

CS445 / ECE451 / CS645 / SE463
Software Requirements Specification & Analysis

Personas

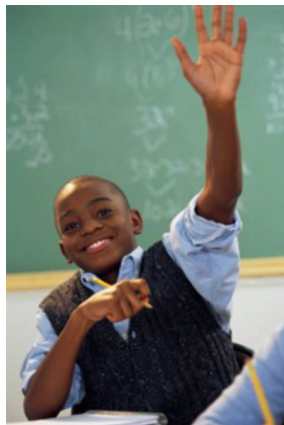


Personas

Personas are useful when real users are not available or are too numerous to interview them all.

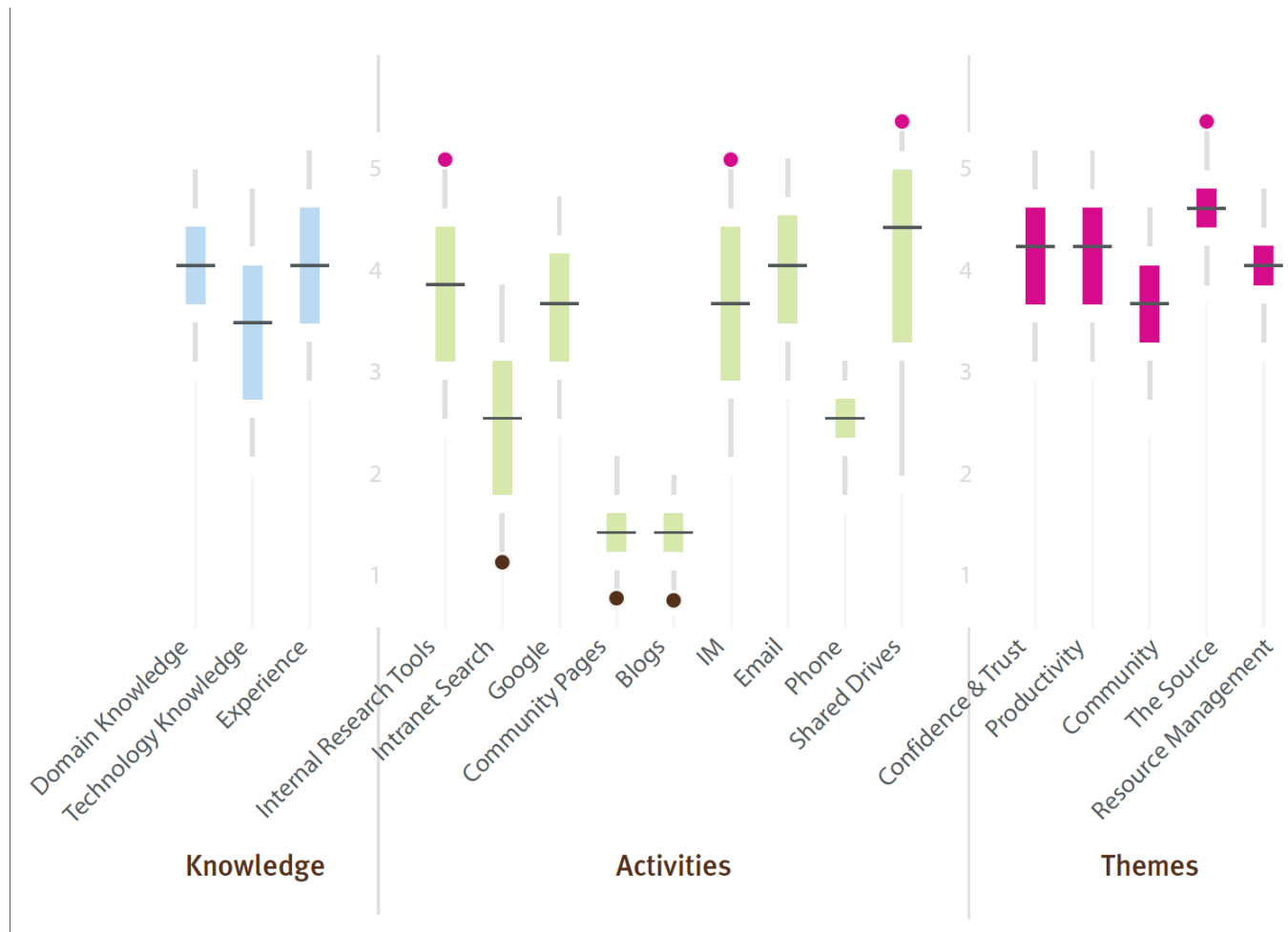
- Important class of user, with unique needs and characteristics
- Include enough details (including a name!) to make the persona seem real to the team

Ken
(the keener)



Dudley
(the distracted)

Data-Driven Personas



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Data-Driven Personas

The Moderately Seasoned Professional

Michael



“I’d like to see a good, better, best.”

MICHAEL HAS BEEN IN SALES for YEARS AND HAS BEEN SELLING AND OTHER products for most of them. he’s pretty comfortable with the Symbol products and isn’t that interested in basic product info, but finds himself wondering if there’s a better alternative than the product he’s suggesting. It’s a challenge keeping up to date on all the product info from Symbol and the other lines he sells. he’d love to see something that recommends a good, better, and best option when they’re available as well as showing him where the particular model stacks up against other competitive products.

The right tool for Michael helps him pick the best product while recommending other alternatives. It also has case studies with examples of how other more seasoned salespeople have been able to upsell in similar environments and applications. Accessories and add-on services for Symbol scanners are a must. And if it is a frontend for Solution Builder that would be a huge bonus.

AGE: 42

OCCUPATION: regional Sales



Primary Use

- Case studies
- Alternate product selections (good, better, best)
- Accessory finder
- Product info for new products or product refresh
- As a frontend to Solution Builder

Goals

- Pick the right product and find better alternatives.
- Keep up-to-date on competitive intelligence.
- Increase sales volume.
- Increase accessory and add-on sales.
- Close more deals faster.

Influencers

- Easy-to-use
- Speed
- New product info
- Ability to run reports on open vs. closed quotes
- Ability to generate quotes

Frustrations & Pain Points

- having multiple usernames and passwords. he already has several for the different applications he uses at work and email – he doesn’t need another one.
- A tool that leaves him in the dark

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Example Personas

Rob

TIME-POOR, SAFE, IMPATIENT, HABITUAL

COMFORTABLE CLASSIC SHOPPER

GOAL Shopping quickly at trusted brands

“ Saving money is too much hassle. I don't have time to hunt around for deals.

FRUSTRATION Too many irrelevant offers

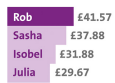
“ I don't browse. I find what I want and buy it. No point worrying about a few quid here and there.

SATISFACTION Shopping and saving quickly - on a needs-must basis

“ I bought shoes online and 10% was taken off automatically. No hunting for the discount.



PERCENTAGE OF CUSTOMER BASE



WEEKLY ONLINE SPEND



ANNUAL HOUSEHOLD INCOME

Rob is 44. He's married with two children aged 9 and 7. He lives in a large village near Basingstoke and works full-time as a deputy head teacher at a local primary school.

HIS FAVOURITE BRANDS



Sasha

ASTUTE, CONFIDENT, SAVVY, KNOWLEDGEABLE

SMART SHOPPER

GOAL Shopping smart to get more for her money

“ I don't have stacks of money so I need to make the most of what I have.

FRUSTRATION Struggling to believe she's found the best price

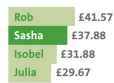
“ I often spend too long looking for the best price on something. I'm never satisfied that I've got the cheapest price.

SATISFACTION Getting one up on retailers

“ I enjoy saving so much it's starting to feel like a game. I love beating the system.



PERCENTAGE OF CUSTOMER BASE



WEEKLY ONLINE SPEND



ANNUAL HOUSEHOLD INCOME

Sasha is 34. She is married and has a 2 year old child. She currently works as a part-time office manager for a sales company and lives in the suburbs of Bristol.

HER FAVOURITE BRANDS



Isobel

MATERIALISTIC, GENEROUS, SPONTANEOUS, IMPULSIVE

IMPULSE SHOPPER

GOAL Getting a good deal on everything

“ I really like shopping and bargain hunting. I'm guilty of buying things I don't need because they're cheap.

FRUSTRATION Deal blindness

“ I like shopping in-store to find a bargain. I often get lost working out the best deals online.

SATISFACTION The thrill of a bargain

“ I love shopping, even if it's not for me. I've got two cupboards full of gifts to give.



PERCENTAGE OF CUSTOMER BASE



WEEKLY ONLINE SPEND



ANNUAL HOUSEHOLD INCOME

Isobel is 36. She lives with her partner and 6 month old child in the suburbs of Newcastle. She works part-time as a shop assistant in a department store.

HER FAVOURITE BRANDS



Julia

RESERVED, CAUTIOUS, PLANNED, WARY

CAREFULLY CONSIDERED SHOPPER

GOAL Being careful with the monthly budget

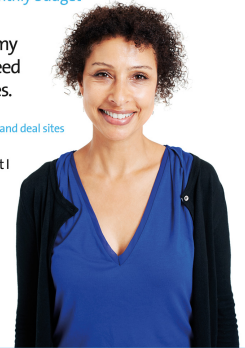
“ It's my responsibility to make sure everyone in my family has what they need and our money stretches.

FRUSTRATION A lack of trust in voucher and deal sites

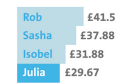
“ I don't really trust deal sites. I worry that the quality of what I buy will be compromised.

SATISFACTION Having money left over at the end of the month

“ When I have money left over from the monthly budget I love putting some away for savings and gifts.



PERCENTAGE OF CUSTOMER BASE



WEEKLY ONLINE SPEND



ANNUAL HOUSEHOLD INCOME

Julia is 47. She's married with three children aged 16, 13 and 11. She lives in the suburbs of Leamington Spa and works full-time as a maternity nurse at the local hospital.

HER FAVOURITE BRANDS



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Personas



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References

Blomkvist, S. “Persona—an Overview”, in *In Theoretical perspectives in human-computer interaction*. Stockholm, IPLab, KTH, 2002.



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