PERSONA DRIVEN PRODUCT DESIGN

DAVE BELZER

PERSONA DRIVEN PRODUCT DESIGN

1. Defining the user persona
2. Success for them
3. Success for you

1. WHAT IS A USER PERSONA?

- A **persona**, (also **user persona**, **customer persona**, **buyer persona**) in [user-centered design](#) and [marketing](#) is a fictional character created to represent a user type that might use a site, brand, or product in a similar way. (1)

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- Documented, specific, consistent
- Provides context for design
- Aids understanding and recall
- Needs become guiding principles
- Persona fit drives prioritization

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- Not specific to a client or individual
- Can distance teams from real use cases
- May feel too 'theoretical''
- Organization or team politics influence

1.William Lidwell; Kritina Holden; Jill Butler (1 January 2010), Universal Principles of Design, [Rockport Publishers](#), p. 182, [ISBN](#) [978-1-61058-065-6](#)

1. PERSONA: WHO IS YOUR USER?

Jill Anderson

"I'm looking for a site that will simplify the planning of my business trips."

AGE	29
OCCUPATION	Regional Director
STATUS	Single
LOCATION	Portsmouth, NH
TIER	Frequent Traveler
ARCHETYPE	The Planner

Organized · Practical · Protective · Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality

Extrovert —— Introvert
Sensing —— Intuition
Thinking —— Feeling
Judging —— Perceiving

Brands

KAYAK · Basecamp · Outlook · enterprise · IHG InterContinental Hotels Group

Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn;t like the process

Motivations

- Price
- Comfort
- Convenience
- Speed
- Preferences
- Loyalties/Rewards

Technology

- IT & Internet
- Software
- Mobile Apps
- Social Networks

- 1st – collect information about your users
- 2nd - create a draft of the various kinds of users
- 3rd - describe situations that trigger use of the product
- 4th - describe the persona; needs, motivations, aspirations, values.
- 5th – select 3 to 6 personas of focus
- 6th – share & explain the personas to the entire team.

http://www.keepitusable.com

1. WHAT IS YOUR USER TRYING TO ACHIEVE?

Checklist Of Common Business Goals

- ☐ Improve customer satisfaction
- ☐ Establish or increase brand awareness
- ☐ Find new markets for products or services
- ☐ Expand product or service lines
- ☐ Decrease time to market
- ☐ Improve employee satisfaction
- ☐ Increase management communication
- ☐ Reduce operational costs
- ☐ Generate new sources of revenue
- ☐ Become more entrepreneurial
- ☐ Increase networking with partners

1. WHAT IS IMPORTANT TO YOUR USER?

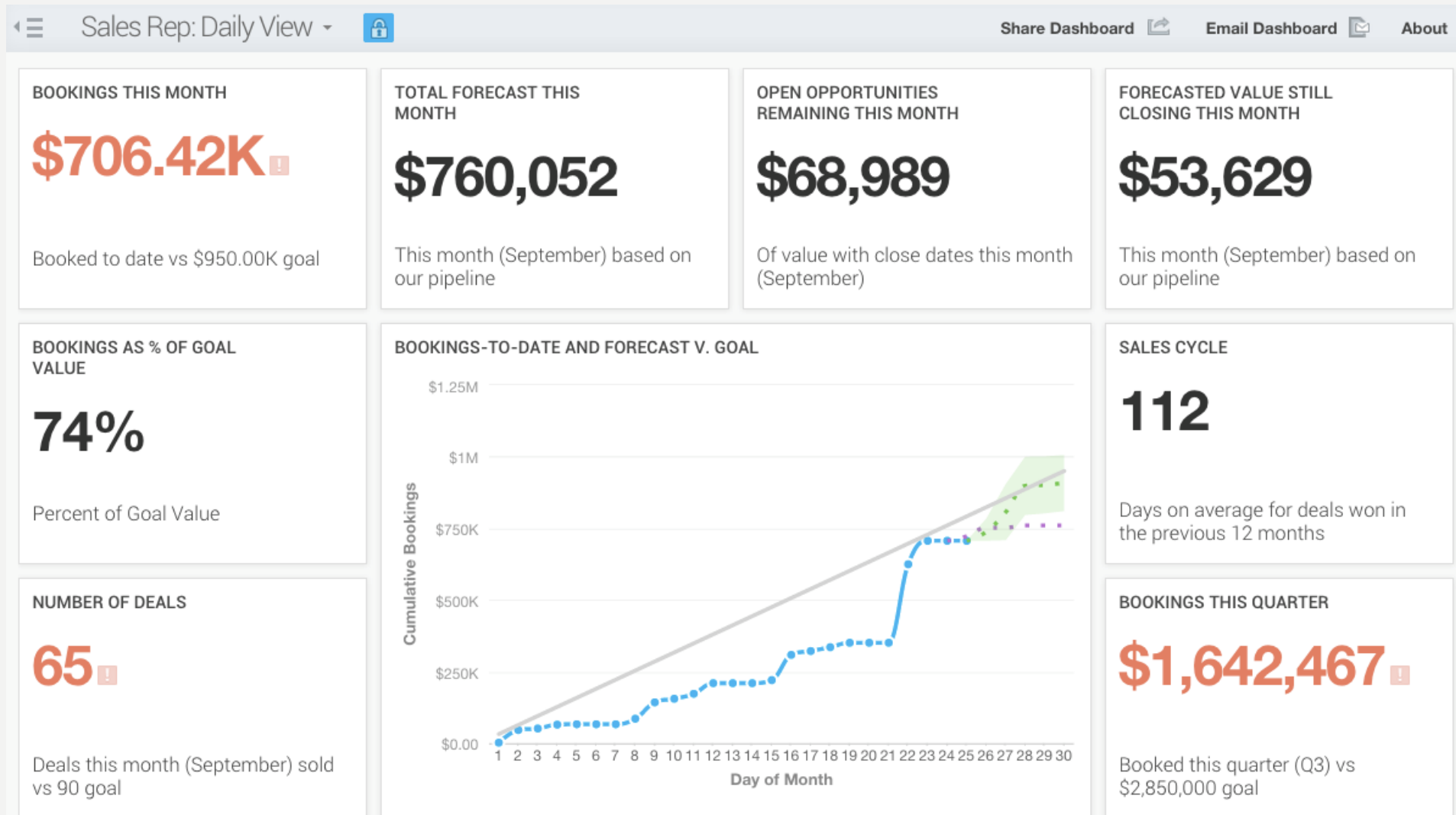| FUNCTION	ACTIVITY	DATA
• Hands-on • Self-serve • Interactivity • Automation • IT Support	• Reading, finding, creating, presenting • Workflow & actions • Process • Measurement	• Single or multi source • Data management • Integration • Sharing

1. HOW DOES YOUR PRODUCT FIT INTO THEIR WORKFLOW?

1. HOW DOES YOUR PRODUCT ENHANCE THE USER'S EXPERIENCE?

Where will the user 'be' when they are using your product?

- Is immediacy critical?

- Is simplicity critical?

- Is complexity and detail appropriate?

- How will it fit in their 'life'?

2. WHAT IS SUCCESS FOR YOUR USER?

- Working better and smarter
- Seamless user workflow
- Engaging, connecting, and acting in real-time
- Identifying problems early
- Solving problems proactively
- Increasing throughput
- Making discoveries
- Uncovering opportunities

2. ALIGN YOUR PRODUCT TO USER OBJECTIVES

User

Data Insights Analyst

Sales Executive

Benefits Specialist

Finance Manager

HR Recruiter

Objective

Track performance; identify problems

Make quota; expand distribution

Increase enrollment

Report earnings

Manage open positions

2. HOW DOES THE USE OF YOUR PRODUCT FIT WITH CORPORATE OBJECTIVES?

MAINTAIN

CREATE

RETAIN

Innovation; Promotion; Advertising; Training; Employee Utilization; Customer Relationships; Customer Loyalty; Resource Allocation; Equipment; Sales Opportunities; Competitive Threats

EDUCATE

INVEST

EXPAND

2. CAN THE IMPACT OF YOUR PRODUCT BE MEASURED?

- SALES – easy to measure; it sold or it didn't…..understanding 'why' is the key to long term success.

- PROSPECT CONVERSION – align on definition of a prospect to have a clean measure.

- ONBOARDING or TRIAL – initial contact must be crisp and clear.

- USER ADOPTION – measurement can be built into the product or can be measured by repeat sales.

- PROCESS IMPROVEMENT – customer must be able to generate, and ideally share, before/after statistics.

- INTANGIBLE – requires more ongoing service to the user community to ensure value is understood.

2. WHAT WILL INHIBIT YOUR USER'S SUCCESS?

CONFUSION

VALUE UNCLEAR

NOT ENOUGH TRAINING

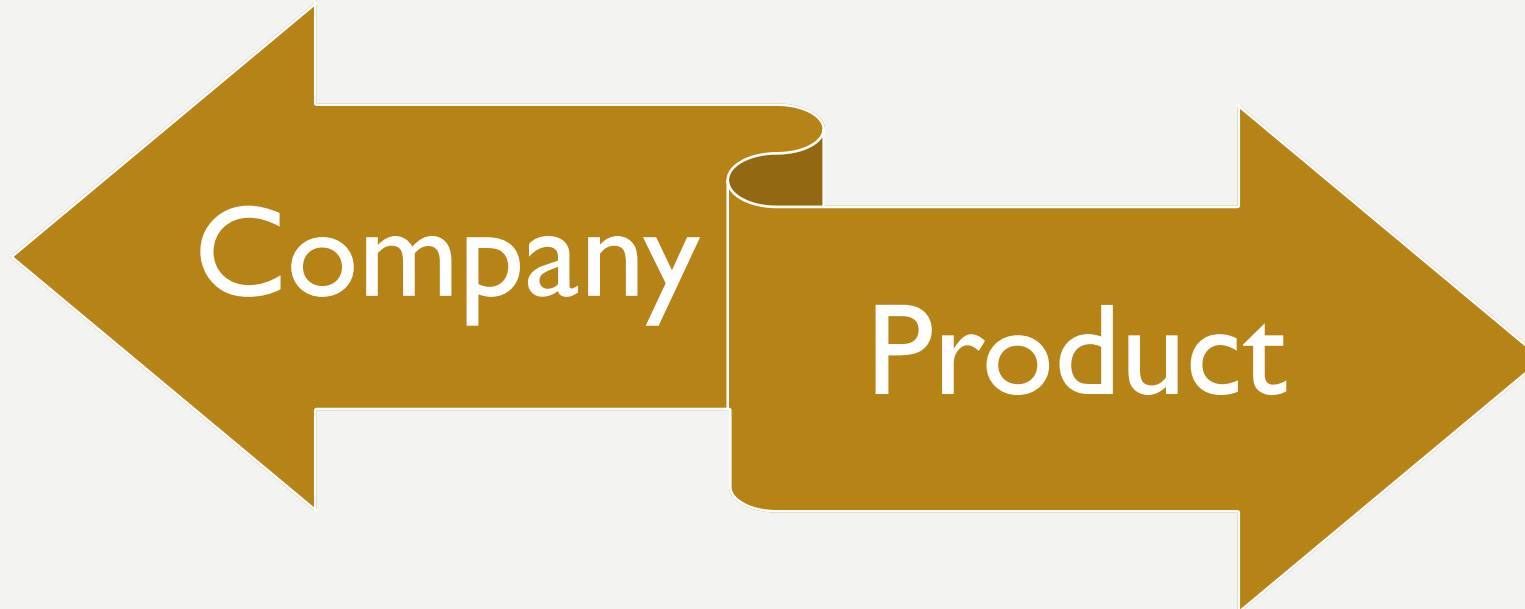**POOR USABILITY**

LACK OF SPONSORSHIP

3. WHY DOES YOUR COMPANY MAKE THIS PRODUCT?

To succeed with a product it must be clear how the product fits in the company portfolio.

3. HOW DOES YOUR PRODUCT FIT INTO YOUR COMPANY'S OBJECTIVES?

Company

Product

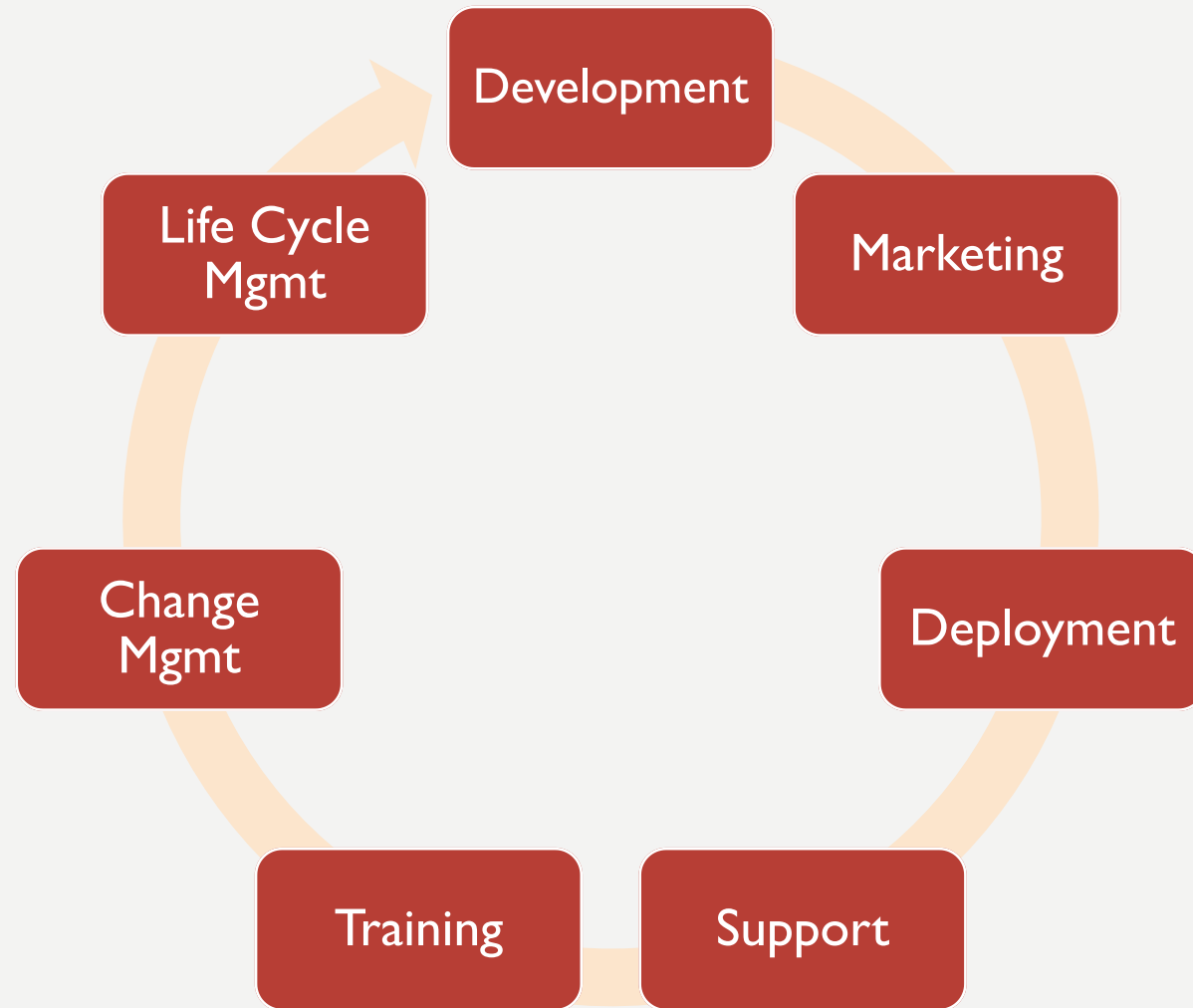| Mission | Clarify how your product fulfills the company's mission. |
| Strategy | Align product strategy to company strategy. |
| Market Position | Product should reflect the company market position. |

3. HOW DOES YOUR ORGANIZATION SUPPORT YOUR PRODUCT?

Development

Marketing

Deployment

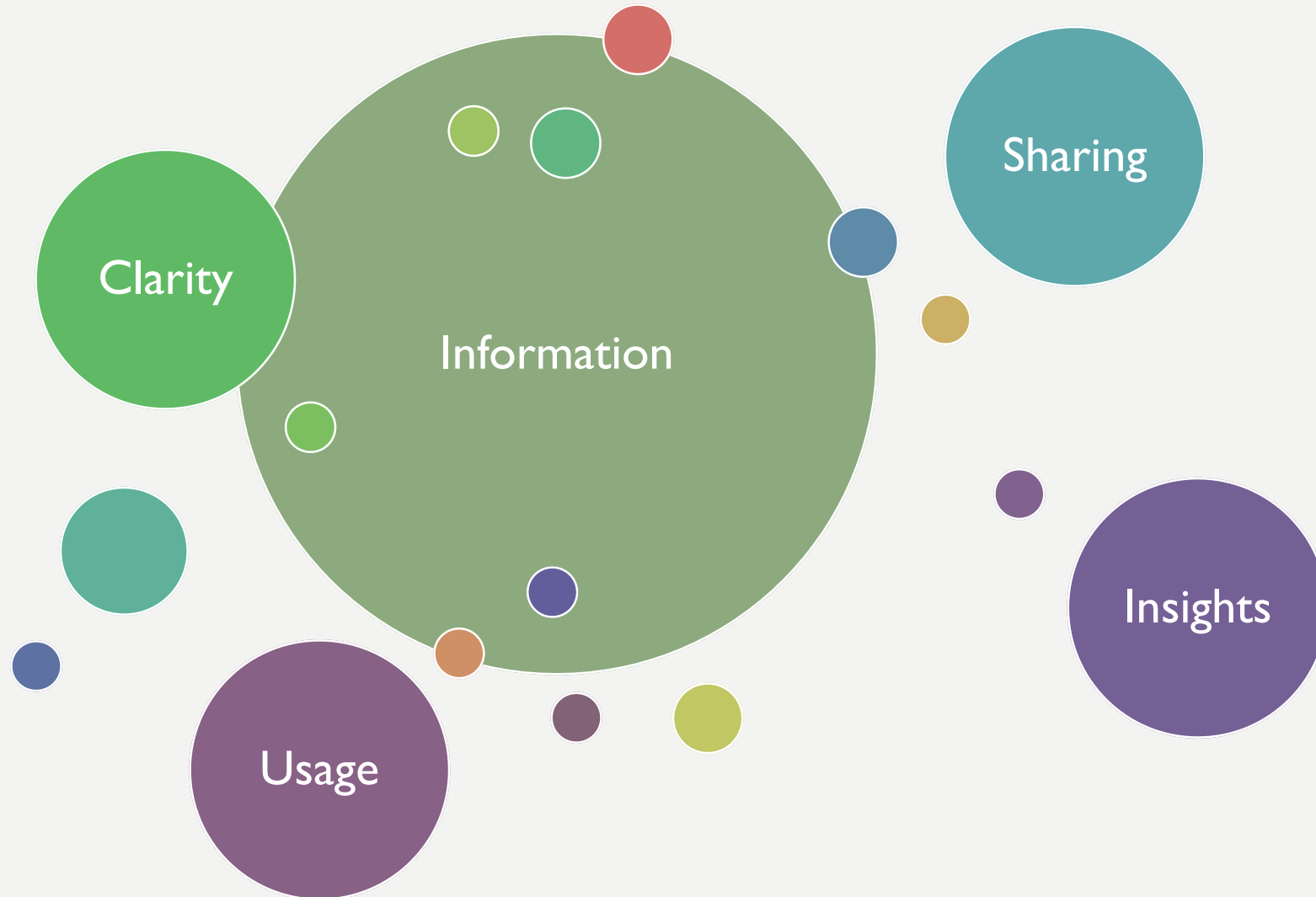Support

Training

Change Mgmt

Life Cycle Mgmt

3. DOES YOUR COMPANY UNDERSTAND YOUR PRODUCT & YOUR USER?
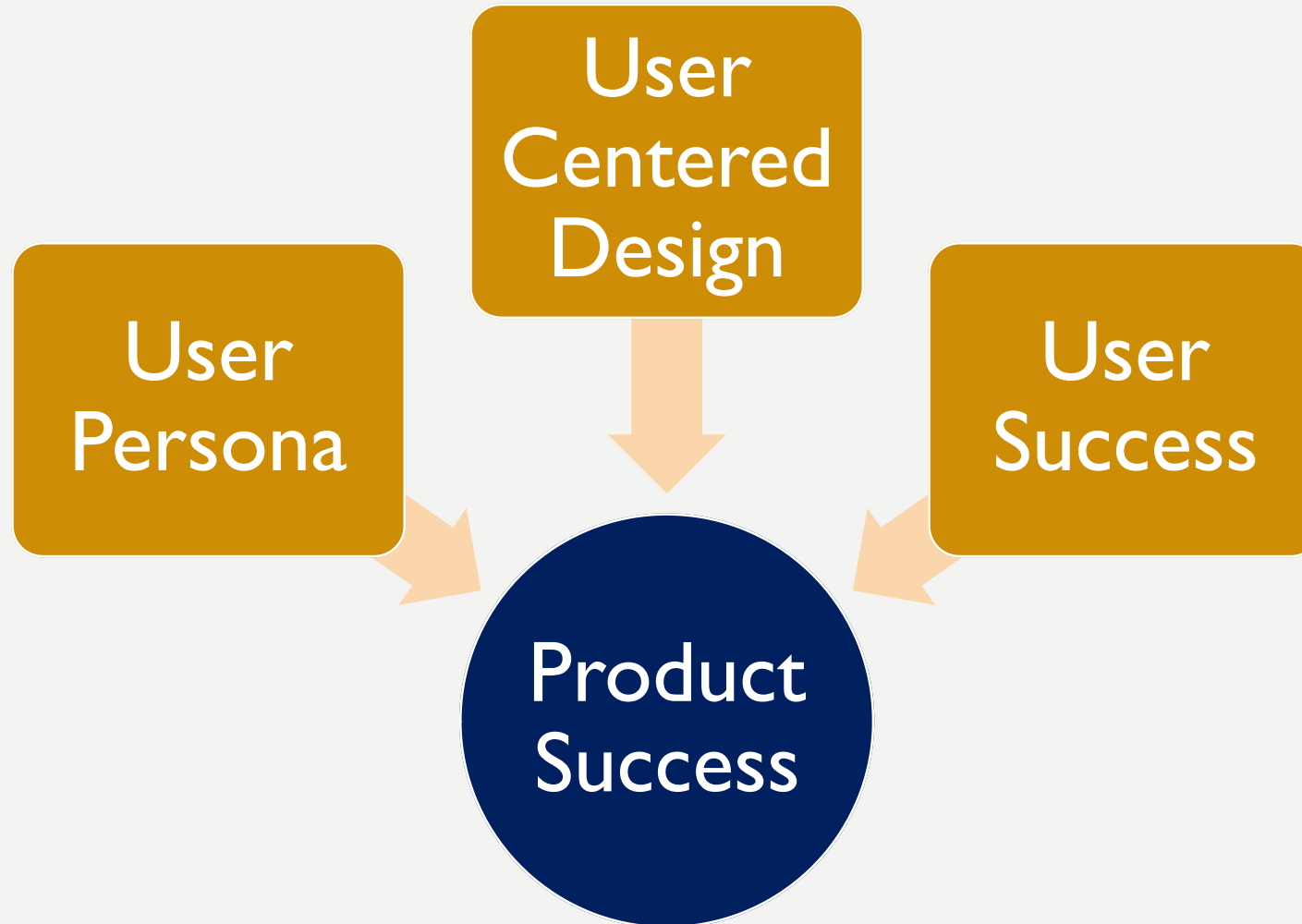
Development
Technology
UX
Sales
Marketing
Training
Deployment
Account Mgmt
Support
Finance

3. HOW DO YOUR OBJECTIVES ALIGN WITH YOUR USER'S OBJECTIVES?

Sharing

Clarity

Information

Insights

Usage

TYING IT TOGETHER

THANK YOU