Personas
CS 464, Spring 2018

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Additional source: Rapid Contextual Design, Holtzblatt et al., Elsevier, 2005
Alan Cooper
Inventor of the idea of ‘personas’...

What are they, what do you do once you have them....

Understanding Personas - An Interview with Alan Cooper
• 12:00 – 18:18
• 52:00 – 58:42

https://www.youtube.com/watch?v=G7ljzXB40hw
Key Concepts

Persona: composite drawn from actual data
Scenario: particular task performed by the persona; a story told like it is being observed
Goal: what the persona is trying to achieve during the scenario
Task: a piece of work for which the persona is responsible
Role: primary jobs of the persona; their responsibilities
Steps

1. Choose personas to write: core roles plus any other relevant roles you identify while walking the models and affinity.
2. Identify representative users for each persona.
3. Identify their goals, roles, and tasks.
4. Write the persona.
5. Write scenarios.
6. Check personas.
4. Write the Persona

A. Name them

B. Review interview data about original users, consolidated models, and affinity to identify a synthesis of goals, roles and tasks for this persona
4. Write the Persona

C. Start writing:

i. Introduction: characteristic quote or words you’d use if you were introducing them

ii. Summarize their job and demographic info

iii. Describe a ‘day in the life’

iv. Add elements/quotes from the other users to create a composite
4. Write the Persona

C. Start writing - continued:

v. List their goals

vi. Describe the persona’s roles and tasks

vii. Choose a photo to represent the persona
5. Write Scenarios

Scenario: detailed description of how the persona accomplishes a particular task:

A. Review:
   • consolidated & raw data sequence models

B. Write a scenario that walks the persona through the consolidated sequence as a story using actual examples from your observed data.

C. Choose most typical path if branches exist
   • Write other scenarios if other paths are important
6. Check all Personas

Check each persona against the original users behind it

• Add any characteristics, stories, or insights that you missed
Image Credits

ExPersona_Jill.png: http://www.keepitusable.com/blog/?tag=alan-cooper