

# Questions?

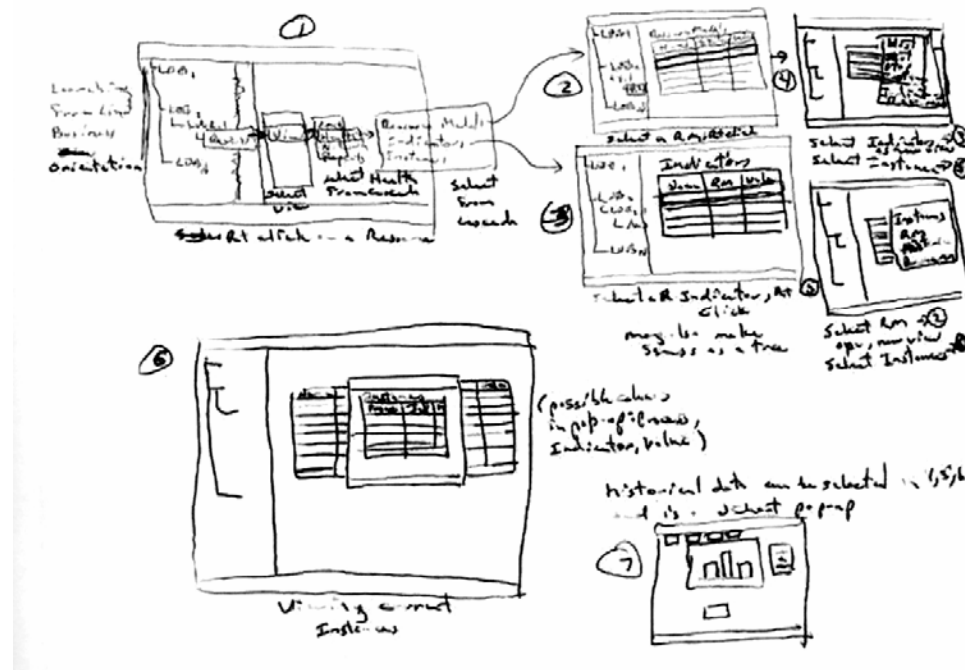
- Homework #1
- Project #1
- Reading

# Today

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

# Storyboarding exercise

- What did the storyboarding process force you to do?
- Was it useful?



# **Interview: What to ask and to whom?**

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- To the stakeholders
- Subject matter expert
- To users and customers
- Danger

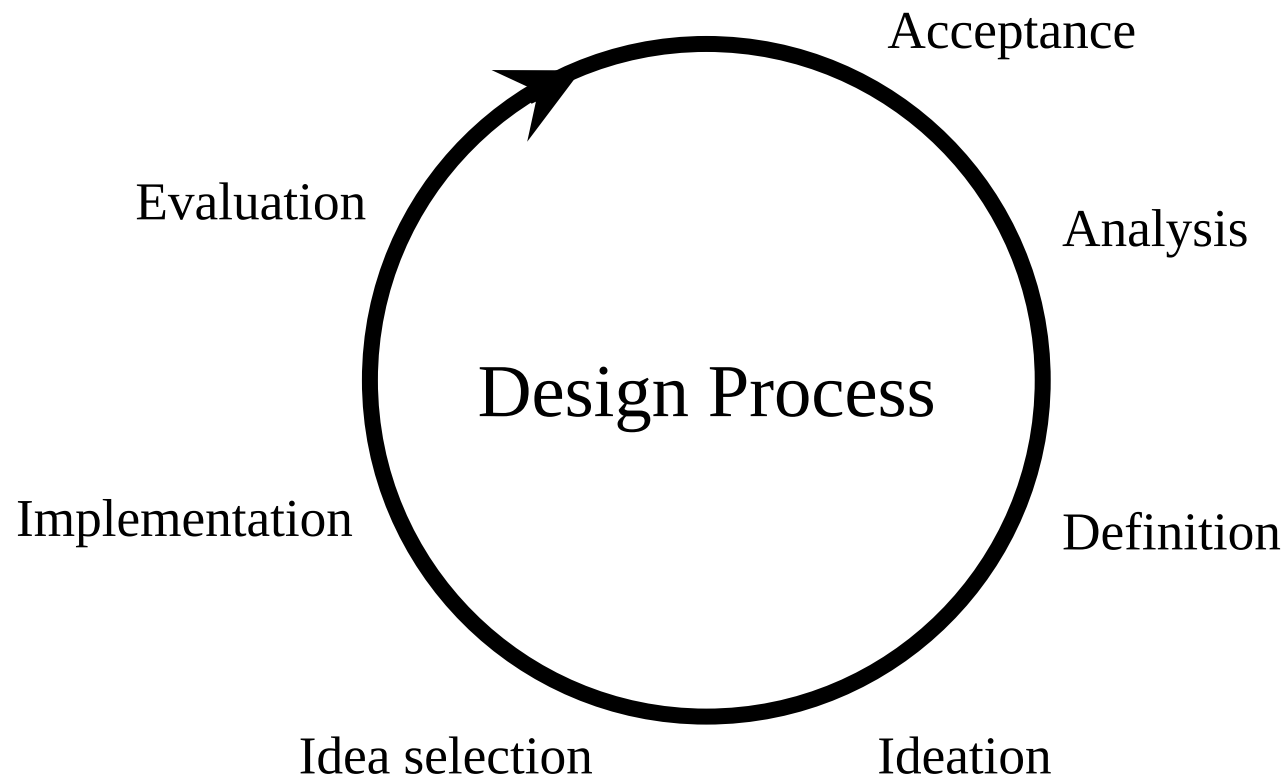
# Interview: What to ask and to whom?

- 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
- Danger
  - Steering the conversation to your design or away from technical challenges

# Interviews caveats

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

# The design process

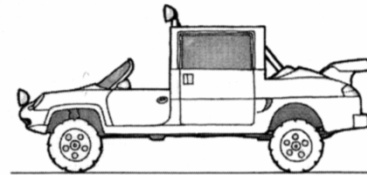
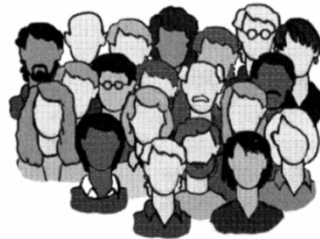


# Design phase: Definition

- 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*
  - 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



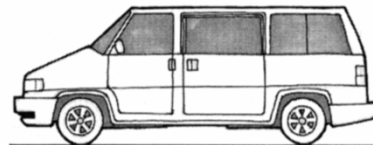
#### Alessandro's goals

- Go fast
- Have fun



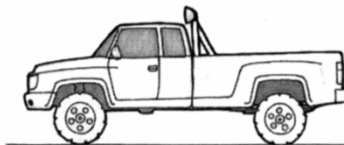
#### Marge's goals

- 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
  - Experience goals
  - End goals
- 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>