Personas, Empathy Maps, and User Journeys

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  - o Non-profit
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Opening Question:
How do you currently learn about a customer challenge or need?

Stakeholder Analysis

Personas: What Are They?

Personas are:

"fictional characters created to represent the different user types that might use a site, brand, or product in a similar way.[1]"

Marketers may use personas together with market segmentation, where the qualitative personas are constructed to be representative of specific segments.

1: William Lidwell; Kritina Holden; Jill Butler (1 January 2010), Universal Principles of Design, Rockport Publishers, p. 182, ISBN 978-1-61058-065-6

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Personas – Start With Stakeholder Analysis

Discover and convey all the people and systems that will interact with the system, that care about the system's existence, and what they either want or don't want with respect to the system.

- *Who are the stakeholders?*
- *How do they use our system?*
- *What's important to each stakeholder?*
- *How they matter to the business?*

Stakeholder Interaction Diagram

Readers

Bookseller/ Review

Customer Support

Booksellers

WS Bookstore

Configuration Team

Booksellers / Admin

Our Salesperson

Our Operations Team

Accounting

Exercise: Stakeholder Interaction Diagram

- Let's imagine a problem, need, or issue we want to solve and brainstorm with our team all the possible stakeholders and users of the product that would solve it.

- Create a stakeholder interaction diagram depicting the stakeholders that either interact with, benefit from, or are impacted by the system in some way.

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Stakeholder Interaction Diagram

Personas

Why Create Personas?

- Understand a specific system user (or stakeholder's) needs, vs. trying to design for "everybody"
- Create a friend (i.e. empathy!)
- Clearly define goals and behaviors of users
- Provide a strong basis for decision-making and prioritization (using user's perspective)
- Communication tool with stakeholders about users

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How Do We Create Personas?

Observe

Group
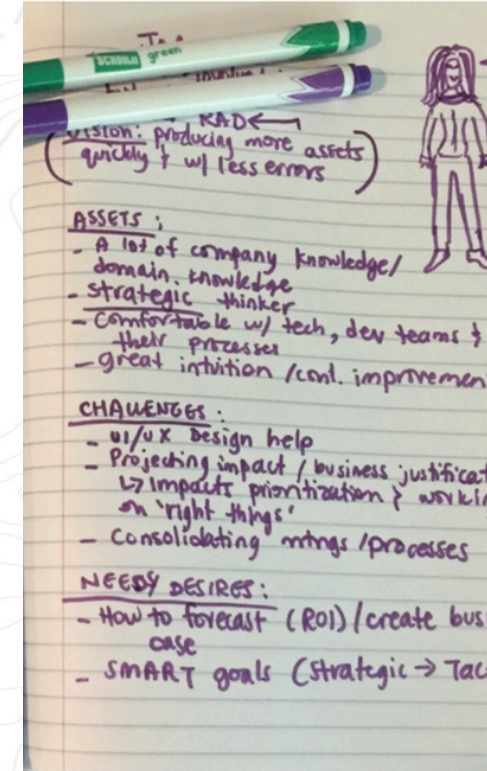
Model

- Know your user/ customer/ stakeholder!
- Data is important, but observation is golden

Personas – Get to Know Your User

- Figure out what information is helpful in understanding user's mindset and context

- Example:
  - Demographics
  - Job role/ description
  - Assets (e.g., Knowledge, Skill set, Technical savvy, etc.)
  - Challenges
  - Needs/ Desires
  - Daily "workflow" (What do they spend time on? Why?)

Exercise: Create Your Own Personas

- Now that you have a problem to solve and a stakeholder analysis diagram, select 1 – 2 of the stakeholders that you would consider users of your system/ product, and create personas for them.

- You can either interview people in your group who may act as a potential user in order to create your personas, OR create personas based on imagining users that would benefit from your product

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Empathy Maps

Why Create Empathy Maps?

- Help to understand a user's motivation, not just their actions
- Teams build collaborative consensus on who their users really are
- Empathy maps allow us to apply behavior patterns to personas
- Expose common problems and needs that might otherwise be obscured

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Empathy Mapping

Think and Feel?
what really counts
major preoccupations
worries and aspirations

Hear?
what friends say
what boss says
what influencers say

See?
environments
friends
what the market offers

Say and Do?
attitude in public
appearance
behavior toward others

Pain?
fears
frustrations
obstacles

Gain?
Wants/needs
measures of success
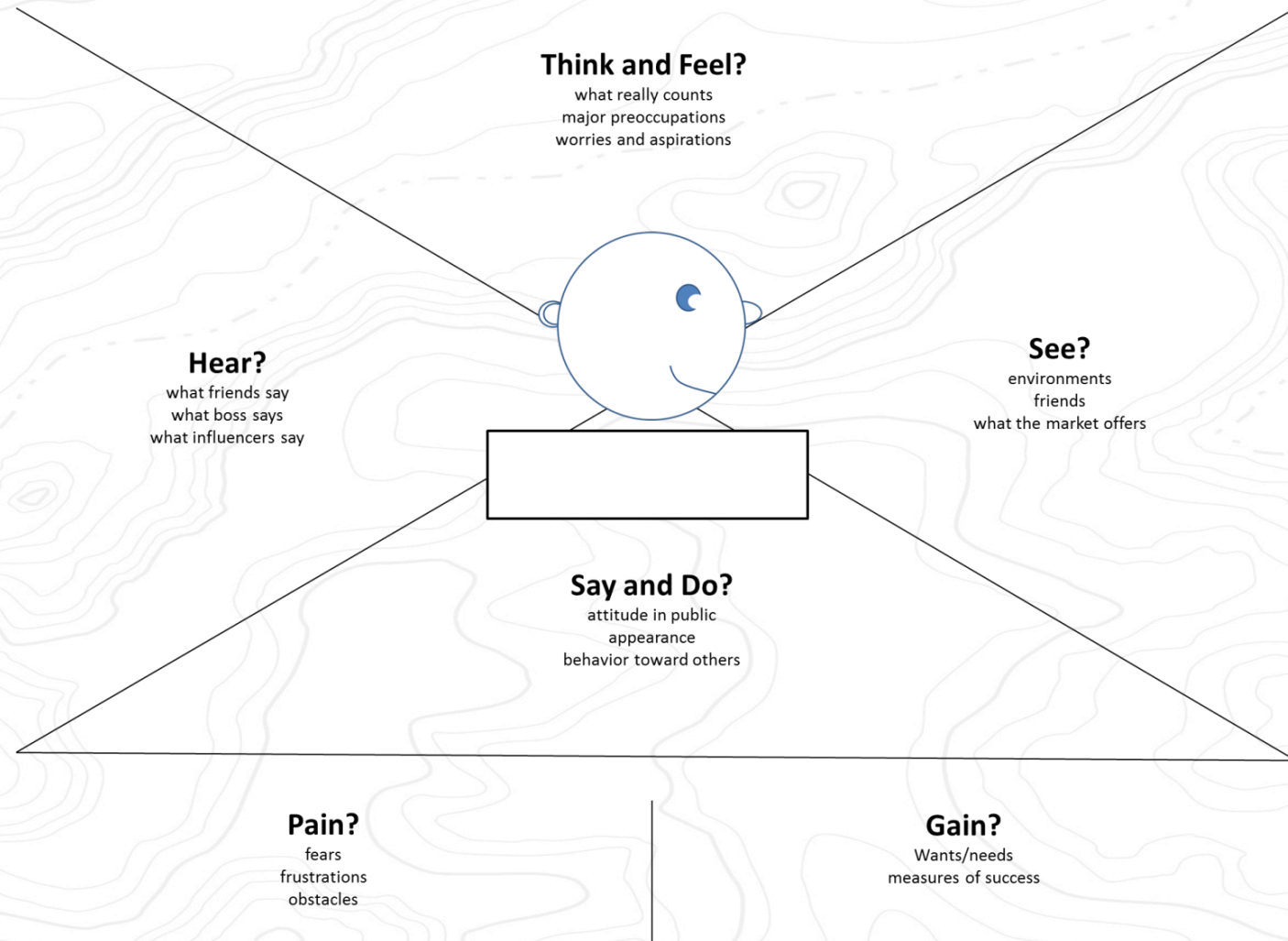
Exercise: Create Your Own Empathy Map

- Now that we have a persona or two, let's build an empathy map for them. Putting yourself in the mind of your persona, map out what they are seeing, feeling, thinking, hearing, and their pains and gains.

- You can either interview people in your group who may match your personas, or you may work as a team to talk out what your persona is probably feeling.

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User Journeys

User Interaction Diagrams
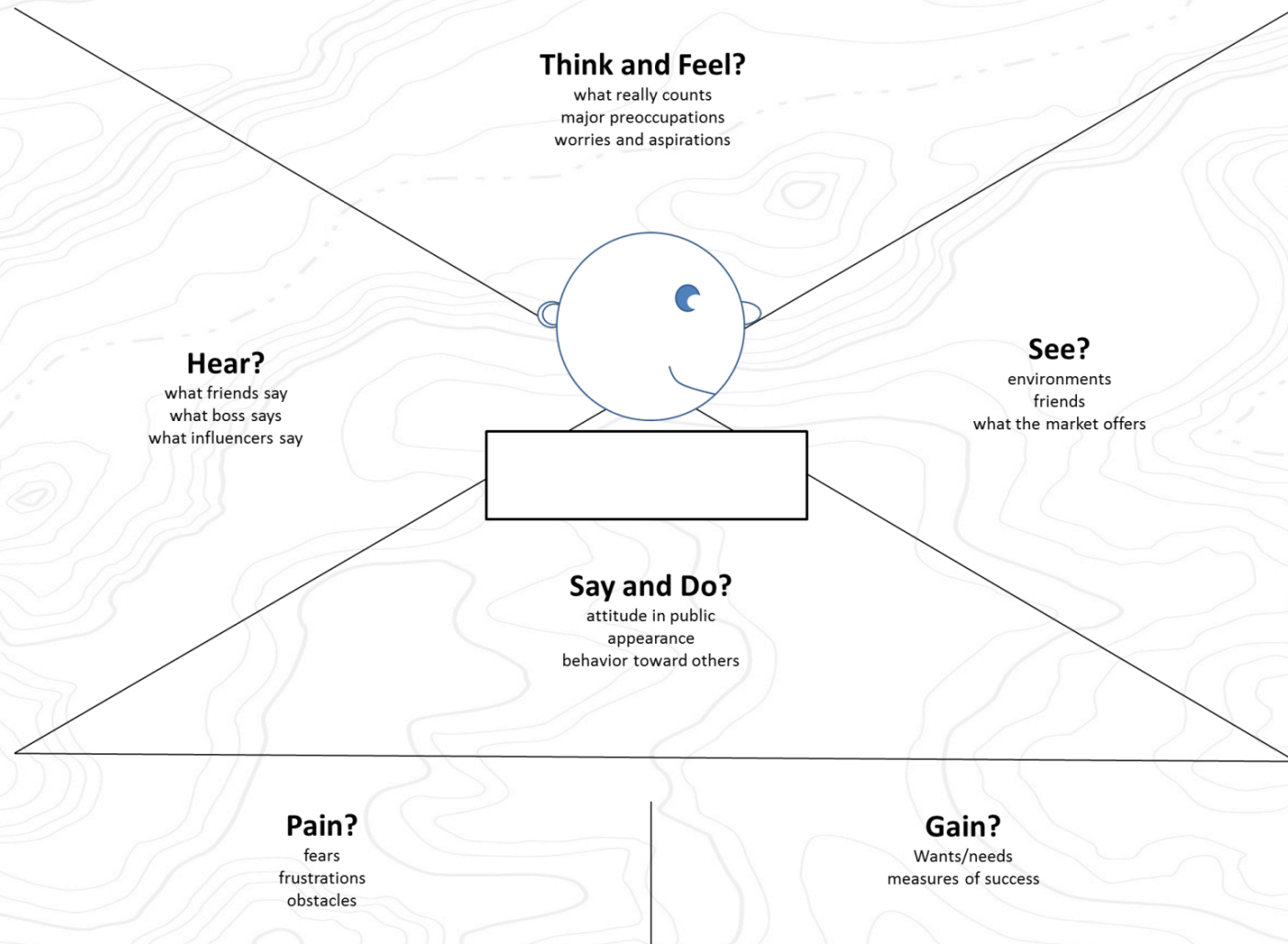
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http://agilemodeling.com/artifacts/uiFlowDiagram.htm
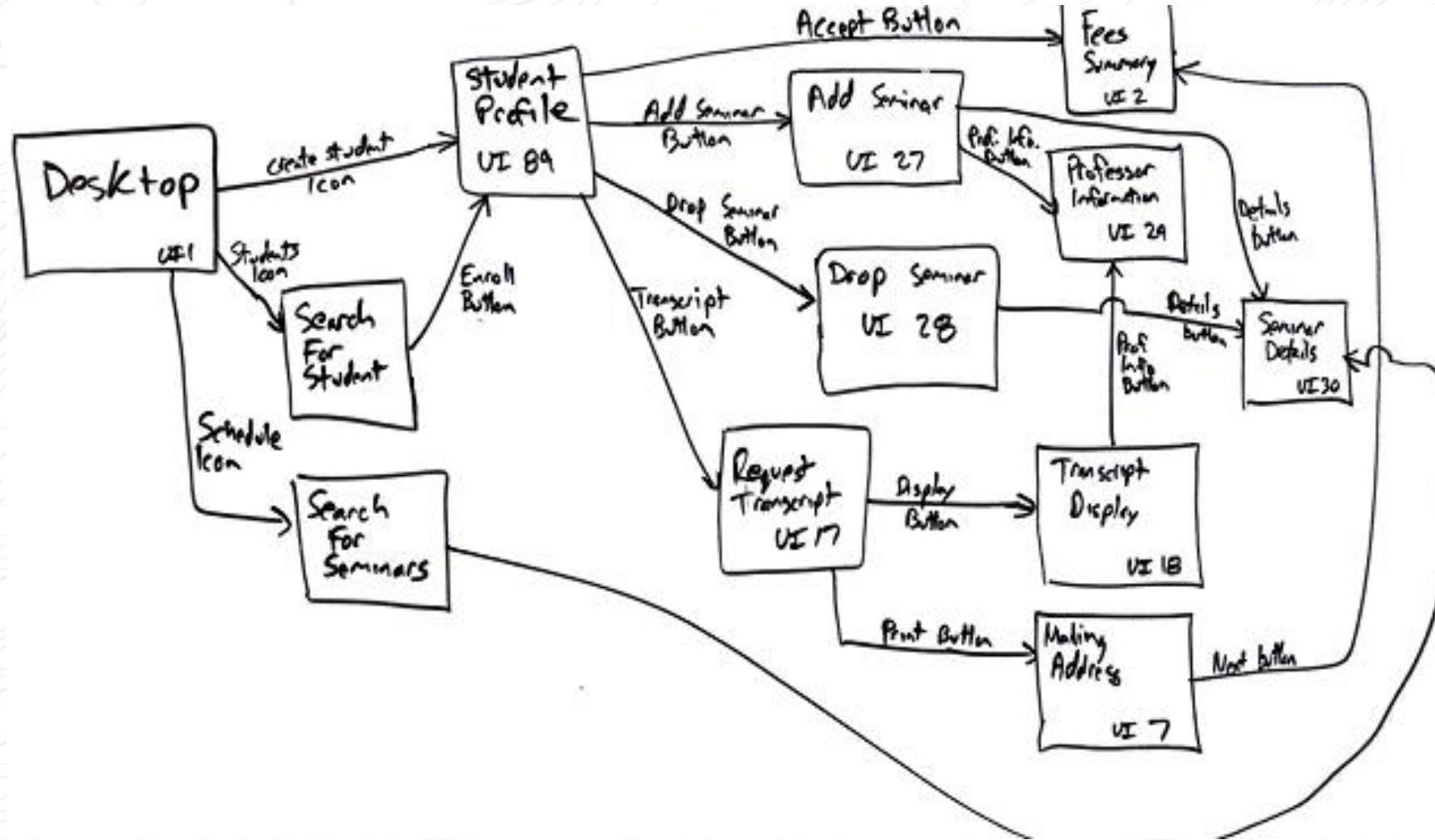
Research Synthesis

Journey Mapping

|	Record	Download to computer	Import to editing software	Edit the video	Export	Upload	Share
ACTIONS	Charge battery / Buy blank tapes	Find cable / Transfer to PC	Choose & install app / Import footage	Add Crossfades, music / Tinker for hours	Choose file format; codec / Wait for export ... zzzz	Select hosting service / Upload file	Send out chain mail / Link to myspace, bebo, etc.
QUESTIONS	Batteries charged? / Do I have blank tapes? / Spare battery packed?	Why is it taking so long?	Which app is best? / Is my PC compatible?		What's a CODEC? / What settings are best?	Where can I put this file?	
HAPPY MOMENTS	Video quality is amazing! / Love the long zoom				Labour of love – looks great		HOORAY, friends like it!
PAIN POINTS	So much preparation!	Can't find goddam cable! / out of disk space. Huh?	Hard to pick the right app	Takes way too long	It came out all blocky! / Too many decisions!	Youtube is 10 mins max	Doesn;t play on mum's PC / Too much work overalll
OPPORTUNITIES	Use Flash storage not tape / Allow AA batteries	Build an integrated USB cable	Preload editing app free on camera	Streamlined editor – less control but quicker!	Video recorded as web ready / Jargon free export options	Share as one click feature of editor / Jargon free export options	Ensure a joined up "end to end" experience

Source, Harry Brignull, Jan 2016:
https://medium.com/@harrybr/how-to-run-an-empathy-user-journey-mapping-workshop-813f3737067

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Closing Question:
Has this changed how you think about a customer challenge or need?