Thomas Owens

IxD

Personas / Information Architecture

SESSION TYPE : LESSON with WORKSHOP

WBD4400, 25 Slides.

Methodology:

Persona Requirements,

templates,

data gathering techniques,

data interpretation and analysis

Production/Implementation:

Definition

Understanding quantity and quality of content,

Representation,

Considerations,

Wireframes, Taxonomy,

Card sorting

Workshop

Intro

We are talking about a persona,

A typical and imaginary user of a website

This is built on research and speeds up the development by reminding your team..

WHO ARE YOU BUILDING THIS FOR!

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Learning outcomes

At the end you will know how to;

Make a Persona Template

Understand its purposes

Apply this technique to UX Design in general.

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My experience of Personas

When developing UX Plans

Or Usability Reports.

We have identified a demographic and have a clear idea of what is required of the design.

A general feel of a demographic is 'wooly' (vague) and a persona gives direction, certainty and form to an idea that is easy to communicate through the build.

Persona Requirements

- They make it easier, not only in designing, but also in testing software.
- is a detailed demographic developed about a typical user
- usually represents one specific type of user.
- You can have several different personas for an application
- representation of the goals and behaviour of a hypothesized group
- In most cases, synthesized from data from interviews with users.

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Representation

Who is my ideal customer?

Include a;

Header; fictional name, image, and quote, improving memorability around the identity

Demographic Profile

End Goal(s)

Scenario; day-in-the-life" narrative that describes how a persona would interact with your product

Psychographics

Templates

Buyer Persona Templates

- will profile your buyers
- every aspect of the buying decision you want to influence.

The 5 Rings of Buying Insight

- the most actionable part of the persona
- telling you what your buyers are doing
- want they want to know as they weigh their options

know marketing strategies that address your buyer's;

most critical priorities,

concerns,

decision criteria at every stage in their journey.

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Data gathering techniques

Analytics – Google (extensive Info)
Interviews
Government Research
Your own customer base or a competitor
Market research information found or purchased online.

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Data Interpretation and Analysis

Using interviews, questionnaires, focus groups and workshops to gather subjective opinions

- These may be used to evaluate what people think .

An expert inspects the product using known guidelines

- The guidelines are based on HCI principles such as “error prevention” and standards
- A guideline is the practical manifestation of a principle.

For example: “Allow users to create their own shortcuts”

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Production Implementation: Definition.

A product software implementation method is

a systematically structured approach to...

effectively integrate a software based service

or

component

into the workflow of an organization

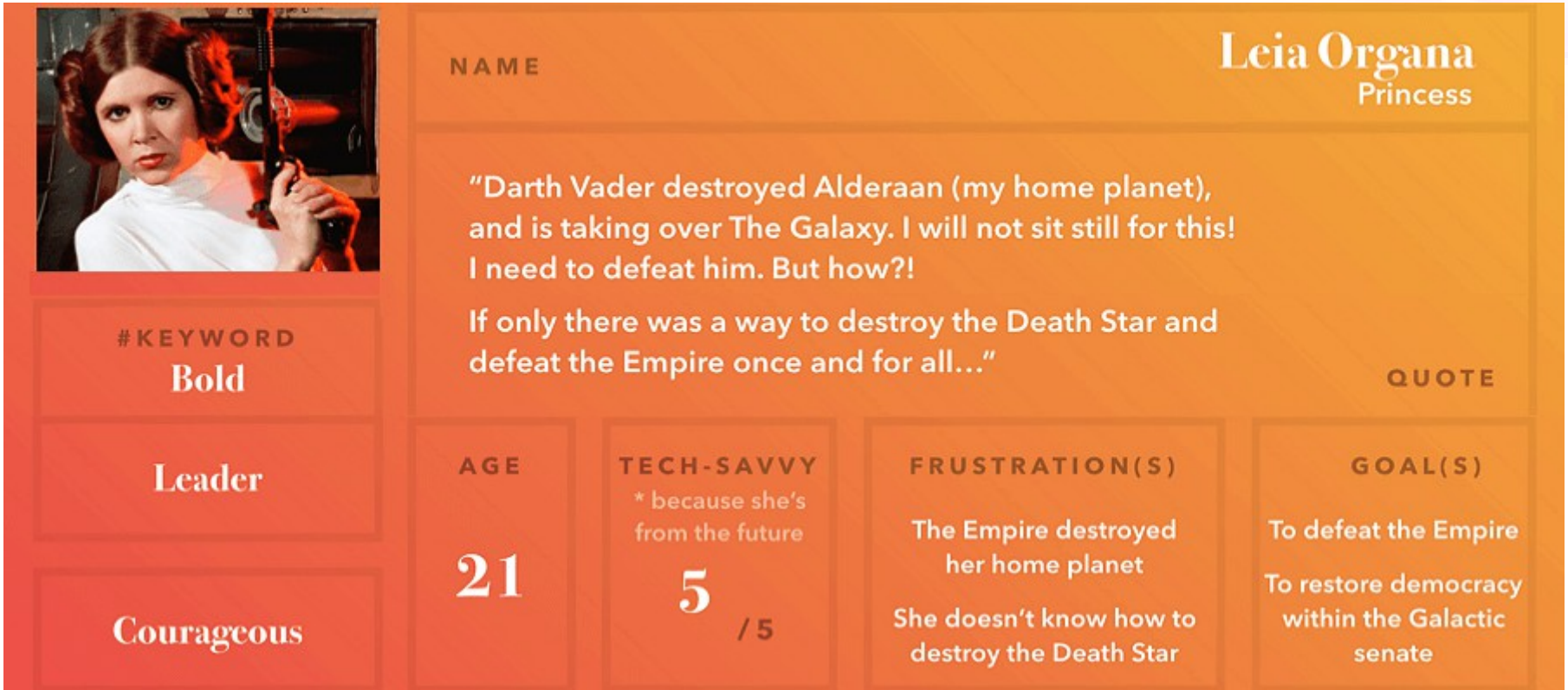
or

an individual end-user.

Understanding quantity and quality of content

It is an average customer

Adapting user-centric design philosophy, your design and final result will meet users' need perfectly.



Understanding quantity and quality of content

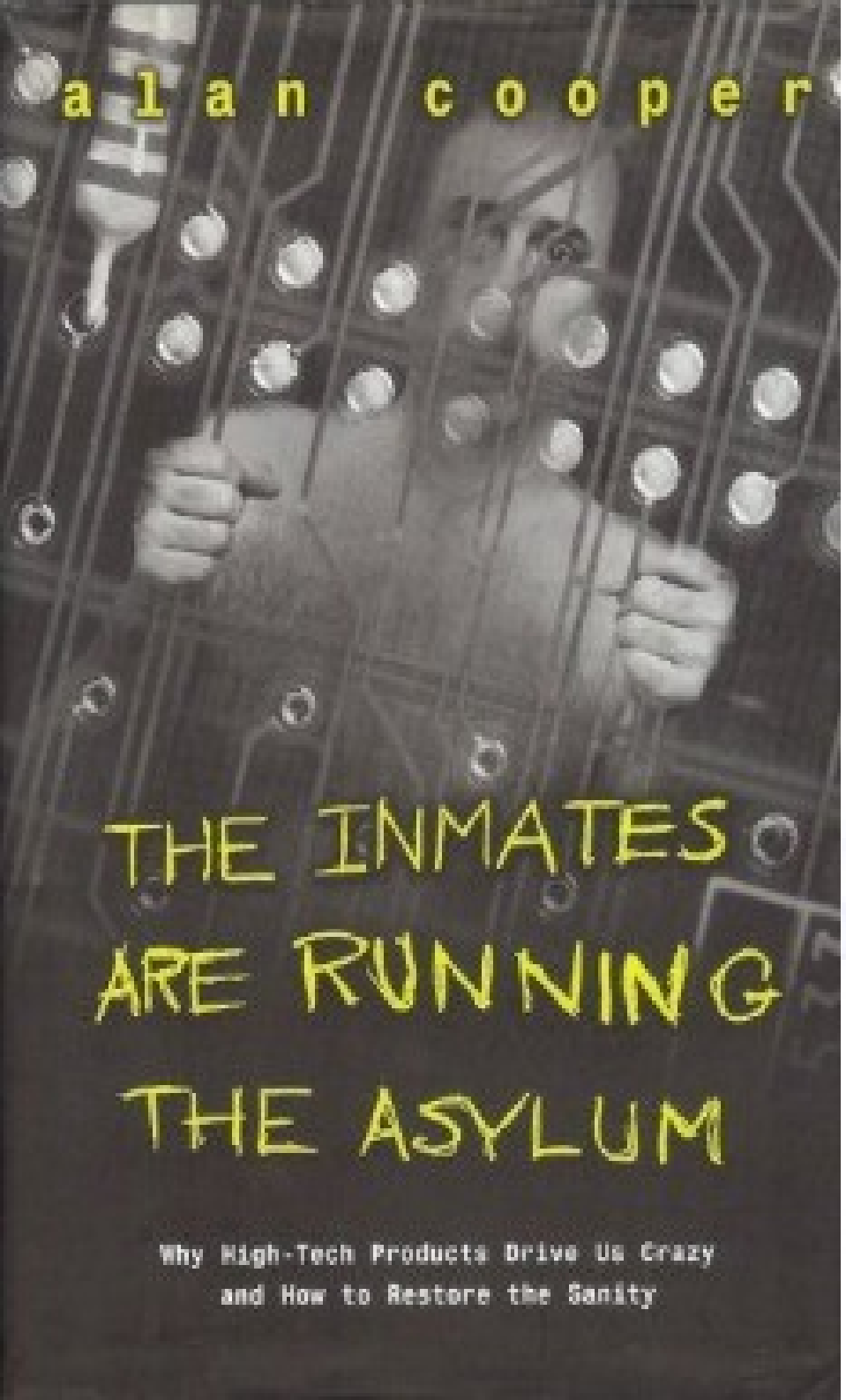
These representations should be based on qualitative and some quantitative user research and web analytics.

Remember, your personas are only as good as the research behind them.

Effective personas:

- Represent a major user group for your website
- Focus on the major needs/expectations of the most important user
- Give a clear picture of the user's expectations and how they're likely to use the site
- Aid in uncovering universal features and functionality
- Describe real people with backgrounds, goals, and values

Usability.gov



"how talented people continuously design bad software-based products and why we need technology to work the way average people think"

Who are the Inmates?

If I had asked people what they wanted, they would have said faster horses.” - Henry Ford

If you ask what people want, you end up with what they give you.

It's a guide- you are the UX Expert!

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Considerations

ROMAN'S PERSONA TEMPLATE

pichler consulting

PICTURE & NAME	DETAILS	GOAL
What does the persona look like? What is its name? Choose a picture and a name that are appropriate and that help you develop sympathy for the persona.	What are the persona's relevant characteristics and behaviours? These may include demographics, job, lifestyle, spare time activities, and common tasks.	Why would the persona want to buy or use the product? What problem should the product solve? What benefit does the persona want to achieve?
Anna	alleinerziehende Mutter für das sie noch erziehungsberechtigt ist, technisch wenig Erfahrung hat Angst um das seelische wegen des Medienkonsums des Kindes Geräte sind in der Familie enthalten	Sie möchte das Medienverhalten des Kindes in Bezug auf Medien, Endgeräte monitoren und steuern. Sie möchte wissen Seite im Grunde verbieten / einziehen.
Dave	Er ist 14 Jahre alt, IT-affin, ~~will~~ wird von seinen Klassenkameraden unter gewissen Druck gesetzt online zu sein.	will dauerhaft online sein volle Flexibilität Kind will wissen, warum es eine Sperre geben sollte.

www.romanpichler.com
Template version 12/13

FILL ORDER: 1 2 3

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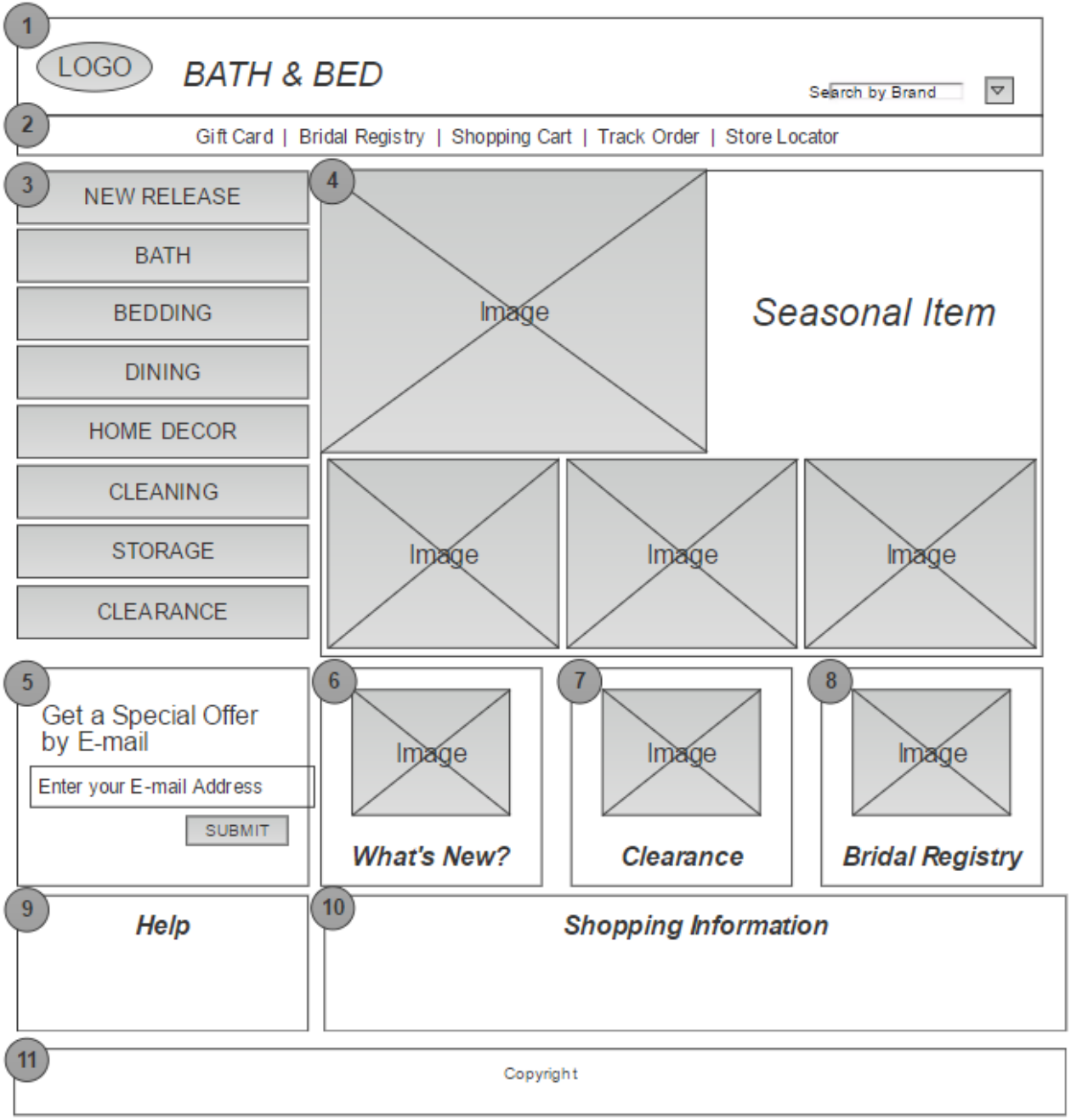
Wireframes

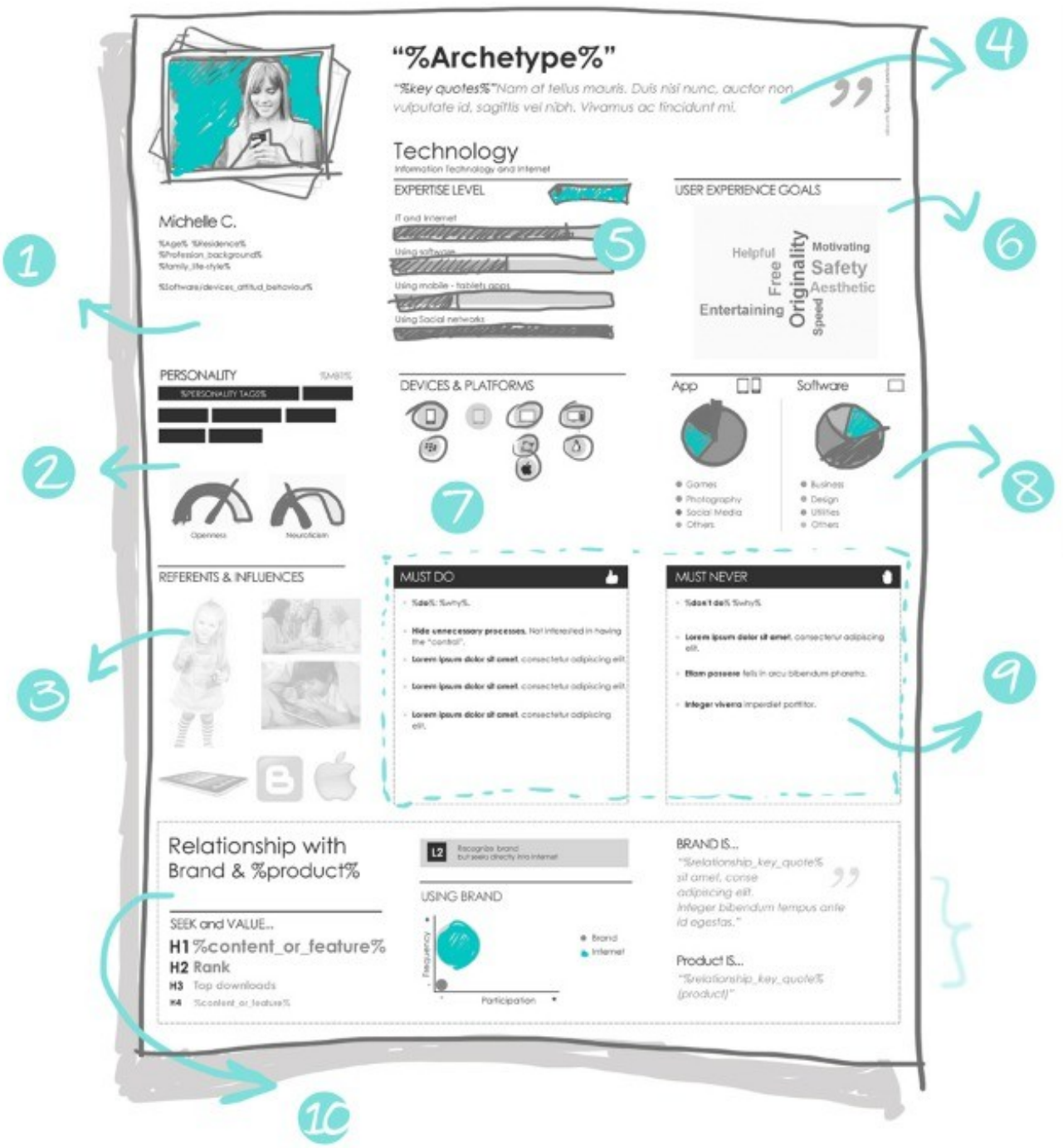


TITLE	PAGE I.D.
Bath & Bed - Home	
DATE	VERSION

NOTE

No.	ELEMENT	TYPE	DESCRIPTION
1	Logo/ search engine	Drop down list	search by brand drop list
2	Navigation Buttons	Navigation	Direct links to relevant page
3	Navigation Buttons	Main Navigation	
4	Content	Area	Seasonal special offers
5	Special Offer	Text entry	
6	Content Link 1	Link	Link to New Release page
7	Content Link 1	Link	Link to Clearance page
8	Content Link 1	Link	Link to Bridal Registry page
9	Help	Link	
10	Shopping Information		
11	Footer		

10 elements for User Persona



1- Profile

2- Personality

3- Referents & Influences

4- Archetype & quotes

5- Technology expertise

6- User Experience Goals

7- used device and platforms

8- Domain details

9- Must Do - Must Never

10- Brand & Product relationship

How they improve a wireframe

How can they improve a wireframe model?

Goals?

Design?

Architecture?

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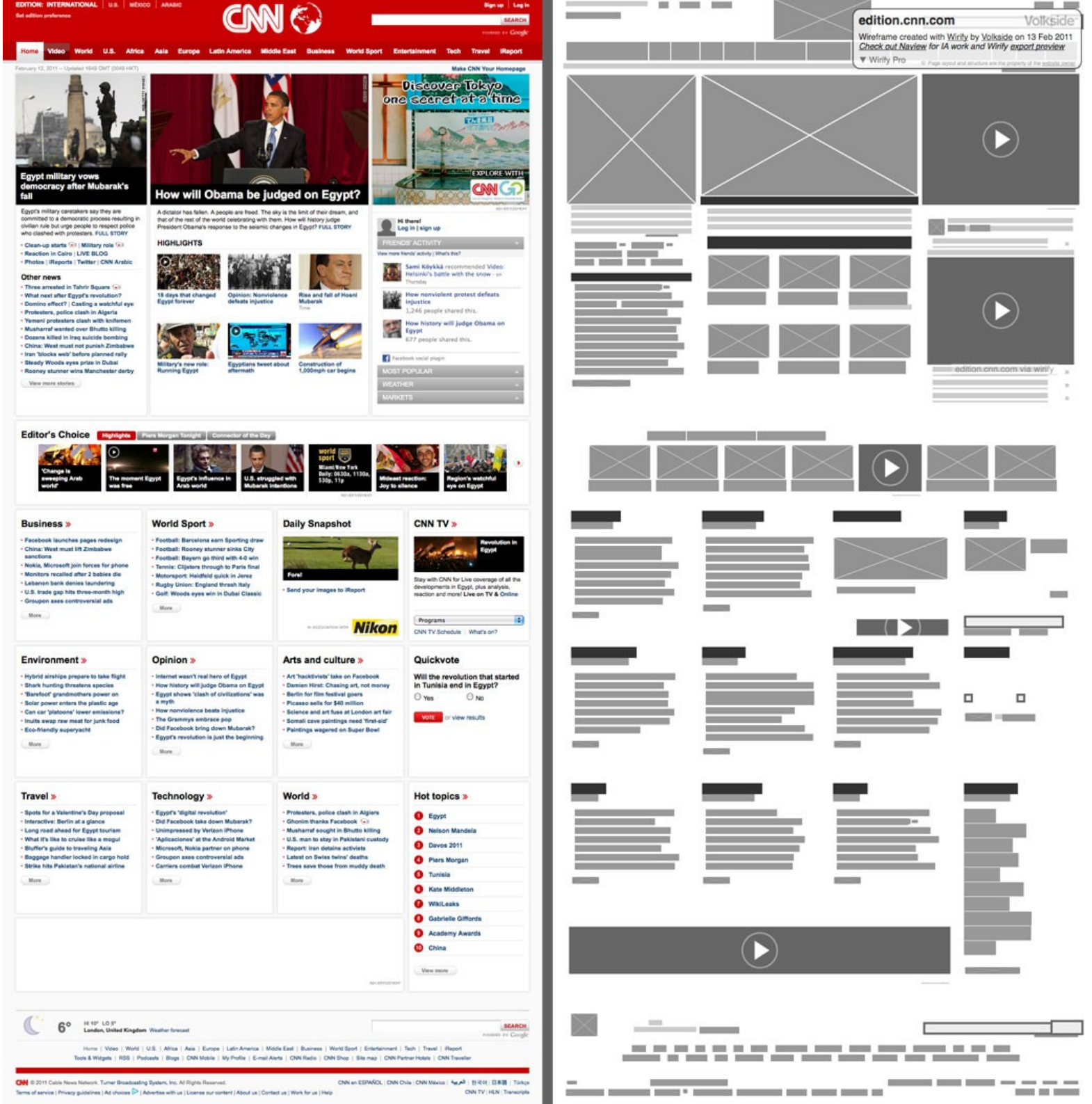
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edition.cnn.com
Wireframe created with Wirify by Volkside on 13 Feb 2011
Check out Naview for IA work and Wirify export preview
edition.cnn.com via wirify

Taxonomy

Information Architecture (ontology, **taxonomy**)

— you'll think about how to organize your app/website

in a way that is

logical and consistent

with the way the user views the world,

in order to make the app/website

easy to navigate.

- *trydesignlab.com/blog/interaction-design-what-is-it-and-why-does-it-matt/*

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Card sorting

Card sorting helps design or evaluate information architecture. In a session, participants organize topics into categories that make sense to them and they may also help you label these groups.

Workshop

Make a Persona from a template.

Think about your own website, project or favourite app. (Student could Interview each other)

What Demographic does you ideal user belong to?

Is it a volume driven business or high end?

I will send you a template.

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TOBI DAY

PERSONA TEMPLATE

AGE 26
OCCUPATION Record Store Manager
STATUS Single
LOCATION New York, NY

TIER Enthusiast
ARCHETYPE The Maestro

Ambitious | Admired | Focused

"If I had a way to share projects and collaborate in real time, that would make my workload so much easier to manage."

MOTIVATIONS

- Incentive
- Fear
- Acheivement
- Growth
- Power
- Social

GOALS

- To grow a strong industry reputation
- To build an audio-pro portfolio
- To keep track of everything

FRUSTRATIONS

- Slow download times
- Data crashes
- Poor communication

BIO

Tobi has a day job at a record store, but on the side she does all kinds of production work for up-and-coming artists. She never hesitates to learn something new and she often acts as tech support for her friends and clients. She is usually working on a dozen projects at a time and is trying to establish herself in the industry, so she hates data crashes or anything that makes her look bad. Because she works alone and in her home, collaboration is everything.

PERSONALITY

Extrovert — Introvert
Sensing — Intuition
Thinking — Feeling
Judging — Perceiving

TECHNOLOGY

- IT and Internet
- Software
- Mobile Apps
- Social Networks

Audi
Coca-Cola
SONY
PreSonus

FIRST LAST

PERSONA TEMPLATE

AGE 1-100
OCCUPATION What they do for a living
STATUS Single or Married
LOCATION Where they live/work

TIER Enthusiast/Prosumer/Pro
ARCHETYPE Character model

Adjective 1 Adjective 2 Adjective 3

IMAGE
(235 x 205px)

"Personal quotation"
(Should capture the essence of this persona's personality)

MOTIVATIONS

- Incentive
- Fear
- Acheivement
- Growth
- Power
- Social

GOALS (The objectives this person hopes to acheive)

- Goal 1
- Goal 2
- Goal 3

FRUSTRATIONS (The pain points they'd like to avoid)

- Frustration 1
- Frustration 2
- Frustration 3

BIO

A paragraph to describe the user journey. Should include some background leading up to a current use case.

PERSONALITY

Extrovert Introvert
Sensing Intuition
Thinking Feeling
Judging Perceiving

TECHNOLOGY

IT and Internet
Software
Mobile Apps
Social Networks

BRANDS

(A collection of greyscale brand logos representing the users favorite brands)