

The Power of Personas: *Focus on Goals*

Summary of Core Functionality

- Expanded school reports data and interactive search capabilities
- Interactive complaint system to guide parents and capture information necessary to generate complaints by fax, email or postal service
- Automated follow up surveys of all complaints to track status/resolution
- User profiles with email subscription by various categories
- Email notification to users of relevant information and events
- Content management for school-related information, reviews, and a “library” of information about the school system
- Approval-based publishing tools to manage the release of updated content to the live site without the assistance of programmers
- Tools to assist in the import of external data from the Board of Education and other sources

Meet Brigitte



Brigitte...

- Just moved to Brooklyn
- Needs to find a kindergarten program for her 4-year-old
- Would consider moving
- Would consider out-of district schools
- Heard bad things about neighborhood school
- Unsure of her rights

Goals

- Find a good school
- Peace of mind

The Power of Personas: *Focus on Goals*

*Personas help you focus on goals
by making it easy to tell good
stories.*

How to organize the design?

- Happy Parents and Angry Parents
- Expert computer users vs. novice computer users
- Library vs. Events
- Taxonomy of problems and topics
- Hot Topics List
- Organizational Axes
 - Chronological
 - Geographical
 - School system divisions (Board, District, School)
 - Taxonomical (Julia's classifications system)
- Aggregate Data Reporting to Parents?
- Cross-posting of Complaints as Comments?

Parent Goals

Goals of Parent

1. Get the best possible educational experience for my child.
2. Find a good school
3. Resolve a problem
4. Share what they know
5. Ensure the safety and privacy of my child and family
6. Stay in touch with school/teacher events, policy, calender notices

Goals of Class Parent

1. Same as above +
2. Participate in my child's education
3. Improve the school
4. Find a source of community
5. Make a difference in the community

Remember Brigitte?

Goals

- Find a good school
- Peace of mind



Characteristics

- Just moved to Brooklyn
- Needs to find a kindergarten program for her 4-year-old
- Would consider moving
- Would consider out-of-district schools
- Heard bad things about neighborhood school
- Unsure of her rights

Parents – Lynn, the Problem Solver

Goals

- Fix the problem
- Peace of mind



Characteristics

- Frustrated by something at the school
- Doesn't know who to speak to
- Can't get action
- "There's no use!"
- Unsure of her rights

Insideschools.org



The **independent** guide to New York City public schools Site search go Search tips

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- News & Views**
- [New Discipline Plans in NYC Schools](#)
 - [Report Charges High Schools Push Out At-Risk Students](#)
 - [Admissions Anxiety, Driving NYC Parents Crazy?](#)
 - [Deadline Extended- Choose Your Tutor by 11/27](#)
 - [PAST ARTICLES...](#)

Find a School

Enter a school name or number go

OR click on a school level

[Pre-kindergarten](#) | [Elementary](#) | [Middle school](#) | [High school](#) | [District 75](#)

Survival tips

Everything you need to know about public schools:

[How to enroll](#) | [Transfers](#) | [Tests & promotion](#) | [Gifted programs](#) | [Special education](#)

Speak out!

E-mail the chancellor

[Complaints](#) | [Requests](#) | [Compliments](#)

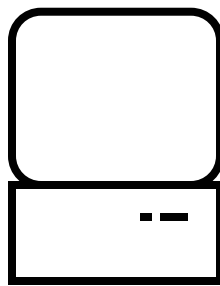
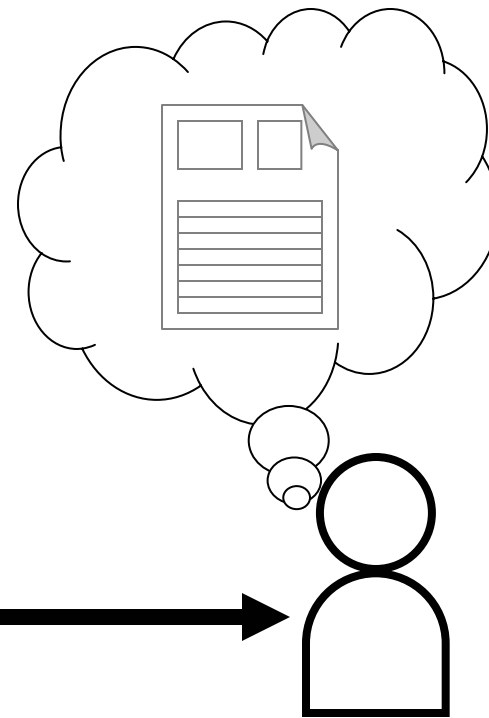
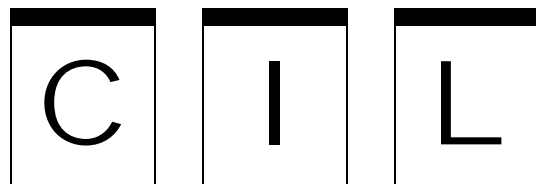
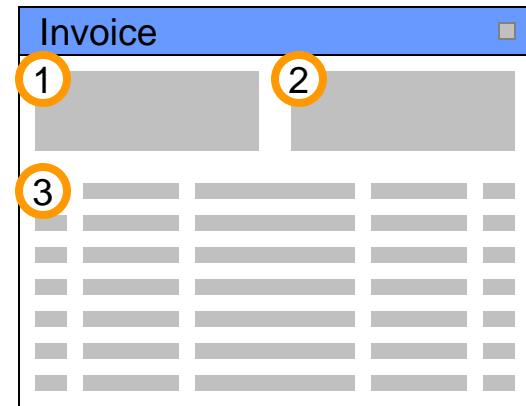
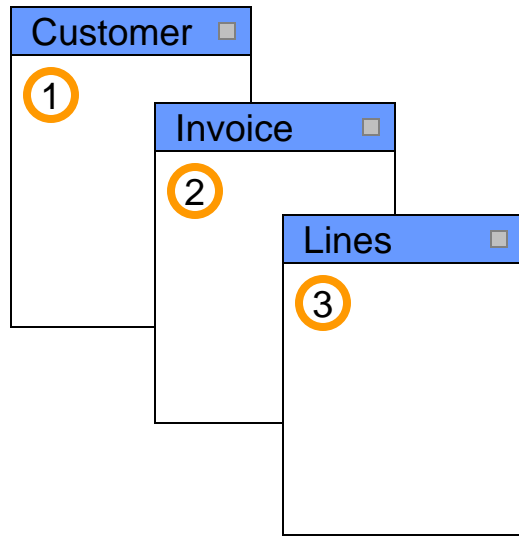
NYC School Alerts!

Stay informed

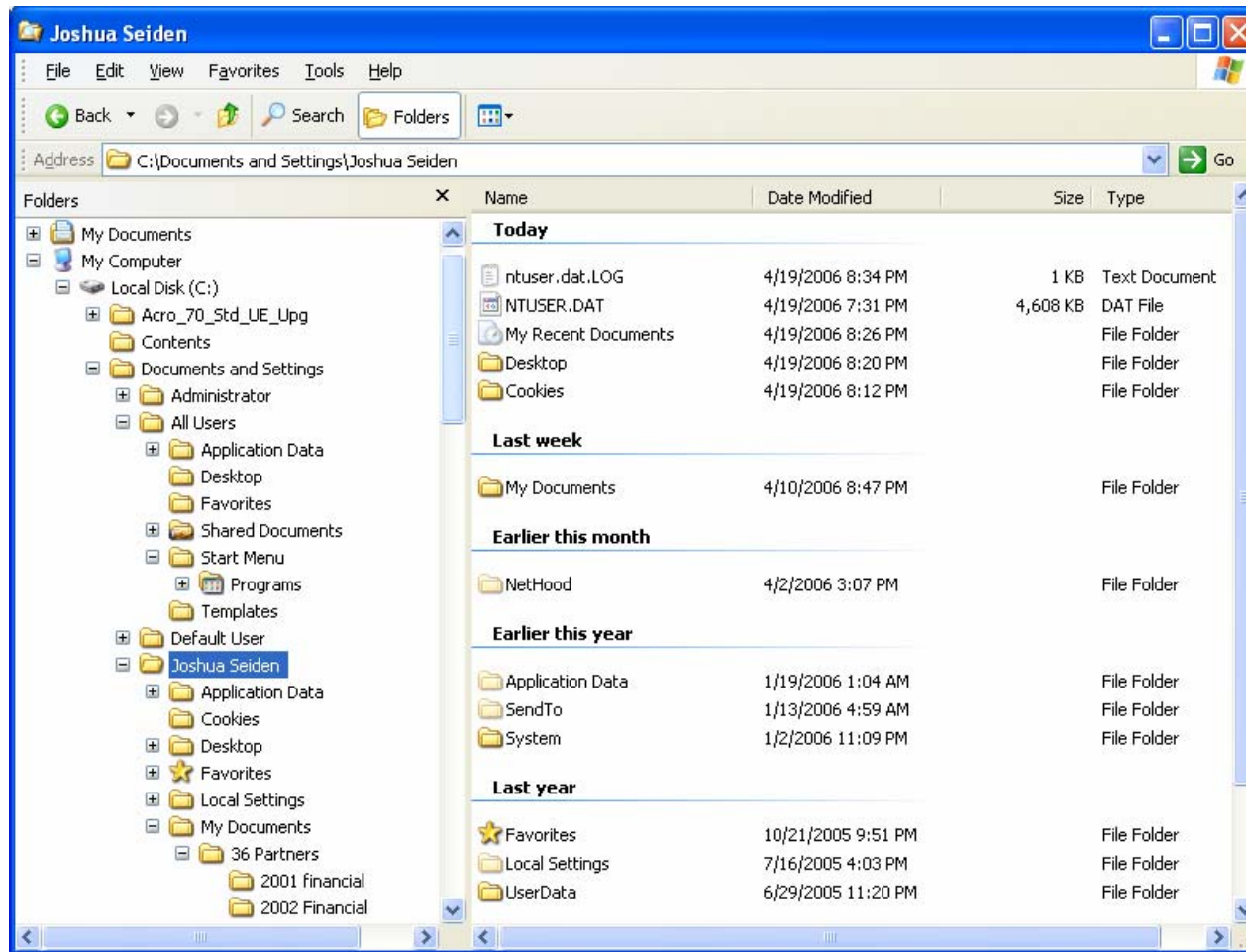
Become a free [member](#) and receive news alerts, updated school reviews, tour dates and more.

- ▶ [Brooklyn elementary and middle schools update](#)
- ▶ [No high school match? Here's what to do](#)
- ▶ [Manhattan kindergarten, middle school admissions update](#)
- ▶ [Read our newest reviews](#)
- ▶ [More in News & Views](#)

The Problems that Personas Solve



System-centric thinking



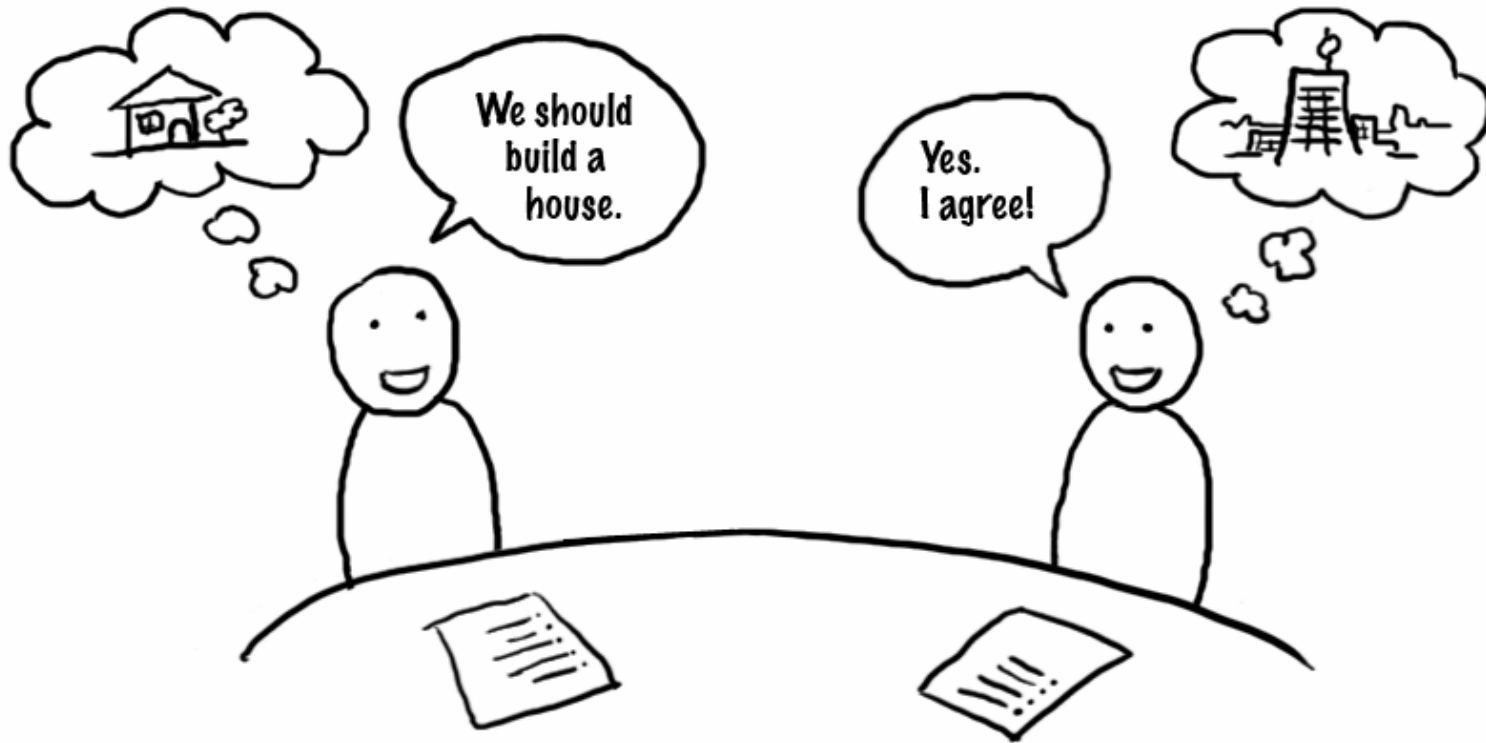
Too many choices



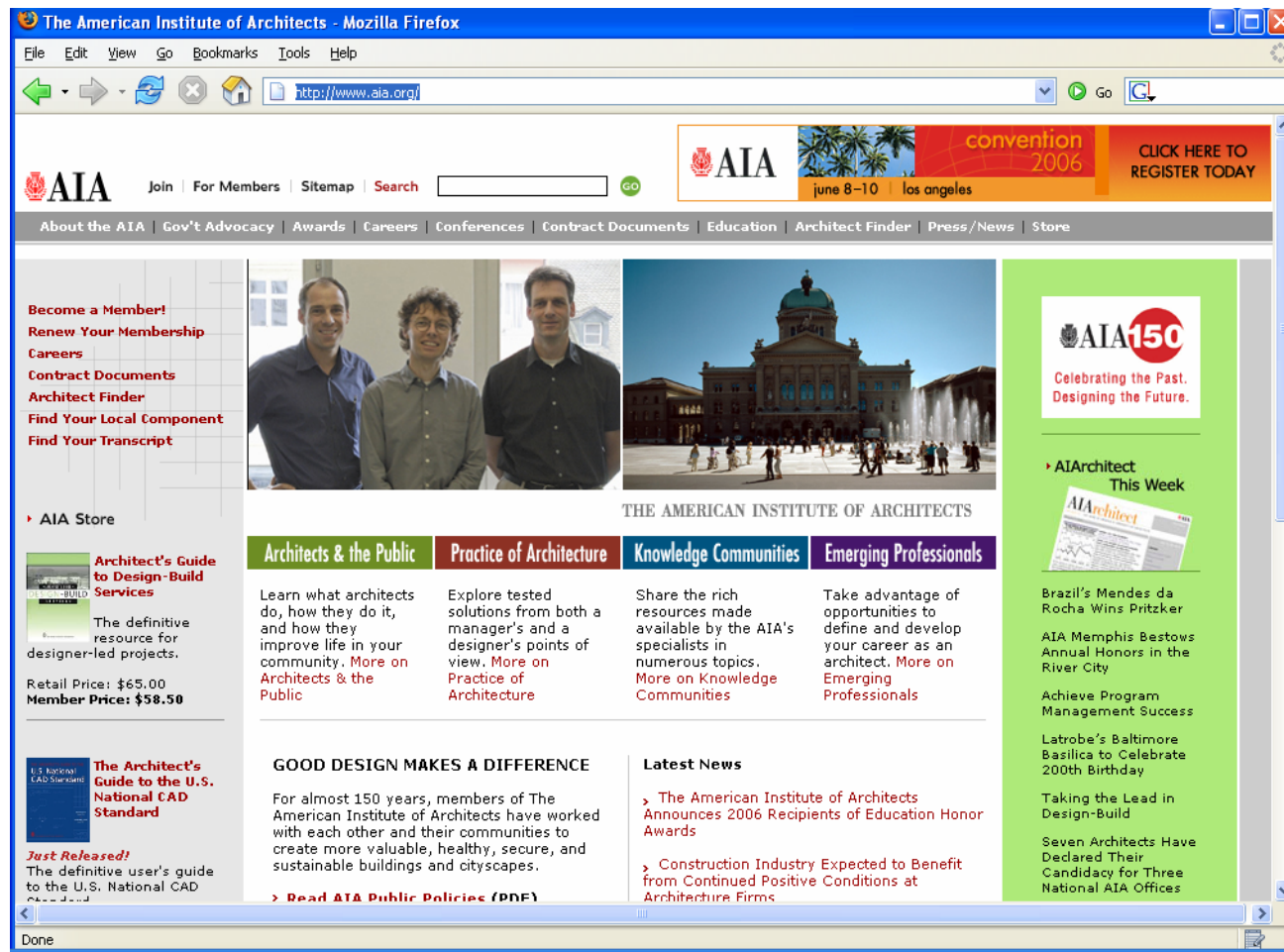
Unclear picture of our customers



Seeing what isn't there



The Wrong Tone



How Personas Work

Design for one person

The roll-aboard suitcase was originally designed to meet the needs of airline personnel...



Satisfy the needs of many...



What is a Persona?

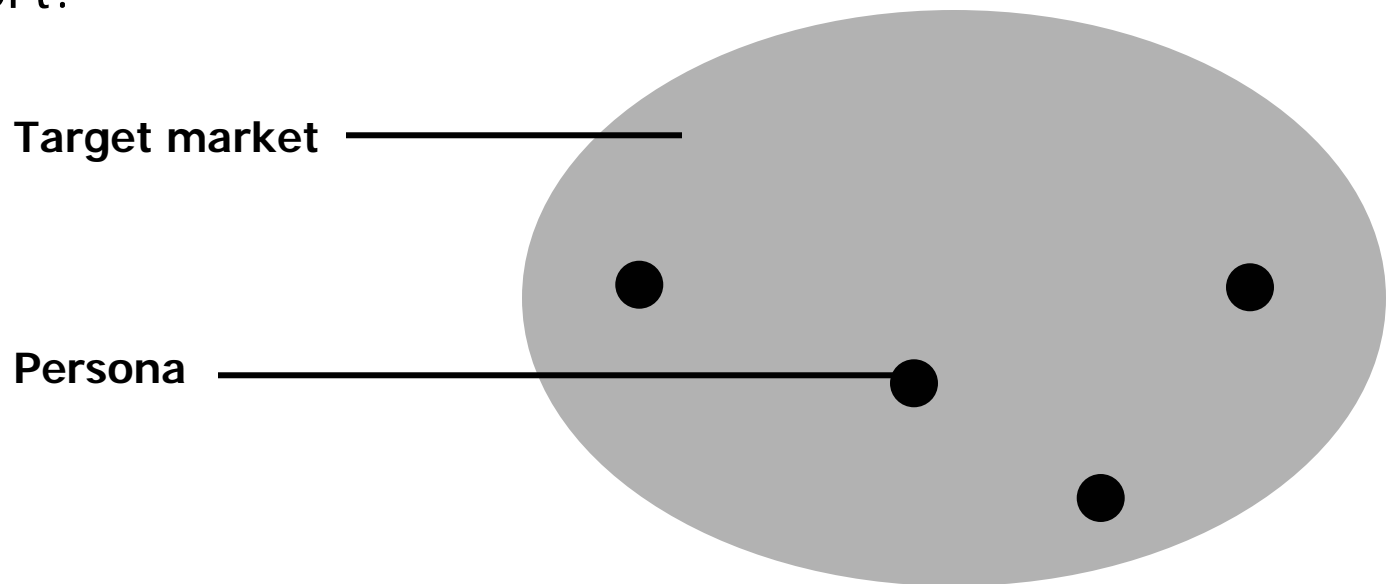
What is a Persona?

Personas are model users

- Archetypal users
- Based on observed behavior patterns and goals
- Represent needs of many

Personas come in SETS

- Personas represent important **behavior patterns** and **goals** within a target market.
- Personas sets represent the full **range** of behavior we must support.



Making Personas Happen...

Using Personas: Three Steps

- Research
- Model
- Scenarios

1 2 3

Making Personas: Research

- Qualitative, not quantitative
 - Quantitative: what
 - Qualitative: why
- Direct observation yields the best results



Case Study—A New Association

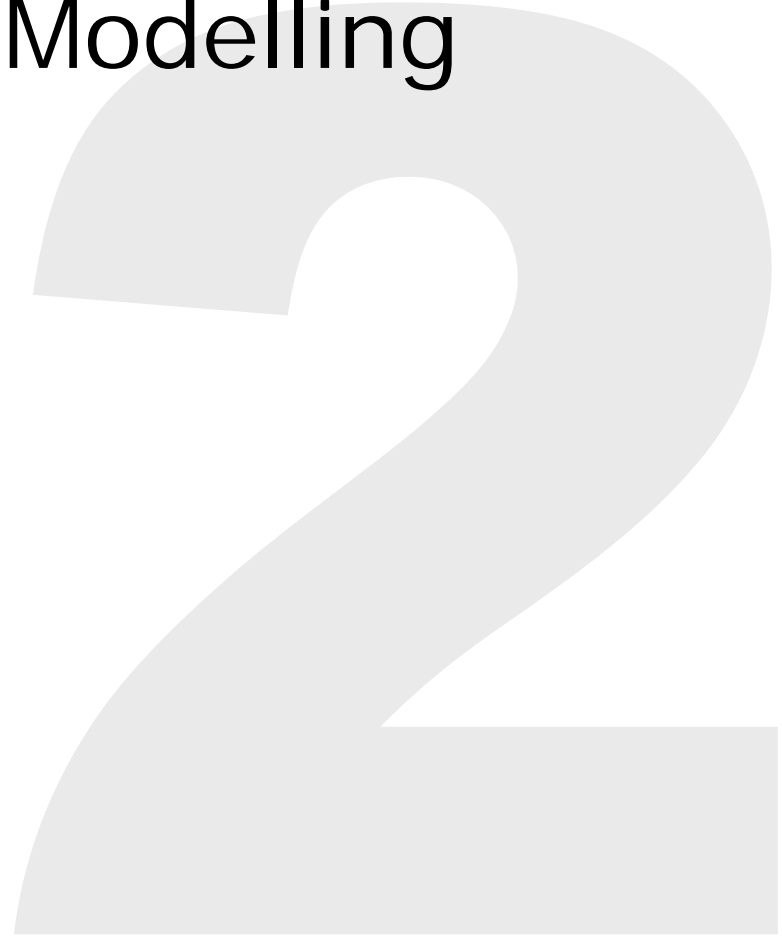
Should the Interaction Design Group form a new professional association?

Quantitative Research

- Our member base:
 - 10% response rate from 2000+ members
 - Survey focus: “who are you?”
 - Age ranges
 - Professional experience
 - Educational background
 - Employment context
 - Select insights:
 - 80% work on the web
 - Large member overlap with other professional organizations

Making Personas: Modelling

- Identify Variables
- Identify Patterns
- Identify Goals
- Write descriptions
- Designate types



A good persona description...

- Day (major tasks and flow)
- Problems with current solutions
- Home or work space
- Why they would use the product
- Key variables compared to others in set
- Goals

IxDA Personas



Primary: Melanie Sun, Sr. UX Designer

- 30 years old
- 7 yrs experience
- Sr. UX Designer, Cardion Medical Systems, Pittsburgh
- MA in IxD from CMU, BA in Psychology
- Desktop, device, and web experience
- Building an IxD practice
- Interested in management track
- IxD expert in her company, works with Human Factors people
- Member of SIGCHI and UPA

Goals

- Keep up with latest methods
- Understand business of design
- Up-level design concerns in her company
- Become and design manager
- Build her reputation in the community



Secondary: Willa Lasky

- 23 years old
- IA, Inorganic Inc. NYC, NY
- BA in Web Design from Cooper Union
- Works for medium-sized web/interactive design firm in Manhattan
- Knows about IA; not clear on the difference between it and interaction design or experience design
- Not involved in much non-web work
- Member of AIFIA, SIGIA

Goals:

- Find other designers to discuss the craft with
- Learn about new design tools
- Find out how other designers are solving problems
- Find a good set of principles to use as a reference
- Learn more about what's going on in her profession
- Make principal



Using Personas: Scenarios

- Mental Models
- Context Scenarios
- Key Path Scenarios
- *Other detailed scenarios*



Understand Expecations



Identify

- **Minimum expectations** personas have about the experience
- What influences those expectations
- How personas think about **basic units of data or value**.



Our Personas Expecations



Melanie (primary)

- **Influenced by experience with:** other professional organizations, Web 2.0 sites, community sites, IxDG email lists
- **Expectation:** web sites should be easy to use
- **Expectation:** community content is valuable
- **Expectation:** professional organizations are of little value in her day to day job, but are good for the professional economy

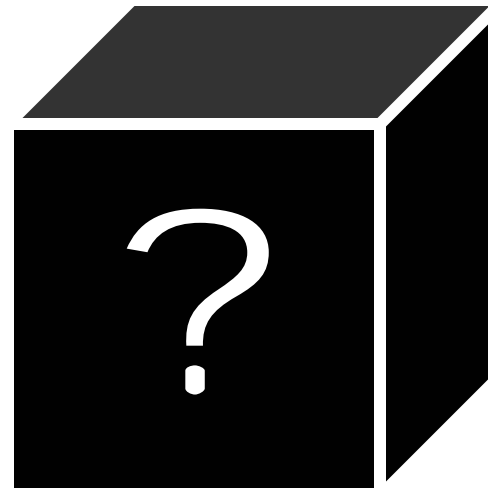


Willa (secondary)

- **Influenced by experience with:** college web sites, Flickr, mySpace, Friendster, other email lists
- **Expectation:** professional organizations are intimidating

A context scenario

- A “Black Box” story about the future.
- Describes the ideal situation with the solution in place, but does not describe the solution.
- Yes: *“I go into the kitchen and use the popcorn machine to make popcorn. I don’t have to worry about butter and salt”*
- Not: *“I go into the kitchen where the popcorn machine detects my presence via laser beams, measures a portion of kernals into the hopper, and pops them for me....”*



A context scenario for products

- What is the setting in which the product will be used?
- Will it be used over long periods?
- Are there frequent interruptions?
- Are there multiple users on a single workstation or device?
- Will the product be used in conjunction with another device?
- How much complexity is OK, based on persona skill and frequency of use?
- What major things does the persona need to accomplish?
- What should be the end result?

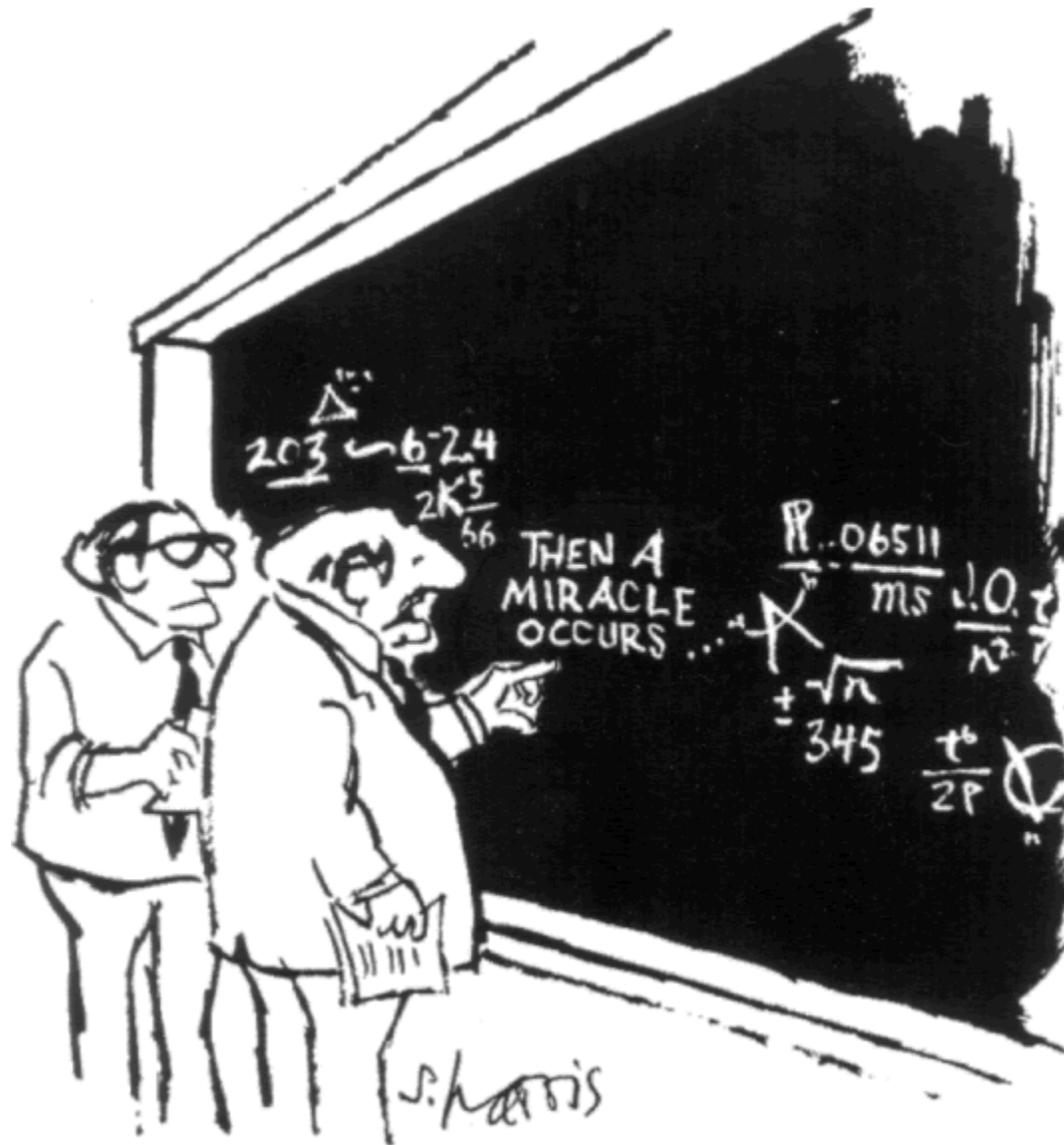
A context scenario for strategy

- How will the product/service fit into the users life? (Setting)
- Frequency/duration of use?
- What is the social context of the experience?
- How does the product/service relate to other similar or complementary products?
- What major things does the persona need to accomplish?
- What should be the end result?

A context scenario for strategy



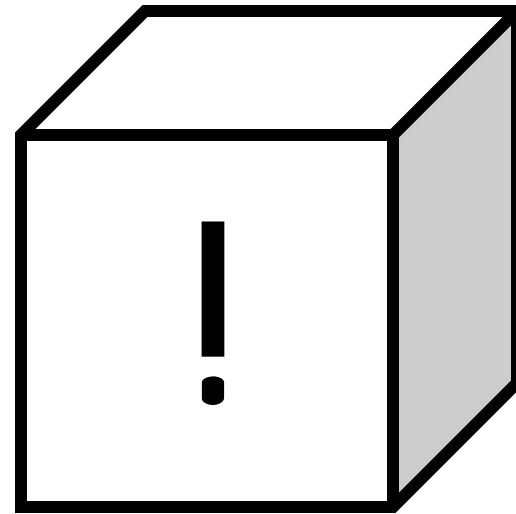
- Melanie is a busy professional. She wants the benefit of a community, but doesn't have a lot of time to give.
- She likes that she can now contribute a tiny bit here and there—they way she occasionally answers questions on the email list.
- She also appreciates they way it's easy to keep with the most interesting parts of the online community in an easy way—and that the content is practical, not academic.
- She likes being connected to the big names in her profession, and seeks more contact. She'd like to become a big name herself.
- She is pleased that IxDA makes it so easy to meet other designers in Pittsburg.



"I think you should be more explicit here in step two."

A key path scenario

- A “White Box” story about the future.
- Describes the ideal situation with the solution in place, with reference to the specifics of the solution.
- Yes: *“I go into the kitchen where the popcorn machine detects my presence via laser beams, measures a portion of kernels into the hopper, and pops them for me, then distributes butter and salt to my prior calibrations.”*



A key path scenario for strategy



- **Melanie is a member of the IxDA who visits the online community center regularly**
 - She subscribes to the discussion list by email
 - She subscribes to the blog by RSS, and occasionally clicks through to the posts and discussions when she.
- **Melanie is also glad to be part of the local IxDA community.**
 - She uses the local resource center and email list to find resources and meetings in Pittsburgh.
 - She participates in the monthly local meeting when she can, and enjoys just having a drink with her colleagues from time to time, though she also likes the lecture series
- **Melanie participates in some national IxDA initiatives**
 - including the conference planning, where she has met some of the big names in the field,
 - She herself is putting together a panel to discuss ways to manage schedule pressure when designing interactive medical devices

The Proposed Solution

IxDG Community Center

Steering Committee

- Conferences (ours or our presence at others)
- Initiatives
- News

The Community Center is a place where knowledge is shared and organizational initiatives are made manifest.

The Community Center is self-sustaining because it relies on a framework of decentralized administration and authority.

IxD Community Center

- Conversations – Threaded Discussions
- Opinions – Blogs/Blog Index/Debate
- Reference – Docs (Practices, Patterns, Case Studies, etc.) / Index
- Events – Local/Global Calendar
- Local/Global People Finder
- Job/Resume Library
- Industry/Org News
- Horizontal Search/Filter

Local Groups

- Events
- Initiatives
- News

Org Members

- Discussion
- Topic creation/admin
- Rating submissions
- Doc submissions
- Blog/Link submissions
- Job/resume postings
- News
- Bios

Mission of IxDA

- To help improve the human condition by improving the quality of behavior of artifacts, environments, and systems
- To this end, IxDA's goal is to help IxD practitioners grow and flourish professionally via these means:
 - Helping practitioners understand how design of behavior fits into existing design and development processes
 - Helping practitioners provide the highest possible value to stakeholders and users
 - Helping to foster a vibrant community to facilitate knowledge exchange between members
 - Empowering and inspiring practitioners to discover, innovate, mentor, and evangelize the process, attributes and results of IxD.

Personas, a recap

- Personas are a tool to **represent users** and **encourage storytelling**
- Storytelling can be used to
 - **Clarify** complex problems
 - **Communicate** with teams
 - **Create a vision** that is both strategic and tactical