Questions?

• Homework #2 due today
• Homework #3 out
• Project #1
Today

Design Process

- Idea selection
- Ideation
- Implementation
- Evaluation
- Acceptance

Analysis (interview)
Definition (personas & goals)
Designing the next eco-friendly car

• Prepare your interview
  – Identify stakeholders
  – Pick your population(s)
  – Decide how you will conduct the interview
    • Location, topics…
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
(example 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?
Designing the next eco-friendly car

Half the class

• Prepare your interview
  – Population
  – Location
  – Topics
  – Setup

Half the class

• Prepare being a persona
  – Archetypical goals
  – Archetypical answers for
    • Who?
    • When?
    • Where?
    • Why?
    • How?
    • Current problems
Designing the next eco-friendly car

• Run the interview
  – In class demonstration