Questions?

• Homework #1
• Project #1
Today

• Storyboarding (review)
• Interviews (review)
• Goals and persona
Storyboarding exercise

• What did the storyboarding process force you to do?
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 Process

- Idea selection
- Ideation
- Definition
- Analysis
- Evaluation
- Acceptance
- Implementation
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
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
(exemple from About Face 2.0 by Cooper)

- Traveling from St Louis to San Francisco
  - Goals?
  - Personas
    - In 1850?
    - 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