

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!



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.

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.

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.

Data gathering techniques

Analytics – Google (extensive Info)

Interviews

Government Research

Your own customer base or a competitor

Market research information found or purchased online.

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”

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**

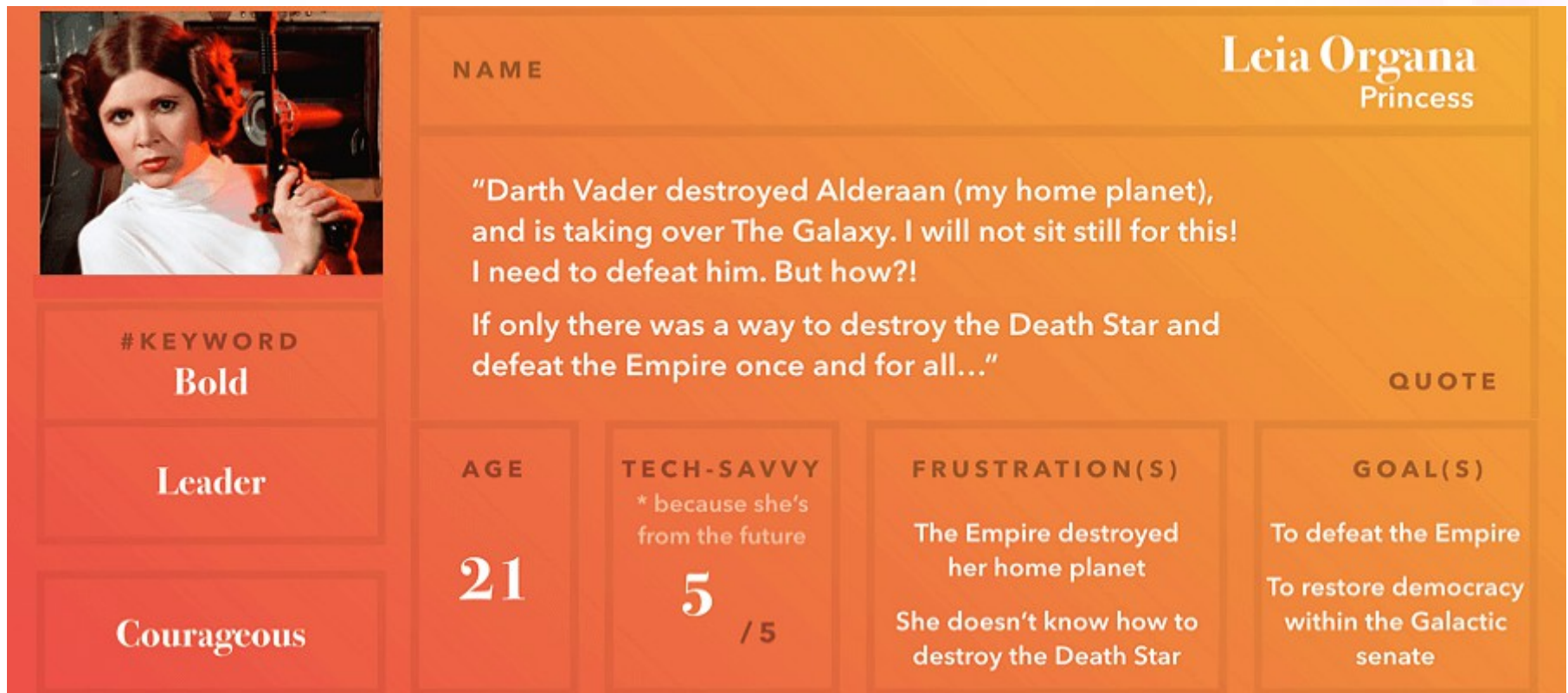
or


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.



	NAME Leia Organa Princess			
#KEYWORD Bold		QUOTE "Darth Vader destroyed Alderaan (my home planet), and is taking over The Galaxy. I will not sit still for this! I need to defeat him. But how?!" If only there was a way to destroy the Death Star and defeat the Empire once and for all..."		
Leader	AGE 21	TECH-SAVVY * because she's from the future 5 / 5	FRUSTRATION(S) The Empire destroyed her home planet She doesn't know how to destroy the Death Star	GOAL(S) To defeat the Empire To restore democracy within the Galactic senate
Courageous				

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



alan cooper

THE INMATES
ARE RUNNING
THE ASYLUM

Why High-Tech Products Drive Us Crazy
and How to Restore the Sanity

"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!

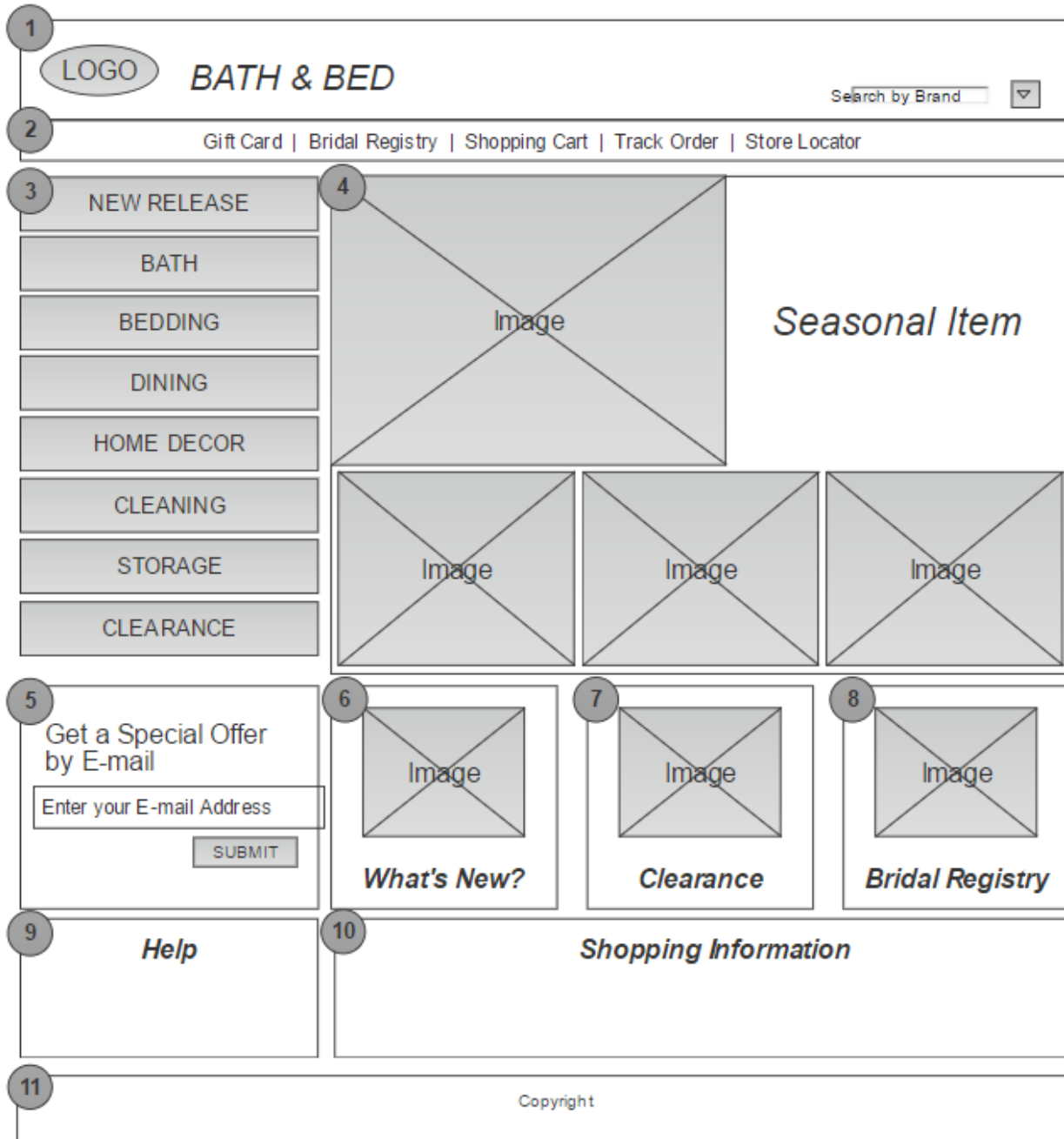
Considerations

ROMAN'S PERSONA TEMPLATE

 PICTURE & NAME	 DETAILS	 GOAL
<p>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.</p> <p><u>Auna</u></p> 	<p>What are the persona's relevant characteristics and behaviours? These may include demographics, job, lifestyle, spare time activities, and common tasks.</p> <p>alleinerziehende Mutter für das sie noch erziehungsrechtlich ist, technisch wenig Einfluss hat Auseinandersetzungen wegen des Medienkonsums des Kindes Geräte sind in der Familie enthalten</p>	<p>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?</p> <p>Sie möchte das Nutzungsverhalten des Kindes in Bezug auf Medien, Endgeräte monitoren und steuern. Sie möchte nicht fröhlich im Grunde verbiete / outside.</p>
<p><u>Dave</u></p> 	<p>Er ist 14 Jahre alt, IT-affin, will er wird von seinen Klassenkameraden unter gewisse Druck gesetzt online zu sein.</p>	<p>will dauerhaft online sein volle Flexibilität Kind will wissen, warum es eine Spalte geben sollte.</p>



Wireframes

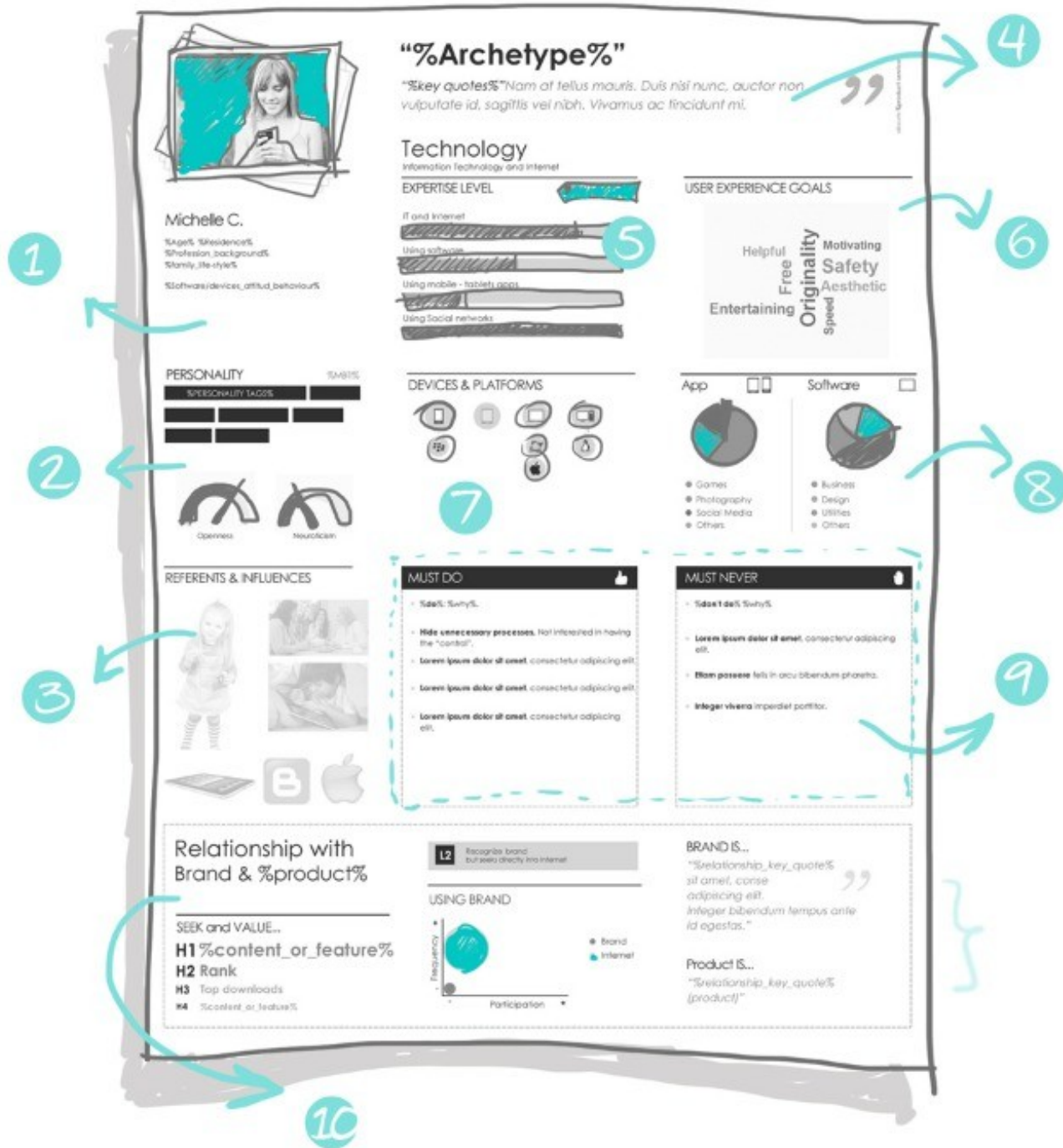


TITLE		PAGE I.D.
Bath & Bed - Home		
DATE	VERSION	

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?



Egypt military vows democracy after Mubarak's fall

Egypt's military caretakers say they are committed to a democratic process resulting in civilian rule but urge people to respect police who clashed with protesters. FULL STORY

- Clean-up starts [\(1\)](#) Military role [\(1\)](#)
- Reaction in Cairo [LIVE BLOG](#)
- Photos [\(Reports\)](#) [Twitter](#) [CNN Arabic](#)

- Other news**
- Three arrested in Tahrir Squares [\(1\)](#)
 - What next after Egypt's revolution?
 - Domino effect? Casting a watchful eye
 - Protesters, police clash in Algeria
 - Yemeni protesters clash with soldiers
 - Mubarak wanted over Shuhut killing
 - Dozens killed in Iraq suicide bombing
 - China: West must not punish Zimbabwe
 - Iran 'blocks web' before planned rally
 - Steady Woods eyes prize in Dubai
 - Rooney stunner wins Manchester derby
- [View more stories](#)



How will Obama be judged on Egypt?

A dictator has fallen. A people are freed. The sky is the limit of their dream, and part of the rest of the world celebrating with them. How will history judge President Obama's response to the seismic changes in Egypt? FULL STORY

HIGHLIGHTS

- 18 days that changed Egypt forever
- Opinion: Nonviolence defeats injustice
- Rise and fall of Hosni Mubarak
- Military's new role: Running Egypt
- Egyptians' tweet about aftermath
- Construction of 1,000mph car begins



Discover Tokyo one secret at a time

EXPLORE WITH CNN GO

Hi there!
Log in | Sign up

View more friend activity (What's hot?)

- Sami Koykkä recommended Video: Helmut's battle with the snow - on Thursday
- How nonviolent protest defeats injustice
1,246 people shared this.
- How history will judge Obama on Egypt
677 people shared this.

Facebook social plugin

MOST POPULAR

WEATHER

MARKETS

Editor's Choice [Highlights](#) [Piers Morgan Tonight](#) [Connector of the Day](#)

- Change is sweeping Arab world
- The moment Egypt was free
- Egypt's influence in Arab world
- U.S. struggled with Mubarak intentions
- Miami Free Fort Buie: 05/16, 11/26, 5/26, 1/19
- Mubarak reaction: joy to chance
- Region's watchful eye on Egypt

Business

- Facebook launches pages redesign
- China: West must lift Zimbabwe sanctions
- Nokia, Microsoft join forces for phone
- Monitors recalled after 2 babies die
- Lebanon bank denies laundering
- U.S. trade gap hits three-month high
- Groupm axes controversial ads

[More](#)

World Sport

- Football: Barcelona earn Sporting draw
- Football: Rooney stunner sinks City
- Football: Bayern go third with 4-0 win
- Tennis: Ciljators through to Paris final
- Motorport: Halffield quick in Jersey
- Rugby Union: England thrash Italy
- Golf: Woods eyes win in Dubai Classic

[More](#)

Daily Snapshot

Send your images to iReport

[Nikon](#)

CNN TV

Revolution in Egypt

Stay with CNN for Live coverage of all the developments in Egypt, plus analysis, reaction and more! Live on TV & Online

Programs

CNN TV Schedule What's on?

Environment

- Hybrid airplanes prepare to take flight
- Shark hunting threatens species
- 'Barefoot' grandmothers power on
- Solar power enters the plastic age
- Can car 'plateaus' lower emissions?
- Multis swap raw meat for junk food
- Eco-friendly superhigh

[More](#)

Opinion

- Internet wasn't real hero of Egypt
- Did Facebook take down Mubarak?
- Egypt shows 'clash of civilizations' was a myth
- How nonviolence beats injustice
- The Grammys embrace jop
- Did Facebook bring down Mubarak?
- Egypt's revolution is just the beginning

[More](#)

Arts and culture

- Art 'hacktivists' take on Facebook
- Danish artist: Chasing art, not money
- Berlin for film festival goes
- Picasso sells for \$40 million
- Science and art fuse at London art fair
- Somali cave paintings need 'first-aid'
- Paintings wagered on Super Bowl

[More](#)

Quickvote

Will the revolution that started in Tunisia end in Egypt?

Yes No

[Vote](#) or [View Results](#)

Travel

- Spots for a Valentine's Day proposal
- Interactive: Berlin at a glance
- Long road ahead for Egypt tourism
- What it's like to cruise like a mogul
- Buffer's guide to traveling Asia
- Baggage handler locked in cargo hold
- Strike hits Pakistan's national airline

[More](#)

Technology

- Egypt's 'digital revolution'
- Did Facebook take down Mubarak?
- Unimpressed by Verizon iPhone
- 'Applications' at the Android Market
- Microsoft, Nokia partner on phone
- Groupm axes controversial ads
- Carriers combat Verizon iPhone

[More](#)

World

- Protesters, police clash in Algiers
- Ghoniem thanks Facebook
- Mubarak sought in Shuhut killing
- U.S. man to stay in Pakistani custody
- Report: Iran detains activists
- Latest on Swiss helms' deaths
- Trees save those from muddy death

[More](#)

Hot topics

- Egypt
- Nelson Mandela
- Divos 2011
- Piers Morgan
- Tunisia
- Kate Middleton
- WikiLeaks
- Gabrielle Giffords
- Academy Awards
- China

[View more](#)

edition.cnn.com VolkSide

Wireframe created with Winky by VolkSide on 13 Feb 2011

Check out Naview for IA work and Winky export preview

Winky Pro

Wireframe layout for the right side of the page, showing various content blocks, images, and text placeholders.

Taxonomy

Information Architecture (ontology, **taxonomy**)

— you'll think about how to organize your app/website
in a way that is

logical and consistent

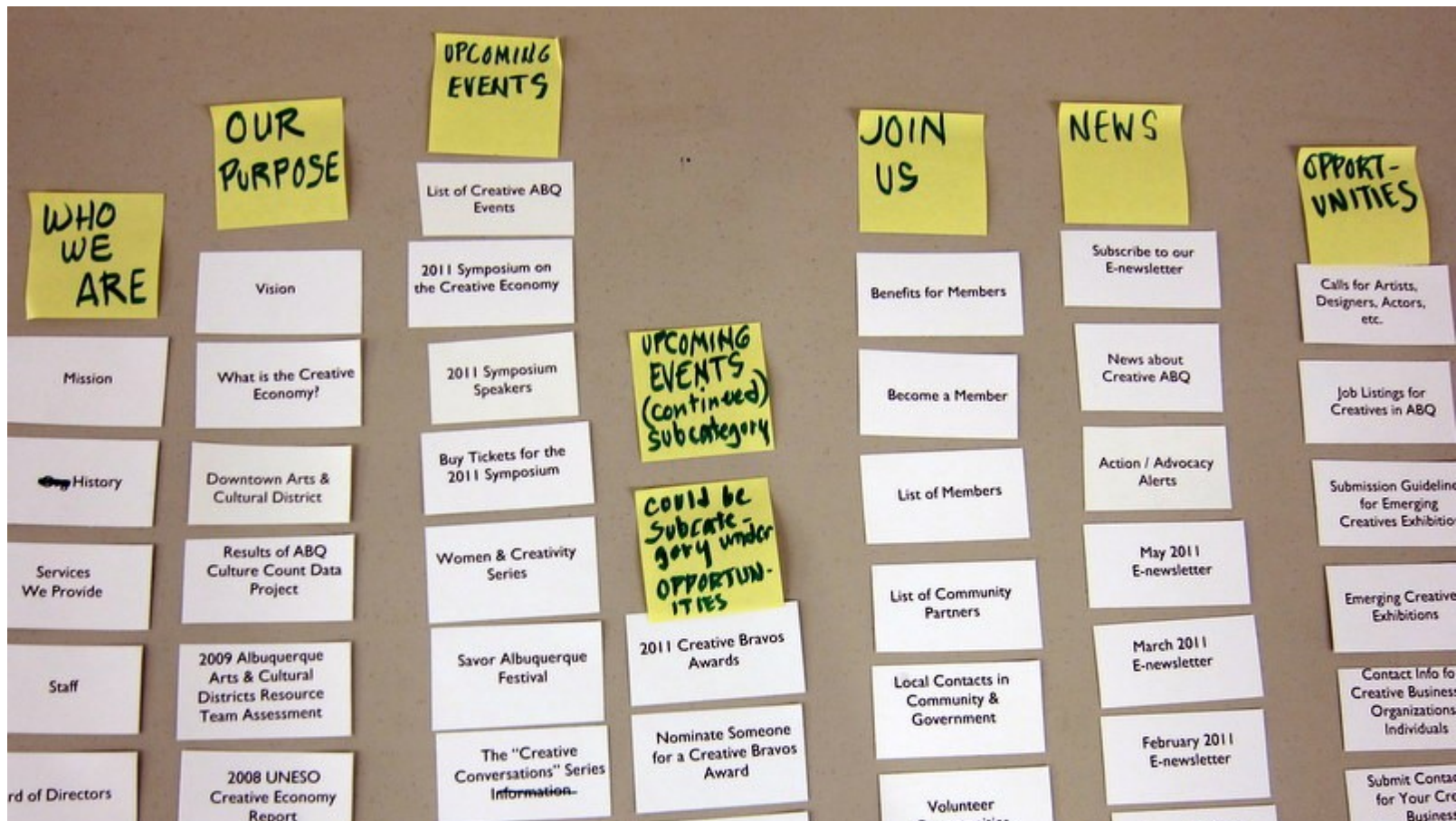
with the way the user views the world,
in order to make the app/website

easy to navigate.

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

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 your ideal user belong to?

Is it a volume driven business or high end?

I will send you a template.

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



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

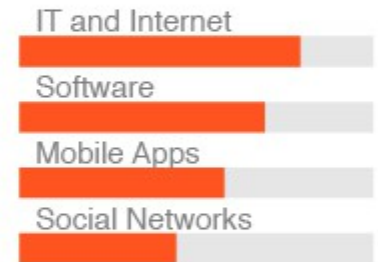
BIO

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



TECHNOLOGY



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)