Users:
those mysterious creatures at the other end of the mouse

Persona modeler

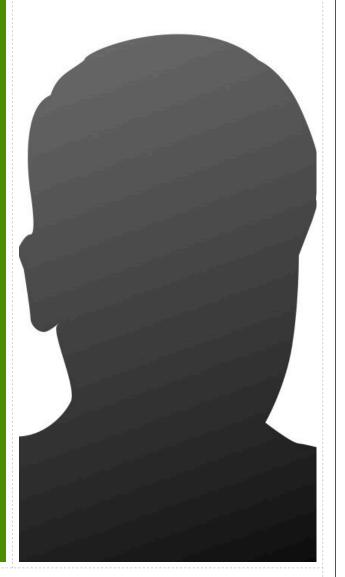@danachis

Matthew

Attorney

House in Brooklyn

Married

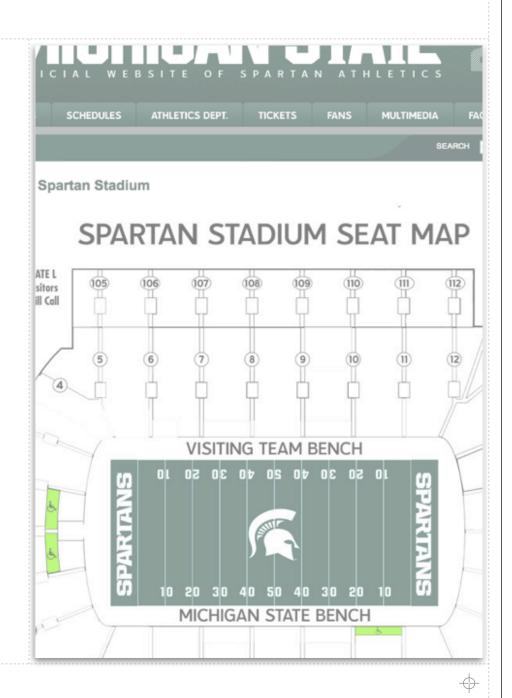Loves his Blackberry

Hates email

Reads NYTimes on iPad

Addicted to Words With Friends

Buying tickets on a university web site for the Big Game

Edith

Follows Detroit Tigers

Hates ESPN.com

Loves face-to-face online

Dennis

Building contractor

Cell phone is for calling home

Very tuned in to current events

Sees no usefulness in Facebook

Recently more absent-minded

Difficulty doing standard calculations

Jane

1,000-acre farm

Tweets soil chemical readings

Tablet instrumented to aggregate data

- Personas: Archetypal users

  ▸ Composites of real users

  ▸ Function or task-based

You: **designer & developer**

How do you design for these people based on what you know?

Think about each of the people as you answer these questions:

What can we say about how persistent the person is?

How pro-active will this person be in solving problems?

How easily will this person become frustrated?

How tech savvy is this person?

How literate is this person in the domain?

Little data, lots of assumptions

How old are they?

54

Matthew
Blackberry-loving
Brooklyn attorney

83

Edith
ESPN.com-hating
Hangouts fan

28

Dennis
Facebookwhat?

60

Jane
Farmer nerd

How old are they?

How educated are they?

How much money do they make?

These don't matter.

If demographics don't matter, what do you do?

Ask the right questions

- persistence with tech

- tolerance for risk & experimentation

- how patient, how easily frustrated

- tech savviness, *expertise*

- strength of tech vocabulary

- physical or cognitive abilities

- **Attitude**

  motivation, emotion, risk tolerance, persistence, optimism or pessimism

- **Aptitude**

  current knowledge, ability to make inferences, expertise

- **Ability**

  physical and cognitive attributes

Attitude

Negative		Positive

Aptitude

Low		High

Ability

Low		High

Persona modeler

Persona modeler is a **technique**

▸ Focus on the attributes that matter

▸ Accounting for what the user brings to the design

▸ Adjustable to context, relationships, domain

Persona modeler is a **tool**

▸ Framework to think about provisional or proto-personas (little or no data)

▸ Schema to evaluate existing personas' strength of coverage

Persona modeler is a **collaboration tool**

‣ Do our personas cover all the right attributes?

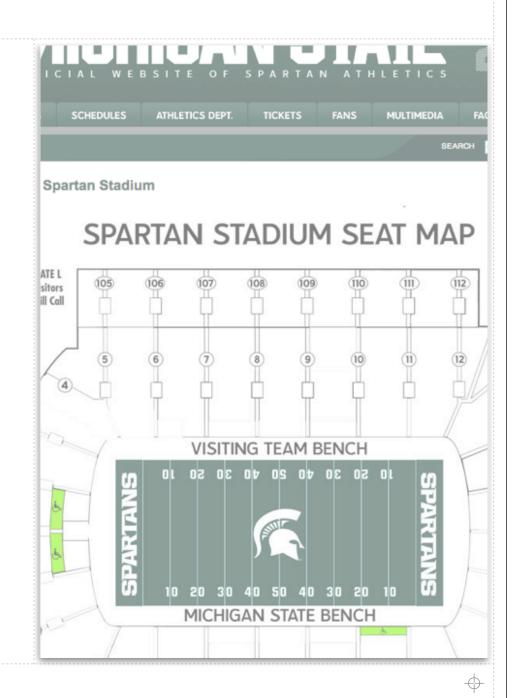‣ Have we heard from all the users we need to hear from?

Task + functionality

Buying tickets on a university web site for the Big Game

Home or visitor?

Suites or Varsity Club?

Student section?

Drunk girls section?

Ask the right questions

- Who is the most persistent when it comes to working with technology?

- Who is the most likely to experiment and create workarounds when something doesn't work the way they expect?

- Who do you think will give up when they encounter frustrations out of impatience?

Ask the right questions

- Which one is the most tech savvy - expertise? Which one strikes you as the least tech savvy?

- Which one is the most likely to call tech support to help them get out of some tech pickle? Or who will call the 800 number to order rather than using the web site?

- Who will have the most advanced tech vocabulary when they do call for support?

Matthew

Attorney

House in Brooklyn, married

Assistant books reservations
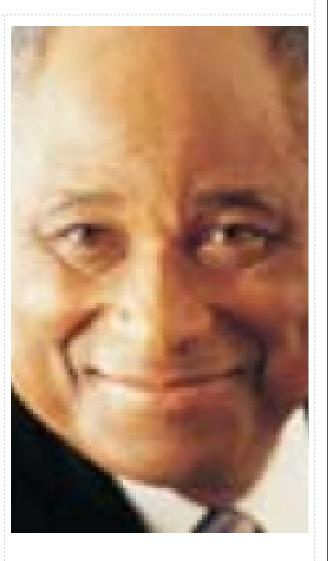
Loves his Blackberry

Hates email
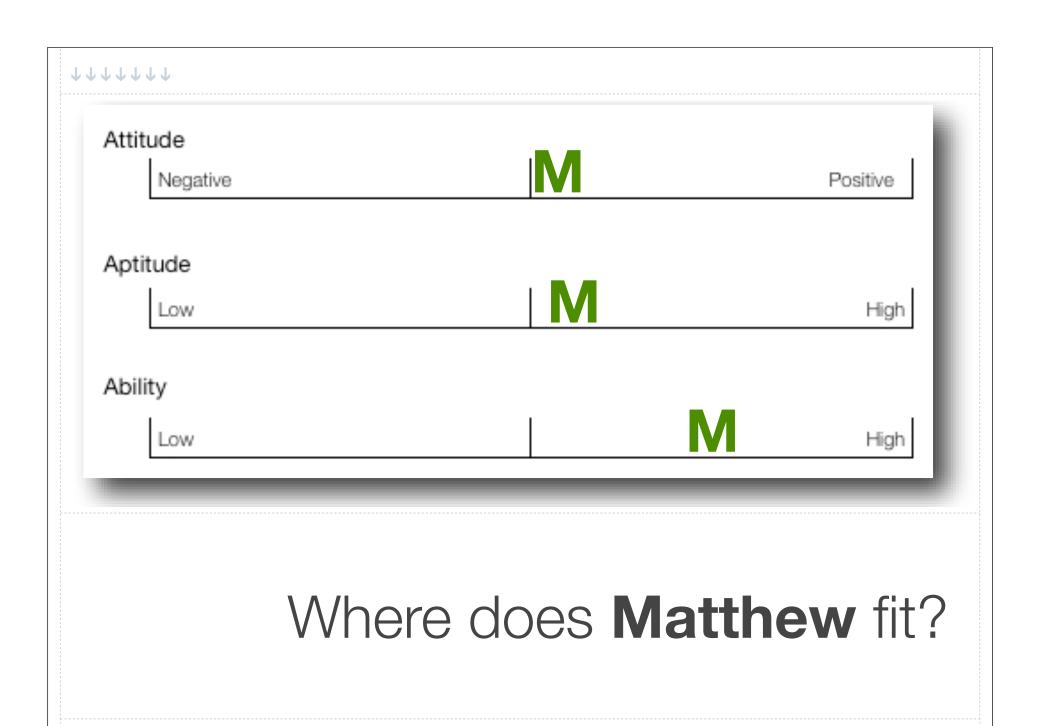
Reads NYTimes on iPad

Addicted to Words With Friends

Doesn't spend a lot of time on the Web

Avid hiker and birder

Bad knees

Needs Rx eyepiece for scope

Attitude

Negative ..... M ..... Positive

Aptitude

Low ..... M ..... High

Ability

Low ..... M ..... High

Where does **Matthew** fit?

Edith

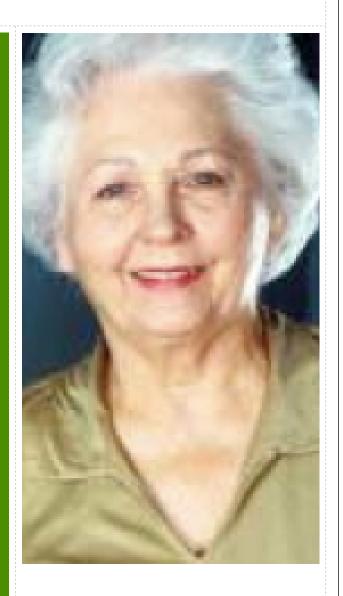Avid sports fan

Follows Detroit Tigers

Hates ESPN.com

Loves face-to-face online

Picked up Skype early, quickly

Prefers Google Hangouts

Dropped FaceTime -

gestures were frustrating

Attitude

Negative ———————————— **E** Positive

Aptitude

Low ———————————— **E** High

Ability

Low ————— **E** ———— High

Where does **Edith** fit?

Dennis

Building contractor

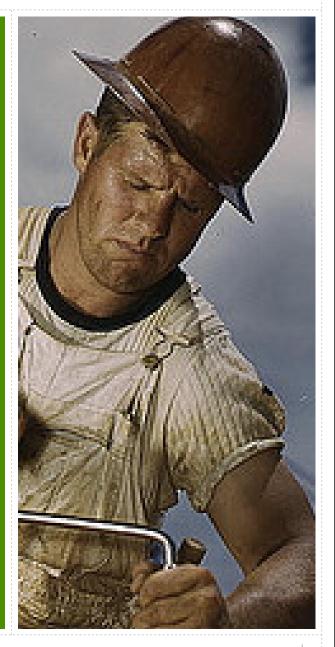Married to a nurse

They have 2 kids

8-year-old cell phone

Gets current events on the Web

Sees no usefulness in Facebook
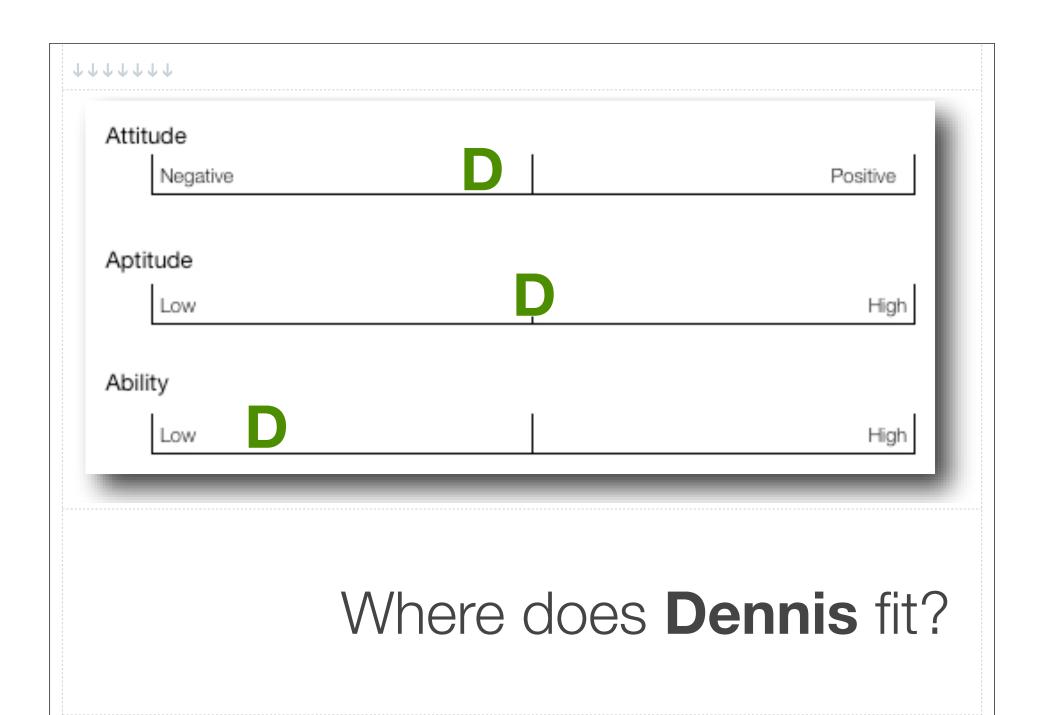
Trouble sleeping, easily distracted

Iraq + Afganistan:

    Blunt Force Brain Trauma

Attitude
Negative | **D** | Positive

Aptitude
Low | **D** | High

Ability
Low | **D** | High

Where does **Dennis** fit?

Jane

1,000-acre farm

12 different systems every day

Tweets soil chemical readings

Smartphone alerts from exchanges

Tablet instrumented to aggregate data

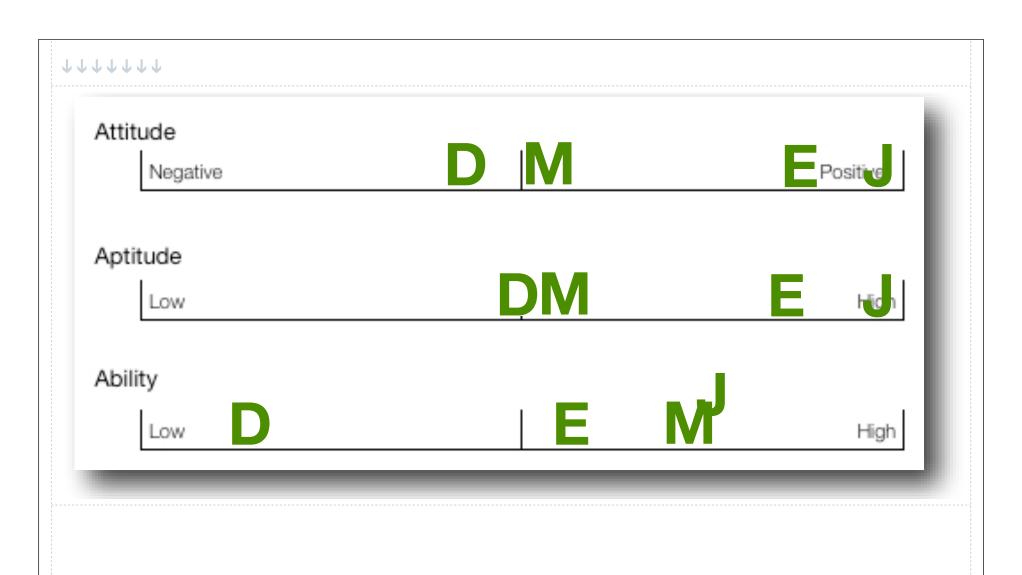Minimized manual input

Arthritic thumbs

Needs stronger progressive lenses

Attitude — Negative ... Positive **J**
Aptitude — Low ... High **J**
Ability — Low ... **J** ... High

Where does **Jane** fit?

Persona modeling

How do design decisions change with these attributes?

Find Your Seat At Spartan Stadium

SPARTAN S   AP

GATE L
Visitors
Will Call

(105)   (106)   (107)   (112)
                                                    GA

(5)   (6)   (7)   12

(4)   13

NORTHEAST
GATE K

(3)

VISI

(2)

(1)

SPARTANS   OL   O2   O

Subtlety of
affordances

Size of targets

Directness of the
happy path

Feedback modalities

Labeling & trigger
words

Amount of copy

Wording of
instructions &
messages

If you had this tool, what would you do next?

What would be different for your design?

Persona modeler

- Designing for **attitude**, **aptitude**, & **ability**

- Accounting for what the user brings to the design

- Checking that personas cover the right things

Big ideas

Persona modeler: fast way to visualize users by asking important questions

framework for talking about who users are

can tell which users might be missing

works with any amount of data

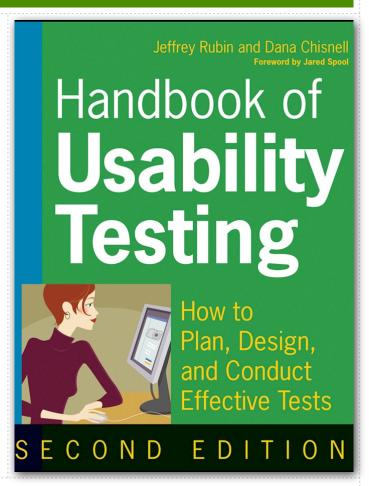middle ground between demographics and research-based personas

Where to learn more

Dana's blog:
http://usabilitytestinghowto.blogspot.com/

Download templates, examples, and links to other resources from www.wiley.com/go/usabilitytesting

Jeffrey Rubin and Dana Chisnell
Foreword by Jared Spool

Handbook of Usability Testing

How to Plan, Design, and Conduct Effective Tests

SECOND EDITION

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