

## Agenda

---

- Quiz
- Lecture
  - Personas
  - User Stories
- Tutorial
  - Project Bidding
  - Taking Meeting Minutes

## Personas

## Personas

---

- Characters based on data collected on users
  - Usually there are multiple for a software system
  - Each persona represents a type of use
- Purpose is to increase empathy
  - Change the focus from users to people
  - User stories flow forward more easily
  - Separate out market segments

## Examples

---

- A self-check out system for a grocery store
  - Like ones used at Loblaws
- Multiple personas needed
  - 2 store employees
  - 2 customers



CSC301, Fall, 2013

Week 2, Slide 5



CSC301, Fall, 2013

Week 2, Slide 6

## Perils of Using Personas

---

- Beware of creating stereotypes and caricatures
  - More human, not less
  - Rely on data (where possible)
- Becoming hostage to personas
  - Descriptions not more important than the people themselves
- They are not objective truth
- Cannot be used with disruptive technologies

CSC301, Fall 2013

Week 2, Slide 7

## Elements of Personas

---

- Gender
- Age
- Personality
- Family
- Appearance
- Skills
- Environment
- Attitude towards technology, domain, etc.
- Goals when using the system
  
- 1-2 pages

CSC301, Fall 2013

Week 2, Slide 8

## Your Turn

---

- Find a partner
- Create a persona for one of the following
  - TTC Wheel-Trans rider using an online booking system
  - A person who has the Toronto Star delivered every day
  - Grocery Gateway shopper