

Information Design

In-Class/Homework: *User Personas and Scenarios*

Profiles and Write-ups Ready for Discussion on Week 4

Overview

For the rest of the quarter, you will be given assignments that relate to a larger project: designing the information architecture for a Company or Organization of your choice. While this is an individual project, there will be times when you are asked to work with a partner to help evaluate your progress.

Part A – User Personas

For your in-class lab/next homework assignment, you will develop 4 user personas for your project. Begin this process with some basic research on the proposed users of the project (*Step 1 – Finding the Users*). Write down some key user characteristics. From this characteristics and your knowledge of the Company, determine target groups that you can mold into personas (*Step 2 – Building a Hypothesis and Step 4 – Finding Patterns*).

Next, create your personas (*Step 5*). Present each persona in a profile format (*Step 8 – Dissemination of Knowledge*):

- Give the persona a name and photograph.
- Provide demographic information (age, gender, location, education level, etc).
- Cover some psychographic information as well (personality, values, general attitude towards technology, etc).
- Answer the following questions:
 - What is the user's experience level (with the content your project will cover)?
 - What are the user's technical preferences?
 - What does the user expect to gain from your product/service?

Use the open lab as an opportunity to bounce ideas off your classmates and instructor to make sure your personas sound believable. (*Step 7 – Validation and Buy-In*)

Part B – User Scenarios

Once you have fleshed out your user personas, take two personas and create one user scenario per persona (*Step 9*). For each persona, describe the interaction between the user and the system (website, mobile app, etc) without involving design details or technical details. Describe the ideal situation and keep your user's personality in mind. Keep the scenario “story-like” – personable, easy to read and easy to understand.

Student Sample User Persona and Scenario

In the Transfer Drive, take a look at [*sampleuserpersonas-scenario.pdf*](#) for a student example of a user persona and scenario.

Submission Requirements

Prepare your user personas in your program of choice. Recommendation: Create an 8.5”x11” document, have one user persona per page. Bring in a digital copy for review next week. Prepare the user scenarios in Microsoft Word (or your word processing software of choice). Each scenario needs to be at minimum one page. Bring in a digital copy for review next week. There will be open lab next week for the team to come together and make adjustments to the personas and scenarios before turning in the assignment.

Reading Assignment

Read all of Chapter 3 in the textbook.

Evaluative Criteria / Grading Rubric

User Personas

Adherence and Resonance: Did the student understand the assignment and reach the goals?	5PTS
User Personas: Were the four user personas realistic, believable and well thought out?	20PTS
Total	25PTS

User Scenarios

Adherence and Resonance: Did the student understand the assignment and reach the goals?	5PTS
User Scenarios: Were the two user scenarios well thought out, spell-checked and well organized?	10PTS
Total	15PTS