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Modules > Scoping > Understanding the user >

**STARTER:** When you go to the lab, create a folder for your team in our class folder (the S drive) that includes your team's original number in its name. Create a Word Doc for each of your Project Ideas to record your Key Insights and User Personas. We will add more to this document later. Thanks.

## I. Key Insights

Key insights are short statements, based on your research findings, that identify the unique aspect to your problem that other solutions have failed to notice or solve effectively.

### Key insight template

*People who have [this problem] currently try to use [this solution], but this solution does not work because of [this reason].*

*Our key insight is that people need [new solution] to help them overcome their problem.*

### Example – Buzzer Buddiez

*People who have problems waking up in the morning currently try to use an alarm clock, but this solution does not work because people just hit the snooze button.*

*Our key insight is that people DO wake up in the morning, but they just hit the snooze button and go back to sleep.*

### Task

As a team, review **your new findings from the user interviews** and competitor profiles (last week), then discuss what key insights you have for each of your App ideas. Write these insights down in the last section (User) of our Scoping Checklist sheet. By the end of this discussion you should update your scoping checklist with the key things you have learnt and made any changes to your mini elevator pitch. **Copy all your Key Insights, including any from the “Understand your market” section of the checklist sheet, in the Word doc for each of your project ideas.**

## II. User Personas

Now that you have discussed and better understand all your users, create User Personas for the various key types of users of your application; don't forget to include all the multiple users and perspectives that may include. First determine how many are there? Are they a niche audience or mass market? What are their typical key characteristics (age, lifestyle etc)?

### Create Personas to represent the variety of users. Include:

- Their Characteristics – be creative and specific (see our examples)
- Their Key Goals in using the App (what do they specifically need it to do for them)
- Create a Label for them (i.e. “Student”) and give them a name for them! (makes it more fun)
- Add an image to make it more fun. Make sure it is appropriate.

Example on next page...

## Sample User Persona:

### Jordan Bailey

“Teen Student”

#### About Jordan:

- o Aged 14 and goes to secondary school.
- o Lives in Seattle with his parents.
- o Leads a life of going out with friends and school.
- o Is into music.
- o He likes social media.
- o Enjoys live music



#### Key goals

- o Keep up to date with music news.
- o Wants to know when tickets for concerts and gigs go on sale.
- o Doesn't want to have to log onto several different websites to get information.
- o Wants all information in one place.

## Task

In your teams, create a User Persona for each user type for your App Ideas. Include the key information mentioned above for each. You will need to create at least as many User Personas as you have team members (they can be divided between your App ideas). **Add all your User Personas to the file you started for the App idea with your Key Insights. When you are done, have them reviewed by Mr. Bergquist or Mr. Lambert. When all looks good, your team will move on to creating Scenario Maps...** (going back to the classroom)

## III. Scenario Maps

Scenario mapping helps designers describe how the App will work. On a large sheet of Poster Board, at the top write the App Idea name along with your period and team name. Then as a team, make the map by **writing each item on a Post-It placed on the board** – you can rearrange them till you have them right. See the example on the screen in the classroom.

- + Begin with the Sequence Map steps that you used and improved in your User Interviews and expand on them.
- + Start with one of your User Personas and make sure all their Key Goals are met by the map. Then do the same for each of your other User Personas to build up your Map.
- + Go back to make sure your first Users key goals are met. Repeat till all are covered.

### 3 Items on the Map: (use a different color Post-It for each)

- **Steps** – interactions a user must do to accomplish their goal (post along top)
- **Ideas & Comments** – details of the steps to include in your design (gather them all)
- **Questions** – write them down, you can answer them later (don't solve them)

**IV. The Exchange:** When you are done, share your Map with another team and exchange ideas for improvement and clarifications. See if they have any Ideas or Questions to add.