

USING PERSONAS FOR EFFECTIVE DECISION- MAKING

A PANEL DISCUSSION

January 24, 2020, 1pm

Agenda

Introductions

Persona Overview

Panel Discussion

Q + A

Announcements

[Please share questions on slack #hcd-share]

THE PANEL

MODERATOR:



Chelsea Hunt
Sr. HCD Strategist
PM3

PANELISTS:



Mike Eng
User Research Lead
EQRS



Lapedra Tolson
UX Researcher + Designer
QPP



Jim Williams
Lead UX Researcher
iQIES

What is a persona?

A fictitious, specific and concrete representation of a target customer group for a product or experience that creates a sense of *empathy* for real customers. Provides an actionable narrative that leverages research, as well as internal understands.



persona:

Molly

CONSCIOUS CONNECTOR
 ■ Life Stage: Student or single < 35

PERSONAL INFO

Age: 29
Marital Status: Single
Occupation: Working—Retail Sales Manager

KEY MOTIVATORS

- Engaging in causes/ organizations working toward the greater good
- Environmental stewardship

INTERESTS

- Photography
- Travel outside of the U.S.

MEDIA BRANDS

NETFLIX Instagram

THE AMAZING RACE BuzzFeed

DAILY ROUTINES:

WEEKDAYS



Work
(Retail Sales Manager)



Photography



Volunteering



Online shopping



Travel



Nature hikes

WEEKENDS

DESCRIPTION

Molly, 29, is a highly creative and very visual person who lives in a large city. While she owns and uses a digital SLR camera, Molly is just as likely to snap photos with her iPhone and share them on her social networks, along with other content she's curated online. Molly cares deeply about our planet and feels a responsibility to help keep it green. She makes certain her friends and family are doing their part, too. Molly loves socially conscious brands like TOMS and is a big fan of the micro-lender *kiva.org*. She shows support by both contributing money and evangelizing her favorite causes. Molly's decision to work for REI aligns with her commitment to stewardship of the planet and her love of travel and adventure. She's always planning her next trip with inspiration from Instagram and help from Groupon Getaways, TripAlertz, TripAdvisor, and various travel blogs. Travel is a defining part of who Molly is; she loves immersing herself in new cultures and experiencing life as a local.





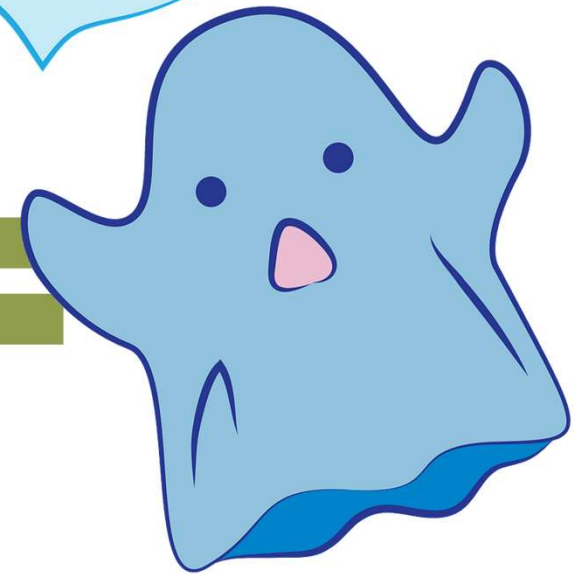
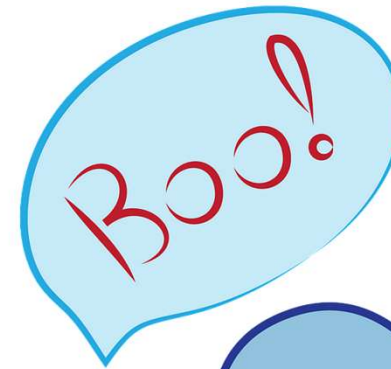
 NATIONAL
GEOGRAPHIC

 Human-Centered
Design
Center of Excellence (CoE)

Undefined
Customers



Disorganized
Assumption

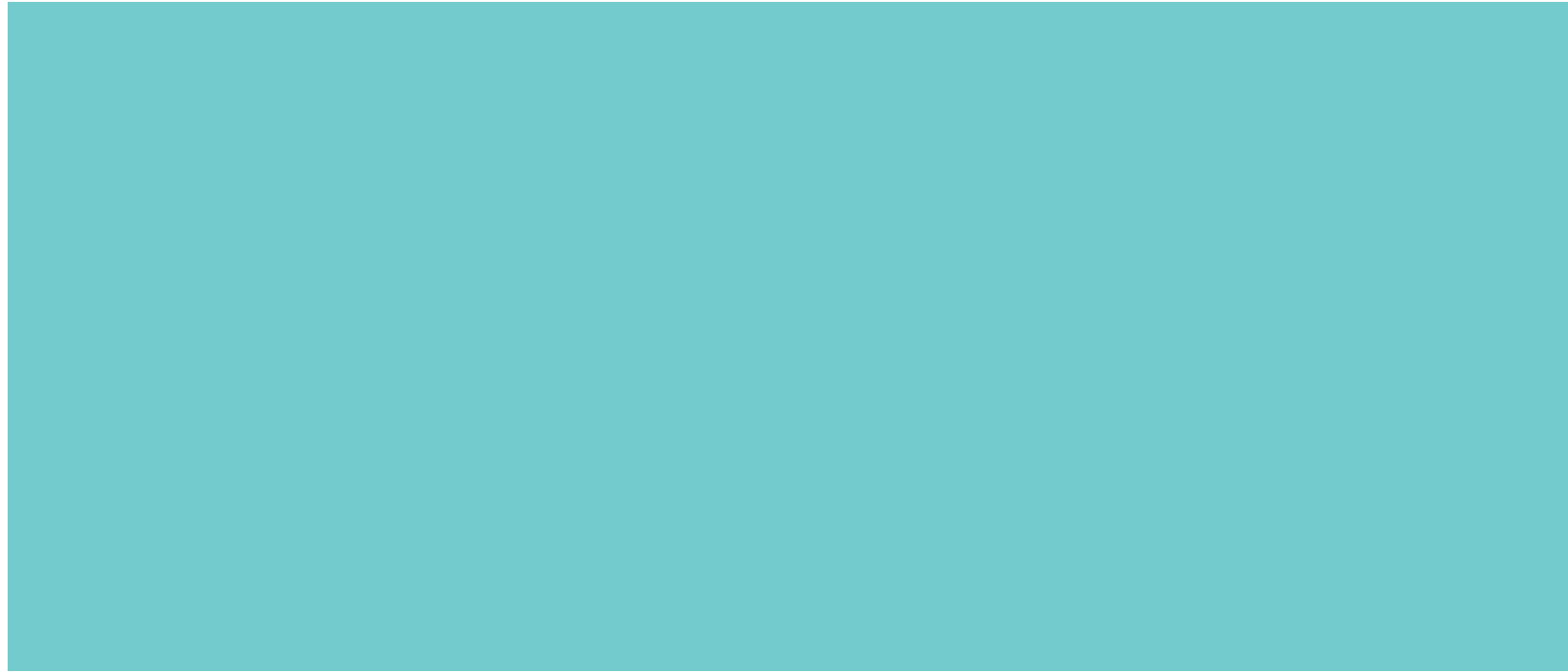


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REMINDER:

Personas are
not documents.



Panel Discussion

Describe a time when using
personas helped your project.

Why did they work?

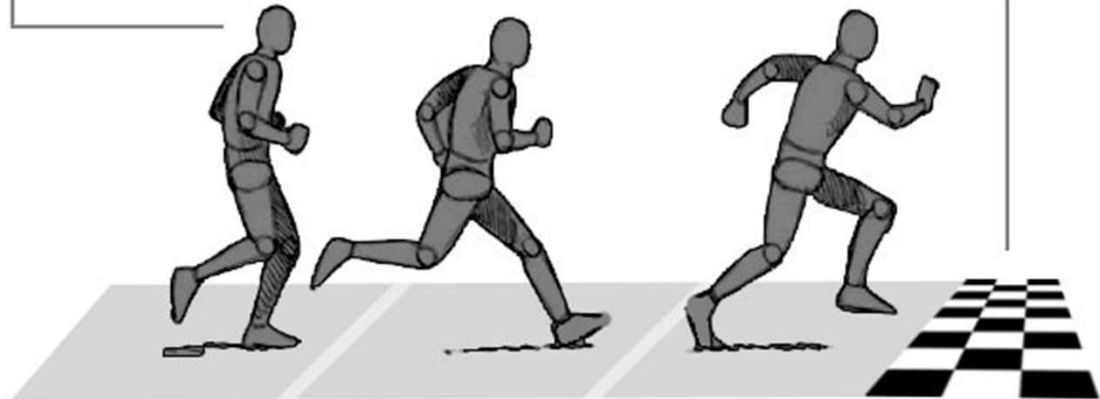
Goal-Directed Persona

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.

Engaging Personas

👤 Story

Adam is responsible for the financial SaaS app at an IT product company. His company owns 5 products in total and plans to launch 2 more. Adam would like to become a director of the mobile direction in a year.

Adam leads a team of 4 designers, 15 developers, 3 QAs, 1 business analyst. He hired half of the team himself and managed to build trust between team members. Adam's team has trouble with sharing and versioning deliverables. 70% of the time he is firefighting and not able to focus on strategy.

Adam starts his working day with a team sync and planning session. He doesn't "get his hands dirty" with the design anymore and mainly plays the role of a facilitator, advisor and decision-maker to the team.



**Adam
Howard**

Position
Head of Product
Industry
IT, SaaS
Education
MA Arts & Design
Location
London, UK
Age
36

📅 Goals

- Maintain product profitability
- Build product strategy
- Release product features
- Forecast problems with a product and find the ways to resolve them

✓ Needs

- Invest in right product features
- Organize convenient and efficient work environment for the team
- Orchestrate design, development, business, and other processes
- Motivate team members and mitigate risks with the team work
- Easily measure and always monitor team productivity
- Define the requirements and formulate acceptance criteria

✓ Wants

- Easier and more accurate forecasts of what to invest in
- Autonomy of the team and no need to control them
- Less operational work
- Promotion, praise from the C-suite

✗ Fears

- A wrong feature remains in the development for too long until it is discovered
- Wrong or unapproved material goes to customers by mistake
- There are hidden conflicts between team members or between the team and other departments
- The product fails, and no one can figure out why

Tools:

- ✓ proficient
- satisfied
- frustrated

daily

- PowerPoint ✓
- Excel ✓
- Outlook ✓
- Confluence
- Jira
- Lucidchart
- Teams
- SharePoint

often

- ProductBoard
- Draw.io ✓
- Slack
- Google Analytics ✓
- Miro
- BlueJeans

seldom

- Axure RP ✓
- UserTesting
- Hotjar
- MindMeister
- Skype








Character Development Quadrants

Name + Demographics	Behaviors + Beliefs
Pain Points	Goals + Motivations



Character Development Quadrants

 Personal/Demographic  Mia Sparrow <ul style="list-style-type: none">• Female• Married, no children• Age: 45-55• Profession: Accountant• 15 yrs professional exp• Tech comfort: medium• Location: NC, US	 Psychological / Behavioral <ul style="list-style-type: none">• Uses technology daily at work• Not comfortable exploring new solutions on her own• Wide network of animal-loving friends representing a range of professions• Well-organized
 Pain Points <ul style="list-style-type: none">• Has to keep track of a lot of information manually• Information comes in and out through a variety of channels - many opportunities to lose data	 Goals / Motivations <ul style="list-style-type: none">• Help cats find homes• Help people who want to help cats• Increase efficiency

Describe a time when using personas was not helpful.

What went wrong?

How would you describe the
benefits of using personas?



Announcements

- Next CoP Event: February 28 @ 1pm
- New Trainings
 - Using Personas for Effective Decision Making
 - Customer Empathy through Journey Mapping
- Follow us on Slack
 - #hcd-share

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YOU

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