STORYBOARDS, SCENARIOS, AND PERSONAS

3 SEP 2015
STORYBOARDS
Storyboard for Disney’s Melody: Adventures in Music (1953)
Source: Michael Sporn Animation
Now students, listen close to me—

cause today we're gonna talk about Mel O'Dell,

now all the professors and cats have found
STORYBOARDS FOR UI DESIGN

Goal: Understand how your product or application fits into a larger context.
Shows a single scenario / tells a single story
Start by setting the stage:
Then show key interactions with your application
Zoom back out and show the consequences of using the application
Could be satisfaction, but also think about errors
TOM, a CS student, is on campus and wants to take a trip to SF by BART.

"I wonder when I'll have to start walking down hill to catch the train..."

So he pulls out his phone and launches the "C.T.T." app.

Using dropdown menus, he selects the downtown Berkeley BART, and 10 minutes of walk time.
Critique this storyboard in two ways:

1) Formally (i.e., how well does the storyboard itself convey the idea)

2) Content (i.e., critique the application idea itself)
PERSONAS
PERSONAS (FROM COOPER)

“Hypothetical Archetypes”
Archetype:
An original model or type after which other similar things are patterned; a prototype
An ideal example of a type; quintessence

A precise description of user in terms
Capabilities, inclinations, background
Goals (not tasks)
PERSONA EXAMPLES

I’M JULIE, AN ACCOUNT MANAGER. I’M RESPONSIBLE FOR THE PURCHASES FOR MY DIVISION.

YO, I’M MIKE, I WORK OUT IN THE FIELD, AND I NEED DURABLE TOOLS I CAN THROW IN MY TRUCK.

HI I’M JOHN. I’M AN ENGINEER, AND I SUGGEST WHAT PRODUCTS MIGHT WORK BEST.

Brad Colbow (http://carsonified.com/blog/design/how-to-understand-your-users-with-personas/)
WHY PERSONAS?

It’s hard to reason about users in aggregate, and impossible to please everyone.

General users have too many conflicting goals.

http://simpsons.wikia.com/wiki/File:TheHomer.png
WHY PERSONAS?

It’s easier to reason about specific fictional people.

Specific personas have clear, well-articulated goals
DEFINING PERSONAS

Identify major clusters from multiple user interviews/inquiries

Based on real-world observations

Interviews

Information supplied by stakeholders and area experts

Market research

Data from literature

Direct user observations are best!

Give them names
DEFINING PERSONAS

Personas represent a class or type of user but should be used as an individual.

Types of users are a range not an average.

Not a stereotype – which are usually not based on assumptions not factual data.

Reuse personas.

Personas must have motivations / goals.
PERSONA GOALS

Experience goals – simple, universal, and personal
...how someone wants to feel while using a product

“feel smart or in control”
“have fun”
“feel cool or hip or relaxed”
“remain focused and alert”
PERSONA GOALS

End goals – users motivation for performing the task associated with product

...when you open an app you usually have a desired goal

“get the best price”
“get home on time”
“stay connected to friends”
“be aware of problems before they become critical”
PERSONA GOALS

Life goals – personal aspirations of the user beyond the product design designed...usually long term

“live a health life”
“be a connoisseur of …”
“be attractive, popular, or respected by my peers”
“live off the grid”
PERSONA GOALS

Technical goals

Run in a variety of browsers
Safeguard data integrity

Persona relationships

Social applications
Parents
Teacher – student
Nanny – child – parent
PERSONA GOALS

Business goals

Increase profit
Retain customers

Organization goals

Educate the public
Raise enough money to cover overhead

Primary

Secondary

Customer – rather than end user

Negative – who is this not built for
PERSONA GOALS

Synthesize their goals

Check for completeness and specificity

Specificity prevents “elastic user” – design team stretches user to fit needs

Try them out by developing narrative
USING PERSONAS

Will Julie want to perform this operation often?

Will she ever?

Can help prioritize functions with improved clarity

Design each interface for a single primary persona
<table>
<thead>
<tr>
<th></th>
<th>AMANDA</th>
<th>GLORIA</th>
<th>CHARLES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td>7</td>
<td>34</td>
<td>66</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td>Second grade student</td>
<td>Part-time office administrator</td>
<td>Retired accountant</td>
</tr>
<tr>
<td><strong>Home Life</strong></td>
<td>Lives with her mother, father, and younger sister in the suburbs of a large city.</td>
<td>Lives with her husband and two children in a mid-sized city.</td>
<td>Lives with his wife in the suburbs; has four children and six grandchildren.</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td>In elementary school</td>
<td>Has a bachelor degree</td>
<td>Has an MBA</td>
</tr>
<tr>
<td><strong>Activities</strong></td>
<td>Plays soccer, reads, and takes ballet lessons; saves her birthday money and allowance to spend at the mall.</td>
<td>Enjoys crossword puzzles and reading mystery novels. Spends a lot of time driving her children to activities.</td>
<td>Likes to work in the garden and drink wine. Enjoys traveling with his wife and investing in the stock market.</td>
</tr>
<tr>
<td><strong>Ultimate Goal</strong></td>
<td>Goal is to turn 10 so that her parents will let her baby-sit her cousins.</td>
<td>Goal is to make sure her family is taken care of and to find a little time for herself each day.</td>
<td>Goal is to make sure he and his wife have enough money to enjoy retirement and leave his children an inheritance.</td>
</tr>
<tr>
<td>AMANDA</td>
<td>GLORIA</td>
<td>CHARLES</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>---------------------------------------------</td>
<td>----------------------------------------------</td>
<td></td>
</tr>
<tr>
<td><strong>Web Usage</strong></td>
<td><strong>Web Use and Information Needs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uses the Web for school projects and playing with Webkinz.</td>
<td>Uses the Web for shopping, news, and communication. Restricts the websites that her children visit.</td>
<td>Uses the Web for email and occasional research. Also shares images and videos of his grandkids.</td>
<td></td>
</tr>
<tr>
<td><strong>Web Competency</strong></td>
<td><strong>Web Competency</strong></td>
<td><strong>Web Competency</strong></td>
<td></td>
</tr>
<tr>
<td>Moderate competency</td>
<td>High competency</td>
<td>Low competency</td>
<td></td>
</tr>
<tr>
<td><strong>Frustrations</strong></td>
<td><strong>Frustrations</strong></td>
<td><strong>Frustrations</strong></td>
<td></td>
</tr>
<tr>
<td>Gets frustrated because her parents don’t always buy her the cool stuff that her friends have.</td>
<td>Gets frustrated by traffic and waiting in line. Feels like there is never enough time.</td>
<td>Gets frustrated when he calls customer service and can’t get a human on the phone.</td>
<td></td>
</tr>
<tr>
<td><strong>Frequent Sources of Information</strong></td>
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<td><strong>Frequent Sources of Information</strong></td>
<td></td>
</tr>
<tr>
<td>Friends, school, and parents</td>
<td>Oprah, amazon.com, and local TV news</td>
<td>Cable network news and Consumer Reports</td>
<td></td>
</tr>
<tr>
<td><strong>Quote</strong></td>
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<td><strong>Quote</strong></td>
<td></td>
</tr>
<tr>
<td>“I can't wait until I’m in the fourth grade and get a locker at school.”</td>
<td>“I love being a mom but I often feel stressed and need more balance in my life.”</td>
<td>“I worked hard my whole life and now I am enjoying my retirement with my family.”</td>
<td></td>
</tr>
</tbody>
</table>
How do personas differ from the people you observe in an inquiry?
SCENARIOS
SCENARIOS

Narrative as a design tool

Scenario should be simple and focused

Contain detailed rather than abstract points (2pm Chem 1A class in LeConte Hall not “attend class”)

Use personas in scenarios – how does it serve their needs?

Context scenarios – day in the life scenario

Unboxing scenario – first usage and setup
In what setting(s) will the product be used?
.. Will it be used for extended amounts of time?
.. Is the persona frequently interrupted?
.. Are there multiple users on a single workstation or device?
.. With what other products will it be used?
.. What primary activities does the persona need to perform to meet her goals?
.. What is the expected end result of using the product?
.. How much complexity is permissible, based on persona skill and frequency of use?
SCENARIOS

**Motivation** – what prompted the persona to embark on the scenario?

**Context** – where is the person while the scenario is taking place? Does it change? Who else and where else is involved?

**Distractions** – What kinds of distractions or interruptions typically occur and how does the persona deal with them?

**Goal** – What is the persona’s goal? Information seeking? An artifact? An emotion?
SUMMARY

Storyboard's
How action and narrative is framed around interaction

Personas
Specific archetype of target user
Build based on contextual inquiries/interviews

Scenarios
Use of narrative, persona, and context