



# Engaging Personas

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# Introduction

- For design user-centred and try to model the needs of different users
- When you want to establish higher engagement with personas compared to other methods
- When you want to refer to real user data

## Design Phases



# Introduction - Data Gathering

- Think qualitatively, verify quantitatively
- Collect as much knowledge about users as possible with qualitative and quantitative methods
  - Focus on project-related questions and on patterns in attitude and behaviour, e.g.: "Walk me through a typical day", "Are you somehow dissatisfied with our product/service?"
- Analyse and summarize your data and try to find repeatable patterns and similarities to build clusters or groups, that...
  - explain differences among users
  - are different from another
  - cover all users

# Instructions

## Creation of Engaging Personas



- Description and characterization
  - Hard facts (e.g.: gender, age, education, job...)
  - Interests, values, attitudes
  - Lifestyle, a typical day
  - Goals, interests, expectations, motivations, needs
  - Behaviour patterns and approaches, personality
  - Usage of computer, internet and TV
  - Others (e.g.: concerns, responsibilities, tasks, skills, knowledge, quotes, biography, brands,...)

# Instructions

## Creation of Engaging Personas



- Stories that bring personas to life
  - Specific situations that could trigger the usage of the product or service
  - Scenarios that feature the personas in the role of a user
  - Vivid descriptions of activities
  - Placement in a specific context with a problem that needs to be solved
  - Including psychological aspects, like emotions or motivations



## Strengths:

Helps to justify design decisions due to the identification with personas.

## Weaknesses:

Can be expensive and time consuming. For the data analysis further knowledge is necessary.



# Contact

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