

HELLO!

- Come in quietly and take any seat except the one you had last week
- Fill out a survey: <http://bit.ly/ThesisCheckin>)
- Sit quietly and breathe deeply until we start

QUESTIONS

- What came up since we met last?
- What questions do you have that warrant group discussion?

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HOW TO
PRIORITIZE USERS &
STAKEHOLDERS

LAST WEEK...

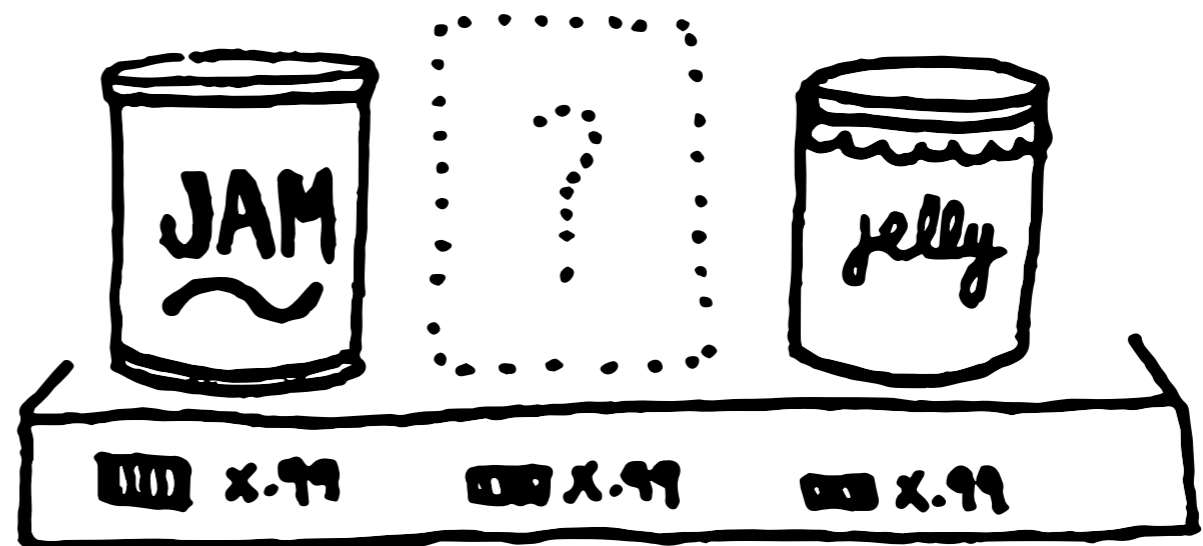
Meaning is **subjective**

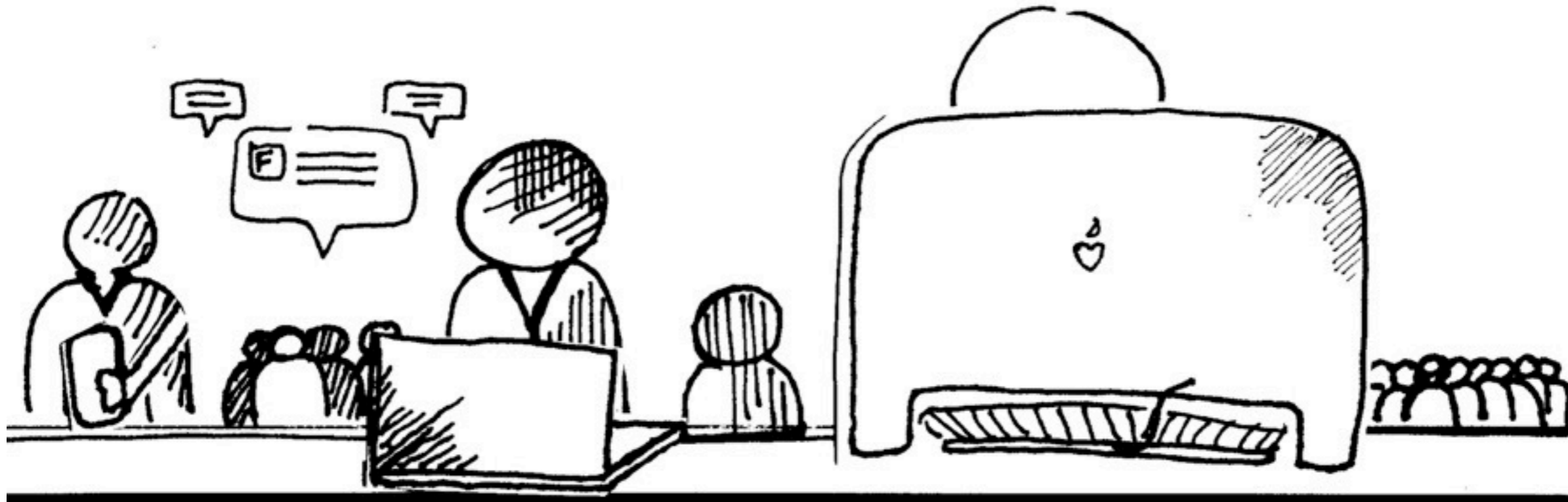
Meaning is **demographic**

Meaning is **socio political**

Meaning gets **lost in translation**

Meaning is **complex**





BECAUSE OF BASIC NEEDS, USERS

ARE INDIVIDUALS, ACTING SIMILARLY SELF ACTUALIZATION

NEED TO FEEL CAPABLE ESTEEM

WANT TO BE PART OF THINGS BELONGING

FLEE FROM DANGER & UNCERTAINTY SAFETY

PREFER THE EASY ROAD PHYSIOLOGICAL

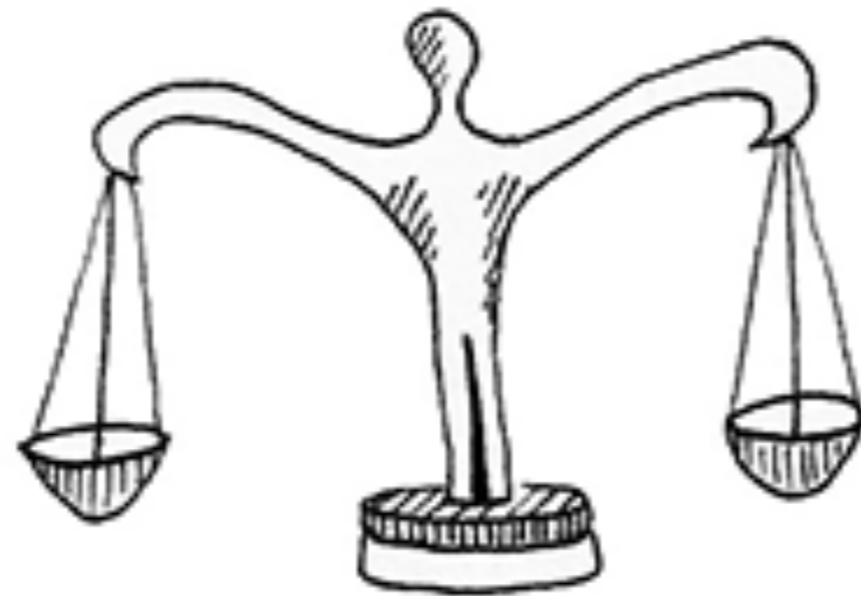
**THIS IS WHY
PERSONAS WORK**

**STAKEHOLDERS
ARE USERS TOO**

USERS VS. STAKEHOLDERS



YOUR VISION VS. EVERYONE



Why personas work:

- **People like having someone to design for:**
meaning there is already a persona or two living in the head. Personas get this out into the open.
- **Personas inspire you to work towards one vision**
instead of many disparate ones

WHAT ARE YOU LOOKING TO DOCUMENT

- Technological preferences, access and habits
- Lifestyle details (careful to narrow in on those that are important to the behaviors you are interested in interacting with)
- Clues into their struggles
- Details of their context and circumstance
- Priorities within the problem space (what hurts most/most often)
- Details around timelines, processes, handoffs and collaborations involved in the problem space

Common elements of a persona:

- Name and photo
- Rough demographics, home life, work life, digital life
- Attitudes and Product/Service/Industry Related Feelings

Common pitfalls in photo and name selection:

- Racially insensitive or inappropriate
- Hot people
- Stock photos or headshots
- “That’s not so-n-so”
- Team, classmates or customer photos or names

Narrating each personas experience

- Put on the shoes of each persona and describe the world they experience today.
- Write a story of what they see.
 - What do they wish was better?
 - Where would your thesis work fit into their life?
 - What would have to change in their lives to adopt what you are proposing?

How to tell the story effectively...

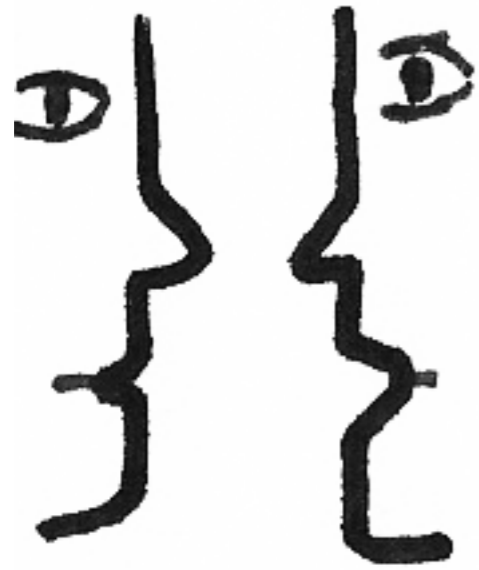
- Capture quotes you think people would say or emotions you anticipate they would have
- Try to write the personas in their words
- Grab screenshots, photos, audio snips and videos where you can to show the experience through their eyes
- As you read your story, use visuals to support it
- To best avoid “marketing language” in their story, use first person
- Ask others for confirmation that the story seems realistic and not over the top in either a positive or negative direction
- Break stereotypes don't build them up.

COMMON QUESTIONS:

- What if I have no data and no access to users?
- What if I have access to very few users?
- What if I know my users personally?
- How many personas is too many personas?
- Where do I get pictures?
- How do I pick their name?
- How do I get people to talk to me?

**QUESTION FEWER
PEOPLE ASK:**

**HOW DO I HAVE A GREAT
CONVERSATION WITH A
STRANGER?**



**YOU HAVE TO LEARN
WHAT IT IS LIKE TO
NOT UNDERSTAND
THINGS THE WAY
YOU DO TODAY.**

**TRY TO SEE THINGS
THROUGH THEIR
EYES.**

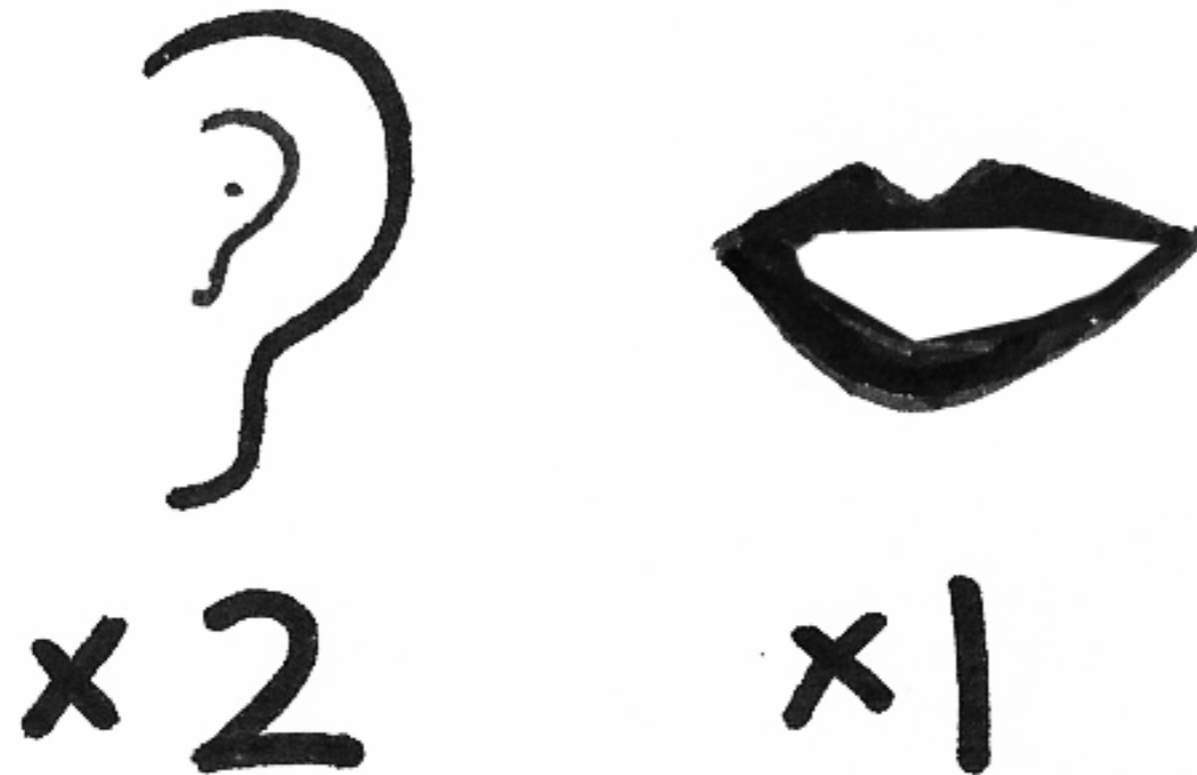


**THE KEY TO
UNDERSTANDING
WHAT IT IS LIKE TO
NOT UNDERSTAND IS
TO LISTEN.**



HOW DO YOU HAVE A GREAT CONVERSATION?

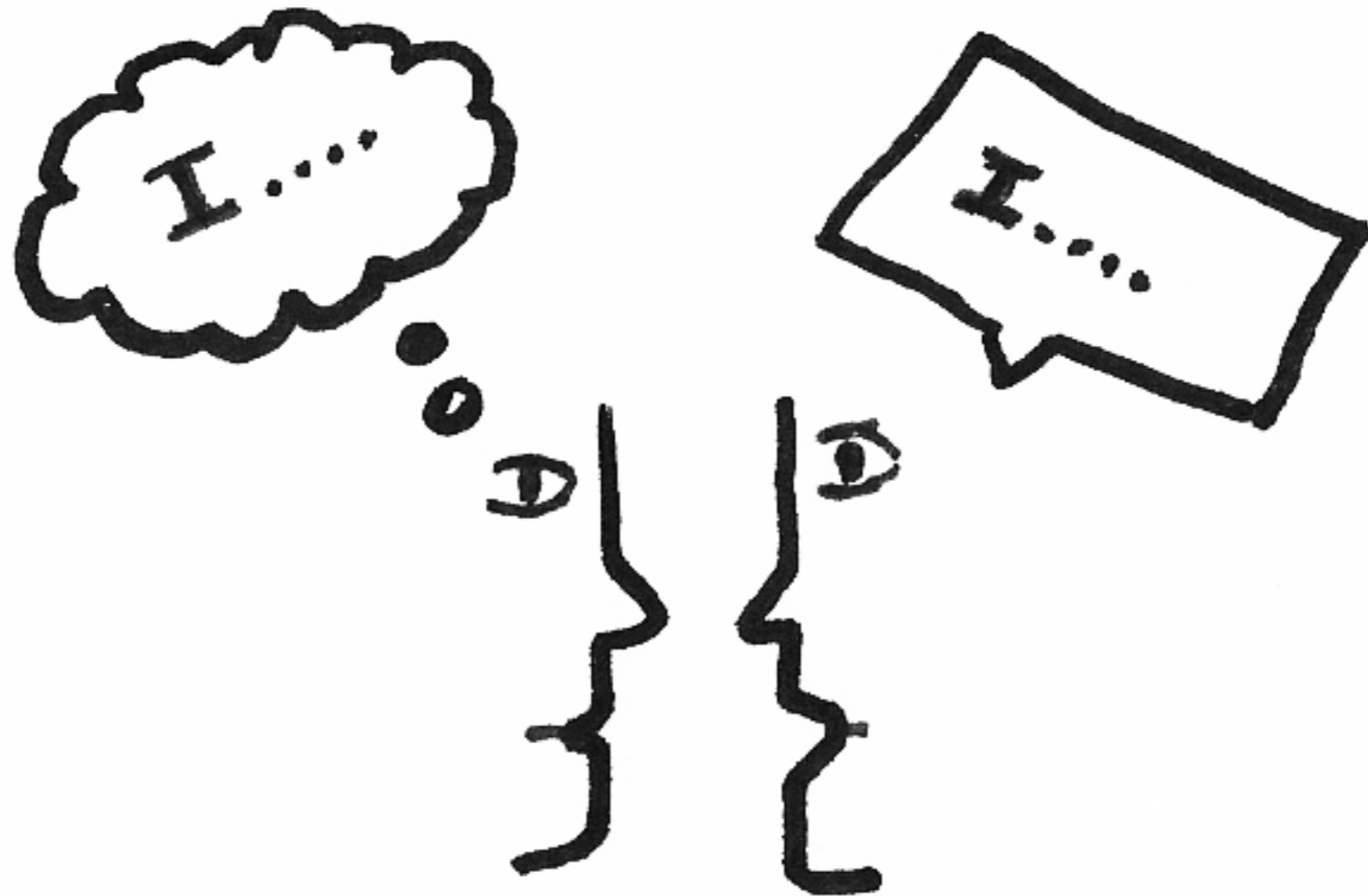
Concepts courtesy of Richard Saul Wurman's - Information Anxiety 2 "The Art of Listening"



**REMEMBER:
YOU HAVE TWO EARS AND ONLY ONE MOUTH
LISTEN TWICE AS MUCH AS YOU SPEAK.**

HOW DO YOU HAVE A GREAT CONVERSATION?

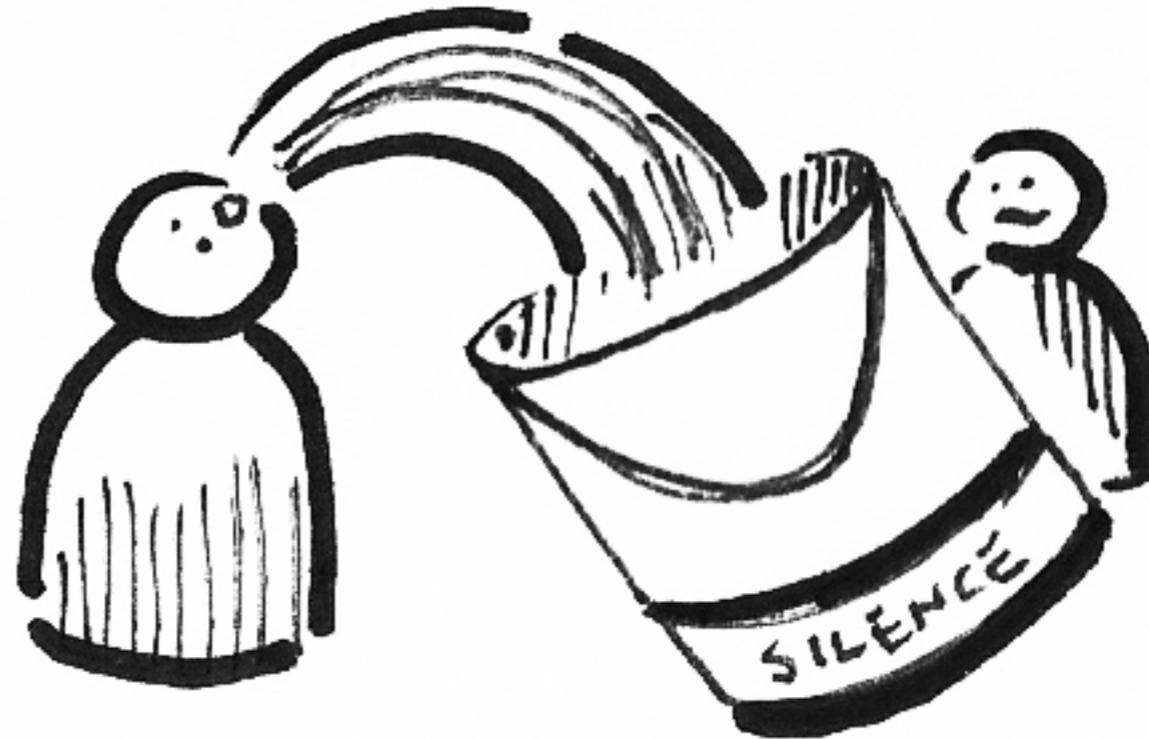
Concepts courtesy of Richard Saul Wurman's - Information Anxiety 2 "The Art of Listening"



**REMEMBER:
DON'T FORMULATE YOUR ANSWERS WHILE THE OTHER
PERSON IS SPEAKING.**

HOW DO YOU HAVE A GREAT CONVERSATION?

Concepts courtesy of Richard Saul Wurman's - Information Anxiety 2 "The Art of Listening"



**REMEMBER:
DON'T FILL SILENCE NEEDLESSLY. A MOMENT OF
SILENCE CAN BE THE MOST REVEALING PART.**

HOW DO YOU HAVE A GREAT CONVERSATION?

Concepts courtesy of Richard Saul Wurman's - Information Anxiety 2 "The Art of Listening"

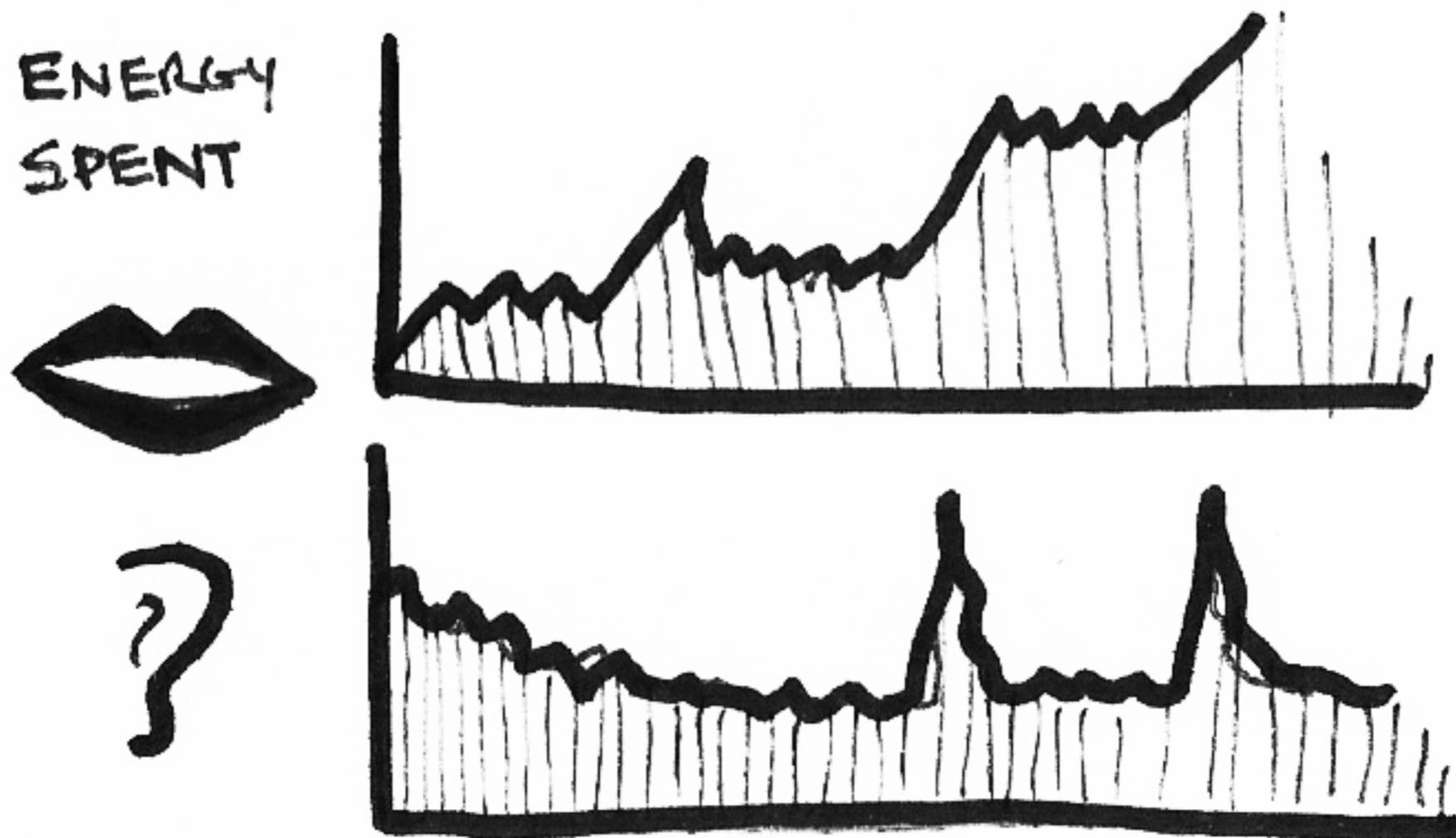


REMEMBER:

DON'T STEP ON OTHER PEOPLE'S THOUGHTS. THE PERSON WHO STARTS THE SENTENCE SHOULD END IT.

HOW DO YOU HAVE A GREAT CONVERSATION?

Concepts courtesy of Richard Saul Wurman's - Information Anxiety 2 "The Art of Listening"



REMEMBER:

SPEND EQUAL ENERGY LISTENING AND TALKING. MOST PEOPLE SPEND MORE ENERGY TALKING.

HOW DO YOU ASK THE RIGHT QUESTIONS?

*Examples courtesy of Purdue Online Writing Lab "Creating Good Interview and Survey Questions"
<http://owl.english.purdue.edu>*

**DON'T YOU AGREE THAT CAMPUS
PARKING IS A PROBLEM?**

**REMEMBER:
AVOID BIASED QUESTIONS**

HOW DO YOU ASK THE RIGHT QUESTIONS?

*Examples courtesy of Purdue Online Writing Lab "Creating Good Interview and Survey Questions"
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**THERE ARE MANY PEOPLE THAT AGREE
THAT CAMPUS PARKING IS AN ISSUE. ARE
YOU ONE OF THEM?**

**REMEMBER:
AVOID QUESTIONS THAT ASSUME WHAT THEY ASK.**

HOW DO YOU ASK THE RIGHT QUESTIONS?

*Examples courtesy of Purdue Online Writing Lab "Creating Good Interview and Survey Questions"
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**DO YOU AGREE THAT CAMPUS PARKING IS
A PROBLEM AND THAT THE
ADMINISTRATION SHOULD BE WORKING
DILIGENTLY ON A SOLUTION?**

**REMEMBER:
AVOID DOUBLE-BARRELED QUESTIONS.**

HOW DO YOU ASK THE RIGHT QUESTIONS?

Examples courtesy of Purdue Online Writing Lab "Creating Good Interview and Survey Questions"
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WHAT DO YOU THINK ABOUT PARKING?

**REMEMBER:
AVOID VAGUE QUESTIONS.**

HOW DO YOU ASK THE RIGHT QUESTIONS?

*Examples courtesy of Purdue Online Writing Lab "Creating Good Interview and Survey Questions"
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DO YOU BELIEVE THAT THE PARKING SITUATION ON CAMPUS IS PROBLEMATIC OR DIFFICULT BECAUSE OF LACK OF SPACES AND THE WALKING DISTANCE OR DO YOU BELIEVE THAT THE PARKING....

**REMEMBER:
AVOID WORDY QUESTIONS.**

HOW DO YOU ASK THE RIGHT QUESTIONS?

*Examples courtesy of Purdue Online Writing Lab "Creating Good Interview and Survey Questions"
<http://owl.english.purdue.edu>*

HAVE YOU EVER ENCOUNTERED PARKING PROBLEMS IN THE PARKING GARAGE ON CAMPUS? DO YOU LIKE THE BUS SYSTEM?

**REMEMBER:
AVOID UNRELATED QUESTIONS.**

FRAMING A GREAT CONVERSATION

- ✓ **POSITION** - ESTABLISH WHERE THIS PERSON SITS IN THE SPACE YOU ARE EXPLORING
- ✓ **CONVICTIONS** - UNDERSTAND WHAT THEY BELIEVE TO BE TRUE AND WHY
- ✓ **DOUBTS** - UNDERSTAND WHAT THEY HAVE A HARD TIME BELIEVING, WHAT MAKES THEM NERVOUS AND WHY
- ✓ **COLOR** - ASK ANYTHING ELSE THAT WILL HELP TO COLOR IN THEIR RESPONSES TO THEIR PREVIOUS QUESTIONS
- ✓ **QUESTIONS** - ALWAYS LET THEM ASK YOU QUESTIONS. SOMETIMES THE BEST STUFF COMES OUT FROM WHAT THEY ASK YOU

REMEMBER:

WRITE A WELL FORMULATED GUIDE WHEN INTERVIEWING. QUESTION FLOW IS IMPORTANT.

QUESTIONS?

WORKSHOP:

**“WHO ARE YOU
SERVING?”**

PRIORITIZE PEOPLE

- **20 minute ideation:** Start with a fresh pile of post-it notes in front of you. Make labels for 5 piles. Make a Post it Note for **EVERY*** person or type of person you think of in each group
 - **Users:** People your products and services serve directly
 - **Career Helpers:** People who might help you in your career
 - **Experts:** People who are within the industry/market/field(s) that matter to your work
 - People who you seek to make proud
 - People who you shouldn't care about the opinions of, but do.
- **40 minute group work:** Get into groups of 4. Make a line on your table with tape. On one end of the line write "Most Important" on the other end of the line write "Least Important" -- talk aloud as you sort the first four piles onto the line, while maintaining groups -- resulting in a matrix. **Discard last group (truly)**. This should take 10 minutes per person to get through.

**If there is an audience that your work is squarely not serving but could be mistaken to be serving or suggested to serve in the future, include that audience in this exercise.*

**MOST
IMPORTANT**

PERSON
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**LEAST
IMPORTANT**

USERS

**EXPERTS
IN FIELD**

**CAREER
HELPERS**

**PEOPLE TO
MAKE PROUD**

ASSIGNMENTS

Blogging Assignment (due by noon tomorrow)

Write about your plans to create personas for the 3-5 people you prioritized highest.

If you have no experience researching them yet, write a question list of what you want to ask them and how you might go about finding them and getting time with them.

If you have experience researching them, write what you know about them and a list of questions to get at what you don't yet know.

Spoiler Alert: Personas will be a helpful part of your book's chapter on Audience & Markets