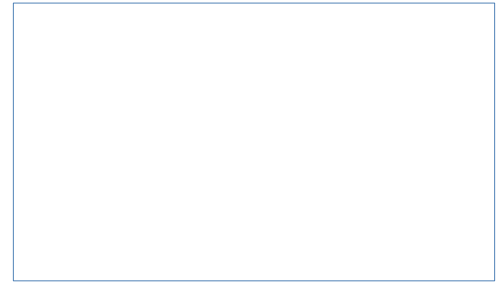# INTRODUCTION TO INTERACTION DESIGN

Lecture 14
User Personas and Scenarios

Prof. Sonal Atreya
DEPARTMENT OF DESIGN

User Personas

Requirement #: **75** Requirement Type: **9** Event/Use Case #: **7, 9**

Description: **The product shall record all the roads that have been treated.**

Rationale: **To be able to schedule untreated roads and highlight
potential danger.**

Originator: **Arnold Snow, Chief Engineer**

Fit Criterion: **The recorded treated and untreated roads shall agree with
the drivers' road treatment logs.**

Customer Satisfaction: **3** Customer Dissatisfaction: **5**

Priority: Conflicts:

Supporting Materials:

History: **Created February 29, 2006**

Volere
Copyright © Atlantic Systems Guild

Simple structure for user stories is as follows:

- As a <*role*>, I want <*behaviour*> so that <*benefit* >.

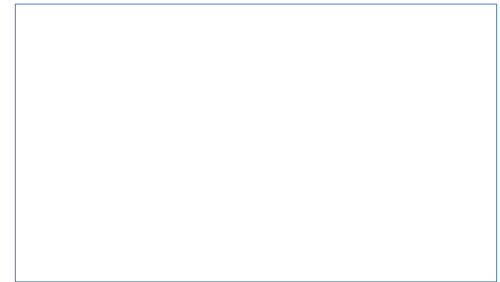**Example user stories for a healthy person might be:**

- As a <**fitness enthusiast**>, I want <**to maintain my calorie intake**> so that <**I am able to maintain my weight**>.

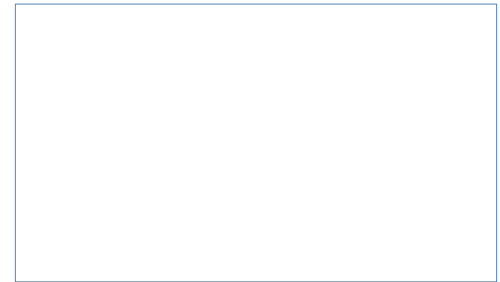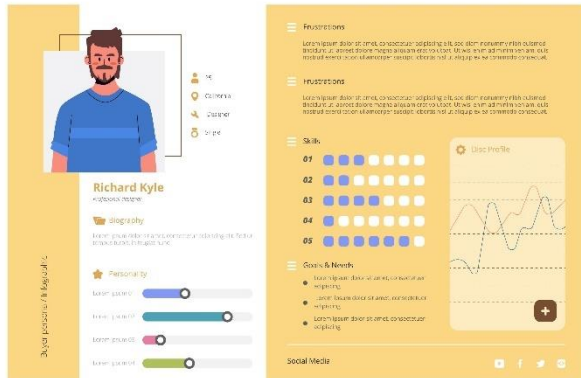**Example user stories for a app provider might be:**

- As a <*Health care app provider*>, I want <*calorie values for new food items*> so that <*I can provide my clients various options*>.

Two techniques that are commonly used to augment the basic requirements information and to bring requirements to life are
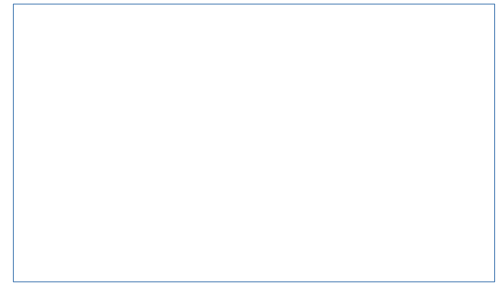
- **Personas**
- **Scenarios**

Images by Freepik

Personas are rich descriptions of typical users of the product under development on which the designers can focus and for which they can design products.

- They don't describe specific people, but rather they are realistic, and not idealized.
- Any one persona represents a synthesis of a number of real users who have been involved in data gathering, and it is based on a set of user profiles.
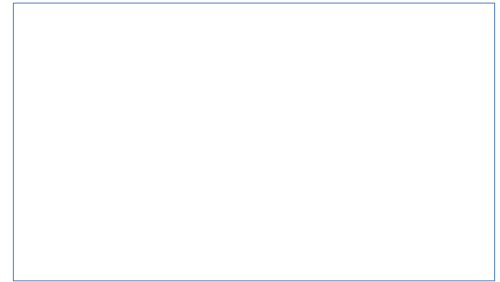
- Each persona is characterized by a unique set of goals relating to the particular product under development, rather than a job description or a simple demographic.
- Goals often differ among people within the same job role or the same demographic
- In addition to their goals, a persona will include a description of the user's behaviour, attitudes, activities, and environment.
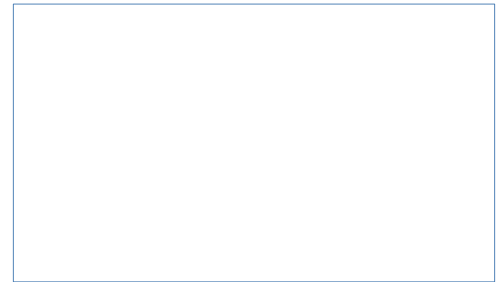
Image by Freepik

Four Different Types of Personas

1. Goal-directed Personas

2. Role-Based Personas

3. Engaging Personas

4. Fictional Personas

Source: https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them

1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.
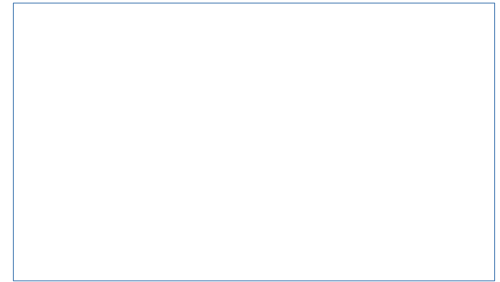
3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.
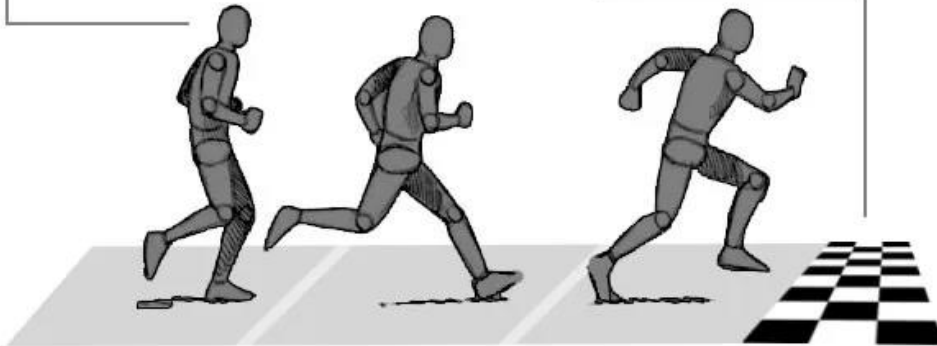
2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

Persona

Vidhi Sharma

28, Female
Mountaineer

"I was raised by a family where vacations meant trekking and camping in mountains. after having such childhood I got inspired to become a mountaineer and guide other women in this journey."
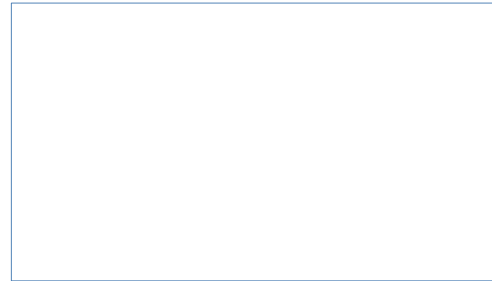
Bio

Vidhi is a mountaineer and is passionate about pursuing it as a career by becoming a trek guide and help other womens find something along the journey. She feels that the tour industry is male dominantwhich might make it difficult for females to feel safe. She would appreciate an all women platform where she can work.
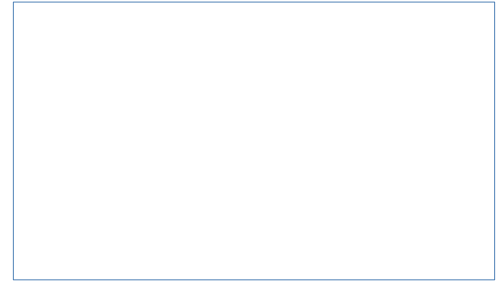
Goals

- Become a full time trek guide
- Encourage more women in the industry
- Make it safer for women travellers
- Create change and defy the stigma

Frustrations

- Unable to find a company to work for
- Dominance of male in the industry
- Lack of facilities for women in this field
- Lack of safety and knowledge during trekking

Scenerio

Vidhi wants to purse mountaineer as her career full time and is looking for jobs where she can do this full time, but she realises that there are very few such options fore her and for other women like her.
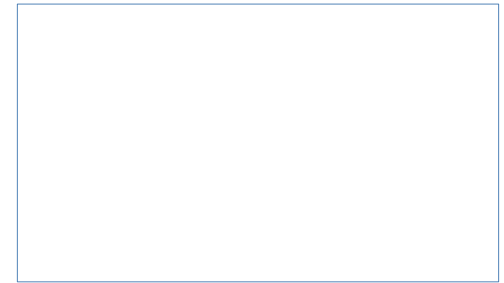
User Scenarios

What are User Scenarios?

User scenarios are usually stories or narratives that describe how a user might interact with a product or system in a particular context or situation. User scenarios are used to identify user needs, goals, and behaviours, and to design user interfaces that meet those needs and goals.
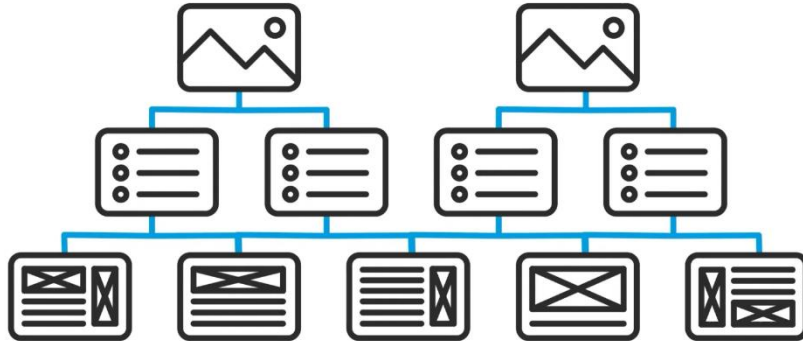
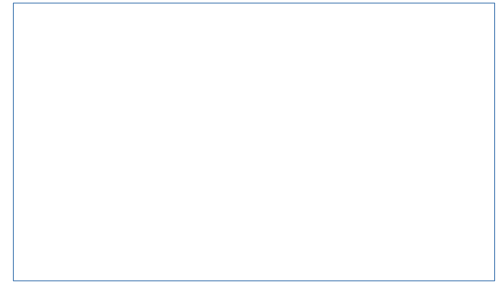Source: https://www.interaction-design.org/literature/topics/user-scenarios
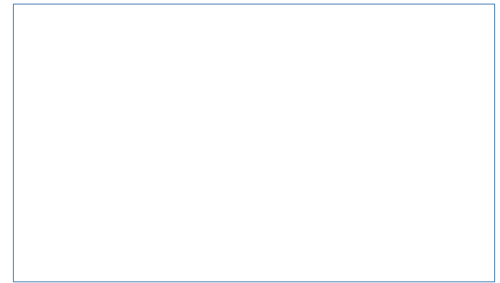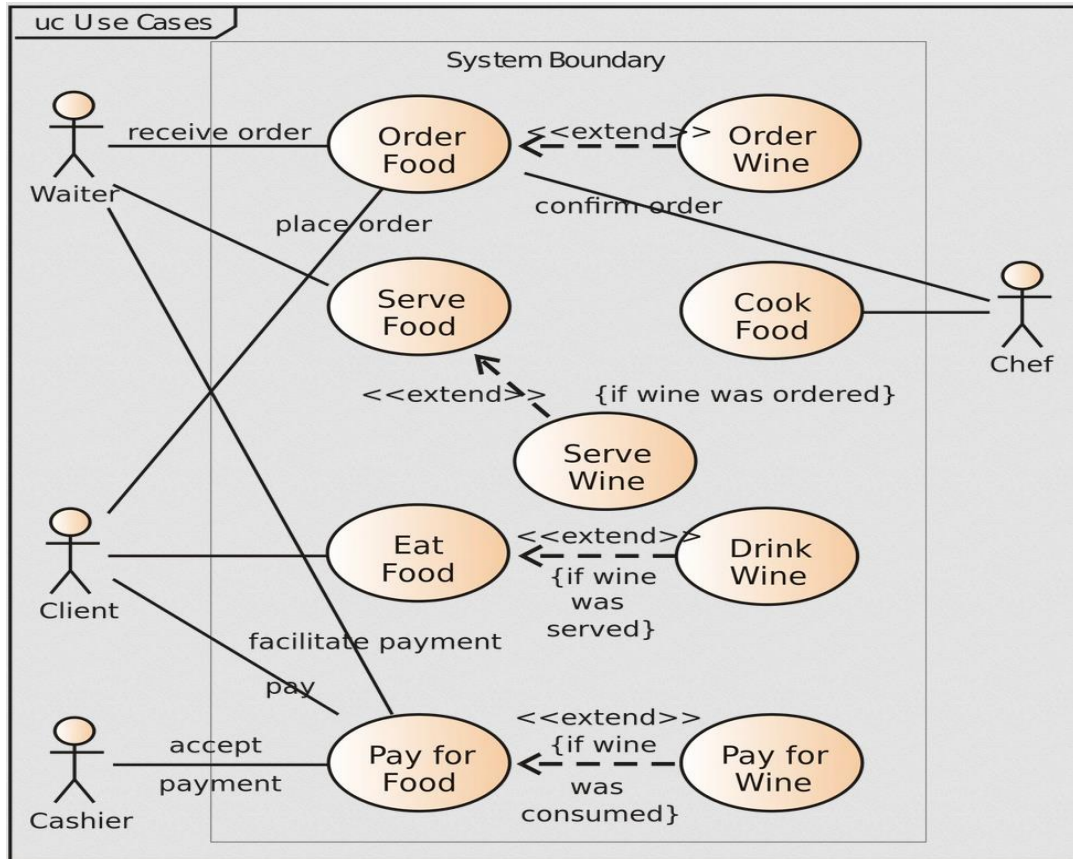
Multiple Uses of Scenarios

Source: https://www.interaction-design.org/literature/topics/user-scenarios

Scenarios, Personas and Roles
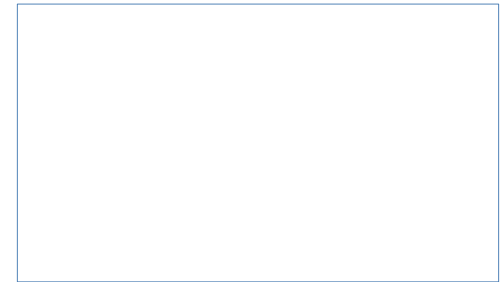
Creating user scenarios involves several steps, which include:

1. Identify the user
2. Define the context
3. Determine the user's goals
4. Outline the steps
5. Consider obstacles and challenges
6. Describe the outcome
7. Iterate and refine.
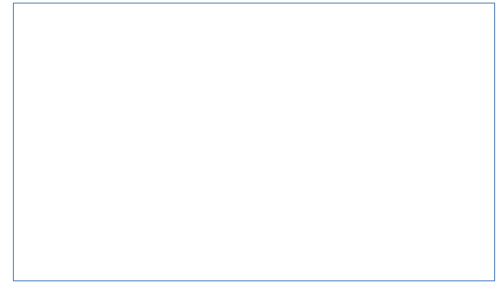
Overall, creating user scenarios requires a deep understanding of the user's needs, behaviours, and goals, as well as the context in which they will be using the product or system. By following these steps, designers can create scenarios that accurately reflect user needs and behaviours, and use them to design interfaces that are intuitive, effective, and engaging.
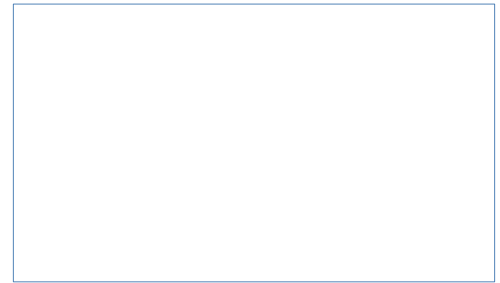
Storyboard

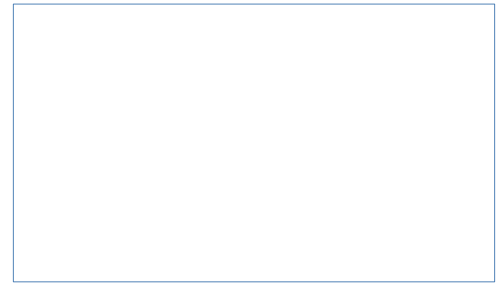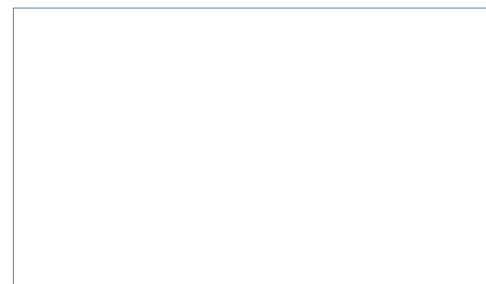Storyboarding is a technique used in interaction design to visually represent user scenarios and interactions. Storyboards are typically a series of illustrations or sketches that depict the different steps in a user scenario, showing how the user interacts with a product or system.

1. Person passing by an advertisement board

2. Notices one announcement and is interested in more information

3. Taking a photo of a barcode on the poster.

4. The mobile phone downloads detailed information about the new product.
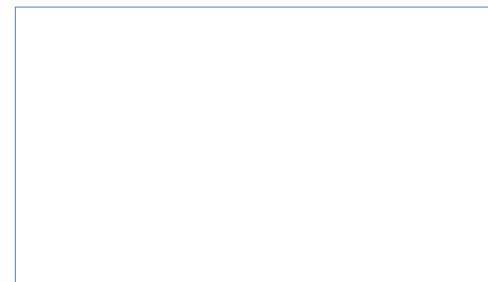
5. The person puts away the phone and turns around.

Source: https://docs.idew.org/internet-of-things-project/iot-project-outline/3-5-create-storyboard-for-solution

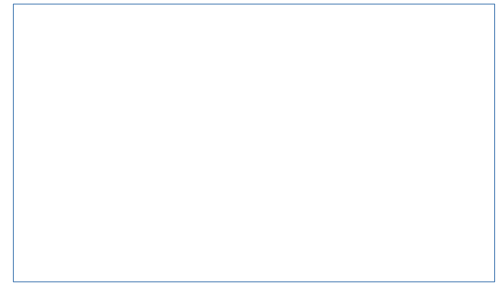Source: https://uxstudioteam.com/ux-blog/ux-storyboard/

Storyboarding can be used to:
1. **Communicate design concepts**: Storyboards can be used to communicate design concepts to stakeholders and team members, helping to illustrate how a product or system will work in practice.
2. **Test and refine designs**: By visualizing different user scenarios and interactions, designers can identify potential issues and refine the design to better meet user needs.
3. **Create a shared vision**: Storyboarding can help to create a shared vision among team members, ensuring that everyone is working towards the same goal.
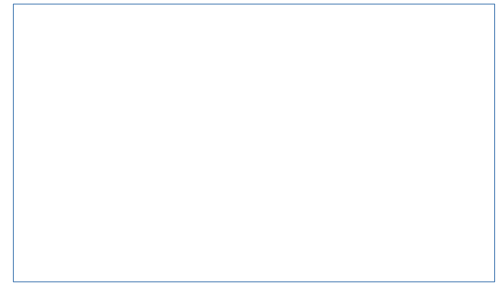
To create a storyboard, designers typically follow these steps:

1. **Define the scenario:** Identify the user scenario or interaction that will be depicted in the storyboard.
2. **Sketch the frames**: Sketch a series of frames or panels that depict the different steps in the user scenario. Each frame should be a self-contained scene that shows a specific action or interaction.
3. **Add annotations**: Add annotations to each frame that provide additional information about the user's actions, the system's response, and any relevant contextual information.
4. **Refine the storyboard**: Refine the storyboard based on feedback from users or team members, and use it to inform the design of the product or system.

Thank You