

# Lean UX

# Personas

# Personas

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## Preconditions

Already existing

- Determination of **Vision**
- Definition of **target groups**

Goal

to **refine** your  
**understanding** of the **target groups**

# Personas

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## Purpose

Create **reliable** and **realistic** representations of your **key** audience **segments**

Your (rather abstract) target group gets a **personal identity**, you can refer to

# Personas

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## Purpose

Serve as **reference**

throughout the whole project development process

Help to make and judge decisions in

- **Interface** design
- **Interaction** design
- technical issues (**hardware, software**)

Basis for **UX-Testing**

# Personas

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## Purpose

**Based on** qualitative and probably quantitative **user research**

Describes the Users with their

- Needs
- Expectations
- Experiences
- Motivations

## Example:



# Hans-Jürgen Wolf

## Der Fleißige

**Alter:** 24  
**Beruf:** Student (IAM 6)  
**Umfeld:** Wohnt alleine in Augsburg und ist  
Singel.



- Computer
- Zeitung lesen
- Mathe
- Tennis



- Zuspätkommen
- Zug fahren

### Computer:

Er besitzt einen PC und einen Laptop. Auf beiden ist Windows 7 mit 64 bit installiert. Mit beiden Geräten kann er sehr gut umgehen. Er hat ein Android-Handy

### Verhalten in der FH:

Er ist ein sehr fleißiger Student und besucht, wenn möglich, jede Vorlesung. Im IAM-Projekt übernimmt er die Rolle des Projekt-sprechers.

### realistic images of

- the person
- the personal environment
- characteristic objects

### a realistic name

for the person

a descriptive name  
for the person

### age

profession

**personal situation**

### Likes

### Dislikes

Experience and habits using  
**media technology**

**personal habits**



**realistic images** of

- the person
- the personal environment
- characteristic objects

a **realistic name**  
for the person

a descriptive name  
for the person

**age**  
profession  
**personal situation**

**Likes**

**Dislikes**

Experience and habits using  
**media technology**

**personal habits**

# Eva Hermann

## Die Unzuverlässige

**Alter:** 21

**Beruf:** Studentin (IAM 6)

**Umfeld:** Wohnt bei Ihrer Familie in Füssen. Ist seit zwei Jahren in einer festen Beziehung.



- Eis
- Zeichnen
- Ihren Hund
- Party machen



- Schlechtes Wetter
- Rauchen
- Abwaschen

### **Medien:**

Sie besitzt ein Macbook Pro, den sie mit in die Vorlesungen nimmt. Zuhause teilt sie sich mit ihrer Schwester einen Windows PC auf dem XP installiert ist. Allerdings hat sie einen eigenen Account. Zudem hat sie ein iPhone 4.

### **Verhalten in der FH:**

Sie ist nicht so häufig in den Vorlesungen anwesend und wenn kommt sie meistens zuspät.



**realistic images** of

- the person
- the personal environment
- characteristic objects

a **realistic name**  
for the person

a descriptive name  
for the person

**age**  
profession  
**personal situation**

**Likes**

**Dislikes**

Experience and habits using  
**media technology**

**personal habits**

# Michael Schuster

## Der Freak

**Alter:** 32

**Beruf:** Student (IAM 8), Netzwerkadministrator in einem mittelständischen Betrieb

**Umfeld:** Wohnt in einer WG in Augsburg und ist Singel.



- Bier
- Linux
- Gitarre spielen
- Fachzeitschriften



- Popmusik
- Angeber
- Champignons

**Medien:**

Er besitzt einen Pc, auf dem Ubuntu installiert ist. Er kennt sich sehr gut mit Computern und der Linux-Console aus. Er besitzt ein altes Nokia-Handy.

**Verhalten in der FH:**

Da er neben dem Studium 20 Stunden als Werkstudent arbeit ist er selten in der FH anzutreffen. Allerdings liest er viele Fachzeitschriften und bildet sich selbst fort und dadurch weiß enorm viel.



# Personas

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## Goal

**Detailed Description** of typical users of your target group **as real persons**

### **Evoke empathy**

by including a name, a photograph and product-relevant details

Create Models for typical User **behavior** and **expectations**

# Personas

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Types



**Discuss and collect**  
**1 minute**

# Personas

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## Types

- **Primary** persona

represents the most important user group  
If there exist several, create several

- **Secondary** persona

special user group with special interests  
might like special features, have special background  
not as many people as the primary user group,  
but should be considered by the project

- **Complementary** persona

for this user group the project will not (!) be designed  
Helps to exclude functions during the development process

Quelle: Moser: User Experience Design; Springer Vieweg, 2012

# Personas

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## How to create

Personas development belongs  
**at the beginning** of the project!

### **Include all stakeholders**

(Developers, Technicians, Designers, Sales) of the project  
**into the** persona development **process**

You may develop one or more personas  
but **focus on the main audiences** of your project

**Creating only three** or four personas **is best**

reference: <http://www.usability.gov/how-to-and-tools/methods/personas.html>

# Personas

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## How to create procedure

Various approaches to creating personas

- **empirical**, data-intensive efforts that combine qualitative and quantitative data sources
- non-empirical, **assumption-based** efforts rely on existing knowledge about the user population.
- pure guesswork  
not recommend

**Design for the customers / Users you actually have**  
and not for dreamed-up customers you might hope to have.

reference: <http://www.nngroup.com/articles/persona-budgets/>

# Personas

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## How to create procedure

### **Empirical** efforts

based on user research  
conducted for the purpose of creating the personas

may use insights from a variety of sources,  
such as

- usability testing
- ~~surveys~~
- analytics
- field studies
- ~~interviews~~
- market research

reference: <http://www.nngroup.com/articles/persona-budgets/>

# Personas

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## How to create procedure

### **Assumption** based

based on

- existing knowledge  
from previous interactions with target users
- extracting insights from many individuals  
who have a deep understanding of the target user group

Personas should not be completely fictional!  
They should be **built on real insights** from several people,  
and eventually validated for relevancy.

reference: <http://www.nngroup.com/articles/persona-budgets/>

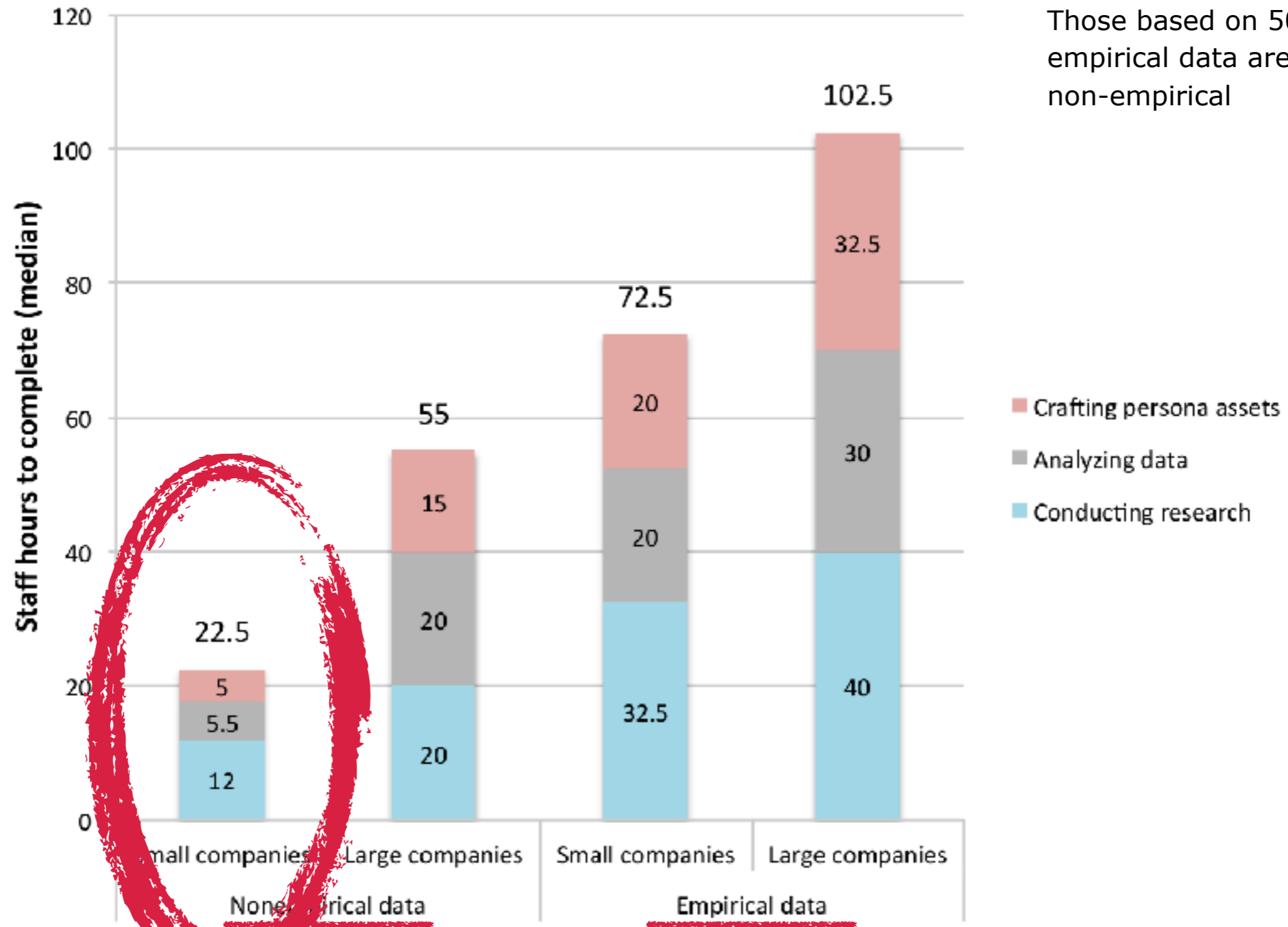
# Personas

## Time spent by **companies** to create personas Survey by Nielsen Norman Group 2015

reference: <http://www.nngroup.com/articles/persona-budgets/>

Personas based on more than 50% empirical-research data are considered empirical.

Those based on 50% or less empirical data are considered non-empirical





# Personas

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## How to create procedure

**Bring** team members **together**,  
representing **all stakeholders** in the project:  
Design, Software, Marketing, etc.

Discuss and decide:

- **Who** will be **users** of your new product?
- with which **goals** / which **motivations**?
  
- First brain storm and identify general target groups
- later describe individual representatives of the groups

# Personas

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How to create  
procedure

## **Step 1:**

Interviews with **stakeholders** in the project  
(Client, Team (Design, Software, Marketing, Persons with customer contact) )

Questions:

- What **target group** you aim for?
- Which **interests** will users pursue  
by using the application?

# Personas

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How to create  
procedure

## **Step 2:**

Interviews with potential **users / customers**

(Users of current version, members of target group )

Questions:

- What is their **interest**?
- What **habits** do they have?
- What **expectations** do they have (using the system)?

# Personas

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How to create  
procedure

## **Step 3:**

Interviews with personal **acquaintances**  
(who meet the profile of the target group )

Important:

- Stay **free of expectations** while doing the interviews!
- Do not suggest answers to the interviewee!

# Personas

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## How to create

Answer the following questions:

- **Who** are your users and **why** are they using the system?
- What **behaviors, assumptions, and expectations** color their view of the system?

**Discuss and collect  
5 minutes**

# Personas

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## How to create next steps

- **Condense:**  
Look for themes/**characteristics that are specific**, relevant, and universal to the system and its users.
- **Organize:** elements **into persona groups** that represent your target users. Name or classify each group.
- **Refine:** Combine and **prioritize** the rough personas.  
Separate them into primary, secondary, and, if necessary, complementary categories.
- **Make them realistic:** Develop the appropriate descriptions of each personas **background, motivations, and expectations.**

reference: <http://www.usability.gov/how-to-and-tools/methods/personas.html>

# Personas

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## How to create goal

Develop an appropriate descriptions  
of each persona with:

- **background**
- **motivations**
- **expectations**

Be **relevant** and **serious**. Humor is not appropriate.

Use the following categories and **questions**:

reference: <http://www.usability.gov/how-to-and-tools/methods/personas.html>

# Personas

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## Describe an individual User **Personal**

- What is the **age** of your person?
- What is the **gender** of your person?
- What is the highest level of **education** this person has received?

reference: <http://www.usability.gov/how-to-and-tools/methods/personas.html>



# Personas

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## Describe an individual User **Professional**

- How much **work experience** does your person have?
- What is your person's **professional background**?
- **Why** will they **use** your **application**?  
(User needs, interests, and goals)
- Where (or from whom) else is this person getting information about your issue or **similar** programs or **services**?
- **When and where** will users access your application?  
(User environment and context)

reference: <http://www.usability.gov/how-to-and-tools/methods/personas.html>

# Personas

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## Describe an individual User **Technical**

- What technological **devices** does your person use on a regular basis?
- What **software** and/or applications does your person use on a regular basis?
- Through what technological device does your user primarily **access** the web for **information**?
- **How much time** does your person spend browsing the web every day?

reference: <http://www.usability.gov/how-to-and-tools/methods/personas.html>

# Personas

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## Describe an individual User **Motivation**

- What is your person **motivated** by (generally)?
- What are they looking for (generally)?
- What is your person looking to do (in context of your application)?
- What are his / her **needs** (generally and in context of your application)?

reference: <http://www.usability.gov/how-to-and-tools/methods/personas.html>

# Personas

## Elements

Categories may be modified depending on the project

- **Persona Group** (manager, student ...) (primary, secondary, complementary)
- **Fictional name**
- **Job** titles and major responsibilities
- Demographics such as **age, education, ethnicity, and family status**
- The **goals and tasks** they are trying to complete using the application
- Their physical, social, and technological **environment**
- Casual **pictures** representing that user group
- **A quote** that sums up what matters most to the persona as it relates to your application



### **Maike Gebauer**

Möchte später mal was mit Medien machen

Alter: 18

Studiengang: KD (1. Semester)

Umfeld: Wohnheim (Wollte Papa so)

#### **Argumente für Teilnahme**

+ es sieht danach aus, dass es Spaß machen könnte

- sie weiss nicht, ob ihr Handy NFC kann

#### **Hintergrund**

Musik ist ihr wichtig, und dass man immer ehrlich ist. Sonst hat sich Maike noch nicht festgelegt. Studieren ist toll, vor allem neue Leute kennenlernen. Der Campus ist echt groß.

#### **Handynutzung**

Seit es AngryBirds auch für Android gibt, hat Maike ein schwarzes Handy, das Android kann.

# LUKAS MÜLLER „DER HILFSBEREITE“

BWL-STUDENT IM 7. SEMESTER AN DER HS AUGSBURG



PERSONLICH

ANWENDUNGSSPEZIFISCH



## MOTTO

„Sei du selbst die Veränderung, die du dir wünschst für diese Welt.“



## WOHNORT

Augsburg, wohnt in einer WG  
(Kommt ursprünglich aus Regensburg)



## ALTER

25



## LIKES

- Sport
- Party mit Freunden



## HOBBYS

Fußball, mit Freunden auf Partys gehen, war in Regensburg als Gruppenleiter tätig



## KONFESSION

Katholisch



## DISLIKES

- Unhöflichkeit
- Auf den Bus warten



## SMARTPHONE



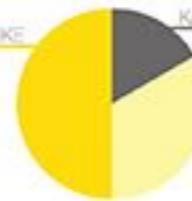
- iPhone
- Apps vor allem für Soziale Netzwerke, Chats & E-Mails
- KalenderApp zum Termine koordinieren.

## ZEITLICHE VERTEILUNG

SOZIALE NETZWERKE

CALENDERAPP

CHATS & E-MAILS



## MOTIVATION

- Neue Leute kennenlernen
- Anschluss finden
- Veranstaltungsangebot ausnutzen
- Veranstaltungen organisieren
- In der Gemeinde einbringen



„Ich habe einen Überblick über aktuelle Termine der KHG.“

„Schnellen Zugriff auf die Kontaktdaten der wichtigen Personen in der KHG.“

„Austausch mit meinen Freunden aus der KHG.“

## Example

Project:  
**KHG mobile App**

**Personal Quote**  
characterizing the person  
and his/her interest

IMS.UX 2015

Strunkmann-Meister,  
Menzel, Panacek,  
Bumiller, Lechner

# Thomas Fischer

»Der Teamplayer«



Name: Thomas Fischer

Geschlecht: maskulin

Alter: **21**, geboren am 23.08.1994 (Stand: 19.10.2015)

Beziehungsstatus: single

Konfession: **römisch-katholisch** (interessiert sich für Kirche)



Eltern: Marion Fischer (49), Arzthelferin  
Michael Fischer (52), Industriekaufmann

Geschwister: Alina Fischer (26), Studentin (Lehramt)  
Luca Fischer (16), Schüler



Elternhaus: **Kerpen** (ca. 27 km bis Köln-Zentrum)

aktueller Wohnsitz: **Augsburg** (Schwaben) in einer 1-Zimmer-Wohnung  
Umzugsgrund:  
Beginn eines Studiums an der Universität Augsburg.



aktuelle Tätigkeit: **Student:**  
**Sozialwissenschaften**, Universität Augsburg;  
aktuell im 2. von 6 Semester  
Abschluss: **Bachelor of Arts** (B. A.)



finanzieller Aspekt: Thomas Fischer bezieht aktuell:  
**BAFöG** (Bundesausbildungsförderungsgesetz)



### Hobbys:

sportl. Engagem.: **Mannschaftssport** (Basketball), im Verein seit 11 J.;  
ehrenamtlich: bis 02.2014 **Vorstand des Jugendzentrums Kerpen**.  
digital media: Thomas Fischer ist ein leidenschaftlicher **Filmfan**.  
social media: T. Fischer ist sehr aktiv in sozialen Netzwerken:  
Z. B. nutzt er täglich Messengerdienste wie **WhatsApp**  
& **Facebook** um v. a. mit Freunden aus der Heimat in  
Kontakt zu bleiben.



### Endgeräte:

Smartphone: Samsung Galaxy S3, **Android OS**;  
Personal Comp.: Apple Mac-Book Air, **Mac OS X**;



### Nutzerinteresse:

»Ich bin auf der Suche nach einem Event für meine Projektgruppe. Ein gemeinsamer Besuch soll den Zusammenhalt stärken. Die KHG bietet gewiss ein passendes Event an. Was? Wann? Wo? Da könnte mir die Anwendung helfen.«

- Informationen über die KHG kompakt im Überblick.
- Einfache Kontaktaufnahme mit Mitarbeitern der KHG.
- Interessante Events der KHG finden und besuchen.

### Motto des Thomas F.:

»Einer für Alle. Alle für Einen«

## Example

Project:  
**KHG mobile App**

**Personal Quote**  
characterizing the person  
and his/her interest

IMS.UX 2015

Blome C., Geier J.,  
Hoch P., Walter S.

# Personas

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## Elements

Categories may be modified depending on the project

- Persona **Group** (manager, student ...)  
(primary, secondary, complementary)
- Fictional **name**
- **Job** titles and major responsibilities
- Demographics such as **age, education, ethnicity, and family status**
- The **goals and tasks**  
they are trying to complete using the application
- Their physical, social, and technological **environment**
- Casual **pictures** representing that user group
- **A quote** that sums up what matters most to the persona as it relates to your application

Develop a **primary** and **secondary persona**

after the  
**break**

Have it ready  
**on paper!**

Stick it on the wall


# Persona

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## Criteria

**It's easy to** create a **fake** persona by inventing an imaginary character containing all of your assumptions about users.

If your assumptions are wrong then your persona is worthless and will mislead the development team



It's much harder to create an **accurate description of users** that is useful to rely on as a **base for decision making** throughout the development process

Ref: <https://www.userfocus.co.uk/articles/personas.html>



# Criteria

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**How to distinguish a useful from a fake**

# PERSONA

A memory aid ...

Ref: <https://www.userfocus.co.uk/articles/personas.html>

# Criteria

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**P** - **P** Primary Research

**E** - **E** Empathy

**R** - **R** Realistic

**S** - **S** Singular

**O** - **O** Objectives

**N** - **N** Number

**A** - **A** Applicable

Ref: <https://www.userfocus.co.uk/articles/personas.html>

## Primary Research

based on **observations** of customer behavior  
combined with **interviews**  
in the places **where people** actually **use** your product

Go out and **get in contact with** your (real) **Users!**

## Empathy

People should **refer to the persona** by name and think of him or her **as a real person**.

A good persona also has a compelling narrative: not simply a bulleted list of goals but **an engaging story** describing the persona, to help to relate to the persona.

## Realistic

**Check if** your persona can be **recognized by people having contact** with the users field.

Do they believe in the persona's goals and behaviors

## Singular

**Each** of the personas in your set should comprise **a unique cluster** of behaviors, motivations and goals.

If you have personas that are too similar to each other it becomes difficult to remember who you are designing for.

## Objectives

Does the persona include product-relevant high-level goals and **include a quotation stating the key goal?**

Pitch the goals at the right level!

For example, "Keep in touch with friends and family" is probably too high-level a goal to be useful for a design team developing a web site that sells mobile phones.

A tactical **goal** like, "**Find a handset small enough for my jacket pocket**" captures the user's goal and also provides an appropriate design target.

## Number

Is the number of personas **small** enough for the design team to **remember the name of each one**, with one of the personas identified as primary?

On average firms create **around four personas** per project (and these are **based on** an average of **21 user interviews** per project).



## Applicable

Can the development team use the persona as a practical **tool to make decisions**?

Focus your persona on **behaviors, motivations and goals**

# PERSONA

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## Recommendation

**print it out on paper**  
and pin it **clearly visible**  
on the wall of your office

therefore:

**constant reminder,**

for whom the project is developed for

**emphatic attitude** towards target groups

**P** - Primary Research

**E** - Empathy

**R** - Realistic

**S** - Singular

**O** - Objectives

**N** - Number

**A** - Applicable

**+** **DESIGN**

**Presentation and delivery** (in English):

**[hs-augsburg.de/homes/john](https://hs-augsburg.de/homes/john)**

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**Next** • Context of Use

# Personas

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## Summary

**What Types** of Personas were differentiated?

What are **essential components** of a Persona?