STORYBOARDS, SCENARIOS, AND PERSONAS

1 FEB 2016

ERIC PAULOS

www.paulos.net

UNIVERSITY OF CALIFORNIA Berkeley

ANNOUNCEMENTS

DESIGN 01 (Due before class Wed)

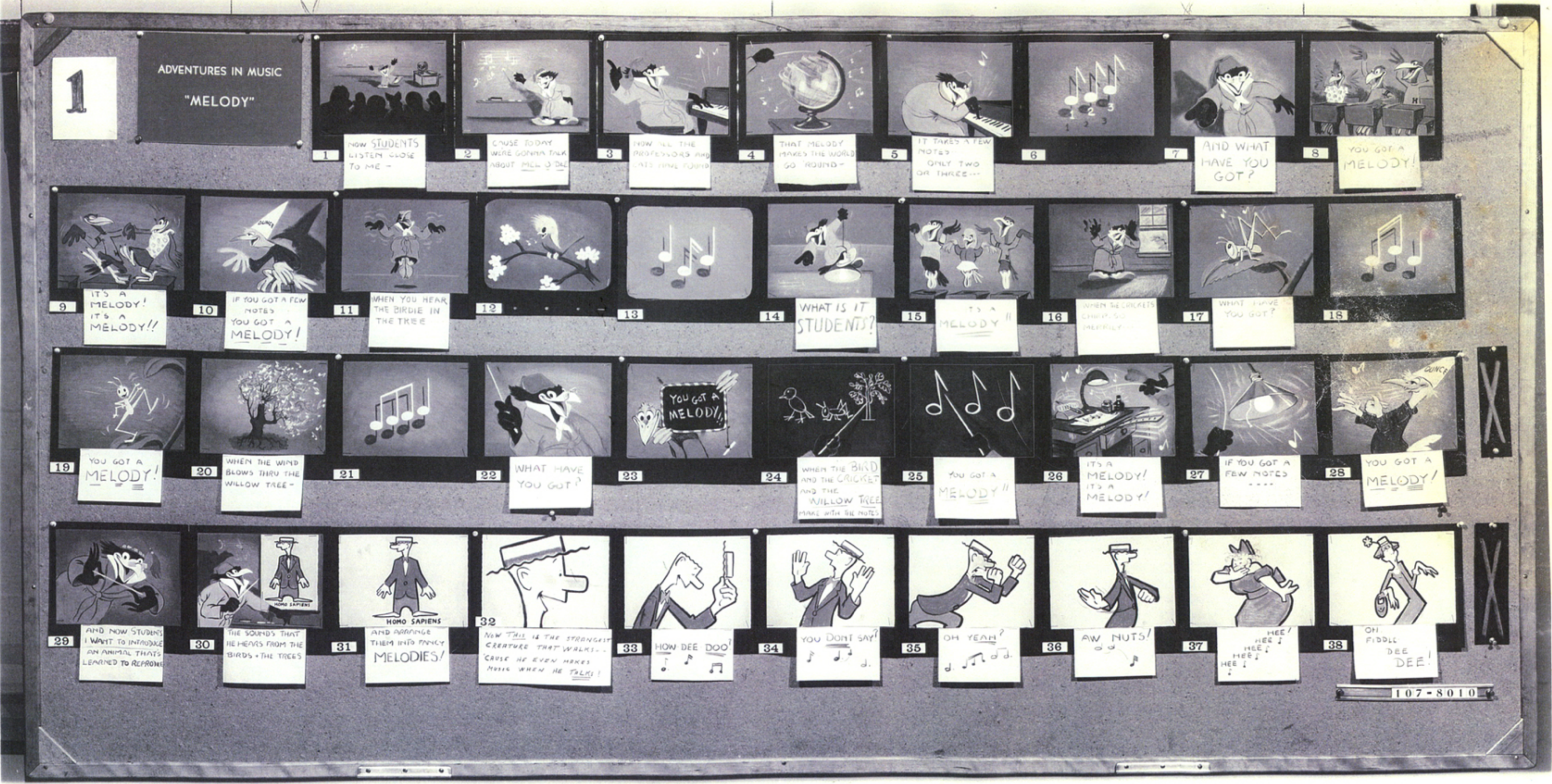PROG 01 (Due this Friday Midnight)

Enrollment — emails by EOD

STORYBOARDS
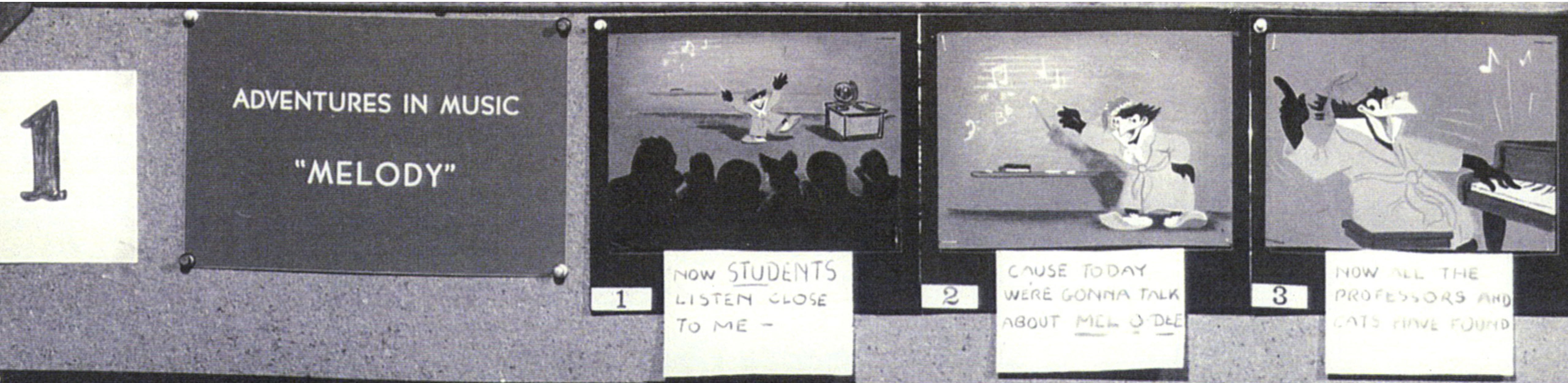
STORYBOARDS

STORYBOARDS

STORYBOARDS FOR UI DESIGN

Goal: Understand how your product or application fits into a larger context.
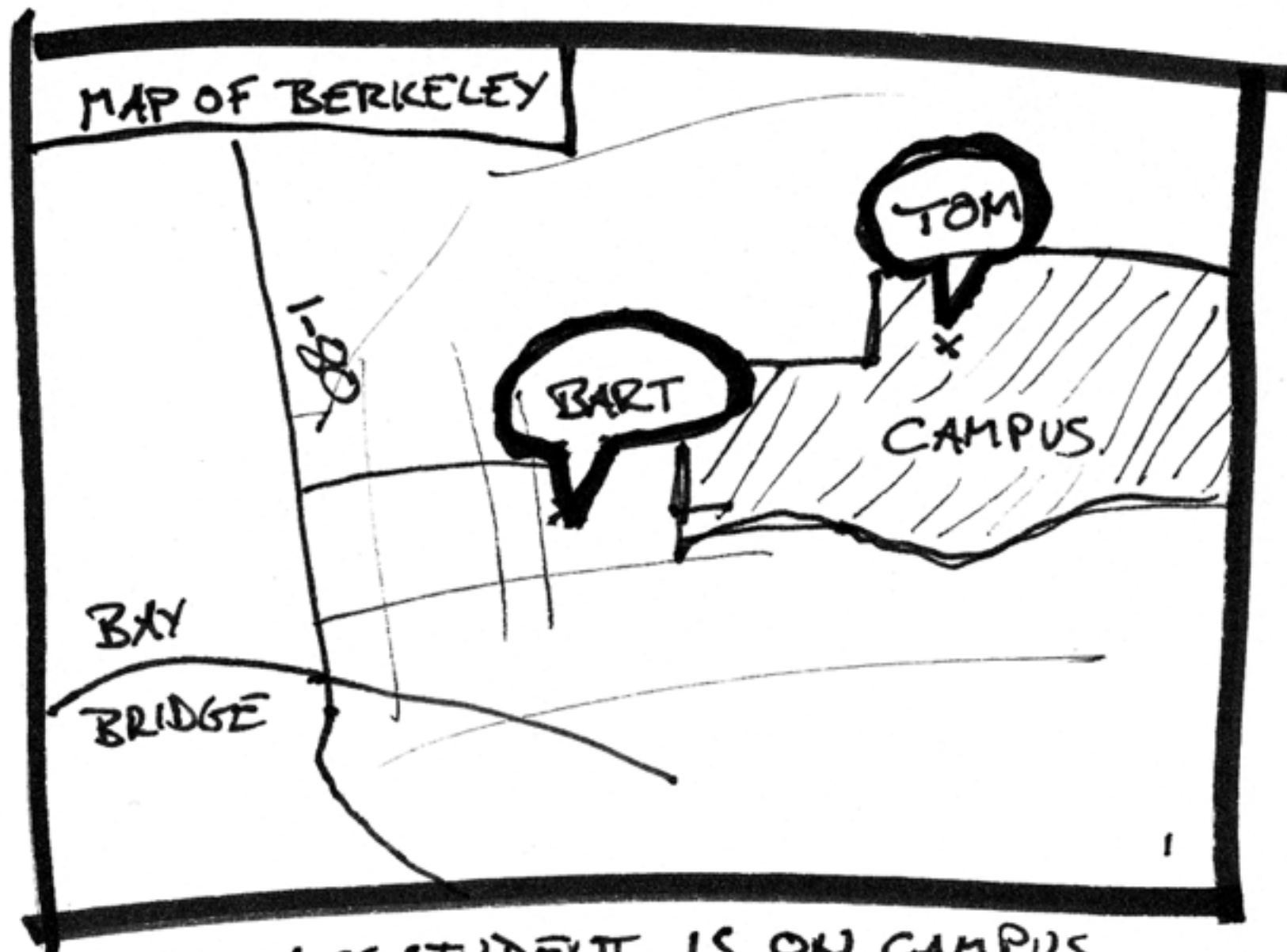
Shows a single scenario / tells a single story

Start by setting the stage:

Who? What? Where? Why? When?

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.
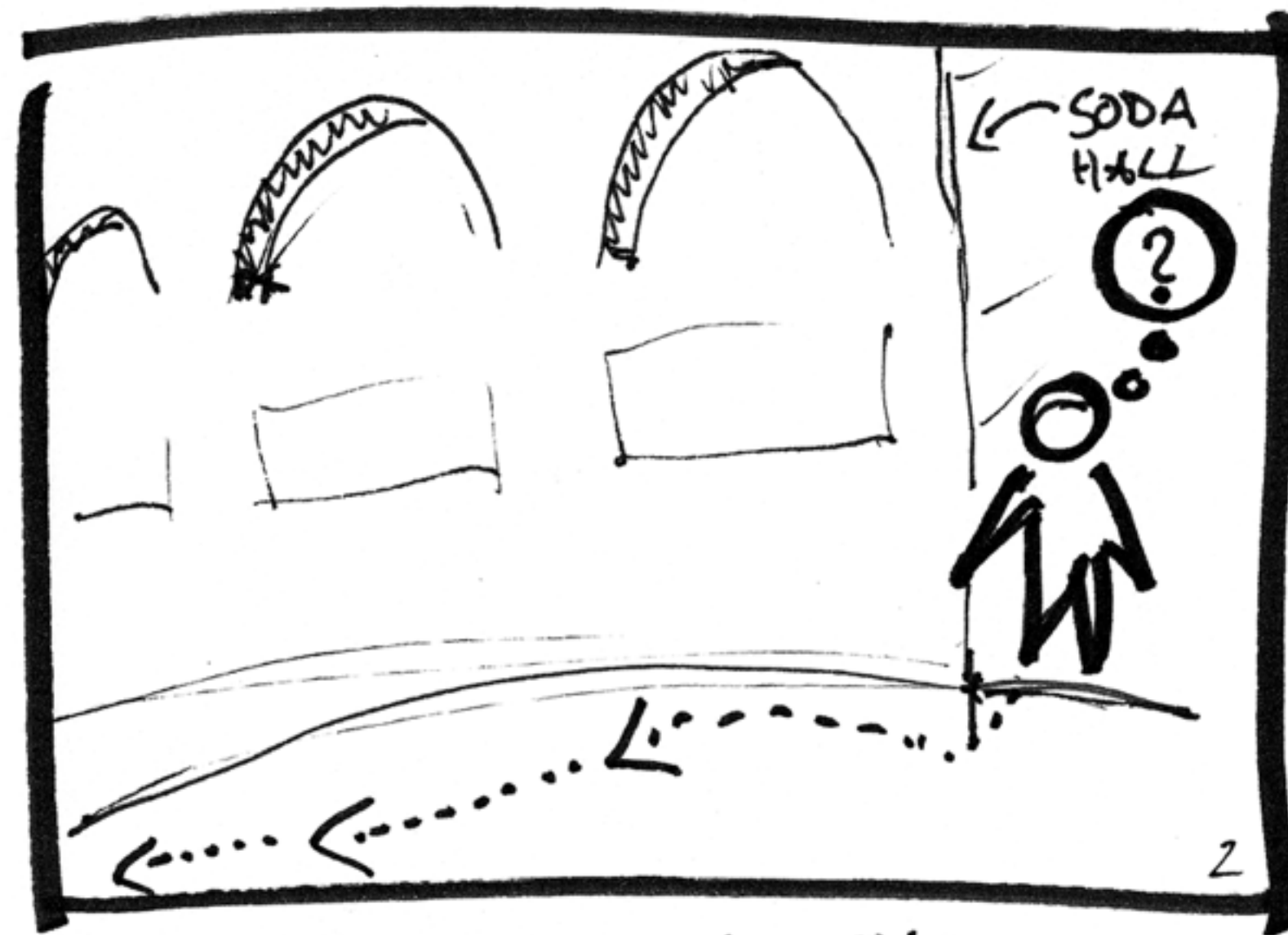
"I WONDER WHEN I'LL HAVE TO START WALKING DOWN HILL TO CATH THE TRAIN..."

SO HE PULLS OUT HIS PHONE AND LAUNCHES THE "C.T.T." APP
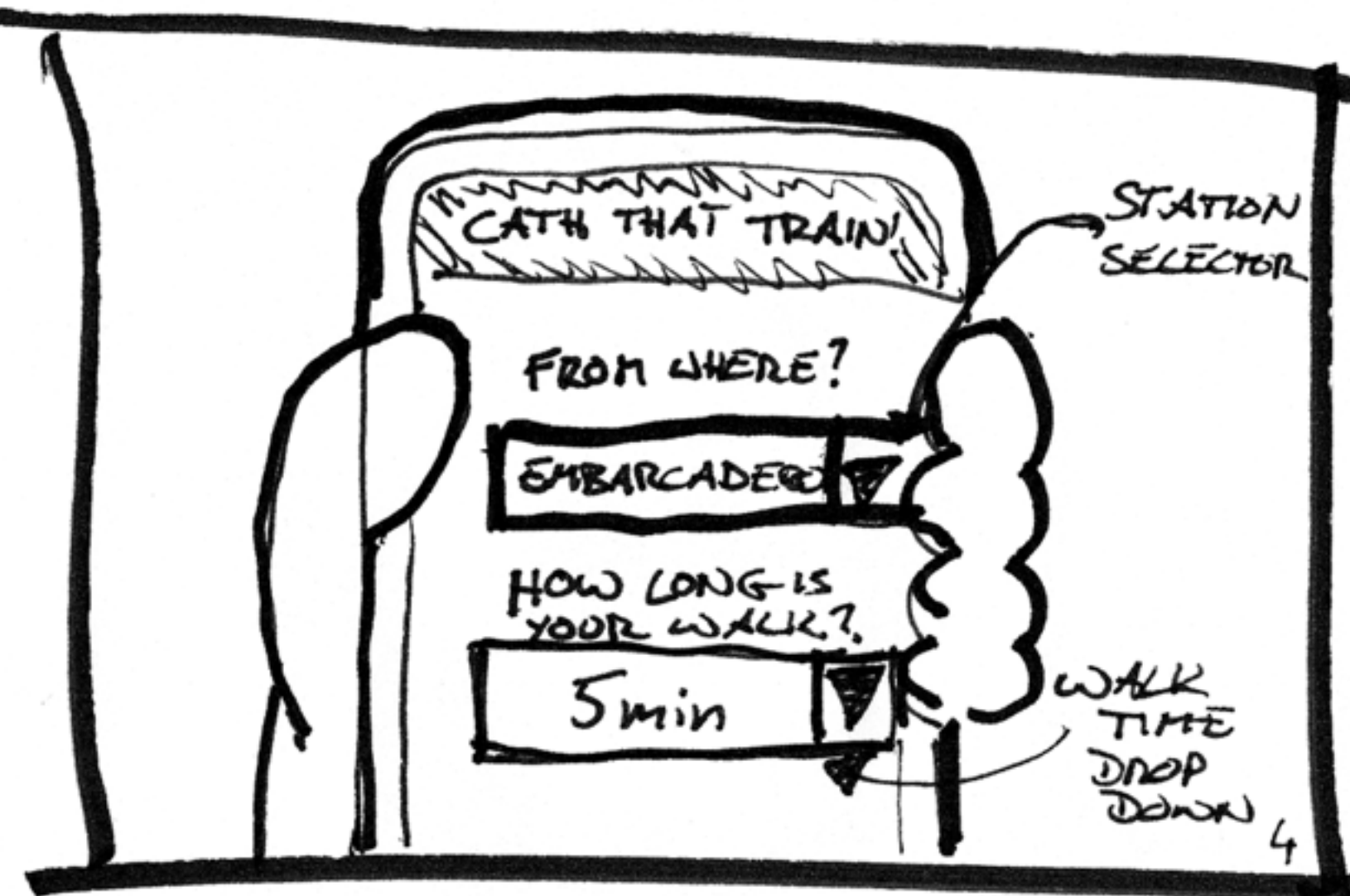
USING DROPDOWN MENUS, HE SELECTS THE DOWNTOWN BERKELEY BART, AND 10 MINUTES OF WALK TIME
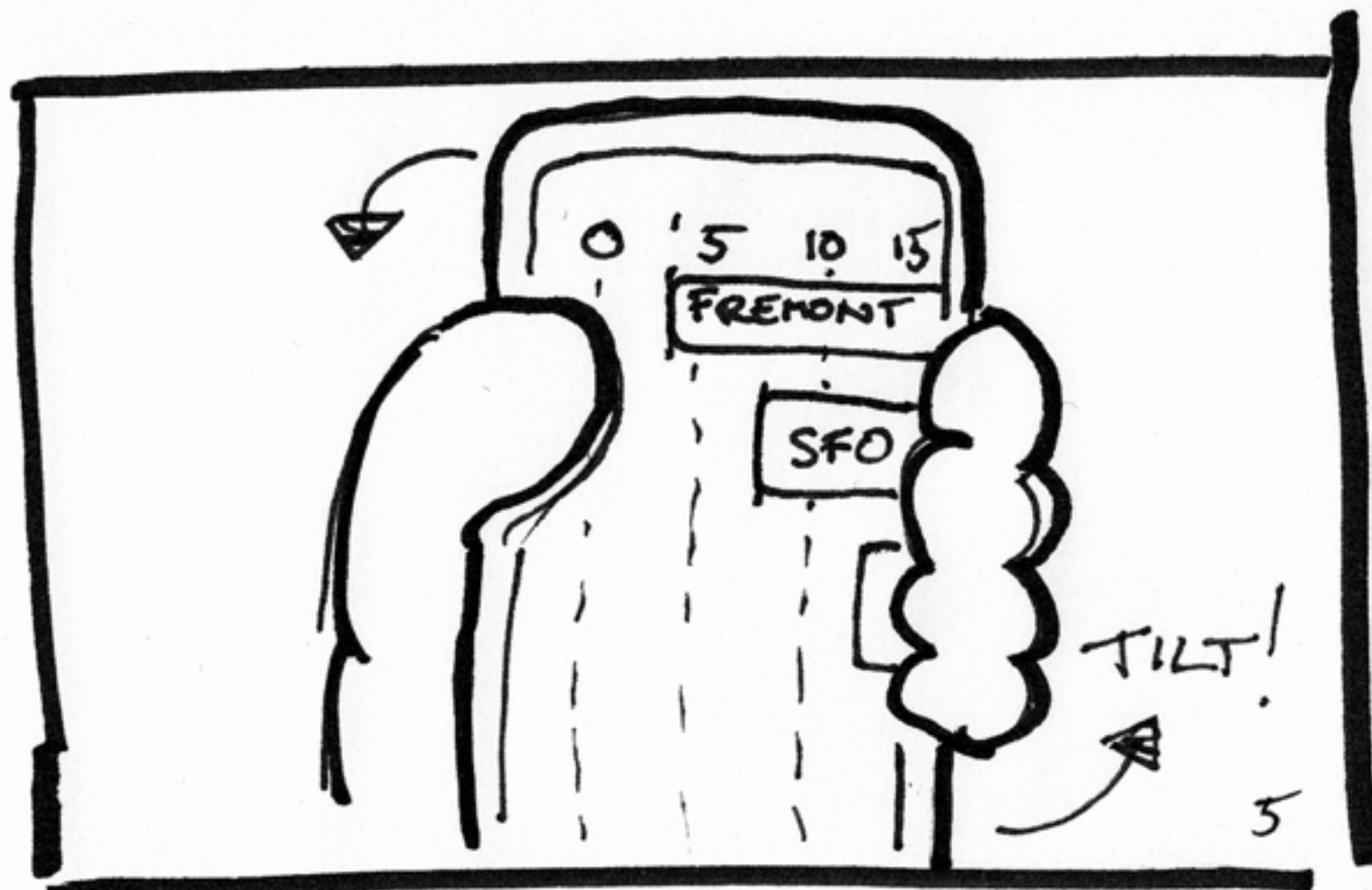
THE C.T. APP SHOWS A GRAPHICAL OVERVIEW OF HOW MUCH TIME TOM HAS LEFT. TO SEE MORE DETAIL, ...
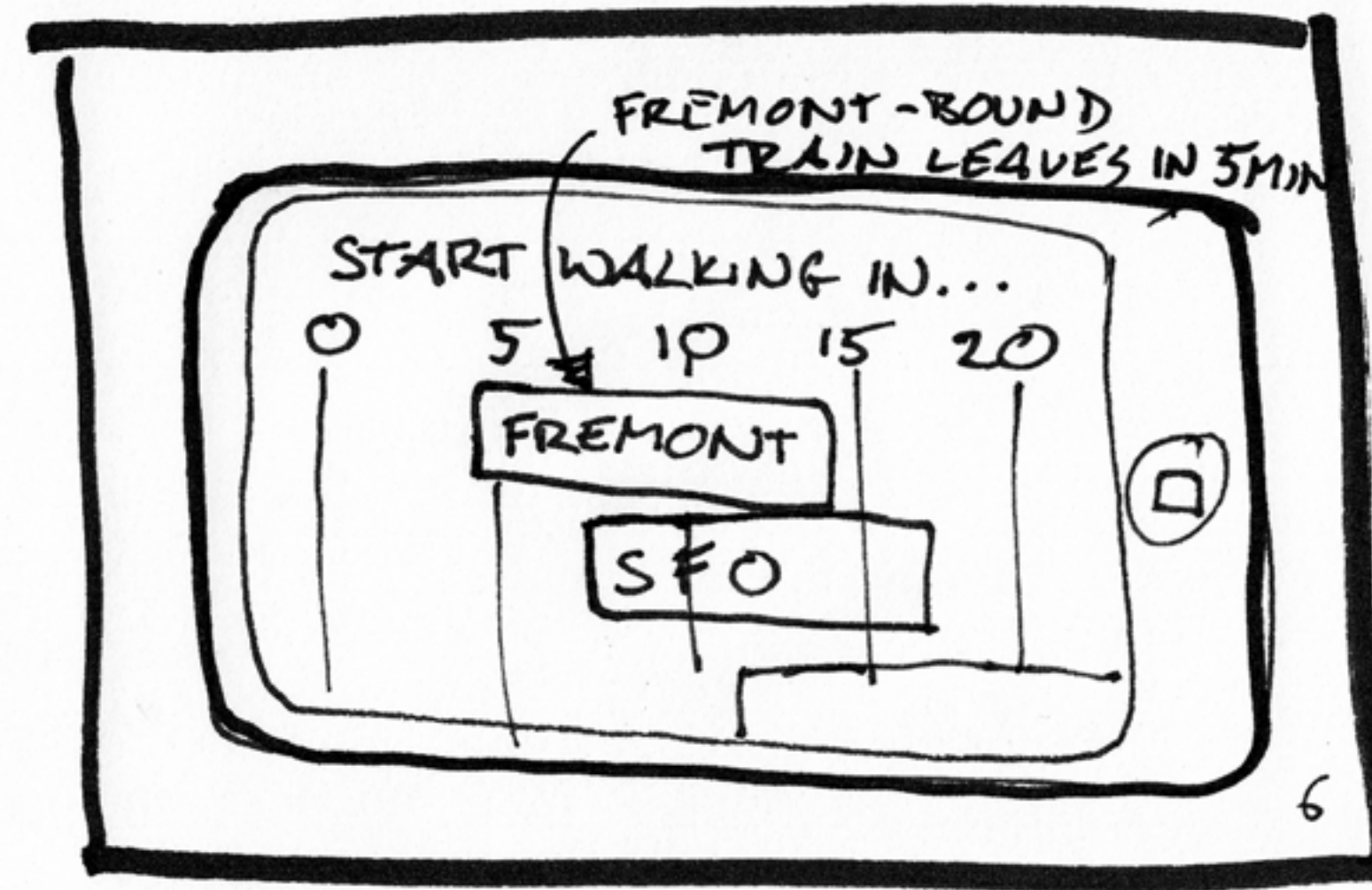
... HE TILTS HIS PHONE TO LANDSCAPE MODE. HE HAS 8 MINUTES BEFORE HE HAS TO LEAVE...

ENOUGH TIME TO GRAB A QUICK ESPRESSO AT BREWED AWAKENING!

Critique this storyboard in two ways:

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

- 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
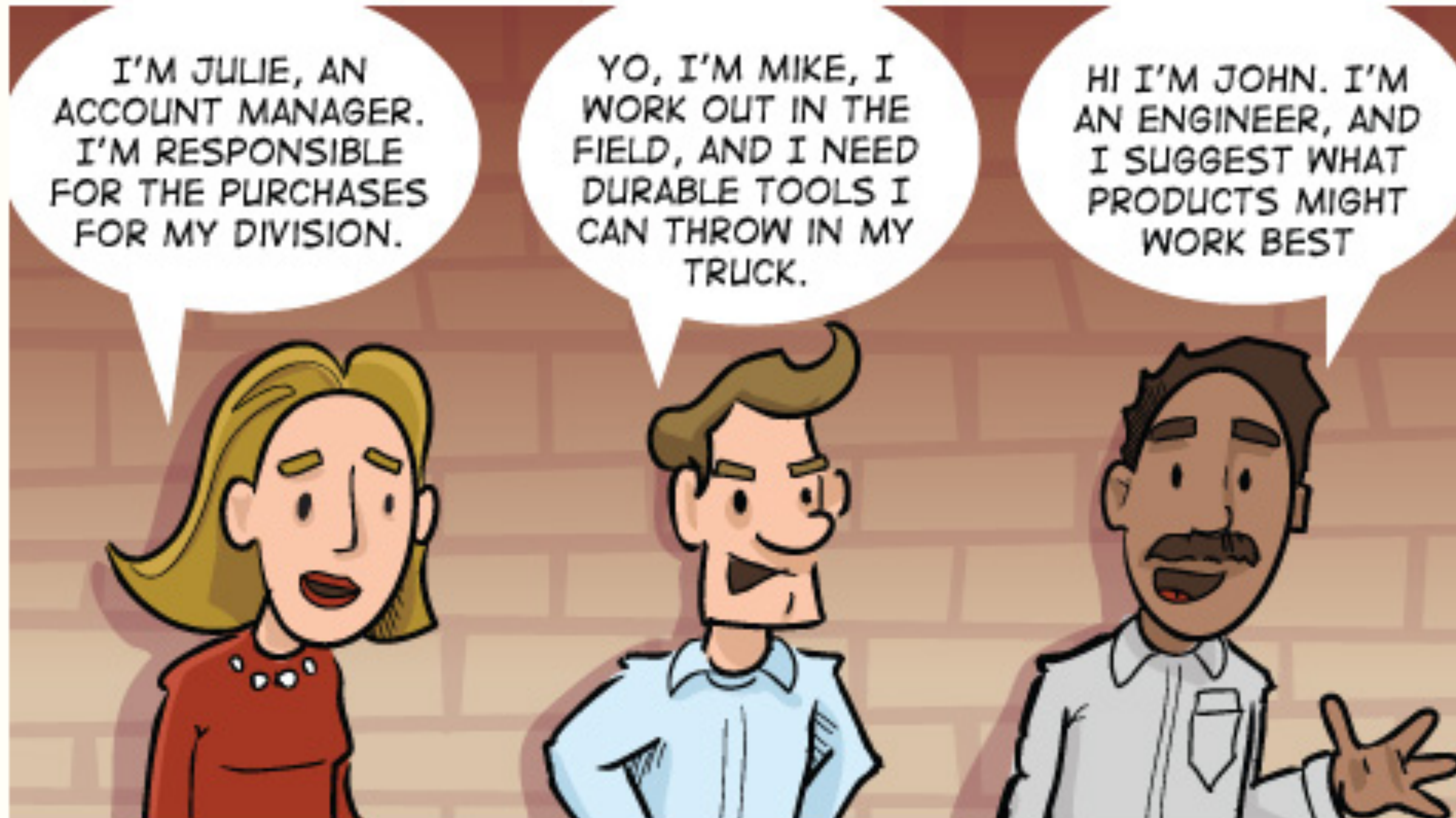
WHY PERSONAS?

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

General users have too many conflicting goals.

WHY PERSONAS?

It's easier to reason about specific fictional people.

Specific personas have clear, well-articulated goals

Alesandro's goals
- Go fast
- Have fun
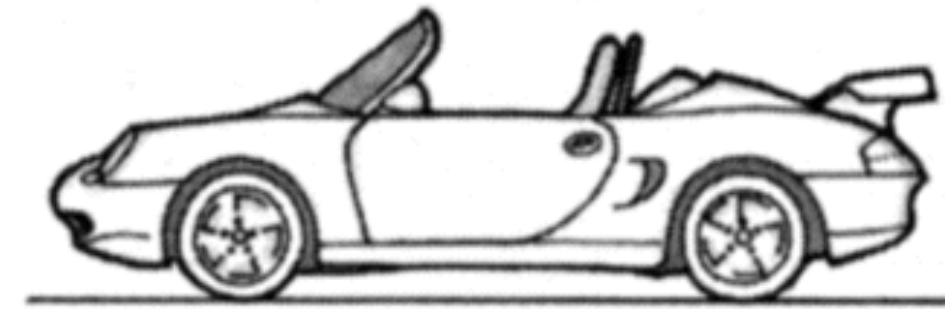
Marge's goals
- Be safe
- Be comfortable
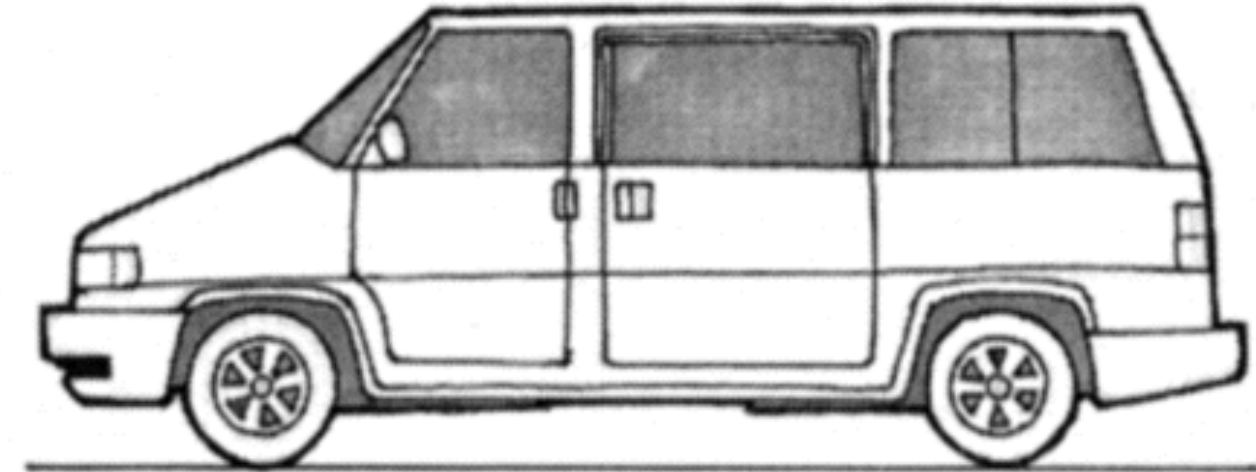
Dale's goals
- Haul big loads
- Be reliable
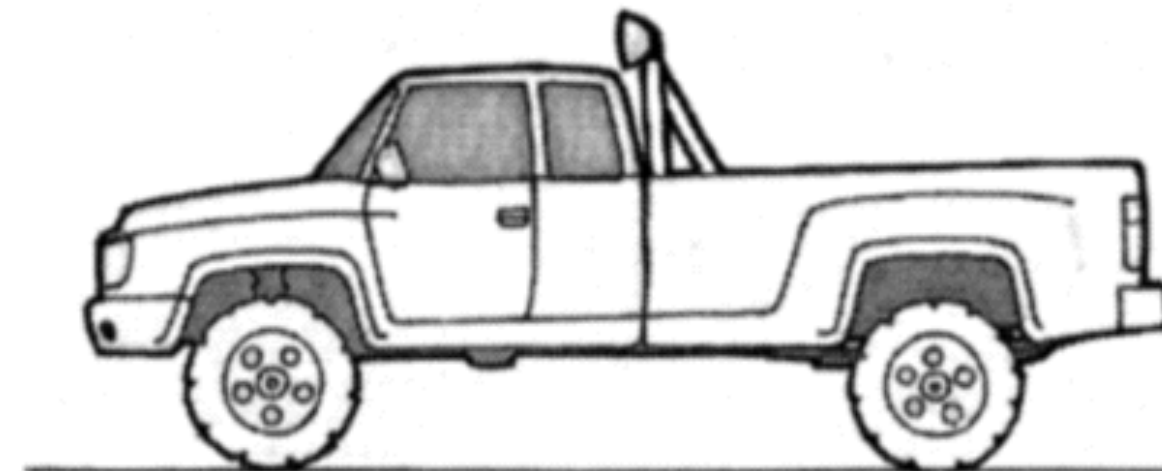
DEFINING PERSONAS

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 the 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

	AMANDA	GLORIA	CHARLES
Age	7	34	66
Occupation	Second grade student	Part-time office administrator	Retired accountant
Home Life	Lives with her mother, father, and younger sister in the suburbs of a large city.	Lives with her husband and two children in a mid-sized city.	Lives with his wife in the suburbs; has four children and six grandchildren.
Education	In elementary school	Has a bachelor degree	Has an MBA

LIFESTYLE

	AMANDA	GLORIA	CHARLES
Activities	Plays soccer, reads, and takes ballet lessons; saves her birthday money and allowance to spend at the mall.	Enjoys crossword puzzles and reading mystery novels. Spends a lot of time driving her children to activities.	Likes to work in the garden and drink wine. Enjoys traveling with his wife and investing in the stock market.
Ultimate Goal	Goal is to turn 10 so that her parents will let her baby-sit her cousins.	Goal is to make sure her family is taken care of and to find a little time for herself each day.	Goal is to make sure he and his wife have enough money to enjoy retirement and leave his children an inheritance.

WEB USE AND INFORMATION NEEDS

	AMANDA	GLORIA	CHARLES

WEB USE AND INFORMATION NEEDS

	AMANDA	GLORIA	CHARLES
Web Usage	Uses the Web for school projects and playing with Webkinz.	Uses the Web for shopping, news, and communication. Restricts the websites that her children visit.	Uses the Web for email and occasional research. Also shares images and videos of his grandkids.
Web Competency	Moderate competency	High competency	Low competency
Frustrations	Gets frustrated because her parents don't always buy her the cool stuff that her friends have.	Gets frustrated by traffic and waiting in line. Feels like there is never enough time.	Gets frustrated when he calls customer service and can't get a human on the phone.
Frequent Sources of Information	Friends, school, and parents	*Oprah*, amazon.com, and local TV news	Cable network news and *Consumer Reports*
Quote	"I can't wait until I'm in the fourth grade and get a locker at school."	"I love being a mom but I often feel stressed and need more balance in my life."	"I worked hard my whole life and now I am enjoying my retirement with my family."

PERSONAS VS. OBSERVATIONS

How do personas differ from the people you observe in an inquiry?

SCENARIOS

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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

SCENARIOS

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