

Questions?

Google Wave opening beta today – I'll give 2 groups access to a new account.

GWT comments?

Text entry

User Models

- Why model?
 - Helps alignment
 - Drives design to desired product
 - Communication tool with stakeholders
 - Helps later in usability studies to get right users
 - Helps market / sales plans
- Personas and Roles

Why Personas?

- Moving from
 - Too many conflicting goals



- To
 - A clear set of personas, each with a well articulated set of goals



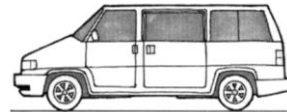
Alessandro's goals

- Go fast
- Have fun



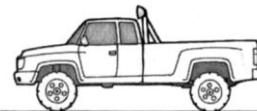
Marge's goals

- Be safe
- Be comfortable



Dale's goals

- Haul big loads
- Be reliable



Defining personas

- A fictitious user representing a class of users
 - Represent a key set of behavior and goals
- Provide shared point for all stake holders
 - No elastic users
 - Avoid designing for self
 - Avoid designing for edge cases
- Identify and name key goals
 - What do users wish to accomplish?
 - How different goals articulate with each others?
 - Goals are not Tasks!
 - *Tasks are technology dependent*
 - *Goals are not*

Key persona attributes

- How to find them?
 - Identify major clusters from stakeholders & user interviews
 - Synthesize their goals
 - Check for completeness
 - Try them out by developing narrative
- Design each interface for a single primary persona
 - Other types might use the interface
- Examples
 - <http://www.usability.gov/analyze/personas.html>

Example

USDA SENIOR MANAGER GATEKEEPERS



"Can you get me that staff analysis by Tuesday?"

Matthew spends most of his time at work requesting and reviewing research reports, preparing memos and briefs for agency heads, and supervising staff efforts in food safety and inspection.

Matthew Johnson

Program Staff Director, USDA

- 51-years-old
- Married, 3 children, 1 grandchild
- Ph.D. in Agricultural Economics
- Comfortable using a computer, intermediate Internet user, with a T1 connection at work and dial-up at home
- Uses email extensively; uses the web about 1.5 hours a day for his work

Key Attributes

- Focused, goal-oriented
- Strong leadership role
- Concerned about maintaining quality across all output of program under direction

Roles – Druin Paper

- Why doesn't previous research completely address how children search?
- Why did the authors design a qualitative (rather than quantitative) study?
- What forms of data did the researchers collect?
- How did the researchers ensure that the collected data was not biased by researchers?
- What is the purpose of defining "roles"?
- What was most surprising to you about the 7 described roles?
- What are some possible directions for improving search interfaces based on this work?

The 7 Roles Druin Found

- Developing searcher
- Content searcher
- Power searcher
- Non-motivated searcher
- Distracted searcher
- Visual searcher
- Rule-bound searcher

User Needs due next week

- https://wiki.cs.umd.edu/cmsc434_f09/index.php?title=Term_Project#User_Needs