

Personas in the User Interface Design

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- Introduction
 - What is persona
 - How to use persona
 - in the system planning
 - in the evaluation
 - In the brainstorm meeting
 - Why persona works
 - Benefits and shortcomings
 - Questions
-

Introduction

- In 1999, Alan Cooper proposed the notion of “personas” in his book-*The Inmates are running the Asylum*
- A kind of *user-centered* design method
- Widely used by many projects.



Cooper, Alan

www.cooper.com



What is persona

- a collection of *realistic* representative information which can include *fictitious* details for a more *accurate* characterization

Realistic



Fictitious

Accurate



Example

Tanner thinks computers are really really fun and actually prefers the PC^[8] to the TV.^[9] He uses the PC mostly to play games^[10] and surf the Web for “stuff” but occasionally does research^[11] for school projects.

user data



Persona: Tanner



Imaginary items

quoted from “*the Persona lifecycle*”, John Pruitt, Tamara Adlin, published by Mogen Kaufman, 2006

- Persona is an artifact

that use a specific and concrete way

to represent the abstraction of users



How does persona work

Persona works well in the

- Product planning
- User interface evaluation
- Brainstorm meetings



Product planning

- Product planning aims at targeting the user requirements, the risks of the products and the potential markets
- In the product planning meeting, the persona

“tell the stories”



Tanner's story

Tanner thinks computers are really really fun and actually prefers the PC to the TV. He uses the PC mostly to play games and surf the Web for “stuff” but occasionally does research for school projects. His favorite computer game of the moment is The Sims 2—his uncle gave it to him for his birthday (his mom and dad usually just buy him educational games). He also really likes Moneybags, which he just got for his birthday, and Roller Coaster Tycoon 3. Since his dad likes computer sports games like NBA Live 2005, Tanner sometimes plays those with him. But it is really his mother that spends the most time online with him. Tanner has a GameBoy Color and saves up his allowance to buy new games for it, but his parents say he can only play GameBoy for half an hour each day (they tell him “it will rot his brain”).

Story analysis

- *[1] means we really have a large potential market for the internet game and education for the kids.*
 - *[2] For kids like Tanner, the educational parts in a website might not be attractive. Therefore, if Tanner is the major user, try not to make him feel bored. Do not set the educational part to be the main element of the website (that will annoy tanner).*
 - *[3] What is SIM-2, why it attracts Tanner? Study it, and simulate it.*
 - *[4] His dad might also be a potential user. We can create some games involve the dad and son. That might be potential market.*
 - *[5] The role of mother is more important than dad, if we want to be accepted by Tanner, accepted by his mother first!*
 - *[6] Why the parents do not like GameBoy. Find out reasons; avoid them.*
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User Interface Evaluation

- Assign one skilled team member to act the persona
- Collaborated with the cognitive walkthrough.





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KidsSpeak
How do kids dream of

quoted from “*the Persona lifecycle*”, John Pruitt, Tamara Adlin, published by Mogen Kaufman, 2006



quoted from “*the Persona lifecycle*”, John Pruitt, Tamara Adlin, published by Mogen Kaufman, 2006

- Observer carefully records the comments of “tanner”.
 - Team members sit together to analyze the dialogue materials
 - Any conclusion must be supported by the persona foundation document.
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Key findings

- Tanner really do not like the Test as the main element of this page.
- Tanner might leaves this web page immediately.
- This web page might be designed more for Tanner's parents than it was for Tanner



Brainstorm meeting

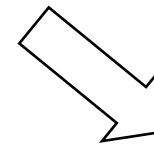
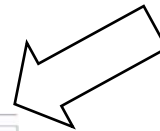
- Find potential opportunities from the persona documents.
- Send any proposal or finding back to persona



Double Roles of Persona



Persona



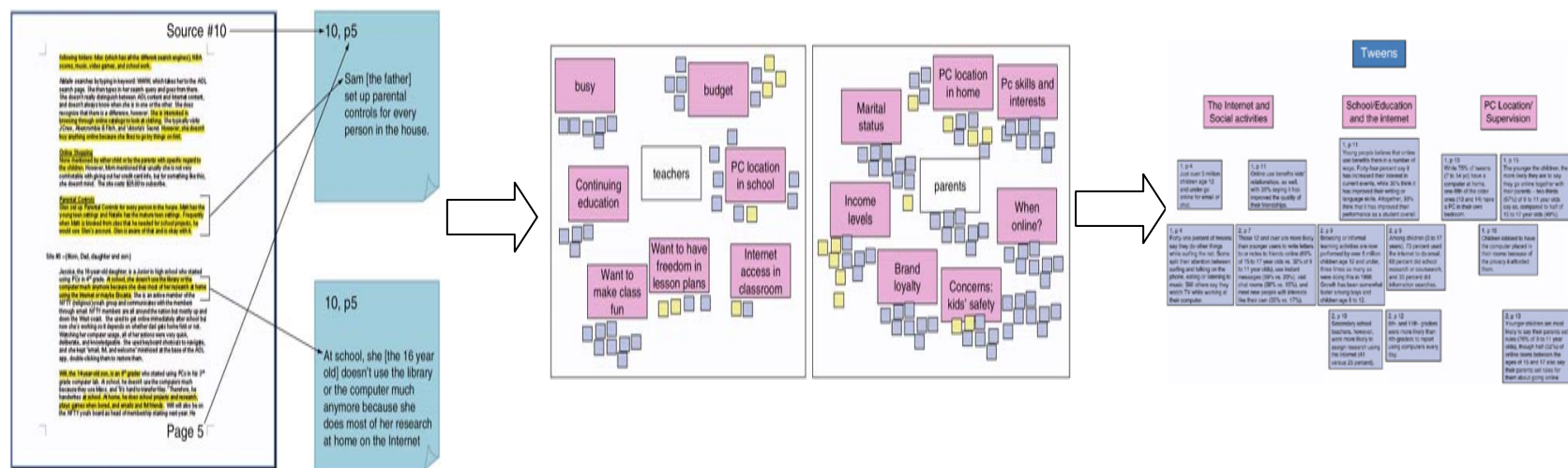
Repository



Judger

Why persona works

- Persona comes from reality



Why persona works

- Persona is easily accepted by the product team
- the persona is a natural model of human being and thus, psychologically, easy to understand.[1]
- the model of fictional people (persona) could be as engaging as model of real people[1]

Why persona works

- There are some artifacts to help the deployment of personas



- Applying the personas will better understand the user requirements
 - Persona is quite effective to replace the target users, in some circumstances
 - Persona has a good usability
 - Persona is a good tool for team communication
 - Persona has a complete lifecycle and good reusability
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Shortcomings

- persona is time, money and human resources consuming
- Hard to be alive
 - need a well communicated environment
 - need a user-centered design team



Persona has its lifecycle, which is not included in this presentation. Anyone who is interested in personas please read:

The Persona Lifecycle: Keep people in mind throughout product design, John Pruitt, Tamara Adlin.





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Questions

Questions

