



Fictional Personas

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Introduction

Use fictional personas, when you...

- want to design user-centered
- Try to model needs of different users
- Are in the beginning of a design process
- Don't have real user data

Design Phases





Introduction – Creation of Personas

- Define possible user groups
- Set amount of personas
 - Primary persona — needs serve as bias
 - Secondary Persona — Needs are mostly covered
 - Additional Personas — Needs are completely covered
 - Non-Persona: Not considered
- Describe and characterize



Introduction – Description and Characterization

- Goals & Interests
- Personalities, behavioural patterns and approaches
- Desires, values, preferences, motivations, concerns
- Responsibilities, tasks, skills, knowledge
- Demographic Information (name, age, gender, profession, biography)

Instructions



1. Discuss and collect assumptions about the product context and possible user groups.
2. Set an amount of personas that makes sense to create. It can be useful to classify user groups into persona types to prioritize them.
3. Separate participants into small groups (3-5 per group).
4. Introduce and explain the persona template.
5. Give each group 15 to 20 minutes to fill out the persona template. Each group decides who will be the facilitator. The facilitator is responsible for taking notes and filling up the template according to the group discussion.
6. Let groups present their personas to the other participants.
7. Compare different personas, discuss patterns and resolve conflicts.

Instructions

Outcome and Evaluation



The outcome of the fictional persona method is a representation of a particular type of user:

It is a precise description, which makes it more concrete than a user group and therefore facilitates discussions within the project group or development team.

Also it implicates commitment within the team, if a fictional persona has jointly been created. As a next step, more concrete actions can follow, e.g. building a scenario or writing user stories.

ADVANTAGES

- Increase empathy with user group
- A persona facilitates discussions and provides focus
- Feasible with low effort, even for a low-budget team
- Can be conducted at very early stage
- Useful tool in combination with other methods

DISADVANTAGES

- It's still only fictional and can differ from reality
- Risk of sticking to stereotypes or forgetting about real user data
- Result is hard to justify or rely on

Instructions

Outcome and Evaluation



You are marketing manager of a fair exhibitor. To gain more traffic on fairs, you send out mail newsletters to all customers, in which they can sign up for a free coffee (→ **A**) at your booth. You are unhappy about the response rate of the recent fairs and want to improve your invite.

Problem: response rate to the mail is not high, customers don't take the effort to sign up

Research: you find out that competitors are more successful if they offer other types of beverages

Hypothesis: a cold beverage as free drink (→ **B**) will increase the response rate

- You have developed an alternate version to your current invite and calculated sample size + statistical parameters
- Set up in an adequate tool and run the test
- You test with a sample size of 600, significance level of <5% splitting your contacts randomly
- Conversion rate of A: 10%, B: 35%
- **Version B is performing significantly better and will therefore replace A!**

Links

MLi, Huimin (2017): A Step-by-Step Guide to Constructing a Persona Workshop, [online] <https://www.mindtheproduct.com/step-step-guide-constructing-persona-workshop/> [19.07.2020]

Dam, Rikke Friis and Siang, Teo Yu (2020): Personas — A Simple Introduction, [online] <https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them> [19.07.2020]

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Contact

usability-siegen.de

fablab-siegen.de