7th lecture

Jakub Franc
“Give me a place to stand and I will move the Earth”
Archimedes
287 BC - 212 BC
“Know your user and you can design a perfect product.”

Jakub Franc, *1980 AC
Knowing is not enough, designers and coders are still needed.
User Data Representation

Age distribution on social network sites
United States, data sorted by average age per site, youngest at the top

Our favorite fruit

Credit: shinyshiny.tv
Credit: meducation.virtual.vps-host.net
User Data Representation Models

Segments
User profiles
Personas
Customer journey maps
Our images

Credit: callcenterhelper.com
Personas

Method popularized by Alan Cooper
Hypothetical user
Represents user subgroup
Covers the whole spectra
Detailed description
Narrative description
Motivation!
Personas: a real-world example

If an auto manufacturer tried to build a car that pleased every possible driver...

Marge, mother of three
Marge wants safety and room for many passengers. A minivan meets her needs.

Jim, construction worker
Jim wants cargo space and the ability to carry heavy load. A pickup truck meets his needs.

Alesandro, software engineer
Alesandro wants sporty looks and speed. A two-door sports car meets his needs.

...it might look like this. Instead of pleasing everyone, the vehicle pleases no one.

What if instead the manufacturer chose three specific drivers, who were representative of larger groups of similar drivers, and tried to please each of them.
Designing with Missing Description of the Target User Is Challenging
Designing for Myself
Elastic User
Trying to Please Everyone

Credit: catholicmomof10militant.blogspot.com
Setting the Target

Tendency to satisfy as broad audience as possible

Radical opinions:
Design for one single person. Be perfect for this one person.
The Main Benefits

...besides avoiding the errors mentioned above
Make design discussions and planning easier
Unifying - common communication platform
  within a team
  among teams
  downwards / upwards
Decisions based on real data, not only assumptions
Aligning high-level strategy with design and development
Personas as a Tool for Empathy

Empathy = understanding and entering into another's feelings

Empathy is associated with creativity and innovative points of view

Designing for somebody you know
Capacity for Empathy in Design Process

Credit: Hudson, W. Reduced Empathizing Skills Increase Challenges for User-Centered Design, Ext Abst CHI 2009, Boston
It works Only if Everybody Is on the Same Page

Involve key stakeholders early

Make sure that everyone is on the same page

Communicate the value of personas

Deal with the feedback / understand sources of resistance

Do not attempt to substitute current processes that are working
Personas Based on Empiric Research

Otherwise challenging someone’s assumptions
with your own assumptions

Make clear links between research findings and
personas features
Personas Lifecycle (by Pruitt and Adlin)

Family planning
Conception and Gestation
Birth and Maturation
Adulthood
Retirement

Be responsible and carrying – conception and gestation is not enough

Credit: the-parenting-magazine.com
Creating Personas

Data sources
Factoids
Clustering
Skeletons
Personas
Onepagers
Factoids

Sticky notes are handy
Track the source (P1,...)
Create scales for your categories
Cluster and re-cluster, organize and reorganize clusters, redistribute residual factoids

Example: Users Mapped Against Behavioral Variables for Online Shopping

Credit: uie.com
Creating Personas
Persona Topics

Motivation
Workflow
Habits and patterns
Personal characteristics
(Design needs)
Precise and Accurate?

You must be precise.
Being precise moves you away from accuracy.
You can be less accurate.

Accurate:
Man, 25 – 30, urban citizen

Precise:
Jakub, 30 years, living in Prague
Prioritization

Primary
Secondary
Negative / Antipersona
Complementary
Following Steps

Train people in using Personas

Keep them alive, update them
Depicting Personas

Photos work better then illustrations

Persona Examples

User need set 1: 1: Romantic, relaxed, dining experience... Important Features for this need type were: Good decor, Romantic setting, Relaxed service, Trendy, Special Requirements (Low-fat, vegan etc.) and the type of crowd. Features not important were Price, Buffet-style dining option. Many respondents high on this factor spent more than $20 on a meal and went to restaurants as a couple.

Developing a Persona: Adam is 42 years old Sales Professional in a San Francisco company. He has been dating frequently and is always on the lookout for a great place to take a date to. For him, money is not an issue, a satisfying dining experience is.
Personas Example

{wine drinker personas}

The Connoisseur
pure, high-end, age-worthy

The Artist
Hand-crafted, Full of Character

The Hostess
Hip, Trendy, Seasonal Wines

Enviro Guy
Organic and Biodynamic Wines

{source: wineonline.ca}
Personas Example

<table>
<thead>
<tr>
<th>Name</th>
<th>Jack Smith</th>
<th>Jane Rogers</th>
<th>James Bond</th>
<th>David Watkins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Young:30</td>
<td>Young:30</td>
<td>Young:33</td>
<td>Senior:55</td>
</tr>
<tr>
<td>Industry</td>
<td>IT</td>
<td>Marketing</td>
<td>Banking</td>
<td>Medical</td>
</tr>
<tr>
<td>Personality</td>
<td>Extroverted</td>
<td>Introverted</td>
<td>Extroverted?</td>
<td>Introverted?</td>
</tr>
<tr>
<td>Technology Use</td>
<td>Technical enthusiast</td>
<td>Technical minimalist</td>
<td>Technical enthusiast</td>
<td>Technical minimalist</td>
</tr>
<tr>
<td>Meeting Goals - 1</td>
<td>Capture essentials</td>
<td>Systematic Pattern</td>
<td>Capture essentials</td>
<td>Systematic pattern</td>
</tr>
<tr>
<td>Meeting Goals - 2</td>
<td>Brainstorm</td>
<td>Contribute and make status reports</td>
<td>Present Solutions</td>
<td>Coordinate and make status reports</td>
</tr>
<tr>
<td>Needs</td>
<td>Store on-going sketches</td>
<td>Attend multiple connected meetings</td>
<td>Get information from Missed Meetings</td>
<td>Effective meeting facilitating and note-taking</td>
</tr>
<tr>
<td>Preferred Notes Format</td>
<td>Whiteboard notes</td>
<td>Audio notes</td>
<td>Consolidated Notes w/ Handouts &amp; Slides</td>
<td>All types of notes</td>
</tr>
<tr>
<td>Note Sharing?</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
<td>YES</td>
</tr>
<tr>
<td>Other Desires</td>
<td>Search Audio Notes</td>
<td>Playback of Audio Notes for Context</td>
<td>Enhanced Teleconferencing</td>
<td>Custom Configuration of Software</td>
</tr>
</tbody>
</table>

Credit: avanlohu.com
Why Are Personas Efficient?

Empathy

Data are hard to represent and remember

Natural tendency to code our memory towards people

Simplifying world and focusing
Failing Personas

Zombie Personas (not alive, but hard to kill, brain eating, by Tom Allison)

Credit: laughingsquid.com
Customer Journey Mapping

Sarah's Broadband Provider Journey

Sarah is moving her family of three. She knows she's going to need phone and internet service. The effective and contextual factors that will affect Sarah's choice in broadband vendors are price, and her existing knowledge and previous experience with service providers.

Thoughts & Feelings

Emotional Experience

Phases of the Journey

Inquiry

Comparison

Purchase

Installation

Emotion throughout journey

Emotion toward vendor

Calls to order service

consults with influence

“I can't afford what I’m finding here.”

Ends phone call

“T’ve been on hold for too long. I’m hanging up.”

Go back

Description

Purchasing phase involves the provider requiring quite a bit of personal info. The order flow tends to be complex, and the process can be all over the map. There is a sense of delayed gratification—waiting on service installation and activation.

Recommendations

Many factors converge to make this phase of the customer journey unpleasant. Providing accurate arrival times, courteous technicians and clear instruction materials during installation can help alleviate the negative experience in this phase. Also, consider having leave-behind customer comment cards so customers feel empowered to give feedback into the process.

Recommendations

Use IP location services to geo-locate customers—removing the current service address roadblock. This allows users to configure services before adding them to the cart and reflects bundled price discounts in a clear and obvious manner.

Recommendations

Reduce the amount of information required by streamlining and improving any areas that contain form fields, using industry best practices. Work on setting expectations for the installation phase with phone customer service reps to improve the overall experience with your brand.

Recommendations

Design homepages with separate, targeted call-to-action areas lying above the fold, tailored for residential and tech-savvy customers. Internal product areas should include basic plan English product descriptions and large price points with a call-to-action button. Bullet points should include keywords that summarize options and features typically found in product datasheets.
Customer Journey (1/2)

Captures dynamics of customer experience over time

Depicts interaction through multiple touchpoints
   Understanding of their connectedness and causality
   How these touchpoints fit into customers' life?

Reflects factors beyond organization's control

Customer experience expressed by narratives, interactions, needs, attitudes, contextual information, emotions, levels of confidence, levels of satisfaction
Customer Journey (2/2)

Provides big picture to stakeholders who have an understanding of their separate areas of responsibility ('siloh' syndrome)

- Detailed look from customers' perspective
- Points to potential inconsistencies among the touch points

Stakeholders opinions versus empiric data

Pulling together all kinds of data from various data sources

The process behind is usually more beneficial than the final document itself
Customer Journey Maps
Resources

http://userfocus.co.uk/articles/user-journey-mapping-workshop.html

https://measuringu.com/scientific-personas/

https://medium.com/radical-ux/why-your-personas-dont-work-for-you-75c1abfcec94

http://uxcomics.s3-website.eu-west-2.amazonaws.com

Thank for your attention
See you after the break

mynname.mysurname@gmail.com