

**Understanding Design Thinking and People Centered Design**  
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**Lecture - 09**  
**Research and Analysis**  
**Personas and Scenarios**

Now, we start with the fourth subsection Personas and Scenarios. Until now, we researched our users we framed questions we asked them questions. We went out and observed them and we came back and we put all our stories out on the table you know basically the stories of user's lives in terms of what problems they face. What their contexts are, what their situations are, what their expectations are, what their notions are, you saw what we learnt in mental models, you know what is in their head about the product or the service in question.

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So, we came back with all their stories and then, we formed themes. So, we will now learn two new tools called Personas and Scenarios. They are extremely powerful tools they are powerful not just you know for our own clarity because, in the act of creating personas which we will define in a bit what they are, but in the act of creating them it not just clarifies thoughts for ourselves. What is the direction that this design should be taking because remember, that is the whole point of this exercise we are trying to

uncover the mental models and understand and realize, what should be we designing before we jump into design. So, personas and scenarios are two of those tools.

Let us first look at personas. So, when we go out and we interview lots of people let us say each of you in a team of 5. Does 5 people or 6 people you come back with 25, 30 interviews so that is a lot of information. Now in order to design, so that something that is relevant to the product in question or the service in question, we cannot as we spoke earlier as well we cannot create a design for ourselves that is just not going to cut it right.

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**Personas**

To design so a relevant amount of people will use and like, cannot and should not create for:

- Yourself
- Everyone
- too specific
- vague indicator for meaningful design decisions

Definition: Not a specific individual from a targeted group, but

encompass **most important and relevant features common to that group and relevant to this design**

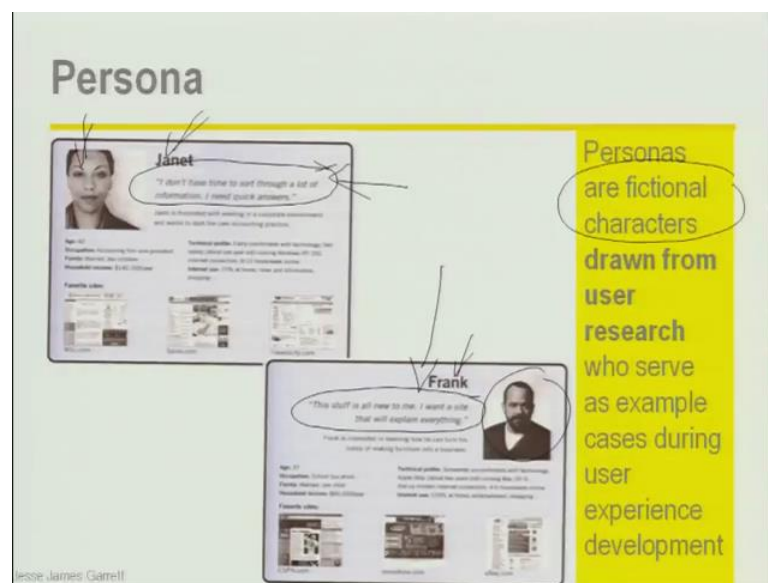
© User in Design      Adapted from definition by Tamara Rendulic

So, you cannot create a design for yourself you are not the user why, is that again. If you create a design for yourself you are going to be too specific because, your world view is very limited you need to get a bigger world view, you need to get a richer world view you need to get a better world view. So, if you design for yourself it is too specific if you design for everyone it is too generic you know it does not really give as a strong indicator for meaningful design decisions, you remember we spoke about the marketing approach and the kind of conclusions they draw right. So, many percentage of the population is middle class or so, much percentage of the population is you know low tag or whatever it is, it does not give us any meaningful deeper insights into how should we design the whole purpose and the need that we have as designers we need to get a sense of direction what do we to design remember this is about being people centric.

So, that always keeps in sight the end goal. So, that at the end we are going to arrive at a design about which we feel a lot more confident that people can use it are comfortable with it is, what they expected what they needed and what they also liked right. So, in order to have all of those we need specifics we are designing here we are not just creating a report we are not creating a research report right. So, designing for everyone not only is it you know it is impossible it is just does not give you any insights or inputs on meaningful design decisions as far as how do I design now. So, a persona helps to do precisely that.

A persona is not a specific individual from a targeted group it is not a person a persona is a representative of a group of people. So, it a persona encompasses most important and relevant features relevant to the context we are talking about not you know, what they do in the rest of their lives relevant to the walking stick relevant to you know app we may be creating whatever it is. So, a persona encompasses the most important and relevant features that are common to the group and relevant to this design common to the group. So, all of the people in that group have this common approach to the design that we are creating this common attitude common notion common thoughts about this design that we would be creating. So, that is what a persona is.

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So, let us look a little bit more right remember personas are not real people you will represent them as real people at the end you know, they going to feel to you and they

need to feel to you and the entire team that they are real characters right. So, they are fictional characters drawn from user research. So, when you do user research you find certain attitudes towards your product repeating right there is certain kind of group of people among the people you researched that fall into a particular category of behavior towards your service. So, persona is behavior based right. So, you would that would be one of your types your user types for whom you would create a persona. So, they are drawn from user research who serves as example cases during user experience development. So, those personas become examples for you.

So, let us look at an example over here there this was for a service that was being designed for people who want to start their own business right it was going to provide information to people who want to start their own business. Now here is Janet, she is about 42 years old and she is a manager in some kind of an accounting firm and she has a lot of responsibilities, but she is tired of working for someone else she wants to start out on her own she does not have time she is very busy, but she needs information on how can she start a new business. So, remember that is Janet's context that is her profile and what is she saying over here she says I do not have time to sort through a lot of information I need quick answers. So, that is the key statement top of mind thought that Janet has saying I do not have a lot of time to sort through a lot of information I need quick answers. So, if you are designing this service you need to be cognizant of this fact.

Now, here is another person Frank. Frank is a bus driver and he has this hobby of woodworking he is around 35 years old and he has been thinking that and his friends have also been telling him that could I covert this hobby into a business into a real business. So, you know perhaps something that he enjoys a lot more and he could do it on the side along with his main profession. So, what is frank saying he is saying this stuff is all new to me I want a site that will explain everything. So, he wants explanation and his situation remembers he is not in a hurry he is not as pressed for time as Janet is. So, you can see their approaches are different right Janet and frank.

Now, Janet is not a person, but she is representative of a whole bunch of people who have a need who want the service to do this for them quickly give them answers and quickly help them in how they can you know learn how to start a new service and get off the ground quickly frank. On the other hand perhaps needs someone need something, who needs something that would be explained in detail to him and he has the time to go

through it. So, again Frank is not a person, but he is representative of a group of people who are of this particular mindset right, but we have given them a name we have put a picture we have written their top of mind thought as you can see. So, these are very important components of a persona and what does that do for you even though Janet is you know it is not a real person she has become a real person for us in the process as I described to you her context as I described Frank's context to you not only understood that this is a person you can connect with that person as a person as a user of your service, but you also are able to understand the difference between their requirements. So, this is what a persona is and remember again they are fictional characters.

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## Persona Template

A 'character sketch' of a user that represents a typical group *sign*

PICTURE & NAME	DETAILS	GOAL
<p>What does the persona look like? What is its name?</p> <p>Choose a picture and a name that are representative, and that allow you to develop sympathy for the persona.</p>	<p>What are the persona's relevant characteristics and behaviours?</p> <p>Consider demographics, job, lifestyle, spare time activities, attitudes, and common tasks, for instance.</p>	<p>Why would the persona want to buy or use the product?</p> <p>What problems should the product solve?</p> <p>What benefits does the persona want to achieve?</p> <p>If there are multiple problems or benefits, identify the main one and put it at the top.</p>

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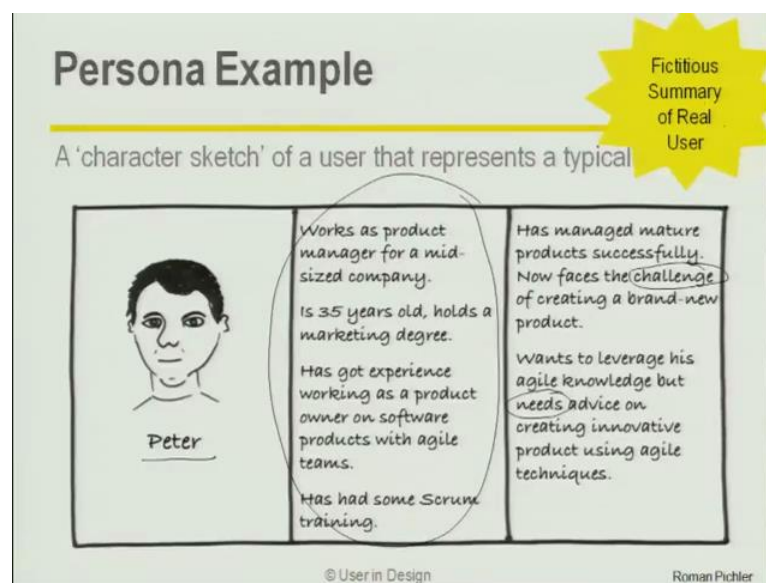
So, I am going to share with you a couple of templates and lot of templates exist to help make personas here is a very simple one. Now what might the persona have first of all the picture and the name as you saw with Janet and Frank a picture of the person and the name of the person what does the persona look like, what is its name and these are very important because we need to feel like they are real people and all of us in the team need to have a common understanding of who this person is so, you choose the picture and a name that are representative and then allow you to develop sympathy for the persona you start empathizing with this person.

Then what are some of the details what are the persona's relevant characteristics and behaviors and some of these are written over here their age etcetera their situation and I

will explain these to you in successive personas then consider demographics job lifestyle, spare time activities attitudes and common tasks for instance. So, you are just giving a little bit of background information about this person the minute I told you Janet is forty two frank is 35 you kind of started connecting certain dots in your head right. So, those are the kind of details you would put in.

Goal very important this goal is what is the most important thing for us because, this is what we use in order to create our design right why would the persona want to buy a user product why would they actually pay to use this product. What problems should the product solve what benefits does the persona want to achieve if, there are multiple problems or benefits identify the main one and put it at the top. So, what are the goals what are the attitudes what are the behaviors related to this particular service right. So, a persona is again a character sketch of a user that represents a typical group and now let us look at an example right.

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Remember we talked about a picture and a name. So, you have a picture here and his name is Peter, right? Now we try to give some details about the person peter works as product manager for a midsized company, he is 35 years old he holds a marketing degree he has got experience working as a product owner on software products with agile teams he has had some scrum training. Now when I described all this to you had immediately formed a little bit of a picture in your head what is the third thing we now need to define

their goals right he has managed mature products successfully he now faces the challenge of creating a brand new product.

So, that is the challenge that he is facing and that is the challenge that is your challenge because you need to through the tool you are designing make it easier for him to create this new, this brand new product much more easily he wants to leverage his agile knowledge. But he needs advice on creating innovative products using agile techniques. So, this is what he needs and this is what his challenge is. So, as you can see once I have described this even though this is one of the most simplest of persona templates even with this description you have got in a pretty good idea of who this person is for whom you are designing and remember again, it is a fictitious summary of real users it is a fictitious summary, but these things are all real things that have you been out in the field been in interviews and been in observations and come back with.

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The image shows a 'Persona Template' form. At the top right, a yellow starburst contains the text: 'Fictional character, Subset of our target market'. The form itself is divided into several sections: 'Personal Info' (with a sub-section 'A Day in the Life Narrative'), 'Persona Sketch', 'End Goals (Explicit and Tacit)', and 'Expected Behavior While Using The Service'. The form is set against a light green background with a yellow header bar. At the bottom, it says '© User in Design' and 'Tamara Rendulic'.

This is another persona template and this has a little more you know detail a little more breadth to it. So, first of all the persona info then, a day in the life narrative as we did in the past section you know, now what a day in the life narrative is like then a sketch a sketch of a person or a picture of the person the end goals explicit and tacit explicit goals are goals that they would have expressed to you tacit are goals that based on your research. You have come back with things that you think are there perhaps unexpressed need perhaps their latent needs and expected behavior while using the service.

So, if you think go back towards Janet and Frank if you put in front of Janet some theme that needs you know has a lot of details and a lot of you know needs a lot of effort and time perhaps, it is definitely not going to work for her right where as Frank probably needs some detail. So, this is another persona template and again it is a fictional character and it is a subset of our target market the target population that, we are looking to design this is one person one persona out of that there may be 3 or 4 or 5 right, generally we try to not go beyond that.

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**Persona Template**

**FULL NAME**

AGE: 1-100  
OCCUPATION: What they do for a living  
STATUS: Single Married etc.  
LOCATION: Where they live/work  
TIER: Frequency of use  
ARCHETYPE: Character model

Task Task Task

**Motivations**

• Fear  
• Growth  
• Social

**Goals**

• The goals this person hopes to achieve  
• Goal 1  
• Goal 2  
• Goal 3

**Frustrations**

• The frustrations this person would like to avoid  
• Frustration 1  
• Frustration 2  
• Frustration 3

**Bio**

The bio should be a short paragraph to describe the user journey. It should include some of their history leading up to a current use case.

**Personality**

Extrovert  
Introvert  
Savvy  
Naive  
Thriving  
Struggling  
Judging  
Perceiving

**Technology**

IT & Internet  
Desktops  
Mobile Apps  
Social Networks

**Brands**

All a collection of one of the user's favorite brands. You can download logos from [www.brandstorm.com](http://www.brandstorm.com)

Xtensio  
Coca-Cola

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strategyd.org

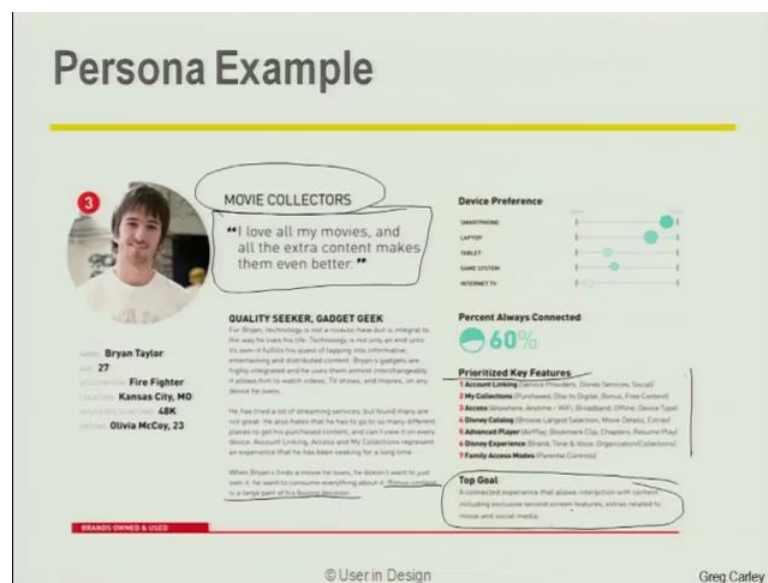
Here is another template and there are many types of templates as I told you would as you get more and more comfortable with personas you can get into more detailed templates more sophisticated information right. So, this has the full name then the age the occupation status location the tier the frequency of use what kind of user are we looking at archetype that is what is their character model then certain traits you might put then motivations.

So, the fears growth and social what are their social kind of notions from a social perspective growth aspirations et cetera goals what are the goals that this person has because you as a designer as an engineer as anyone building the product needs to be able to understand the user's goals because that is what you need to satisfy through your design not just satisfy. But excel in frustrations the pain points right important for you to understand what are the user's pain points today what are they struggling with and then



this could be little bit about the user journey that we also spoke about and then little bit about the personality you know extrovert introvert sensing intuition thinking feeling judging perceiving. So, little more details that can help you shed more light and then their technology orientation and what are their favorite brands. So, the technology orientation particularly if it is a technology based product it is very important to know how tech savvy are they how not tech savvy are they, and the brands give you an idea of what kind of expectations. If apple is one of their favorite brands then you know they have an expectation of quality.

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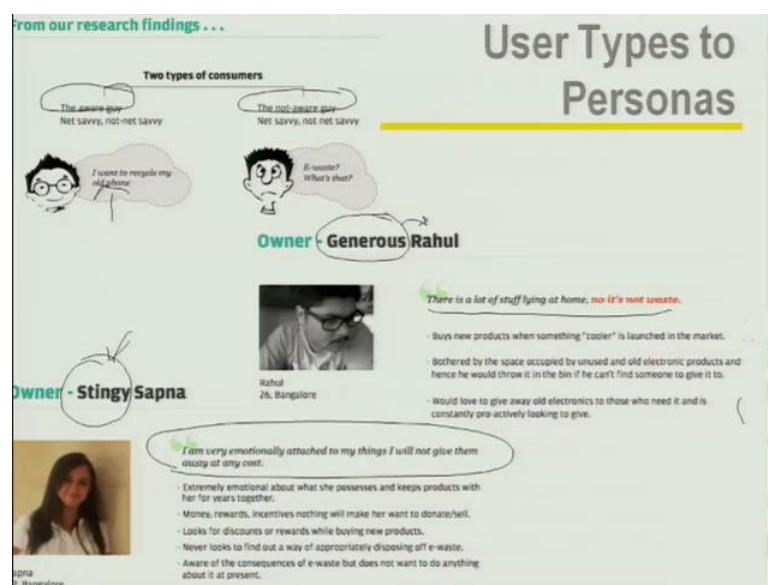


Now, let us look at a persona example that is fairly detail. So, this is a person Bryan it gives details of where he lives what he does etcetera. Now what type is he is a movie collector very interested in movies and this is one of the most important things you need to create when you create a persona. If this person were to say the top of mind thought in that is in their head then what would that be. So, he is saying I love all my movies and all the extra content makes them even better. So, it is not just movies he is really into all the other stuff may be the songs may be some merchandise all of those things. So, he is a quality seeker he is a gadget geek right.

So, there is lots of details about him and for example, over here it says, when Bryan finds a movie he loves he does not want to just own it he wants to consume everything about it. So, he lives kind of in the world of movies right it is very powerful for him bonus

content is the large part of his buying decision there you go that is a very key thing that Bryan would be looking for that is important for you to know as a designer. When you are working in this domain and then his device preferences smart phone laptop tablet etcetera, etcetera, and then what are his prioritized key features perhaps you asked him you know, if you had the ability to have a Disney catalog my collections family access movies etcetera modes. So, what would they be and this is how he has prioritized again very important insights for you as a designer to know and what is his top goal a connected experience that allows interaction with content including exclusive second screen features, extras related to movies and social media so, I am sure through this whole description you have very nicely built the picture inside your head about who this person is.

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So, this is the project that we had worked on and this was about electronic waste you know people have lots and lots of electronic waste today and what do they do with it and how can this whole area be addressed to come up with a efficient and strong service that allows people to recycle their electronic waste. So, from the research findings I just want to show you in this slide show from the research findings we derived personas right. So, there are two types of consumers from the research findings we find the aware guy who is aware about E-waste and the not aware guy now what is the aware guy saying, he is saying I want to recycle my old phone alright the not aware guy is saying E-waste. What is that, these are the two and from this we have derived two kinds of persona two


personas one is called generous Rahul remember this term is used to qualify the name and give you an idea of what it is about right. So, what is he saying there is a lot of stuff lying at home no it is not waste.

So, then this is describing to you what he does he buys new products when something cooler comes in he is bothered by the space occupied by all the old products, but he would throw it in the bin, but he eh he would love to just give it away to someone he would love to know if there is someone who needs it and the other person is stingy Sapna right and again this word is qualifying her and it is a characteristic of the kind of user that we are faced with right. So, what is she saying, I am very emotional attach emotionally attached to my things and I will not give them away at any cost. So, she stores all her old phones may be her old computers whatever it is she holds on to them. So, she does not you know does not want to get rid of them and perhaps does not even realize why it is important to do that.

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**Persona One – Socially Active**

**Name:** Pratibha Rao  
**Age:** 45 Yrs  
**Marital Status:** Married  
**Profession:** Homemaker  
**Resident Since:** 5 yrs



Pratibha is a resident of Platinum city for the past 5 yrs and actively attends and participates in the activities in the society. She has a large circle of friends in the society. They help each other in organizing various festivals and cultural events in the society.

She wants to engage as many residents as possible in these activities as this fosters a better living environment in the society.


Alright, let us look at some more personas here is an example that was for a project where we were looking to design a service a common portal kind of thing for a huge housing society that, would allow its residents to communicate and connect with each other much better. So, this is the first persona and how is it described she is called socially active and then there is a name there is a photograph with it and then, there is the details and the little description about her Pratibha is the resident of platinum city for the

past 5 years that is the name of the society and actively attends and participates in the activities of the society she has the large circle of friends in the society they help each other in organizing various festivals and cultural events in the society. She wants to engage as many residents as possible in these activities as this fosters a better living environment in the society. So, you can see she is someone who is socially active this is describing the person the kind of the behavior.

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**Persona Two - Interested but Busy**

**Name:** Rajesh Sharma  
**Age:** 42 Yrs  
**Marital Status:** Married with 1 child  
**Profession:** Doctor  
**Resident Since:** 5 yrs (owner)



Rajesh is a Doctor by profession and divides his day between his clinic and the hospital in which he works. He also sometimes attends to his neighbors in the event of an emergency.


He gets to know about many events in Platinum city through posters and from his wife. He really wishes to attend some of these events and meetings. However, due to his tight schedule and appointments he doesn't seem to find the time to attend. He came to know his neighbors through helping them out at times of need. He would like to extend his expertise to the other residents too.

Now, let us look at the next persona this is you know Rajesh Sharma who is a doctor and he is interested, but busy right. So, Rajesh is a doctor by profession and divides his day between his clinic and the hospital in which he works he also sometimes attends to his neighbors in the event of emergency, he gets to know about many events in platinum city through posters and his wife he really wishes to attend some of these events; however, due to the tight schedule and appointments he does not find the time to attend he came to know his neighbors through helping them at times of need he would like to extend his expertise to other residents also. So, he is interested he is interested in connecting with the neighbors interested in being socially engaged, but he does not have the time right this person was interested and has the time.

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### Persona Three – Least Interested

**Name:** Sujata  
**Age:** 27  
**Marital Status:** Unmarried  
**Profession:** Working  
**Resident Since:** 2 yrs (Tenant)

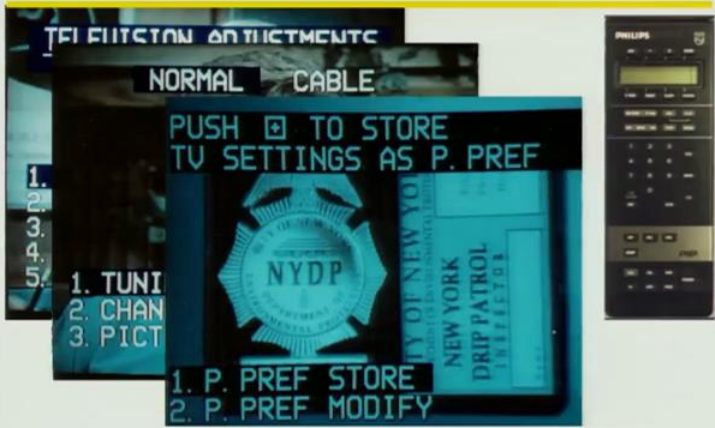


Sujata is a very busy woman and loves to spend her leisure time with her family and her friends from work. She has her own circle of friends and prefers to spend her weekends with them. Therefore, she is not interested in socializing here.  
She finds no mode or platform to know her neighbors and hence is least interested in the activities of the society.

Let us look at the third person she is least interested right. So, what does this say she is a very busy woman and loves to spend her leisure time with family and friends from work she has her own circle of friends and prefers to spend her weekends with them? Therefore, she is not interested in socializing here she finds no mode or platform to know her neighbors and hence is least interested in the activities of the society.

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### TV User..... Who is Not?



1. TUNI  
2. CHAN  
3. PICT

1. P. PREF STORE  
2. P. PREF MODIFY

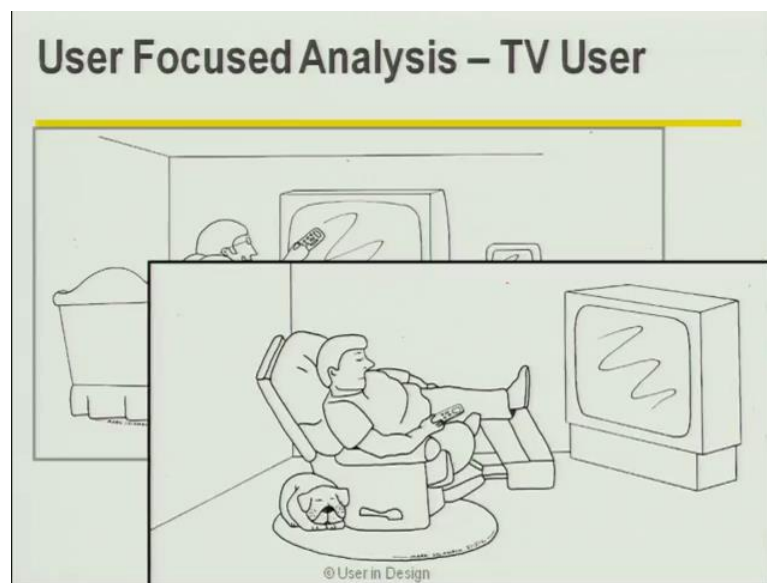
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So, through these 3 personas you have seen, there are 3 strong behavior based types of users that we need to think about in the design of this service. Now as I told you

yesterday as we spoke about you know the if we think about a TV user you know you might say who is not a TV user everybody is a TV user, but what happens just like I explain to you in the government example where the internal organization gets reflected outside if we are not aware of users aware of bringing people into our design process similarly this is what happened.

So, this is from several years ago, but this is what the television controls looked like and it was very confusing for people you know what does input mean what does tuning mean what p-pref means and things like that right and the remote was also very intimidating looking objects. So, in while in you know in a TV product like this a television we might feel that oh it is a television I use television every day I watch television every day. So, I am a user I know all about it that is not true you need to think and delve into the needs and problems of the people who are not interested in the technology and the technical mambo jumbo behind it right.

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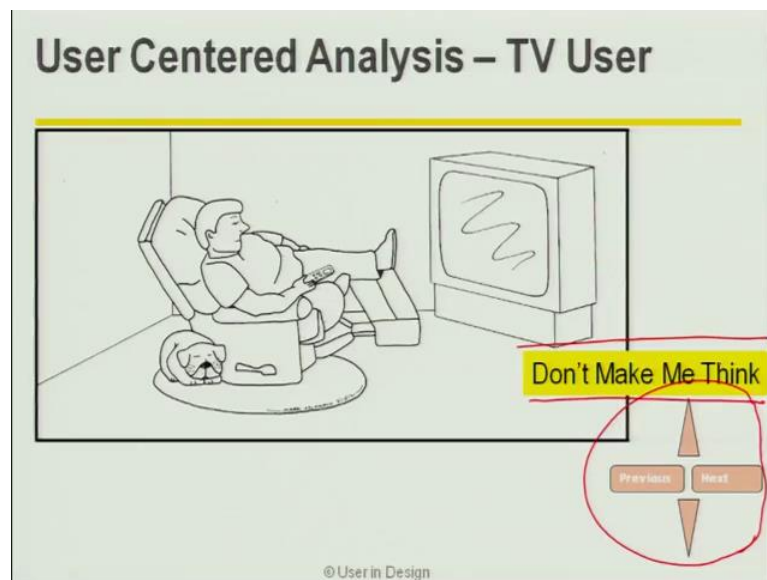


So, what I wanted to point out to you over here are through this analysis a very different kind of persona approach was taken over this which was done graphically. So, there are various ways to represent your persona. So, this was the representation of the person who this product has been had been designed for right you can see he is a very you know like a geek very interested in technology loves to think over different things he is enjoying reading all these user manuals got all these cables and everything around, how do I



connect this with that how do I do that with that right, that is the person for whom this product has been designed, but who is the person that we really need to look at this is the persona of that person and we called him the couch potato right this person wants to do nothing.

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Just let me sit back and watch TV, I do not want to think right and I want to extend this to you further by saying that this was carried forward into the design with very simple controls with very simple controls that allowed the person to just do two couple of things previous next up and down right remember Steve Krug's book that said do not make me think if you can take this approach in your designs you will do very well.

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## User Profile from User Research

**ELECTRONIC PROGRAMME GUIDE** 2 BBC TWO

The Fairly Odd Parents 16:30-16:45

CBBC, Mother Nature: Mum becomes Dimmesdale's favourite weathercaster after Timmy wishes that whatever she predicts comes true. But this soon causes major problems.

Channels	Current Event	Next Event
1. BBC ONE	The Fairly Odd Parents	Cartoon
2. BBC TWO	Tennis: Queen's	The Weakest Link
3. ITV 1	The Sleepover Club	I Want That House
4. Channel 4	A Place in The Sun	Richard & Judy
5. Five	Moment of Truth: Cult R...	Five News Followed By...

Navigation: [Previous] [Next] [Watch] [More]

TV Viewers like to "lean back" and passively watch TV, rather than "sit forward" to interact with their TV. Designs requiring them to be "actively engaged" is therefore unnatural.

What Shall We Watch Tonight?  
Matt Jones, Neil Turner and Paul Cairns

UX Magazine, Volume 6, Issue 3, 2007

© User in Design

So, this is another way of representing a persona, but in a picture it has captured the same thing and we know from, what we covered yesterday from research that TV users like to lean back rather than sit forward and they do not want to be actively engaged.

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## Personas for Elderly Phone

**SERVICEMAN**

MR. PATEL  
AGE: 62  
LIVES IN LAMPFAR, GUJARAT

- Grandson in Boston has his Annual Day Function.
- Wants for the evening 9:30 for his son to call (Time difference issue).
- Asks him to send photos to the near cyber cafe.
- Goes to the cafe the next day and asks the owner to show him the photos.
- Takes a print of the photos to show his wife at home.

"UPDATES OF CHILDREN SHOULD COME LIKE NEWS TO ME"

**HOMEMAKER**

MRS. VERMA  
AGE: 68  
LIVES IN BARODA

- Watching TV at home.
- Phone rings and is heard as the 1st ring.
- Pushes towards the phone. Forgets which room it is and where it is.
- Keeps rings.
- Finally finds the phone. Still now is trying to figure out how come she has 3 missed calls.

"I WANT MY PHONE TO MAKE ME MORE ACCESSIBLE"

**OLD AGE HOME**

MRS. NINE  
AGE: 88  
LIVES IN CHENNAI

- She is going to a temple in a city bus.
- Hears her ringtone from her purse.
- Tries to fish out the device from within the purse.
- Locates device in her purse.
- Then pulling it out.
- It rings and falls.

"I BELIEVE MY PHONE HAS TO CARE FOR ME AND NOT ME TAKE CARE FOR IT"

**RETIRED MAN**

MR. KAMATH  
AGE: 70  
LIVES IN TUMKUR

- Needs to call one of his three children.
- The local recharge shopkeeper has programmed speed dial 4, 5 and 6 to his children's contacts.
- Dials 5 in 3 attempts (unable to prolong the press).
- Ends up calling his daughter instead of his son.

"ALL I WANT TO DO IS CALL THE RIGHT CHILD OF MINE"

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Here are some personas that were created in the design of a phone for the elderly and you know while they do not give specific names to the personas as a person, but what I wanted you to take away from this is you know these top of mind statements right. So, this person who is a working person he is a senior citizen, but he is a working person he



is saying updates of children must come like news to me and this is possible that this is a verbatim comment from the user what is this home maker saying that? You know, she has a lot of dependency and she says she is kind of home bound and she says I want my home phone to make me more accessible make it very easy for people to reach me to reach people right what is this one saying the person living in an old age home.

She is saying I believe my phone has to care for me and I should not have to care for it I should not have to manage my phone that should look after me what is this retired person saying you know he is saying all I want to do is call that right child of mine. So, he has 3 children he wants to make sure he does not call the wrong child at the wrong time. So, even if you do not read the rest of it if you read just these 3 just these 4 sentences I think you have got in your head a very clear picture of which these people are that we are trying to design for.

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**TouristStory**  
The one stop audio visual tour guide

**Persona 1**

**Researcher Ram**

*"I do enjoy travelling and ensure that I do my complete homework before visiting ANY place.. History.. Ah.. My favourite!"*

Ram Sharma  
32 years  
IT professional

Ram likes **visiting historical places**. He does a lot of research about the place.

He plans his trips accordingly and has a **packed itinerary**. He **hires guides** if he feels they are authentic. He also enjoys **hiring audio guides** and considers them a **good source of information**.

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This is another example of the service came to be called Touriststory, which is a one stop audio visual tour guide. So, in historic sites you know some kind of an audio visual guide that gives you information now this is an excellent way to write to name a persona right researcher Ram like the stingy Sapna right, what is he saying I do enjoy travelling and ensure that I do my complete homework before visiting any place history it is my favorite. Now let us read a little bit about it ram likes visiting historical places he does a lot of research about the place he plans his trips accordingly and has a packed itinerary

he hires guides if he feels that they are authentic, he also enjoys hiring audio guides and considers them a good source of information. So, this is a really well done persona.

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**Tour i Story**  
The one stop audio visual tour guide

**Persona 2**

**Tourist Tarun**

*"I love taking family vacations. Kids have a good time, learn a little about history.. Guides? ..can't do with them, can't do without."*

Taru Gopalan  
38 years  
Businessman

~~Kaustub~~ takes holidays, during his children's vacations. These vacations usually comprise of **popular tourist destinations**. He relies on tour packages and guided tours. He wishes for his **children to learn the historic significance of the place**. He does hire guides often but worries about their **authenticity and language issues**.


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Like let us look at this one this is Tourist Tarun. What is he saying I love taking family vacations kids have a good time they learn little bit about history guides cannot do without them cannot do with them cannot do without them right. So, Tarun he takes holidays not Kaustub takes holidays during his children's vacations these vacations usually comprise of popular tourist destinations, Right? He relies on tour packages and guided tours he wishes for his children to learn the historic significance of the place he does hire guides often, but worries about their authenticity and language issues. So, that is your user type number 2.

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**TouriStory**  
The one stop audio visual tour guide

Persona 3



### Casual Kavita

“Historical places are so out! I only like shopping and cultural events. And ofcourse taking pictures and facebook!”

Kavita Rao  
24 years  
Student

Kavita **seldom visits places of historic significance**. She loves **shopping** and likes to take a lot of pictures.

She regularly uses her **smart phone** (blackberry) to update her status on **facebook**.


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Now, let us look at Casual Kavita, what is she saying historical places are. So, I only like shopping and cultural events and of course taking pictures and Facebook. So, Kavita seldom visits places of historic significance she loves shopping and likes to take a lot of pictures she regularly, uses her smart phone to update her status on Facebook she uses her smart phone all the time important point even though you might just dismiss her and say oh she is not part of our ecosystem at all.

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**TouriStory**  
The one stop audio visual tour guide

Persona 4



### Informative Irfan

“Story telling is my job and passion. I read all night and educate people about the Ajanta Caves. But it is tiring.”

Irfan Khan  
40 years  
Tour Guide

Irfan works Aurangabad tourism department office as a **tour guide**.

He tries providing the **information in different interesting ways**. He however does get **exhausted** by the end of the day and tends to **skip certain important information** about the sites.

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And now let us look at Informative Irfan. Informative Irfan, he says storytelling is my job and passion I read all night and educate people about the Ajanta caves, but it is tiring Irfan works at Aurangabad tourism department office as a tour guide he tries providing the information in different interesting ways. However, does get exhausted by the end of the day and tends to skip certain important information about the sites. So, that is the 4 personas we talked about and I am sure by now you have a very strong sense of who those 4 people are and what are their different needs.

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This is from an example where you know we were trying to design something that allows young children to have better clarity on the career they might want to choose and I do not have the entire persona over here I have not put it, but what I wanted you to understand is the naming and how clearly the naming can inform you about what that persona is about. This is defined path Damodar Yadav defined path he is very clear of what he wants right multi field interested Manoj Kumar he is interested in lots of different fields.

So, he is not really sure what he would like to do uninterested Umesh Kishore he is generally not really bothered it is like I do not know what I am going to do who cares now this is a father, right? He says my son knows it all my son is the expert he knows what career to choose and look at this Dipansh Mishra he is saying what it is called defined career Dipansh Mishra, he basically thinks that his son needs to do son or daughter needs to do so. So, career I have defined it for them that is what is right for

them. So, you can see there are these 5 very different approaches all towards the same design.

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**Why Personas?**

- Helps to not lose track of the real people you are designing for
- Saves time preventing endless and repetitive discussions on users' needs and expected behaviors
- Avoids traps of designing for ourselves - consistency and quality in design
- Helps in prioritizing features keeping in mind precise expectations of user

**Brings PEOPLE to life and to the design activity.**

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Now, why do we create personas we create personas. So, it helps us to not lose track of the real people that we are designing for it is very easy to lose track and then to start designing for ourselves, assuming we are the user it saves time prevents endless and repetitive discussions on user needs and expected behavior. So, what happens in a team once you create these personas and you put them up and you say these are the 4 types of people we are talking about often times you will find in team they say oh you know, but Sapna would not like this or Pradeep would not do that. So, that makes it very easy in a team to all get aligned in a same page avoids traps of designing for ourselves. Of course, and helps in prioritizing features keeping in mind precise expectations of users. So, we understand what their needs are and therefore, what their priorities would be on the product.

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## Scenarios

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A scenario articulates the background and setting around the usage of the product–service we are creating


Scenarios complement personas.

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So, personas essentially brings people to life and brings them into the design activity they are very, very powerful too. Let us now look at scenario that hand in hand with personas what does a scenario do a scenario articulates the background and setting around the usage of the product service that we are creating. So, you have the person now we are going to speak about the setting that is what the scenario does scenarios complement personas. So, let us look at an example.

(Refer Slide Time: 36:17)

## What are Scenarios for our Personas?



Sunil Khedkar, 29, Office Clerk

- Graduate, BA
- Born and brought up in Pune, proud of being a Pune citizen
- Actively participates in community services and citizen forums involved with underprivileged and needy citizens
- Familiarity with computers, internet low
- Can access internet from office

Scenario

Sunil had a discussion with his friends in the community forum about the PMC self employment scheme implemented in a nearby area. They want to know if they can start a similar plan in their own locality. Sunil decides to access the PMC site to find information on this.

### Who are they?

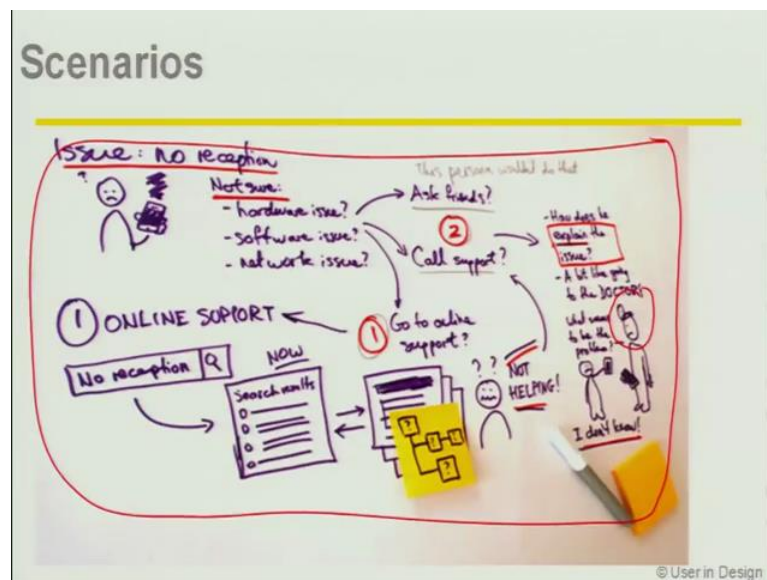
### How do they approach our product/service?

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So, let us say we have for that corporation website we have this person called Sunil Khedkar, who is an office clerk right we have some details about him he actively participates in community services involved with underprivileged and needy citizens. He is familiar with computers, but internet abilities are low he can access internet from the office now let us look at what the scenarios Sunil had a discussion with his friends in the community forum about the Pune corporation self employment scheme implemented in the nearby area they want to know. If they can start a similar plan in their own locality he decides to access the corporation website to find information about this. So, this is telling you his goals his intents his motivation and the scenario around which he is going to use the product.

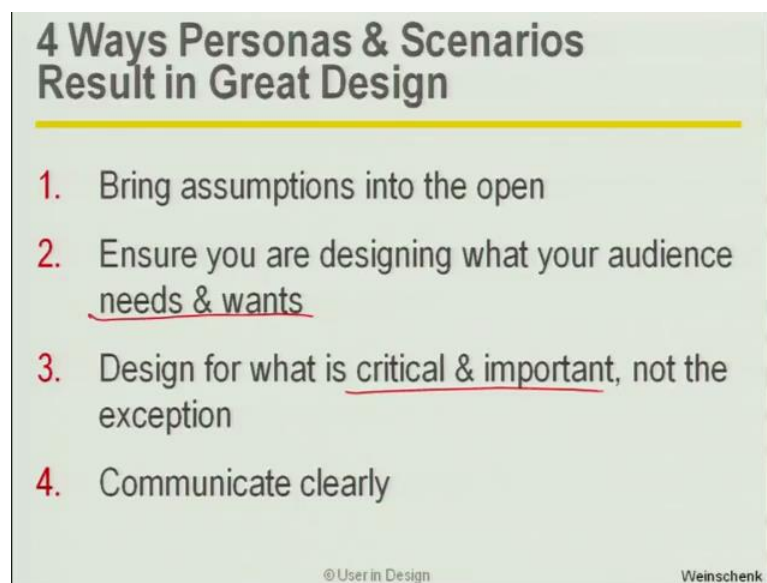
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So, personas are about who are these people scenarios are about how do they approach our product or service now a scenario can be very sketchily quickly put together it does not have to be very elaborately drawn this is an example and through this, I would also like to emphasize the point that saying I cannot draw should not be retractor for you not to design not to innovate design is you know not the same as art you are not trying to be an artist over here design is not art. So, you can see through this representation very crude drawings how nicely the whole story is conveyed right, what is he saying over here this is related to him having problems with his cell phone reception right. So, you see this guy with unhappy face and with the cell phone in his hand he is saying he gets no reception he is not sure is it a hardware issue software issue.

Is it a network issue should he ask his friends well this person is unlikely to ask friends he is not that kind right should he call support should he go to online support he is much more likely to do this first. So, he goes to online support and he types in this no reception in the search bar and he gets these search results he gets a whole bunch of information you know with try this try that everything and he is again quite confused. So, he says let me call support he calls support and what happens how should he explain the issue and what does he say it is a bit like going to the doctor the doctor you can see how nicely he has represented the doctor over here right the doctor says what seems to be the problem and he is saying I do not know. So, it is a kind of little humorous way, but the point I would like to make is an entire scenario has been represented to you as far as how this user is interacting with this product and what other problems are they facing with it.

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So, 4 ways in which personas and scenarios result in great design what do they do first they brings assumptions into the open everybody's assumptions like I told, you know if I say the word nice in a room full of people there would be 10 of you who would have a different notion of nice in your head right. So, we all have different assumptions in our head and design is always a team activity right or rather bringing a product out into the world is always a team activity.

So, different members of the team have different assumptions instead of that now all our assumptions are out in the open they are all laid out on the table and we all have a



common understanding of it ensure you are designing what you audience needs and wants you have defined very, very clearly. Now articulated from all those things that you heard in the field or heard in your interviews, you articulated it on a single piece of paper and you are very clear about their needs and wants design for what is critical and important not the exception understand, what is the most important issues what is the priority and communicate clearly it helps us to communicate very clearly who is the person and what is their context.

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**Persona**



**Mrs. Abhirati**

**29 years old**  
**Kalamkari artist**  
**10<sup>th</sup> standard**  
**Hyderabad**

Abhirati and her family has been traditionally involved in making Kalamkari art.

She has been a disciple of renowned artist Shri. Gurappa Chetty, who was honoured with the title of "ShilpGuru" in 2002 by the Crafts Council of India

She has a small TV in her home, and uses a simple Nokia phone, mainly to receive and make calls.

She wants to pursue her art full time but financial implications do not allow her to do so.


So, this was the persona that was created for something that we were doing for artists crafts people actually crafts people trying to create a very basic technology platform through which they could perhaps sell their products. So, Abhirati and her family has been traditionally involved in making Kalamkari art right she is this is her details she is tenth standard educated she has been a disciple of this renowned artist she has a small TV in her home and uses a simple Nokia phone. She wants to pursue art full time, but financial implications do not allow her to do so.

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## Scenario

Mrs. Abhirati had heard about our system "Kala" from her friend. She is interested in the idea of such a platform where she can get better exposure of her art and can directly get her products sold. She is also very excited about the forum where she can get suggestions about how to sell more.


She came to know about the rights and policies that Indian government has been providing for people like her.



And what is the scenario right she has heard about her system Kala that is the name of the service we were working on from her friend she is interested in the idea of such a platform where she can get better exposure of her art right. There go your motivations and can directly get her product sold another motivation she is very excited about the forum where she can get suggestions how to sell more and she came to know the rights and policies that the Indian government has been providing for people like her. So, that is the scenario with that persona.

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## Persona



**Mr. Satish Ahmed**

47 years old,  
Seesham wood carver  
12<sup>th</sup> standard  
Saharanpur, UP

Satish is an Indian government recognized master craftsmen.

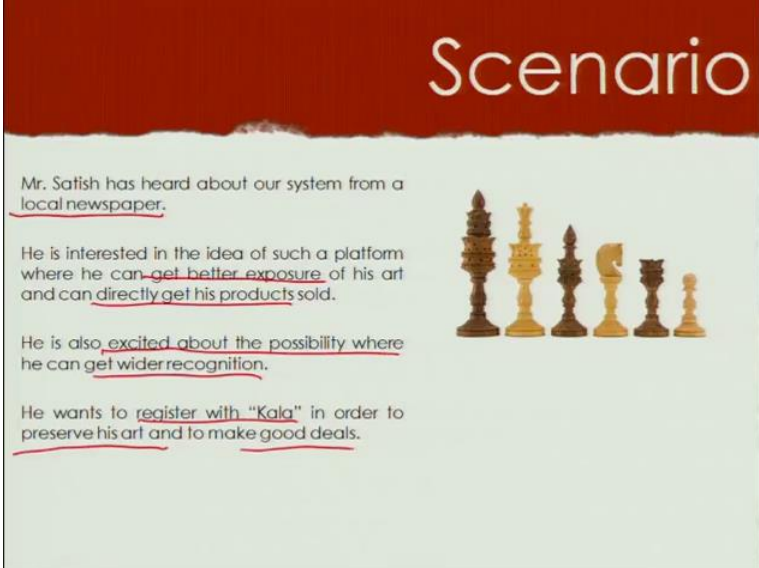
He and his family has been involved in making and conducting workshops about wood carving.

Though financially stable he is looking for more avenues for his products.

He uses a Nokia phone, to make calls and use SMS and also is a bit familiar with computers.


Another persona for the same project Satish is an Indian government recognized master craftsman he and his family have been involved in making and conducting workshops about wood carving he is financially stable. But he is looking for more avenues for his products he uses a Nokia phone etcetera, etcetera, he is a wood carver.

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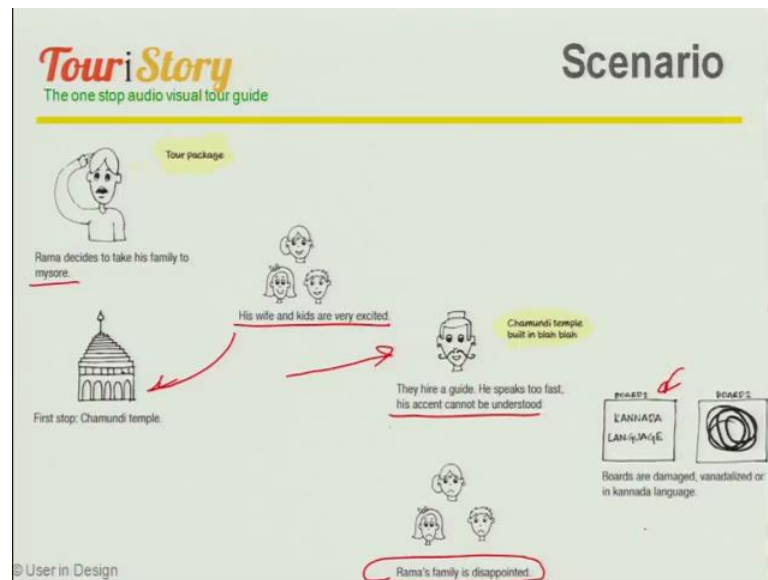
## Scenario

- Mr. Satish has heard about our system from a local newspaper.
- He is interested in the idea of such a platform where he can get better exposure of his art and can directly get his products sold.
- He is also excited about the possibility where he can get wider recognition.
- He wants to register with "Kala" in order to preserve his art and to make good deals.



Now what is the scenario along with that persona he has heard about our system from a local newspaper you can see the different ways in which the people come to know about the service he is interested in the idea of such a platform. Where he can get better exposure of his art and can directly get his products sold he wants better exposure directly sell his products. Now remember one important point to remember the product does not even exist. Now you have created the scenario of the future. So, that you can understand better and be able to predict some more about the future he is also excited about the possibility. Where he can get where he can get wider recognition remember he is a master craftsman awards and recognition is very important for him, he wants to register in order to preserve his art and make good deals.

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So, you can see how the persona and scenario work together you remember the TouriStory right the person called ram who wants to expose his children to you know, history and get them more oriented towards our history and culture and everything. So, he decides to take his family to Mysore. So, see how this scenario is represented in a very different way right. So, he is thinking of a tour package right that is his thought bubble his wife and kids are very excited they all are excited about this, family vacation first stop they go to is Chamundi temple and then, they hire a guide and this guide is talking about Chamundi temple built in blah, blah, blah, blah, blah, blah, very boring right he speaks too fast his accent cannot be understood the first board is in Kannada the second board has been vandalized and it is not even legible properly what happens Ram's family is disappointed they go back very disappointed. So, this is a scenario that is showing you what happens as far as the user's pain points are and therefore, where does your product come in.

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### Sample Scenario

Raman Kumar heard about ABC Pvt.Ltd. through an ad on his college department notice board yesterday. It says they will come for an informational and recruiting session in 5 weeks time. Today, he just attended his first final year project meeting with his guide and has to finalize his project next week. He thinks he should enquire whether there might be an opportunity to do his project with them, since he is thinking of something in the same area of work. He feels a bit skeptical about ABC Pvt.Ltd., as he's heard it's a small company and being at the threshold of his career, he looks forward to the thrill of being part of a large, established and reputed organization in his first job. He decides to look up their site to see what kind of work they are doing and whether they will meet his career objectives.

A scenario can be explained in this kind of detailed way while of course, the more visual you can be the better it is this is about a company that is looking to hire new talent attract new talent. So, this is Raman Kumar he has heard about a b c private limited through an ad on his college department notice board yesterday, it says they will come for an informational and recruiting session in 5 weeks time today he just attended his first final year project meeting with his guide and has to finalize his project next week he thinks he should enquire.

Whether there might be an opportunity to do his project with them since he is thinking of something in the same area of work as this company is involved in he feels a bit skeptical about ABC as he has heard it is a small company and being at the threshold of his career he looks forward to the thrill of being part of a large established and reputed organization in his first job, he decides to look up their website to see what kinds of work they are doing and whether they will meet his real objectives once you read this scenario you have a pretty good idea about what this company needs to do how they need to design. So, that they solve all the different, different, different things that are very important for this person Raman Kumar. So, that was about personas and scenarios.