ITI0209: User Interfaces

04. Deliverables. Personas.

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The most important role of deliverables is to document your design choices. Deliverables play an important role in the success of the project, helping you to communicate key concepts and the project's direction. They also reduce project risk by recording decisions made throughout the process.

Different Roles

- **UX designers** create and use deliverables as part of their design process to communicate their decisions/plans to the rest of the team.

  wireframes, user research reports, personas, user journey maps, usability testing reports

- **Developers/Designers** use deliverables to understand app's visual/UX design and functionality requirements and guide their development work.

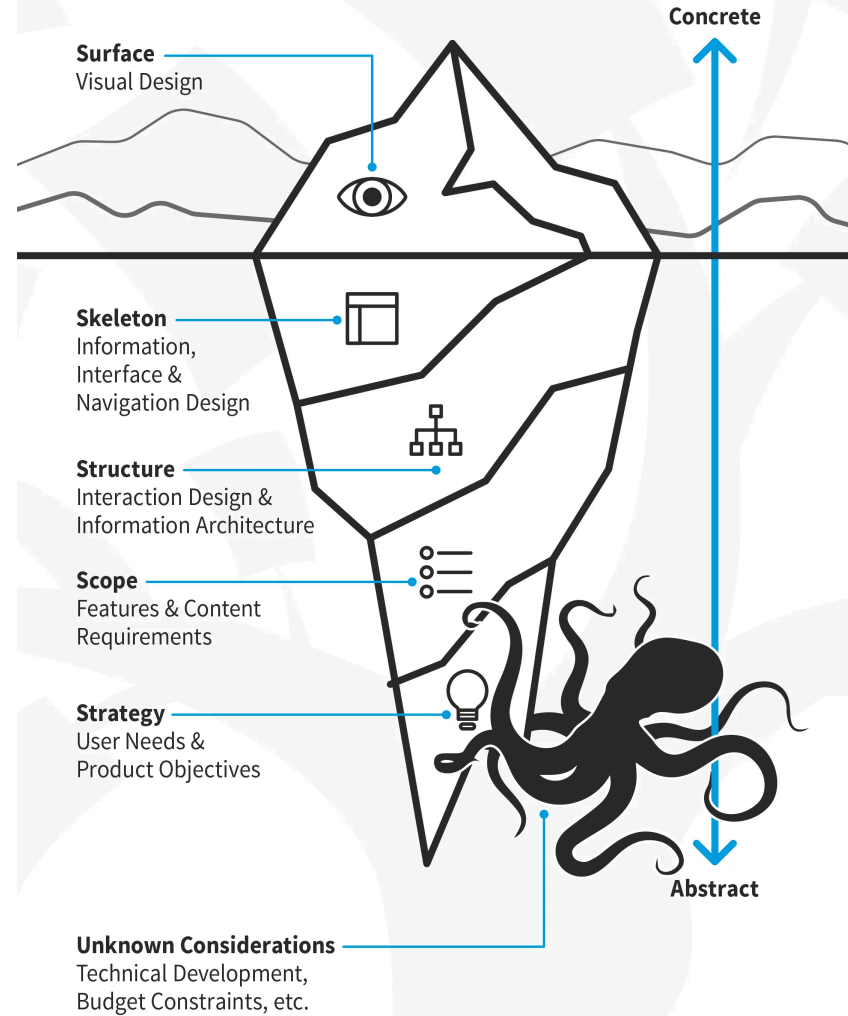 *design specifications, wireframes, prototypes*

- **Project managers** use deliverables to track the progress of a project.

  project timelines, budget plans, wireframes, prototypes, usability testing reports

- **Clients** use deliverables to understand the design decisions and validate the UX. They help them confirm that the final product will meet their users' needs.

  wireframes, prototypes, and usability testing reports

Garrett's 5 Elements of User Experience

Concrete

Surface
Visual Design

Skeleton
Information,
Interface &
Navigation Design

Structure
Interaction Design &
Information Architecture

Scope
Features & Content
Requirements

Strategy
User Needs &
Product Objectives

Abstract

Unknown Considerations
Technical Development,
Budget Constraints, etc.

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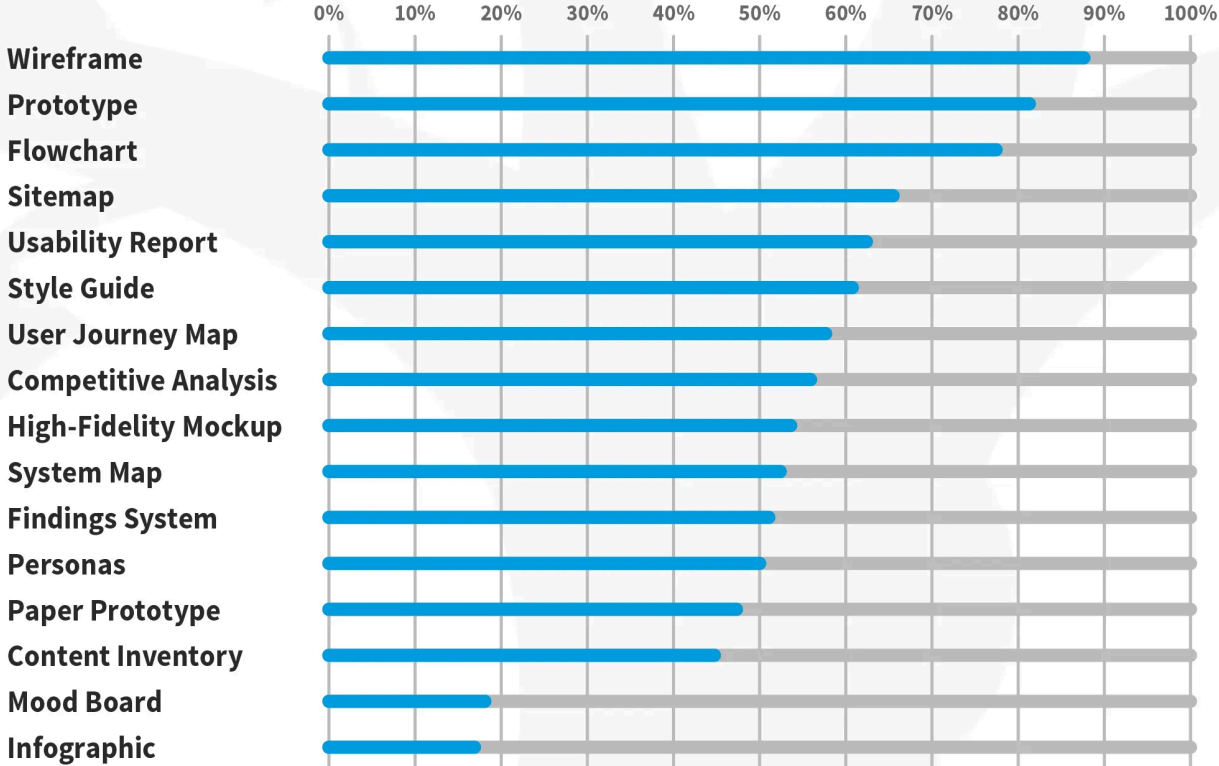
List of Common Deliverables

Static wireframes; Interactive prototype; Flowchart or activity diagram; Sitemap; Usability/analysis report; User journey map; Competitive analysis report; Concept model/system map; Personas; Paper prototype; Personas ; User journey maps; Site maps ; Flowcharts; Wireframes and prototypes; Wireflows; Style guides; Usability reports; Research reports as documents, videos, and presentations

... etc.

Common UX Deliverables

An analysis of the most commonly used deliverables by UX designers.
Data Source: NNG survey of UX Professionals.

Deliverable	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Wireframe											
Prototype											
Flowchart											
Sitemap											
Usability Report											
Style Guide											
User Journey Map											
Competitive Analysis											
High-Fidelity Mockup											
System Map											
Findings System											
Personas											
Paper Prototype											
Content Inventory											
Mood Board											
Infographic											

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UX Deliverables
# Common Audiences

Developers

Internal Managers

External Clients

Interactive Prototype

Wireframe

Hi-Fi Mockup

Flowchart

Home Page

Sitemap

User Journey Map

Style Guide

Usability Report

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User Story map

User-story mapping (Also known as user-story maps, story maps, and story mapping) is a lean UX-mapping method, often practiced by Agile teams, that uses sticky notes and sketches to outline the interactions that the team expects users to go through to complete their goals in a digital product.

Map: Mobile App Feature for Depositing Checks
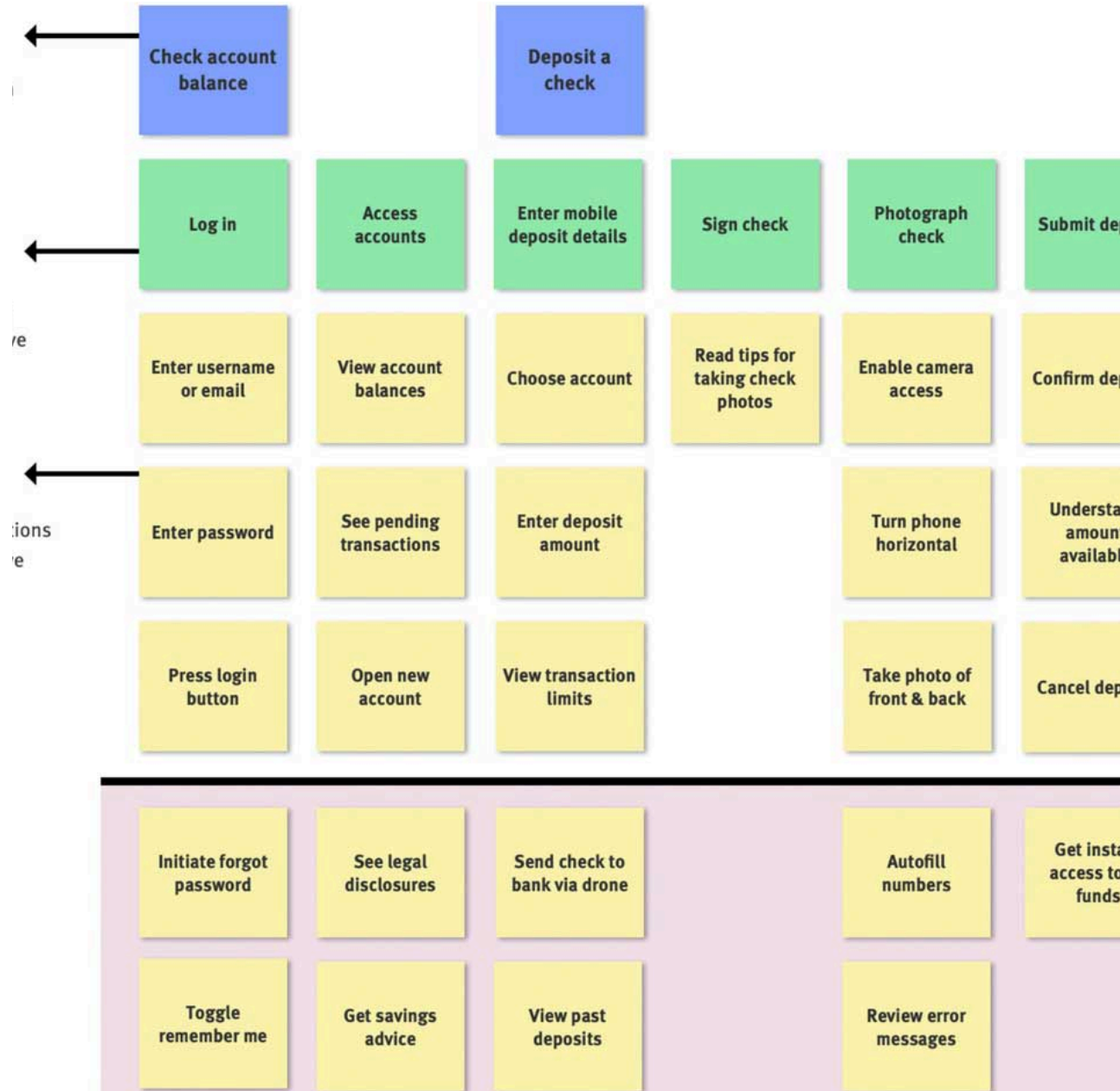
Service Blueprint

A service blueprint is a diagram that displays the entire process of service delivery, by listing all the activities that happen at each stage, performed by the different roles involved. The service blueprint is built by first listing all the actors involved in the service process on a vertical axis, and all the steps required to deliver the service on the horizontal axis.

SIGNUP PHASE		RIDE PHASE					
Facebook pages, emails, Website, internet forums, television commercials	Push notification confirming booking	Push notification recieved for approaching ride	• Appearance of car • Appearance of driver • Appearance and cleanliness of car interiors • Smell of car interior • How old is the car • Push notifcation recieved	• Quality of driving • Does the customer feel relaxed/ safe? • Is the driver being erratic	Push notification recieved for completing ride	Paym comm passe emai
Register as a passenger and connect credit card or paypal/ paytm account	Request for a pickup ⏳	Text/ push notification recieved with driver details and status of the approaching ride	Passenger boards the car and commences the ride	Passenger rides to the entered destination	Passenger reaches final destination and completes the ride	Passe paym
⚠️ Be accepted as a Uber driver partner after background check	Clean vehicle and services, prepare for ride requests Log on to Uber driver partner mobile app and make oneself visible	Reach the passenger location within the stipulated waiting time	⚠️ Greet the passenger and start the ride on the mobile app	Turn radio on/ offer aux cord Make polite conversation with the passenger if required Drive the vehicle safely and make the passenger feel comfortable	⚠️ Make sure the passenger reaches safely to the destination End the trip on the mobile app Make polite conversation with the passenger if required	⚠️ Colle ride f Ensur colle belon vehic Gree make conv
Create passenger and driver profile Validate credit card/ paytm/ paypal accounts for users and drivers	Identify location of the passenger and drop location Identify ride availability Communicate waiting time and price for the ride Communicate driver details to passenger and vice versa	Communicate driver details to passenger and vice versa Communicate status of approaching ride to the passenger	Communicate the confirmation of driver reaching the pickup location Communicate the commencement of the ride to the driver and passenger Communicate optimised travel route to the driver	Communicate start of the ride to passenger and driver	Communicate end of ride with passenger and driver Start payment process for the ride	Proce ride
Background checks on the driver Vehicle quality inspection	Record and maintain ride encounters, ride demand on routes, driver availability on routes	Record and maintain ride encounters, ride demand on routes, driver availability on routes	Keep track of waiting time, ride time, and route taken by the vehicle	Keep track of waiting time, ride time, and route taken by the vehicle	Keep track of waiting time, ride time, and route taken by the vehicle	Incor codes Calcu amou

⚠️ Fail points

Customer Journey Map

A diagram that represents the steps taken by a user to meet a specific goal. By laying the process out along a timeline, designers can understand the changes in the user's context, and their motivations, problems and needs along the way. By identifying the major stumbling blocks for users, we better relate to their problems and begin to see where a product or service can help the user.
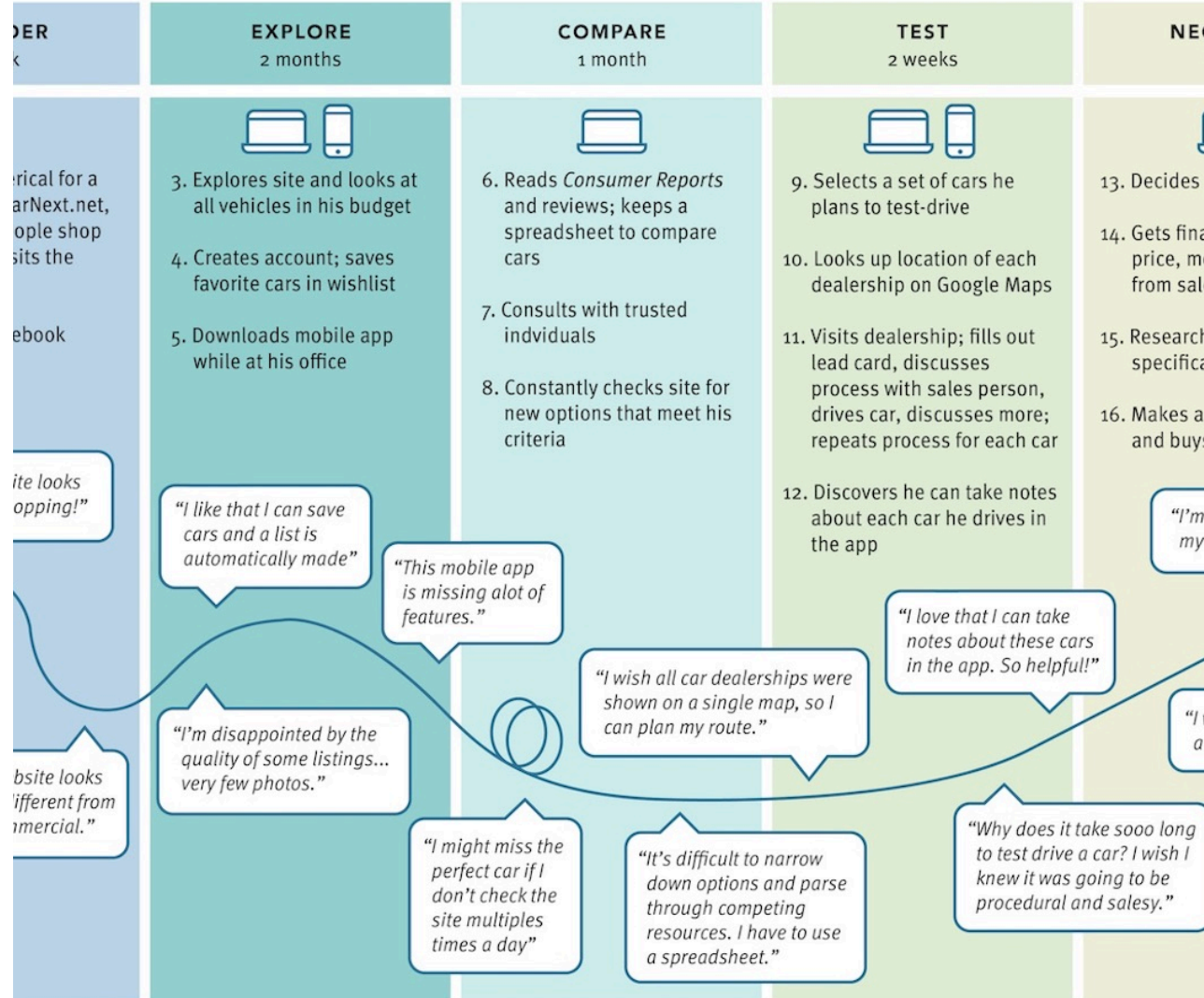

MER JOURNEY MAP *Shopping for a New Car*

EMOTIONAL ERIC
Eric is an emotional car buyer. He purchases based on aesthetics and status.
Scenario: Eric recently moved to the area. He is shopping for a car that is fun to drive and dependable enough for use for everyday commuting.

EXPECTATIONS
- Ability to compare cars and their breakdowns
- Good photography with closeups, inside and
- Video overview of car with demonstrations

EXPLORE
2 months

COMPARE
1 month

TEST
2 weeks

NE

3. Explores site and looks at all vehicles in his budget

4. Creates account; saves favorite cars in wishlist

5. Downloads mobile app while at his office

6. Reads *Consumer Reports* and reviews; keeps a spreadsheet to compare cars

7. Consults with trusted individuals

8. Constantly checks site for new options that meet his criteria

9. Selects a set of cars he plans to test-drive

10. Looks up location of each dealership on Google Maps

11. Visits dealership; fills out lead card, discusses process with sales person, drives car, discusses more; repeats process for each car

12. Discovers he can take notes about each car he drives in the app

13. Decides

14. Gets fina price, m from sale

15. Research specifica

16. Makes a and buys

"I like that I can save cars and a list is automatically made"

"This mobile app is missing alot of features."

"I wish all car dealerships were shown on a single map, so I can plan my route."

"I love that I can take notes about these cars in the app. So helpful!"

"I'm disappointed by the quality of some listings... very few photos."

"I might miss the perfect car if I don't check the site multiples times a day"

"It's difficult to narrow down options and parse through competing resources. I have to use a spreadsheet."

"Why does it take sooo long to test drive a car? I wish I knew it was going to be procedural and salesy."

NNGROU

# Moodboard

Moodboards are used to visually show the feelings or values that the digital product should create. Mood boards are collages that are approachable and easy to understand — even for people with little design experience. Typically they are used to define the product's primary UI colors and the visual design identity
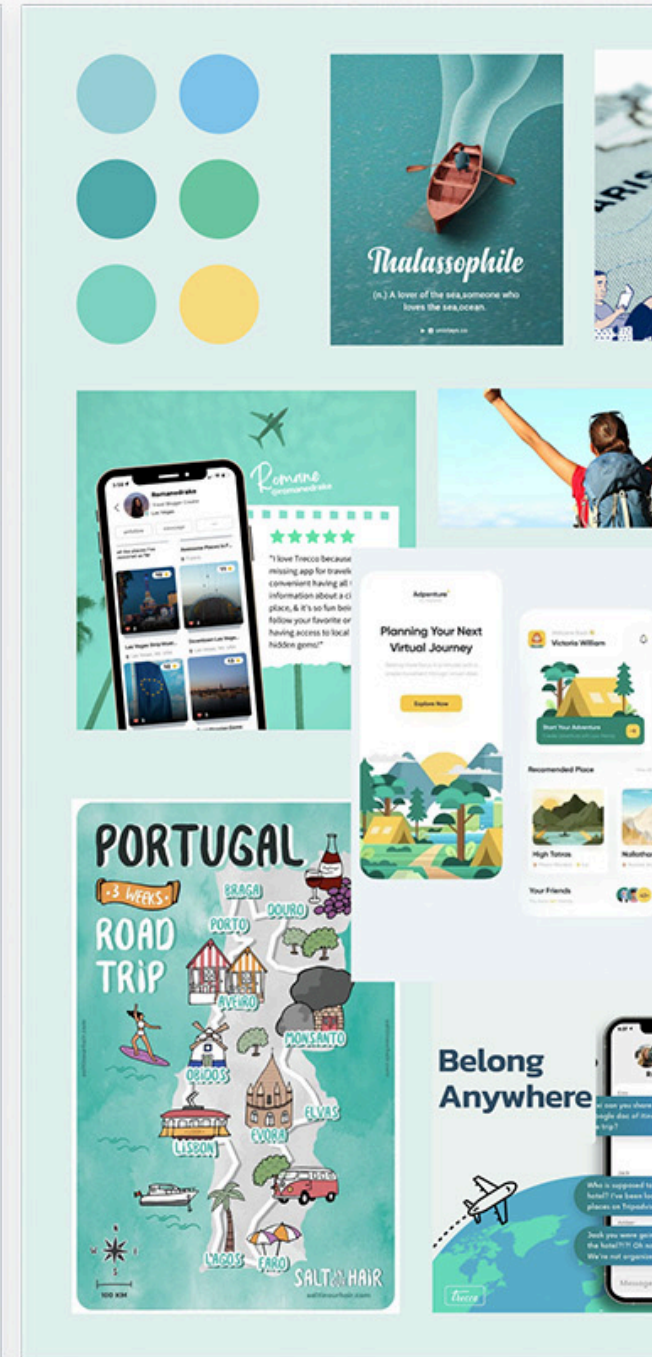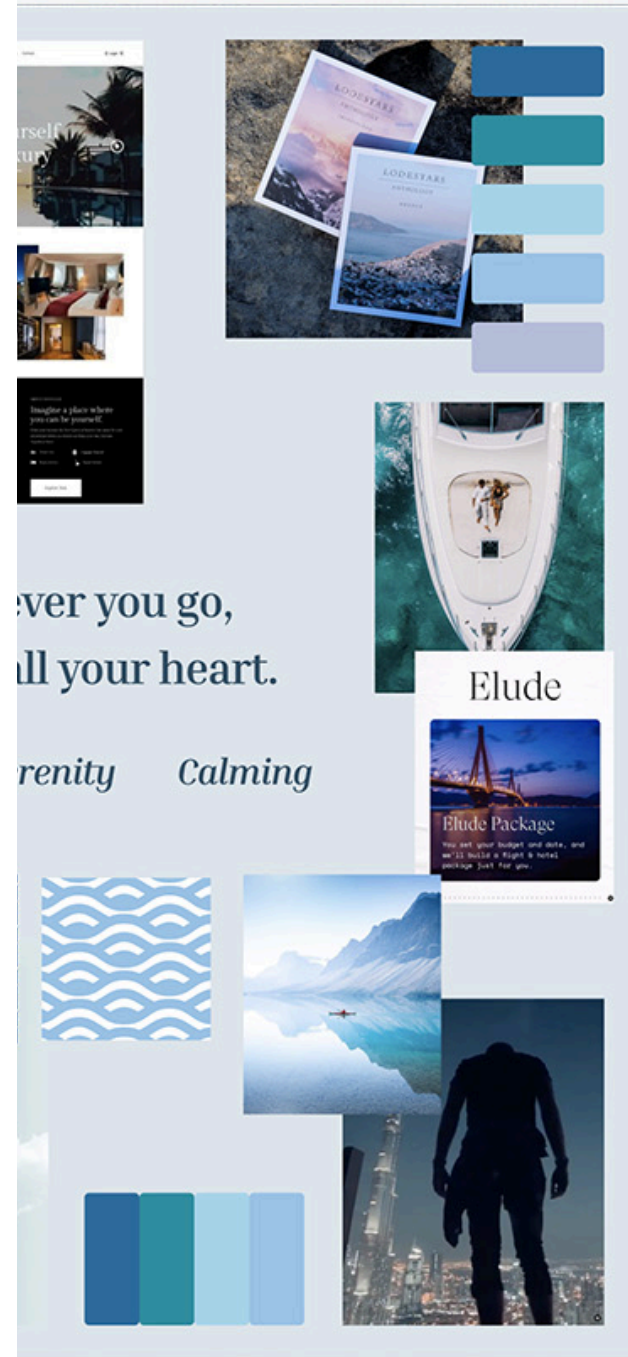
Storyboard

A storyboard is an idea borrowed from the movie industry. It essentially consists of a comic strip, outlining the user's actions and circumstances under which these are performed. The power of this idea is that it doesn't only demonstrate what the user does, but it also reveals the environment, which might be affecting how or why the user does something
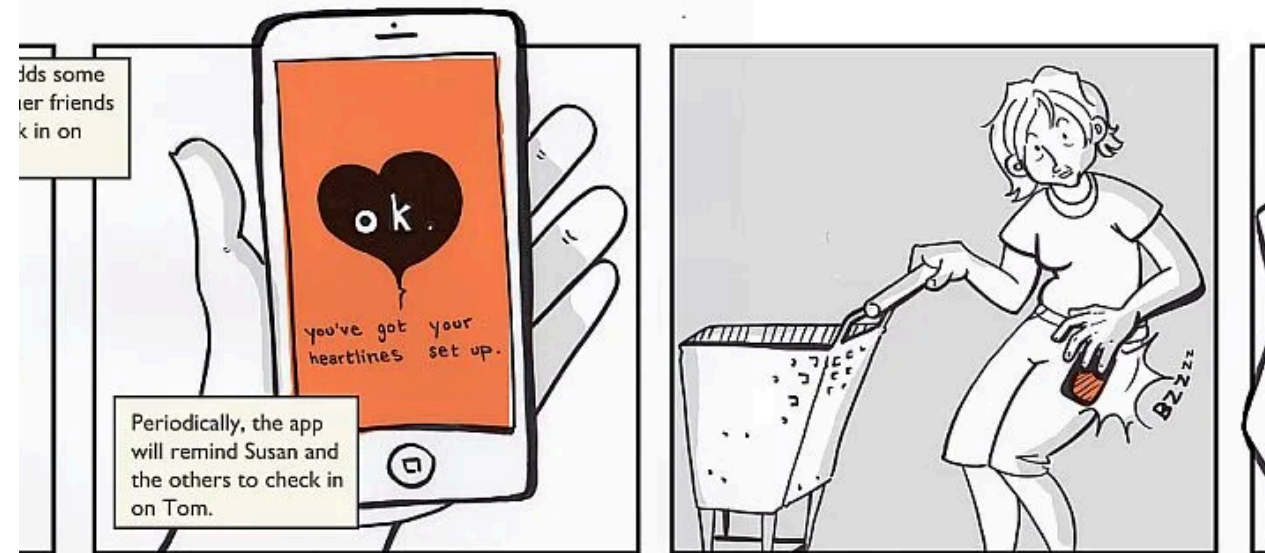
Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way.

Personas Help to Prevent

- **Self-referential design**. This happens when designers design as if they are making the product only for themselves, when in fact the target audience is quite unlike them.

- Design for **elastic users**. An elastic user is a generic user which means different things to different people. Designing for an "elastic user" happens when product decisions are made by different stakeholders who may define the 'user' according to their convenience.

Characteristics of a Good Persona

1. Personas aren't fictional guesses at what a target user thinks. Every aspect of a persona's description should be tied back to real data - observed or researched.

2. Personas reflect real user patterns, not different user roles. Personas aren't a reflection of roles within a system.

3. A persona focusesfocuses on the current state (how users interact with a product), not the future (how users will interact with a product)..

4. A persona is context-specific - it's focused on the behaviors and goals related to the specific domain of a product.

1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.

3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.

2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.
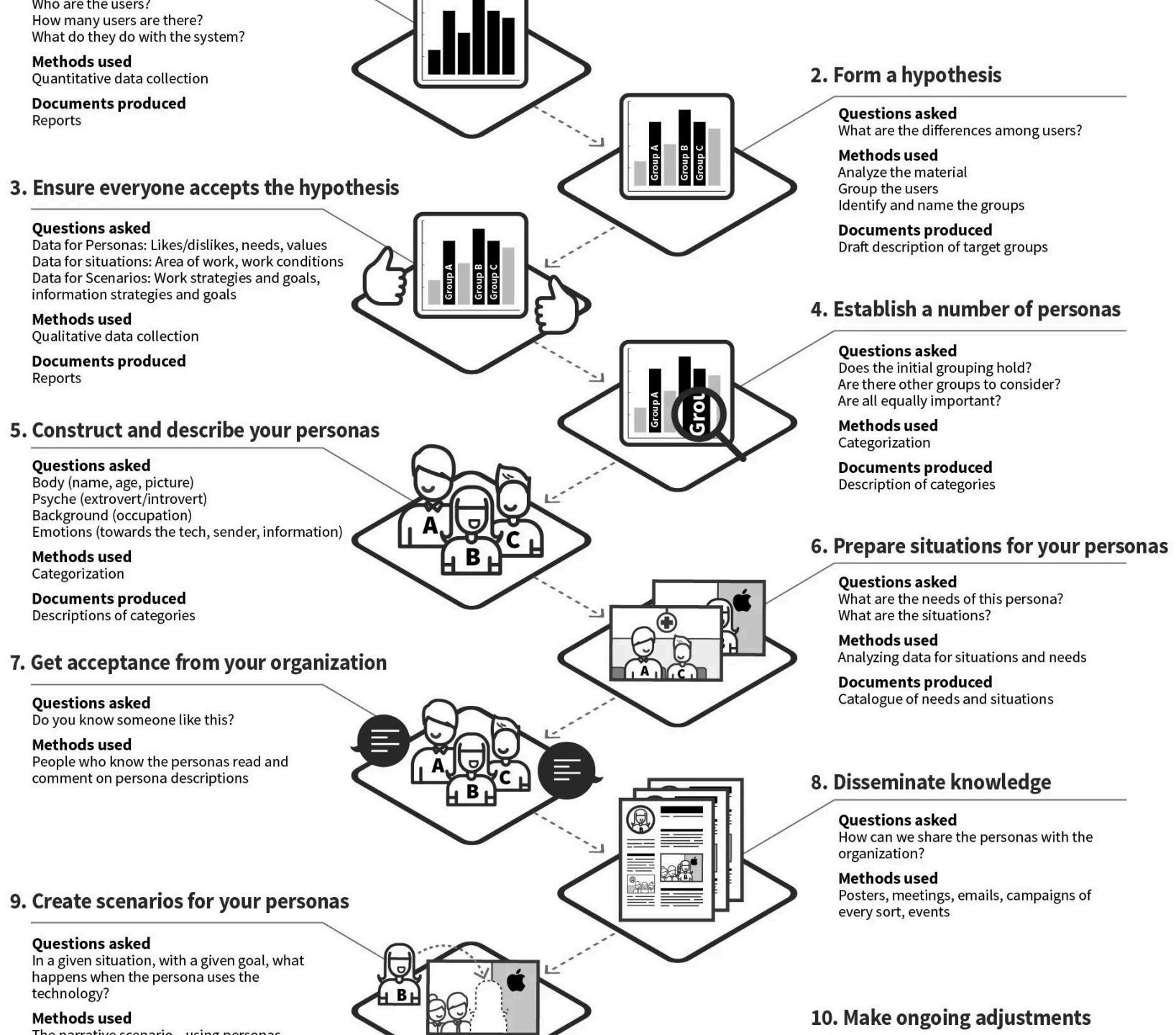
10 Steps to Personas

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Who are the users?
How many users are there?
What do they do with the system?

Methods used
Quantitative data collection

Documents produced
Reports

2. Form a hypothesis

Questions asked
What are the differences among users?

Methods used
Analyze the material
Group the users
Identify and name the groups

Documents produced
Draft description of target groups

3. Ensure everyone accepts the hypothesis

Questions asked
Data for Personas: Likes/dislikes, needs, values
Data for situations: Area of work, work conditions
Data for Scenarios: Work strategies and goals,
information strategies and goals

Methods used
Qualitative data collection

Documents produced
Reports

4. Establish a number of personas

Questions asked
Does the initial grouping hold?
Are there other groups to consider?
Are all equally important?

Methods used
Categorization

Documents produced
Description of categories

5. Construct and describe your personas

Questions asked
Body (name, age, picture)
Psyche (extrovert/introvert)
Background (occupation)
Emotions (towards the tech, sender, information)

Methods used
Categorization

Documents produced
Descriptions of categories

6. Prepare situations for your personas

Questions asked
What are the needs of this persona?
What are the situations?

Methods used
Analyzing data for situations and needs

Documents produced
Catalogue of needs and situations

7. Get acceptance from your organization

Questions asked
Do you know someone like this?

Methods used
People who know the personas read and
comment on persona descriptions

8. Disseminate knowledge

Questions asked
How can we share the personas with the
organization?

Methods used
Posters, meetings, emails, campaigns of
every sort, events

9. Create scenarios for your personas

Questions asked
In a given situation, with a given goal, what
happens when the persona uses the
technology?

Methods used
The narrative scenario - using personas

10. Make ongoing adjustments

What Should be in User Persona

A user persona template you should include the following information:

1. Persona name

2. Photo

3. Demographics (gender, age, location, marital status, family)

4. Goals and needs

5. Frustrations (or "pain points")

6. Behaviors

7. Bits of personality (e.g. a quote or slogan that captures the personality)

Links

- Personas – A Simple Introduction. https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them
- User Persona Template. https://docs.google.com/document/edit?id=1ipyqFwuog3QnwBX-HdWh03jDT3X-GJ2yImbvVJ9MSys&hl=en
- Putting Personas to Work in UX Design: What They Are and Why They're Important. https://xd.adobe.com/ideas/process/user-research/putting-personas-to-work-in-ux-design/
- The Story of Spotify Personas. https://spotify.design/article/the-story-of-spotify-personas
- UX Personas are useless. Unless created properly. https://uxmag.com/articles/ux-personas-are-useless-unless-created-properly

Thank you!