

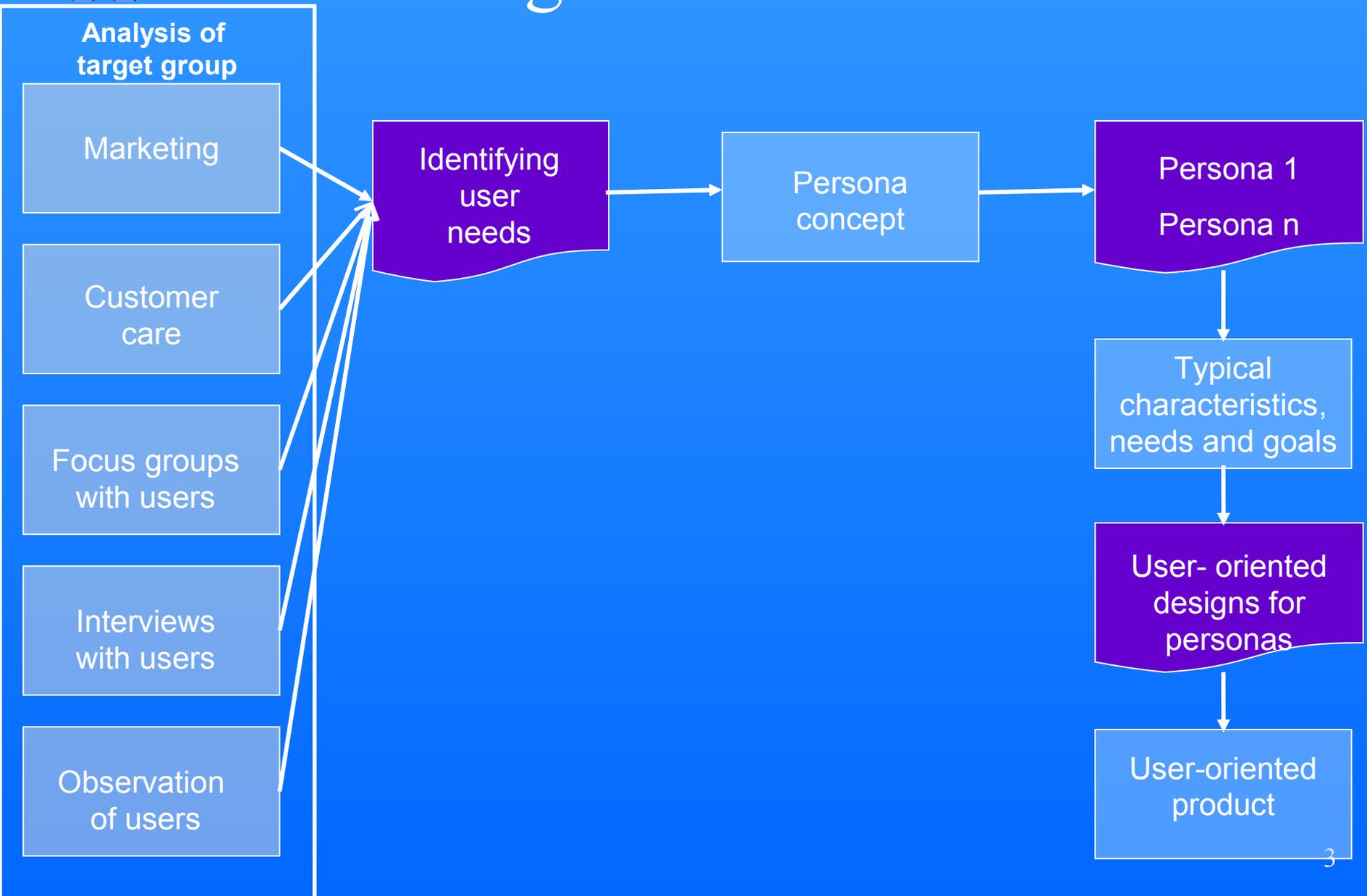
Putting Personas into Practice

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How to conduct a project using personas

- Gather information about the potential or actual users
- Identify users' needs and requirements
- Identify the typical knowledge and goals of users
- Design the various personas and primary personas
- Work with your personas
- Optimize system design for the personas
- Achieve an optimized product design

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Steps in working with personas (1 of 2)

- Develop a cast of characters for your project
- Identify the primary personas
- Identify the personas who are not users
- Define the tasks the personas want to do with the product
- Define the goals the personas want to reach

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Steps in working with personas (2 of 2)

- Define the devices the persona uses
- Define the constraints the persona faces
- Write a scenario for each persona that explains how the persona will use the product (be goal-oriented not specific)
- Role-play the scenario taking the role of the persona
- Use the findings to design the product

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Explanations for persona work (1 of 2)

- Every design project gets its own cast of characters
- It consists of 3 to 12 unique personas
- They represent the user population
- The major players are primary personas
- Every cast of characters has at least one primary persona. A primary persona is the individual who is the main focus of design

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Explanations for persona work (2 of 2)

- A primary persona is someone who must be satisfied, but who cannot be satisfied with an design for any other persona
- Identifying the primary personas is a vital step in the design project
- The practical problem is identify the primary personas and narrow them down
- For each primary persona exists always an interface designed especially for him or her

Conclusion

- Personas have to be unique and different in order to be useful
- Contrasting personas show the range of difference between the groups of prospective users
- All personas are equal but some are more important and called “primary personas”
- Personas are used with other techniques such as scenarios and role-playing