



# Personas & User Goals

Lecture 10  
IML 499



# Critical Design challenges...

- Assumptions and preconceptions about the role products play in everyday life
- attitude
- position



Critical Design is the opposite of affirmative design (i.e., design that reinforces status quo).



# Precedents of Critical Design

- Italian Radical Design (1970s)
- Conceptual Design (1990s)





# Why Critical Design?

- To make us think
- Raising awareness
- Exposing assumptions
- Provoking action
- Sparking debate
- Entertainment



# Discussion

- Why do Dunne and Raby claim Critical Design is not art?
- What is their justification for negativity?



# Personas



# What do personas show us?

- How users behave
- How users think
- What they want to accomplish
- Why they want to accomplish



Personas are not real people but are assembled from behaviors and motivations of many users.



# Strength of Personas

- Determine what a product should do and how it should behave
- Aides communication with stakeholders, developers, designers
- Builds consensus and commitment to the design
- Measures the design's effectiveness
- Contribute to other product-related efforts such as marketing and sales plans



# Personas avoid these pitfalls

- Elastic users
- Self-referential design
- Edge cases



# Why are personas effective?

- Based on research
- Represent types of users for a specific product
- Explore ranges of behavior
- Have motivations
- Can represent relative non-users
- More appropriate design tools than other user models



# Types of Personas

- Primary
- Secondary
- Supplemental
- Customer
- Served
- Negative



# User Goals



# What are goals

- Goals motivate usage patterns
- Goals should be inferred from qualitative data



# User Goals & Cognitive Processing

- Visceral
- Behavioral
- Reflective



# 3 Types of User Goals

- Experience Goals (FEEL)
- End Goals (DO)
- Life Goals (BE)



Don't make the user  
feel stupid.



# Constructing Personas

- Group interview subjects by role
- Identify behavioral variables
- Map interview subjects to behavioral variables
- Identify significant behavior patterns
- Synthesize characteristics and define goals
- Check for completeness and redundancy
- Designate persona types
- Expand the description of attributes and behaviors



# Behavioral Variables

- Activities
- Attitudes
- Aptitudes
- Motivations
- Skills



# Provisional Personas

- “ad-hoc” - Don Norman
- Rely on available data and designer best guesses about behaviors, motivations and goals
- Based on stakeholder and SME knowledge and market data



# Final Project



# 1st Run

*To start, this project is largely open-ended and exploratory in terms of concept. You will be required to follow the same grading criteria regardless of approach.*

Envision a user experience—this could be aesthetic and exploratory (i.e., an art installation) or more functional and commercial (i.e., an app idea or a physical product). You will not be required to physically build the experience (although you can if you want to), but you will follow a methodological approach in conceiving it, researching it and assessing it. We will work iteratively as a group over the next four weeks and class will become an open forum to critique and assess.



# Final Project Proposal - V1

## Letter of Intent

Write a concise response explaining your idea. Remember that this is an iterative process in which you will be able to refine your concept in the upcoming weeks. Describe your own expectations from the finished concept and explain the potential benefit you and others can have from it.

## Inspiration

Create a mood board of related work that inspired your initial idea. This can be anything to frame a better sense of context around your idea—projects, color palettes, music, etc. Use a site like [pinterest](#) or [nice.co](#) and post a link to your board.

## Provisional Personas

Identify your target audience and come up with two personas using the tactics we described in class. If you can't find users to interview, come up with your best approach in doing so. If your project is more aesthetic in nature, user goals should be translated to user emotions (i.e., what feelings are you trying to evoke?). Identify the following for your users:

- A name
- A picture or pictures.
- Goals/Emotions: What does this person want to do?
- Technology Experience
- Personal Background
- A description of a day in the life: Outline a typical day for your persona.
- Any other details that you may find beneficial