

PromonTech-PFS Beta Lab

Activity Plan: Build a Factory Persona

Date: January 31, 2018

Time: 2:45pm - 3:45pm



Purpose

Engage stakeholders in persona creation. Gather feedback about pain points, challenges, thoughts, and feelings from people with direct experience in similar situations.

Tasks

- We'll create a persona one as a group.
- Each participant will complete the worksheet handout separately, then we'll post the values to our persona map.
- Participants do not need to answer every question. Instruct them to pick the ones that seem most relevant in describing this person
- Print and hand out worksheets,
- Persona map taped up on wall or glass
- Supplies: Black fine tip sharpies, sticky notes in 3-5 different colors.

Participants

Stakeholders, engineers, business executives, designers—anybody responsible for creating products that serve personas

Step 1: Introduce activity (10 minutes)

- Re-introduce personas
- Pass out worksheets
- Explain

Step 2: Fill out worksheet (10 min)

Step 3: Facilitator transcribes persona qualities on map (15 minutes)

- Facilitator reads through worksheet questions and asks participants for their answers.
- Facilitator writes answers on persona wall map OR invites participants to do so

Step 4: Reflect on results and activity (10 minutes)

Ask participants to discuss: What surprises you? What did you learn about your persona? What aspects of your persona do you want to learn more about? What should we change?

Step 5: Post-activity follow up

Take and share a photo of the map, document the thinks and feels, incorporate them into the narrative persona.

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Notes and Sources

Why use personas?

<https://www.copyblogger.com/empathy-maps/>

Quote

Rather than beginning with shiny new technology, we start by trying to establish deep, personal empathy with our users to determine their needs and wants. We must fill in two blanks: Our users need a better way to ___ BECAUSE ___. The because portion is a big deal. --- Dr. James Patell, Stanford University

Characteristics of Personas

<http://www.uxbooth.com/articles/creating-personas/>

- They reflect patterns observed in research
- They focus on the current state, not the future
- Are realistic, not idealized
- Describe a challenging (but not impossible) design target
- Help you understand users':
 - Context
 - Behaviors
 - Attitudes
 - Needs
 - Challenges/pain points
 - Goals and motivations

Benefits of using personas

- Personas can be used to validate or disprove design decisions
- Personas allow us to vet and prioritize feature requests
- You can critique new designs and prototypes as the persona – takes personal dynamics and design preferences out of the mix
- Use personas to communicate research insights and user goals in story form

What happens when we don't use personas?

- Every time a customer makes a request, the design changes.
- Everyone on the team has a different opinion about who we are designing for (who the target user is). This can result in:
 - Self—referential design*
 - The “elastic user”
 - We can't agree on which features to prioritize (what the user's primary goals are)
 - We spend time developing features that never get used (edge cases)

* "self-referential design" when the designer or developer projects their own mental models, which may be very different from that of the target user population, onto a design

Links

<https://medium.com/@harrybr/how-to-run-an-empathy-user-journey-mapping-workshop-813f3737067>