

Contextual Interviews

Class 10

- ## Agenda
- 3:00-3:10 Announcements – Discuss Midterm
 - 3:10-3:25 Personas
 - 3:25-3:40 Groups
 - 3:40-3:50 Report Out

- ## Announcement
- Midterm Synthesis Paper
 - Topic (Health, Wellness, Medical – Informatics)
 - Taxonomy
 - Content
 - What is the thesis statement?
 - What are the research questions that motivated you to select this topic?
 - What are the articles about?
 - What did the authors accomplish? How did they accomplish their goals?
 - Why are the results important?
 - How do the results contribute to the field?
 - How are the papers similar and different?
 - How do the papers address your research questions?
 - How could the papers/results/methods/etc. be improved?
 - How could the papers be expanded?
 - What future work can be done?
 - How can this synthesis paper be used in your final project exploration?

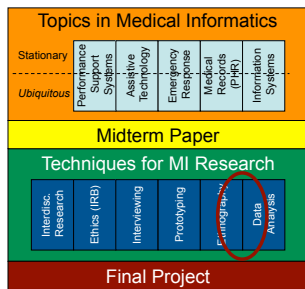
Announcement

- Deliverables
 - Topic Report (September 26)
 - Synthesis Paper (October 17)
 - Presentation (Week of October 13)
- Common Pitfalls
 - Not researching enough papers
 - No taxonomy – just summarizing
 - Too broad (or narrow) thesis statement
 - Grammar and spelling mistakes

Announcement

- Writing Help
 - Undergraduates: Take advantage of OWL (<http://engineering.colorado.edu/HOMER/owl.htm>)
 - All Students: Take advantage of the Writing Center (<http://www.colorado.edu/PWR/writingcenter.html>)
 - All Students: Take a look at Purdue's OWL (<http://owl.english.purdue.edu/>)

Where are we?

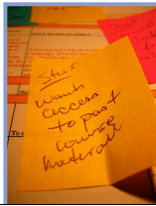


Personas

- A fully fleshed out, realistic—but not real—user.
- Composite of similar users (or similar roles across many users).
- Might need multiple personas to usefully describe your user set.

Creation Process | Identifying Observations

- Review each interview and identify key observations (or “factoids”)
 - Typically 10 to 12 observations per interviewee



Creation Process | Identifying Patterns

- Cluster individual observations into patterns (or “themes”)
 - Typically 3 to 4 per interviewee



Creation Process | Group Based on Patterns

- Find individuals who possess similar patterns and group these individuals into personas



Creation Process | Write Personas

- Once groups of individuals are identified, give each group a name, a face, and make up details that “brings the persona to life”
- Refer back to original observations and patterns to write the part of the persona narrative that describes the goals, needs, and frustrations of the persona

Example Persona



Dr. Grace Hopper is a 64 year old retired US Naval Rear Admiral. While in the Navy, Dr. Hopper did not have to think about what to eat or when to exercise because there were standards to live up to and she excelled at all standards. However, upon retiring, she realized that without the constant motivation to live up to other's standards, she began to relax her nutrition and exercise regime.

Dr. Hopper is not afraid of technology. She has worked on the UNIVAC, helped to create the A compiler, lead the philosophy to create a COBOL compiler that was more like English than machine code, and created standards for testing computer components that later developed into the National Institute of Standards and Technology. She also was the person to popularize the term “bug” after literally finding a bug suck in a Mark II computer.

At her last doctor's appointment, her doctor recommend she make more efforts to work out and monitor her cholesterol than consult for the Digital Equipment Corporation. She wants to (1) create an exercise regime that meets her lifestyle and (2) eat well, but not be overburdened with lots of input...so it doesn't get in the way of her technology innovations.

Of course, if she cannot meet her doctor's needs, she'll tell him, "It's easier to ask forgiveness than it is to get permission."

Tasks

- These are the kinds of tasks your people -represented personas would do
- Specific
 - Pull from accounts in your data collection phase
- Would stress test the top issues that you want to focus on in your new design

Example Tasks

- Plan what to eat for the week based on sale ads in Sunday's newspaper
- Figure out when to work-out when unanticipated events happen during the day
- Identify how many calories have been burned from lunch.

Groups

- Develop 2 Personas
 - Barriers?
 - Work arounds?
 - Classification of Behaviors?
- Create 3 Tasks
 - What do they want to do?
- Brainstorm
 - What could help your personas?
 - What could help accomplish your tasks?

Looking forward

- Week 5: Final Project Discussion
 - Exercise informatics
 - *Quiz Friday*
