

Questions?

- Homework #1
- Project #1

Today

- Storyboarding (review)
- Interviews (review)
- Goals and persona

Interview: What to ask and to whom?

- To the stakeholders
 - Constrains: cost, schedule, resources...?
 - Business objective?
 - Perception of their users?
 - How their vision differ?
- Subject matter expert
 - Develop an ongoing relationship with them
- To users and customers
 - Problem and frustration with the current state of affair
 - What, When, Where, Why and How do they reach their goals?
 - Could you show me

The importance of the context

- Conduct the interview in a normal work environment

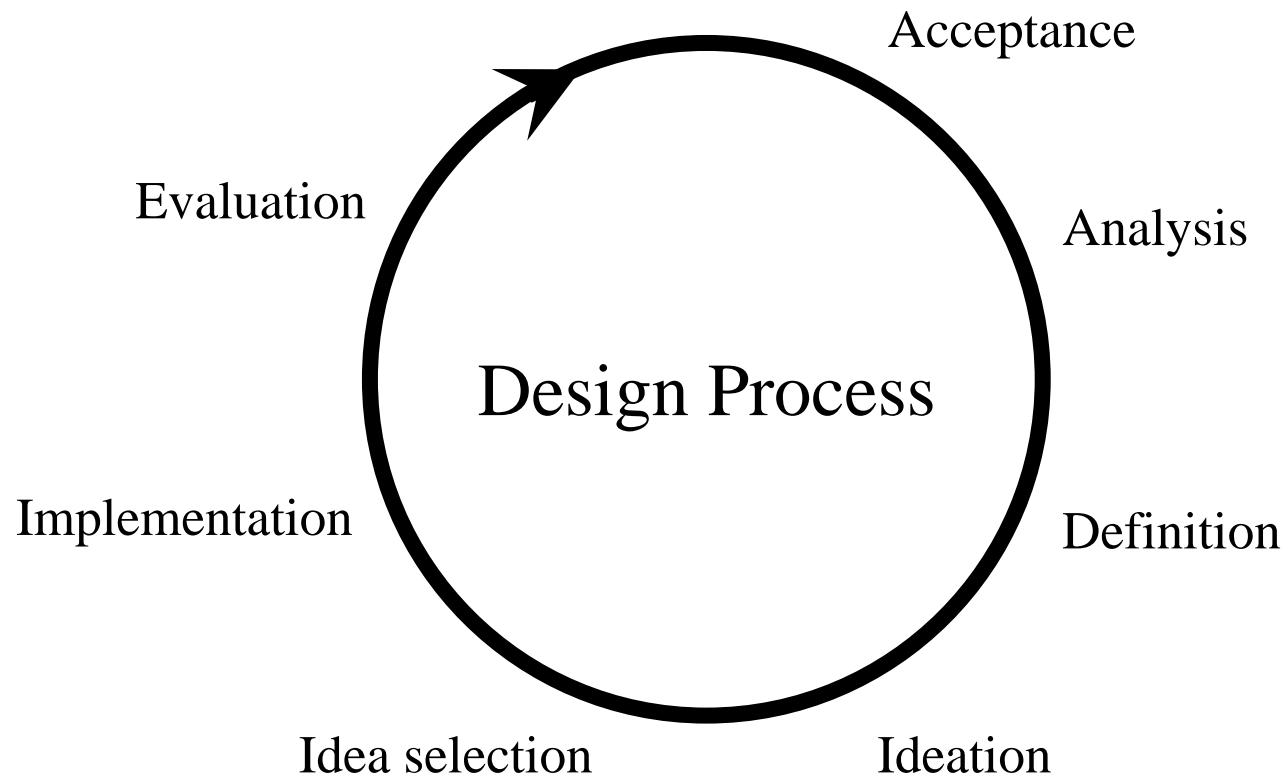


- Encourage Story telling and “show and tell”

Interviews caveats

- Users might not know how to formulate their needs
 - Users are not designers
 - Users are not technology experts
- Designer might influence users
 - Pushing a cool idea
 - Pushing what you have been working on for the last month
- Do not forget the Perpetual Intermediates!
- Several Masters
 - Real users
 - Their representatives
 - The persons will buy the product

The design process

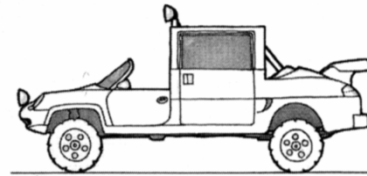
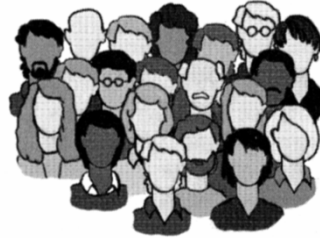


Design phase: Definition

- Using data collected in the analysis phase
 - Identify and name key persona
 - *A fictitious user representing a class of users*
 - Represent a key set of behavior and goals
 - *Provide a common reference point for all involved in the design process*
 - No elastic users
 - Identify and name key goals
 - *What do users wish to accomplish?*
 - *How different goals articulate with each others?*
 - *Goals are not Tasks!*
 - Tasks are technology dependent
 - Goals are not

Why personas?

- Moving from
 - Too many conflicting goals



- To
 - A clear set of personas, each with a well articulated set of goals



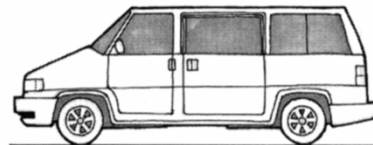
Alessandro's goals

- Go fast
- Have fun



Marge's goals

- Be safe
- Be comfortable



Dale's goals

- Haul big loads
- Be reliable



Key persona attributes

- Archetype users
 - Exploring a specific range of behaviors
 - Express the corresponding motivations
 - Describe the corresponding goals
- How to find them?
 - Identify major clusters from user interviews
 - Synthesize their goals
 - Check for completeness
 - Try them out by developing narrative
- Design each interface for a single primary persona
 - Yet other type might use the interface

Goals

- Users
 - Life goals
 - *Become a professor*
 - Experience goals
 - *Do not make the user feel stupid*
 - End goals
 - *Listening to the music I like anywhere*
- Non-users
 - Customer goals
 - Corporate goals
 - ...

Goals vs Tasks

(example from About Face 2.0 by Cooper)

- Traveling from St Louis to San Francisco
 - Goals?
 - *In 1850?*
 - *In 2003?*
 - Personas
 - *In 1850?*
 - *In 1930?*
 - *In 2003?*
 - Tasks
 - *In 1850?*
 - *In 1930?*
 - *In 2003?*

Planning a trip to Australia



Original example from Rodden et al. CHI'03, pp 57-64, map from <http://www.worldatlas.com>