Design Thinking
with
USER PERSONAS

By

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What is a User Persona?

Define Persona

A persona is a representation of a user, usually fictional that's typically based on research and incorporation of user goals, needs and pain points.

Question:

How to incorporate a business need/goal in order to optimize the product?

To begin with, understand your users by developing **User Profiles** and **Personas**

Who are my users and **how** do I define them?
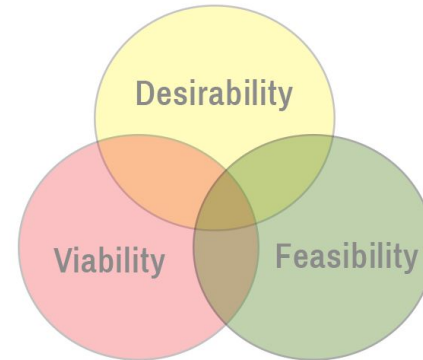

Define users based on the following categories:

- ❑ **Goals**
- ❑ **Attitudes**
- ❑ **Mental Models**
- ❑ **Relationships**
- ❑ **Technology**
- ❑ **Pain Points**
- ❑ **Environment**
- ❑ **Processes**
- ❑ **Preferences**

How can I understand the user?

CUSTOMERS

What are they thinking, doing, feeling?

Desirability

Viability

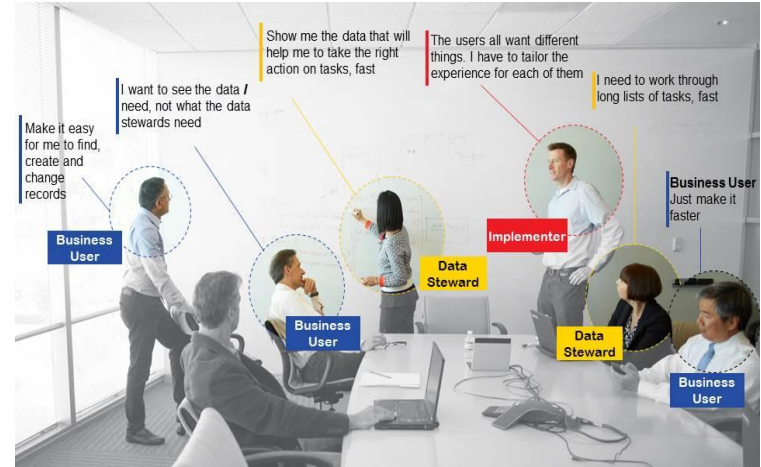Feasibility

Does the business model make sense?

Do we have the require technology/process in place?

Source: Adapted from IDEO (www.IDEO.com)

Problem:

..But, we have a lot of users!

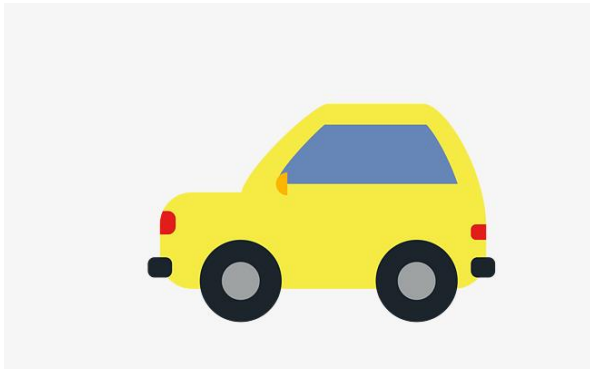## How can we possibly design for every one of them?

If you design for everyone, you make nobody happy

???

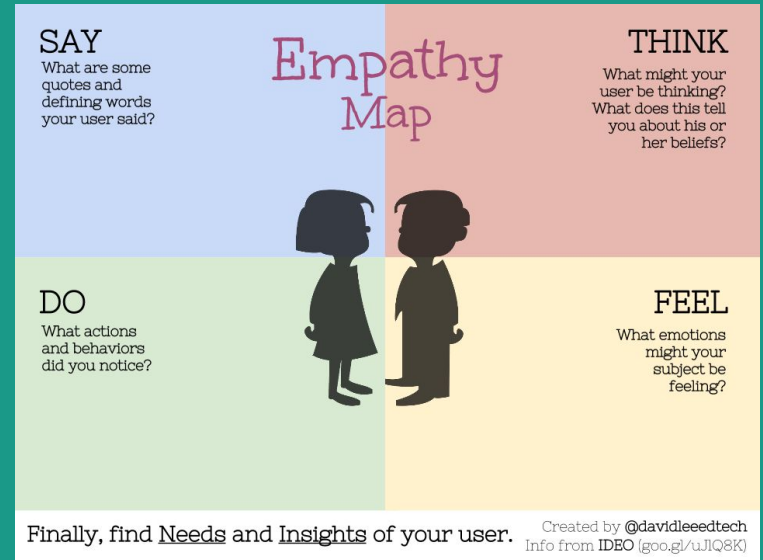# Design for specific types of people!

Design Process

- Determine the type of users by performing qualitative **Research**

- Analyze the research findings to find **Segments** of user types

- Create a model representation of user types using **Profiles** and **Personas**

Why Personas?

To build **empathy** with our customers.

Empathy requires you recognize and understand the other's point of view.

SAY
What are some quotes and defining words your user said?

Empathy Map

THINK
What might your user be thinking? What does this tell you about his or her beliefs?

DO
What actions and behaviors did you notice?

FEEL
What emotions might your subject be feeling?

Finally, find Needs and Insights of your user.

Created by @davidleeedtech
Info from IDEO (goo.gl/uJlQ8K)

Personas

Personas are more than demographic information. A persona needs to capture an individual's :

- Behaviour
- Belief
- Philosophy
- Motivation
- Intentions
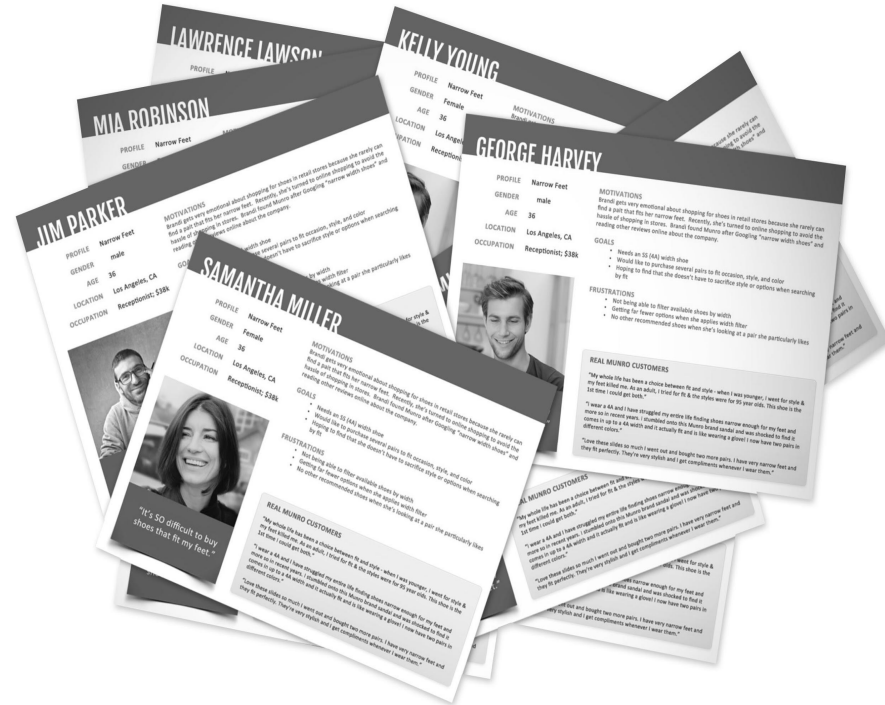
Personas - Important

❏ **Personas** are not real people, but they are fictional representations of people throughout the design process.

❏ They are hypothetical **archetypes** of actual users.

❏ We cannot speak with every end user, therefore we create a **model** that can represent those end users.
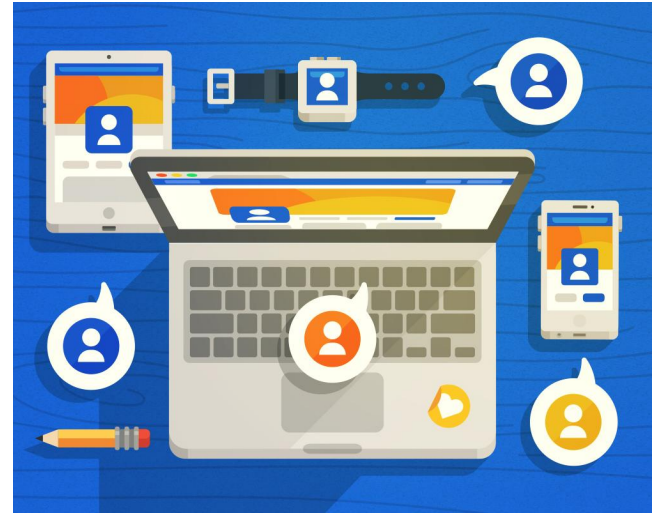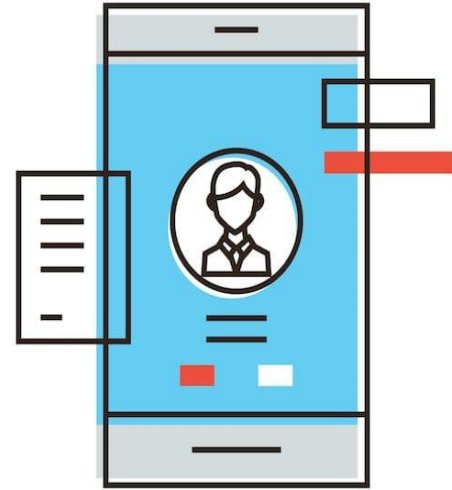
User Profiles

A **user profile** will:

- help you understand who you are building your product for
- help you when recruiting for future usability activities.

User profile refers to a detailed description of your users' key attributes (job title, experience, level of education, key tasks, age range etc.) These characteristics will typically reflect a range, not a single attribute (e.g. 18-35). Your users should fall within those ranges.

How to create a User Profile:

Step 1: Find **information** to build your user profile

The Initial information to build your user profile can be obtained from:

- ❏ Product managers
- ❏ Functional specifications
- ❏ Industry analysts
- ❏ Marketing studies
- ❏ Marketing analysts
- ❏ Customer support
- ❏ Competitive benchmarking and analysis
- ❏ Census bureau
- ❏ Surveys

How to create a User Profile:

Step 2:
Understanding
the type of users

Stakeholders

Most people consider individuals who will interact directly with the product as their users, but you may need to consider other individuals as well:

- ❏ The Manager of your direct user
- ❏ The system administrator who configures the product for the direct user
- ❏ People who receive artefacts or information from the system
- ❏ People deciding whether they will purchase the software
- ❏ People who use competitors products (and you want to convert them to your users)

How to create a User Profile:

Step 3: **Creating** the User Profile

- ❏ Demographic characteristics
- ❏ Occupational experience
- ❏ Company information
- ❏ Education
- ❏ Computer experience
- ❏ Specific Product experience
- ❏ Tasks, Domain knowledge
- ❏ Technology used
- ❏ Attitudes and values
- ❏ Learning style

How to create a User Profile:

Step 3: Creating the User Profile

Example

Travel Agent (primary) Characteristic Ranges

Age:	25–40 years (Average: 32 years)
Gender:	80% female
Job Titles:	Travel agent, Travel specialist, Travel associate
Experience Level:	0–10 years (Typical: 3 years)
Work Hours:	40 hours per week; days and times depend on the company
Education:	High school to Bachelors degree (Typical: some college)
Location:	Anywhere in the U.S. (Predominantly mid-west)
Income:	$25,000–$50,000/year; depends on experience level and location (Average: $35,000/year)
Technology:	Some computer experience; high speed internet connection
Disabilities:	No specific limitations
Family:	Single or married (Predominantly married with 1 child)

How to create a User Profile:

Step 3: Creating the User Profile

Categorize your users into groups

Once you determine the range of responses for each of the characteristics and the percentage of users along that range, you will want to **categorize** your users into groups based on their similarities.

Some groupings you may use are:

- ❏   Age (child, young adult, adult, older, etc.)
- ❏   Experience (novice, expert)
- ❏   Attitudes (first adopters, technophobe)
- ❏   Primary task(s) (buyer, seller)

Creating a User Persona

Details will come from the information in your **user profile**

When creating a Persona:

❏ it should be fictional but should describe attributes from real users
❏ it should provide details and maintain authenticity

Component list:

❏ Identity
❏ Status
❏ Goals
❏ Skill set
❏ Tasks
❏ Relationships
❏ Requirements, expectations
❏ Photograph

more info

Creating a user Persona

A user persona should include:

- ❏ Name
- ❏ Occupation
- ❏ Age
- ❏ Gender
- ❏ Computing and Web experience
- ❏ Personal Web behaviour patterns
- ❏ How they will use the site
- ❏ Any additional site specific demographics
- ❏ Education

User Profiles and Scenarios

A user persona can be used:

❏ In conjunction with user scenarios to offer a comprehensive picture of a sample user and their interaction with the site.

❏ In some instances, these documents are combined so that the persona can offer the users bio and sample scenarios. This is a more advanced, but effective approach.

User Persona
Examples

JOHN TYLER
codal

Gender: Male
Age: 33
Location: Chicago, IL
Occupation: CMO

Strengths: Organized, Strategic-Minded, Adaptive and Confident, Communicative Skills

Frustrations: Poor Planning, Follow-ups, Lack of Communication, Ineffective Collaboration

Goals:
Improve lead generation program, position company as leading worldwide brand, determine new opportunities for new product development, create new revenue streams, create better means of team communication and collaboration.

Developing Personas

Laying the groundwork

There are two main types of needs that define any product or solution that people use, be it software or documentation. Your personas should be distillations of these needs.

❏ business needs
❏ user needs

To start with, conduct user research using the following approaches:

❏ qualitative
❏ Quantitative

Developing Personas

User Research Approaches..

Quantitative

Measurement of user preferences by conducting user surveys or of user's behavior through site traffic or log analysis.

Qualitative

Measurement of user goals, attitudes, and behavior through user interviews, focus groups, diary studies, ethnographic studies, and to an extent, opinion surveys.

Process of Creating Personas

List User Attributes
Cluster the Attributes
Create Personas for each Cluster
Create Scenarios or User Stories

List User Attributes such as:

- ❑ Demographic
- ❑ Technological
- ❑ Internet Usage
- ❑ Environment
- ❑ Lifestyle
- ❑ Roles
- ❑ Goals
- ❑ Needs
- ❑ Desires
- ❑ Knowledge
- ❑ Usage Trends
- ❑ Tasks

Process of Creating Personas

List User Attributes
Cluster the Attributes
Create Personas for each Cluster
Create Scenarios or User Stories

Create a Cluster of the Attributes:

- ❏ Ask one of the stakeholders to divide his or her user attributes into several clusters.
- ❏ Ask another stakeholder to place any related attributes in those clusters or, if his or her user attributes don't fit into any of the existing clusters, to create new clusters.

Process of Creating Personas

List User Attributes
Cluster the Attributes
Create Personas for each Cluster
Create Scenarios or User Stories

Create Personas for each Cluster:

- ❏ Add personal details to create a realistic picture of a user, focusing on specific user needs.
- ❏ Note down tasks that persona is most likely to perform.
- ❏ Think about how the attributes in the clusters influence user behavior.
- ❏ Prioritize the personas on the basis of business needs.

Process of Creating Personas

List User Attributes
Cluster the Attributes
Create Personas for each Cluster
Create Scenarios or User Stories

Create Scenarios or User Stories:

- ❏ The stories or scenarios you create for each persona describe how that person would behave or think about a particular task or situation.

- ❏ Create persona documentation using the following information:
  - ○ name of the persona
  - ○ demographic description
  - ○ goals
  - ○ needs
  - ○ abilities

QUESTIONS?

Thank you!