

# Modeling with Personas

COSC 480: User-Centered Design

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September 23, 2016

# Project Proposals

# Team tbq

HomeHelper is a universal interface, allowing users living in a shared housing situation to keep track of grocery lists and chores. HomeHelper will cater to students, young professionals, and families seeking to organize their shopping lists and chores in a way that is easier to manage than physical lists. Users will be able to build lists for chores and groceries, mark groceries and chores as purchased or completed, and observe other users' contributions. The design of the application will be simple and easy to navigate, to ensure both children and adults alike can use it. The goal of HomeHelper is to reduce conflict, increase accountability and create an overall happier household.

# Team Mango

Colgate's Event Finder will replace emails and Facebook event invites by providing a platform where students can easily find things going on posted in one convenient location. This platform will include comprehensive event information posted by hosts – professors, club members, and more. Students will be able to select specific event types of their interest so that they can get a personalized experience finding activities. Event coordinators will benefit by garnering more interest in their events and understanding their audience.

Right now on Colgate's campus, many events go unnoticed by students. Emails get lost among the numerous messages students receive in a day, and one may only receive Facebook event invites from users on their friend list. Event Finder will boost community activity and participation by relieving students of the search for events and providing them with easy ways to get together under similar interests.

# Team Rose

Logos is a tool to improve understanding of textual information. It combines the standard relational machine learning approach with semantic factoring to provide users with on-demand analyses. Learners can summon summaries of any text, tailored to their preferred reading-level. Software users can receive a semantically equivalent, plain-language version of EULAs before agreeing. With Logos, the world's information is stripped of jargonistic and stylistic obfuscation - it is rendered accessible and useful.

Let Logos be your partner in learning, along whatever path you choose to explore.

# Team DirtyDevelopers

Mappie is a mobile app that takes the confusion and out of navigating big or unfamiliar places. The app allows users to explore a detailed interactive map and immediately get a lay of the land. Mappie displays menus, reviews, hours, and more, and also calculates how many minutes it will take to walk to a restaurant or store. The app also uses AI to learn your tastes and makes suggestions catered to you. Lastly, the app has coupon functionality which would allow users to save money. With these features we will hopefully be able to grow our user base substantially. Also, the data we collect from our users will also allow us to see where we can improve in the future.

# PR2: Peer Review

1. Tell me who you are

2. Rate teammate 1

3. Rate teammate 2

4. Rate yourself

5. Comments

- Initiative

- Reliability

- Amount of work

- Quality of work

- Support of learning

**Due 11:59pm on Friday, September 23rd**

# T3: Contextual Inquiry & Analysis

- Due by 11:59pm Wednesday, October 5, 2016
- Detailed write-up will be posted this afternoon
- General plan:
  - Contextual inquiry with 6 users
  - Contextual analysis using Stormboard





## Chapter 3: Modeling Users Personas and Goals

- Alan Cooper  
Software Engineer -> Ix Design Consultant
- Robert Reimann  
Interaction Designer, Founder of IxDA
- David Cronin  
Design and Experience Studio @ GE
- Christopher Noessel  
Interaction Designer

Personas *can* be a  
powerful design tool.

Personas *can* include  
harmful stereotypes.

# Additional Reading (optional)

## *Is stereotyping inevitable when designing with personas?*

*Phil Turner and Susan Turner, Centre for Interaction Design, School of Computing, Edinburgh Napier University, 10 Colinton Road, Edinburgh, EH10 5DT, United Kingdom*

*User representations are central to user-centred design, personas being one of the more recent developments. However, such descriptions of people risk stereotyping. We review the genesis and application of personas and kindred representations, and discuss the psychological roots of stereotyping and why it is so powerful. It is also noted that user stereotypes may be broadly accurate. This raises a number of questions. On a practical level, as stereotyping is deeply engrained and resistant to circumvention, what are the instrumental approaches to its avoidance? Or, do we simply hope that its effects are not particularly prejudicial or detrimental? We argue that stereotyping in the design of interactive technology may be usefully thought of as comprising a number of tensions (or dialectics).*

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*Keywords: design behaviour, design techniques, interface design, personas*

User-centred design (UCD) is concerned with artefacts and systems with and for people. As people have been represented in UCD, with stereotyping in the representational process. In doing so, there is a tension between the economy of stereotyping on the one hand and the loss of rich detail on the other. Unpicking this tension is important, not just because accurate and inclusive representations are essential for designing products and devices which fit a greater number of users more effectively, but also because this tension is widely discussed in science and technology studies.

# Additional Reading

(optional)



Maggie Peterson [Follow](#)

Life is a prototype. Designer, @hyperisland alum, hosts a kick  
Apr 17 · 5 min read

## The Problem with Personas How to Make 'em, Use 'em, and Abuse 'em

Interaction designers have been employing the user persona thinking tool since the 1980s, but they were not in Cooper popularized them in 1999 in his book *The Asylum*. Using them can be a valuable tool, but user personas can hinder exploration within design process.

Personas were created to help designers understand users for a small subset of users. By identifying individual user profiles focus on the primary user and make design decisions based on individual profiles rather than trying to design for everyone. Personas promote user-centered design when over-