIO + PROTOTYPING

Rich Flanagan / James Moustafellos / 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
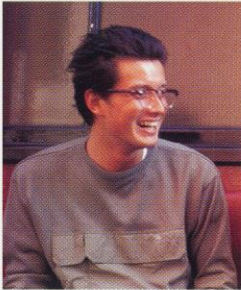
4. A composite of many people

From SAFFER: Designing for Interaction

Personas:

TOOLS for understanding and communicating USER behaviors, needs, desires, contexts

[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"

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.

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

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

MOVADO
MODERN AHEAD OF ITS TIME

LUKE SAMAJ

age: 31 years old

occupation: watch vendor

subway & bus

The system is his store.
location: North Philly

5:00 A.M. wake up

5:45 A.M. 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!!! → taking the bus
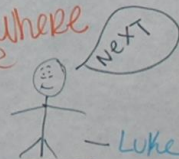
Leaves out at 5:35 am

the 3 bus stop 5:45

waiting for bus

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

Sub-way 6:25 it arrives 10 min ride

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

He sets up where the most people are gathered

NEXT

— Luke

Thank you

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.

IDEO   www.ideo.com

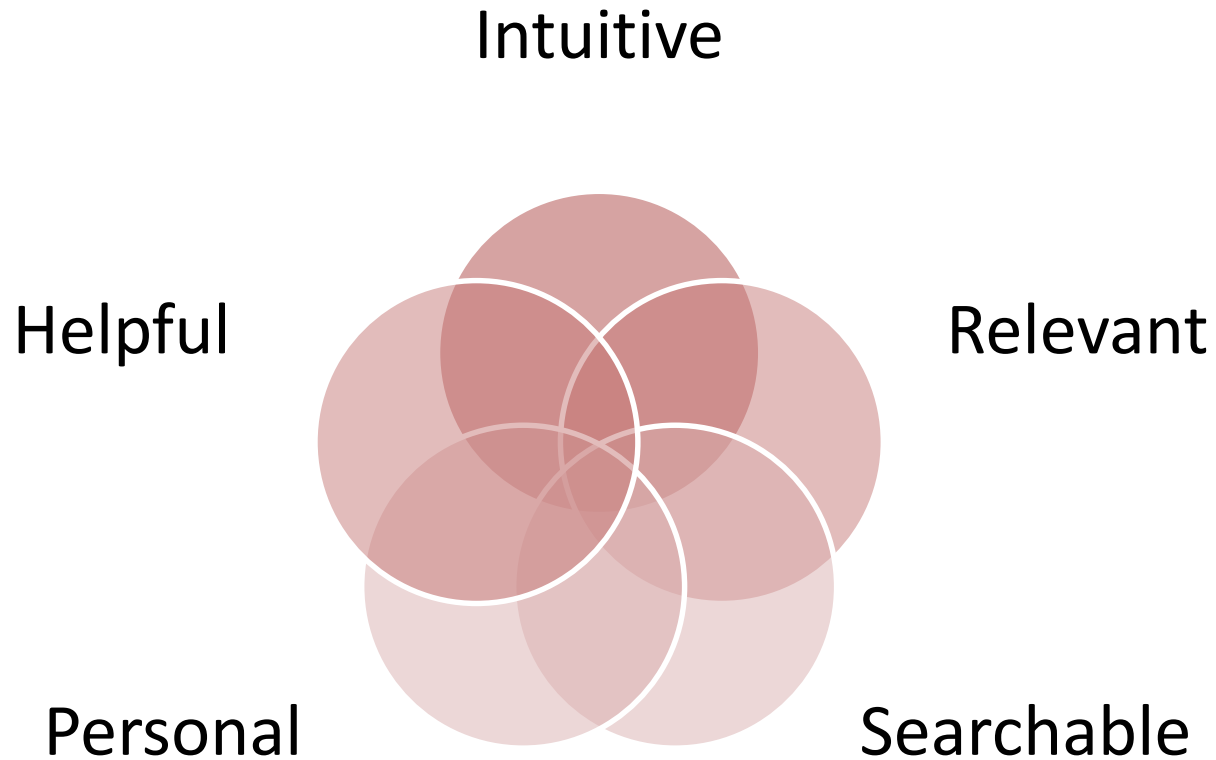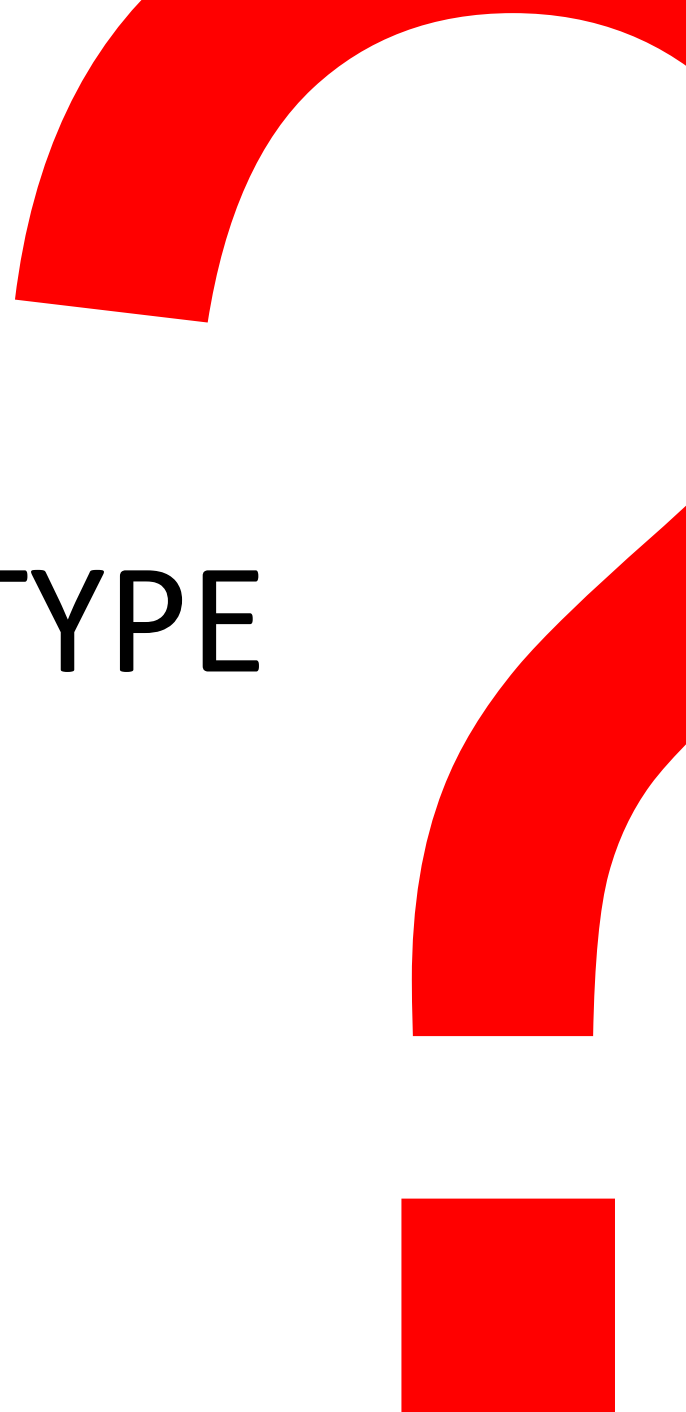# SCENARIOS are

STORIES

(your persona is the protagonist)

IMAGINE
your design concepts
IN USE

Design principles

Intuitive

Relevant

Searchable

Personal

Helpful

What is a PROTOTYPE

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**
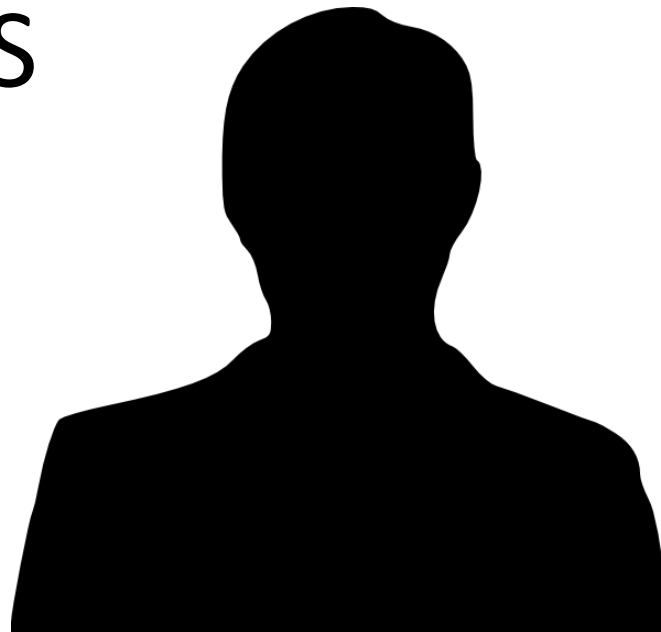
Team **work session**

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

Step 1:

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

15 MINUTES

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

15 MINUTES