Essential Personas

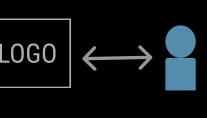
About Personas

What are Personas

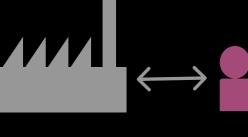
A persona describes a hypothetical, 'archetypal' user. It stands as an example for a specific person who represents a user group with similar requirements for the functionality and interaction design of a product.

Applications

Fundamentally, personas can be formed for various inquiries. For the development of a brand, the development of a customer relationship, or for the development of a service or product. Accordingly, one differentiates between Brand, Buyer, or User Personas. We will focus on User Personas for the development of a service or product in the following.



Brand Persona



Customer Persona



User Persona

Assumption-Based Personas



At the beginning of the project - in the scoping phase - we formulate what are known as "Proto-Personas". Proto-Personas are preliminary or hypothetical personas based on assumptions and serve as a starting point to gain a better understanding of the target audience.

Validated Personas

Proto-Personas are validated in the further course with the help of user research. Once validated, Proto-Personas are then simply referred to as "Personas."

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Research	

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Persona

Proto-Persona

Should we identify deviations from the original Proto-Persona, we systematically document these using Insight Statements.



Personas often include descriptions that are irrelevant to the design, which can reduce the acceptance of the concept and make its application more difficult. Essential Personas, on the other hand, focus only on elements that have a direct impact on design decisions in the development of the solution.

Example

Below, you will find a comprehensive example of a user persona specifically designed for a coffee machine. It's important to note that when mapping out a particular user journey, like the maintenance routine of the machine, integrating key attributes directly into the journey's narrative can be more impactful than assigning them to the persona.

Knowledge and Experience

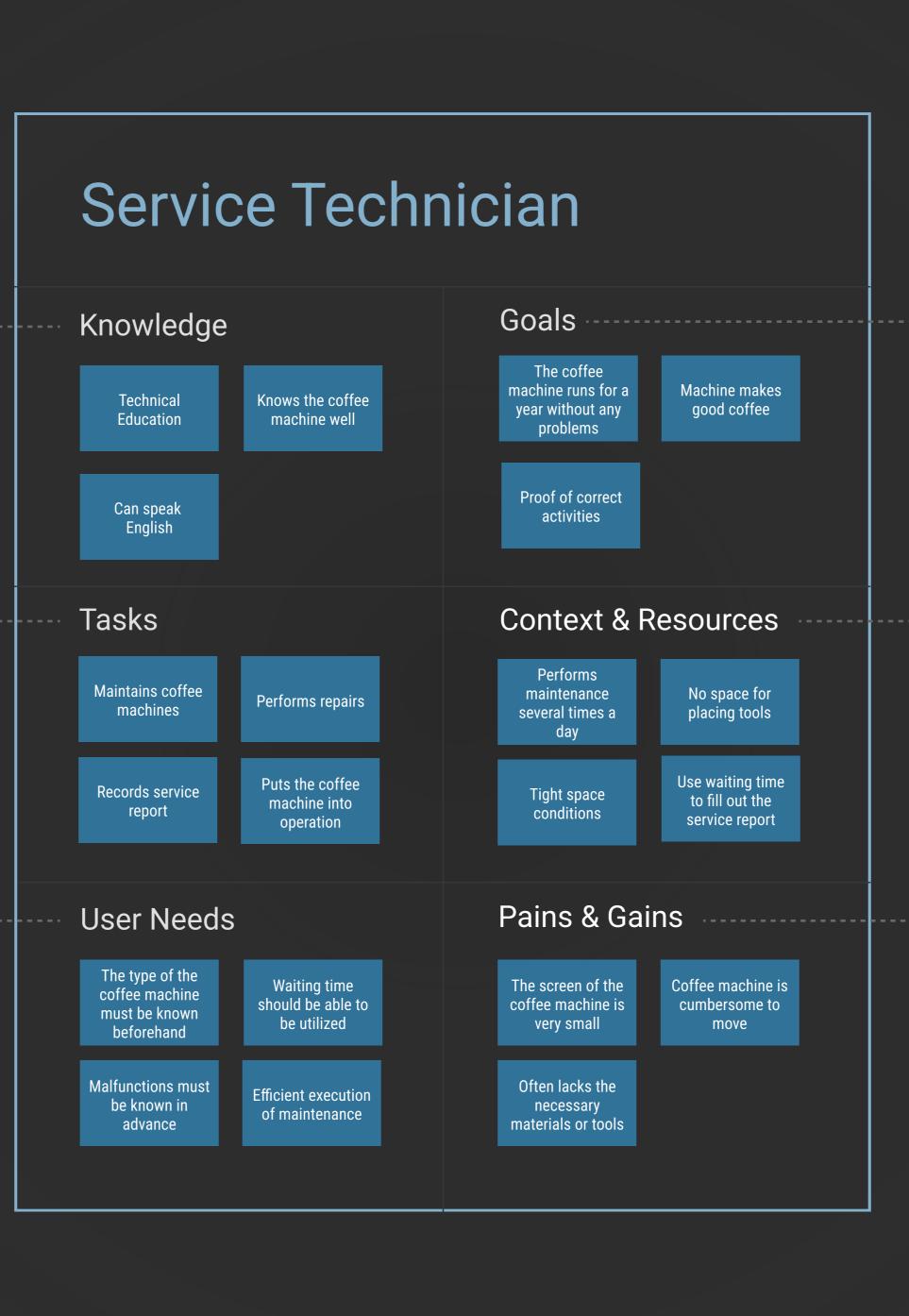
Under "Personal," we describe the resources available to a user group in achieving their goals. These include education, domain knowledge, tool knowledge, or language skills. Limitations can also be described here.

Tasks

The tasks in a process show us what activities people do to reach their goals. By looking at these tasks, we learn about what users need and want, and the problems they have.

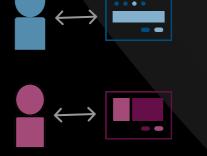
User Needs

User Needs describe the specific prerequisites or conditions that must be met for users to successfully perform their tasks in the given context and thus achieve their goals.



Characteristics

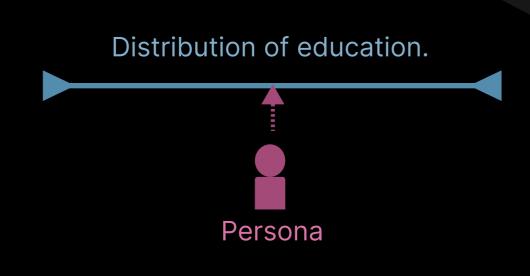
Only Relevant Characteristics



With personas, we model those characteristics of user groups that influence the design of the User Interface. Consequently, a user's hair color is not relevant to us. Therefore, different personas would require different

Personas and User Groups

In user groups, there are different variants of a characteristic, such as users with long or short education. However, when creating a Persona, we focus on a specific variant of this characteristic to design precisely. Personas thus consolidate decisions that directly influence the design of a service or product.



Personas and Research

Proto-Personas in Research Planning

Proto-Personas assist in clearly identifying and illustrating assumptions and ideas about users. They guide us in selecting which users to observe and what to focus on during these observations. From Proto-Personas, we derive a research plan and specific guidelines for various investigative methods.



Proto-Persona

Goals

Goals describe the desired outcome that a user aims to achieve by using the system under consideration. They define the state that should be realized after interacting with the system.

Context & Resources

Goals outline the desired outcome a user seeks through the use of the system in focus. They depict the state that should be achieved post-interaction with the system.

Pains & Gains

Pains highlight unmet needs and potential improvement areas for new solutions. Gains reveal well-met requirements and aspects to retain in these solutions.

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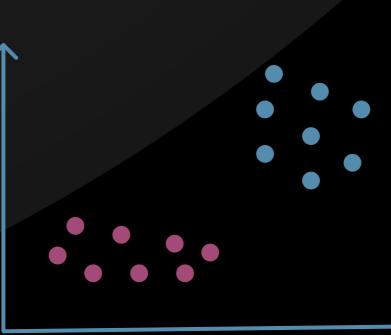
Qualitative Validation

The features set in the Proto-Personas are compared with data gathered from interviews and observations. Then, the Personas are adjusted and refined based on these findings.

Quantitative Validation

Using quantitative data helps verify how well Personas represent and apply to a broader group. Cluster analysis, a technique for this, identifies and ranks common traits in a user group by examining how these traits vary. If comparing traits leads to distinct clusters, it may indicate the need for multiple Personas to fully capture the user group's diversity and differences.

Frequency of maintenance activities



Knowledge about the machine

Proto-Persona Workshop

Preperation

We define the goal of the Proto-Persona workshop and identify relevant participants. Prior to the workshop, we gather information about potential users and target groups to establish a solid foundation for the workshop.

Introduction and Context

At the start of the workshop, we provide participants with an overview of the current project. Using the Proto-Problem Statement, we outline the objectives and constraints of the initiative. We also explain to the participants the purpose and importance of Proto-Personas

Brainstorming

We ask workshop participants to look for potential user groups. We focus on scenarios with different user goals, resources, or contexts. The main characters in these scenarios are potential Proto-Personas. Participants then note down these Proto-Personas on cards, including their title and key features, and place them in front of themselves.

Consolidate

In the meeting, participants show their cards and put them on the wall. If there are similar cards, they group them together. After everyone shows their cards, we check the groups and name each one.

Prioritize

We aim to identify the most important Personas. We consider the following aspects: the size of the user group they represent, the frequency of the relevant use case, and how unique the Persona's requirements are. Based on these criteria, participants now allocate points to the different Personas.

Work out

We now form small groups of two to three participants. We consider who among the participants has special knowledge about certain Personas and take this into account when assigning Personas to the groups. Each group then takes on the detailed description of one to two Proto-Personas.

Feedback

The small groups present their Proto-Personas. Together, we review their characteristics. Any desired changes are noted collectively

Finalize

In the small groups, the Proto-Personas are revised and finalized, incorporating the feedback received. We conclude the workshop with these final versions.