



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:**

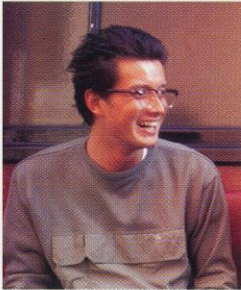
- **Not all users are the same**
- **We may do the same job but see the world differently**
- **Don't build to suite me, build to meet the typical population of users**

# 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](http://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

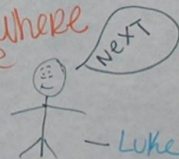
waiting  
for  
bus

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

Watch

**Learn**

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

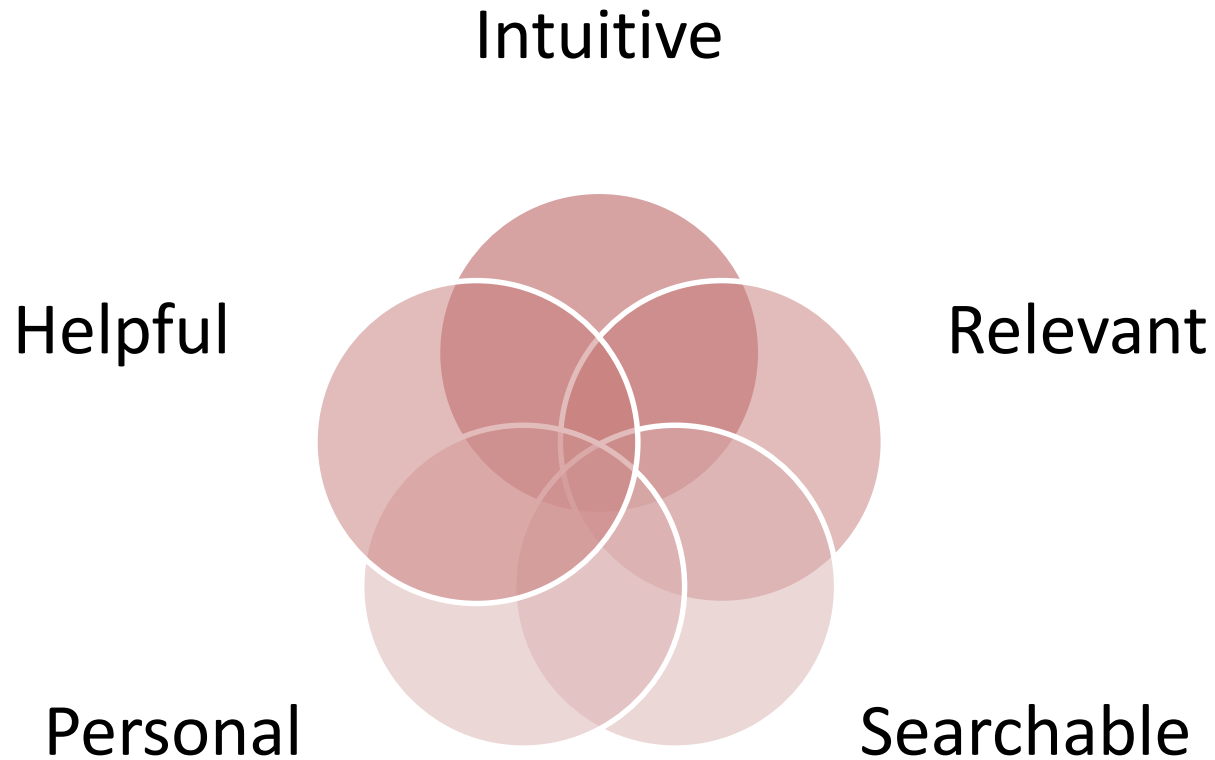
(your persona is the protagonist)

IMAGINE

your design concepts

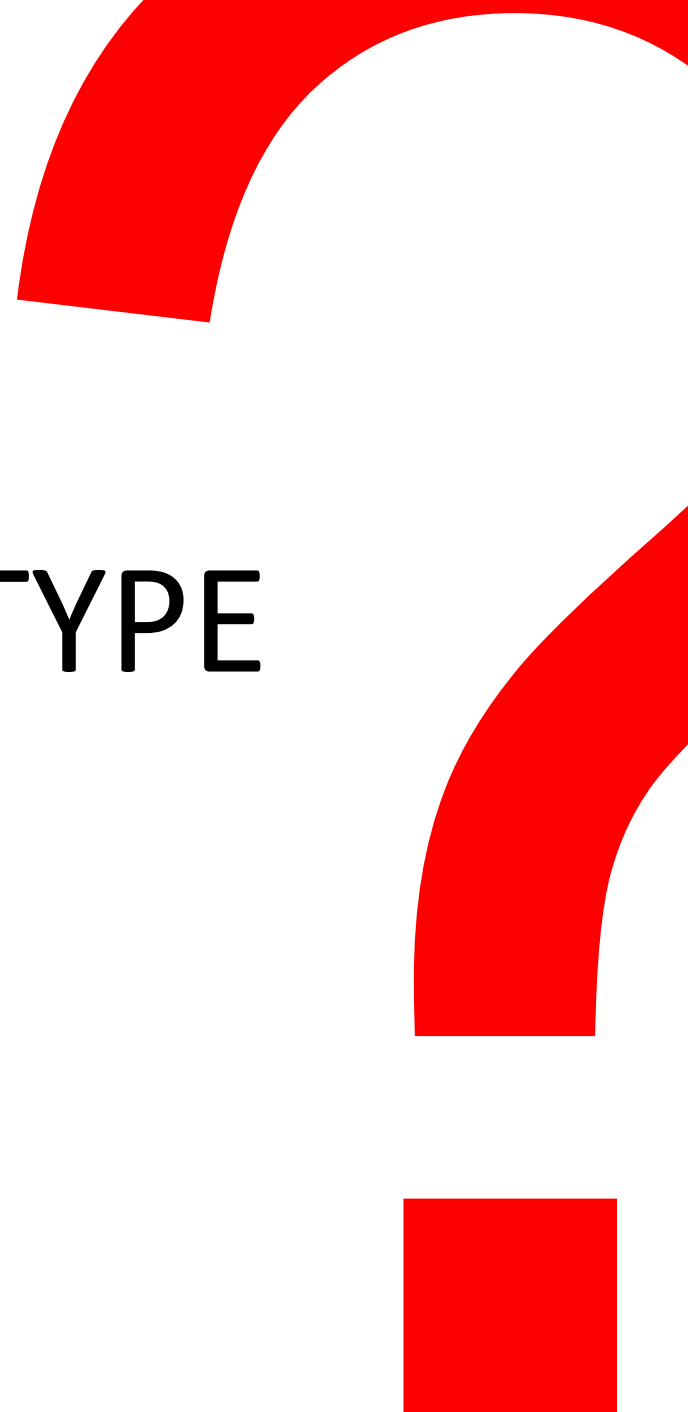
IN USE

# Design principles





What is a PROTOTYPE





Ask

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## 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](http://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

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# **Team Project Deliverable:**

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

**Due Class 10, March 28, 2011**

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