MIS 3504
Digital Design and Innovation Studio

9: PERSONA, SCENARIO + PROTOTYPING

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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
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.

“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”
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

From SAFFER: Designing for Interaction

<table>
<thead>
<tr>
<th>Age</th>
<th>Occupation</th>
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<tbody>
<tr>
<td>Location</td>
<td>Marital status</td>
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<td>Children</td>
<td>Income</td>
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<td>Education</td>
<td>Hobbies</td>
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<td></td>
<td>Defining characteristics</td>
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<td>A quote</td>
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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

31 years old
Occupation: Watch vendor

Subway:
The system is his store.
Location: North Philly

5:00 AM: Wake up
5:45 AM: Leave house & walk 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 Suburban
7:00 AM: Opens his watch shop

Wake up
5:00 AM
Leaves out at 5:35 AM
The 3 bus stop
5:45 AM
Waiting for bus

Subway
6:35 AM
It arrives
10 min ride

Now at City Hall
He sets up
Workshop
6:35 AM to 7:00 AM

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
Scenarios

HOW: Illustrate a character-rich storyline 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

- Intuitive
- Helpful
- Relevant
- Personal
- Searchable
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.
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

Adapted from Memory Jogger
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 22, 2016
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 pick up a cup of coffee
- I read my email in the coffee shop
- Walk two blocks to work