

20  
20  
Well done



# HW1: Reverse Engineering Abby

X^2 is a software  
organize their da  
CEO has allocate  
named Abby that  
attitude toward ri  
important becaus  
myriad of person  
members of the l

Background about the company's persona efforts

## The Persona Core Team:

- Chuck Mangior  
design principle  
research for Tiri
- Tina Turner: M  
performing rese  
problem solving
- Michael Bolton  
members into t

Persona core team, their roles and why they're on the team

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## The Persona On-Call Team:

- Mike Miller:
- Claire MacL  
project fron
- Michell Ric  
questions a

Persona on-call team members, their roles and why they are on this team

## Resources for our Persona Effort:

- 1 week for C  
making Pers
- 3 days for th  
different pos  
research to
- 3 weeks for  
genders to c  
psychology  
technology

Resources (incl. details and why the resource is needed).

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- 1 day for s to be done
- 1 week for members c
- 2 weeks fo agree on a reconvenir a more for Chuck and to manage scheduling
- 1 month fo and develc shown to tl storyboard
- 1 month of studies of l in terms of
- 1 month of prototyping tutorials, w
- 1 month of will begin t
- 1 month of issues for s
- 1 month af on the bas how well A will be con
- Laptops ar server for c
- \$100 have process of
- \$500 have different learning styles and genders.

More resources

**Product Problems we want to Solve with Personas:**

- Overall, how c motivations, s styles?
- How can we n using unfamili technologies u

Precisely-worded product problems (questions) that the team wants to answers with personas.



- How can we based on tut tutorials?
- There are m: so that it incl

**Process Problems we want to Solve with Personas:**

- We need to user-centri
- We need to that if new them can q
- Chuck was issues or n

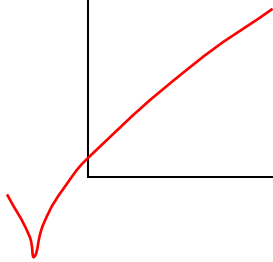
Clearly-worded process problems the team wants to solve with personas

**Action Plan:**

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Phase	Activity	When Completed	Related Project Milestones
Family Planning	Tr: an pre res re su	1 week and 3 days from now (roughly two weeks)	Vis co rec ide act
Conception and gestation	Us life sk At se <u>At</u> de the pre sta are re: bu int inc	6 weeks and 1 day from now (roughly six weeks)	Re of: de co arc an rec sol ide

	sch app		
Birth and Maturation	Ma cor arti pos aro to i des Tar <u>sto</u> sce Abl	Roughly from now	Dor feat sch app abil frier dec rem feat by t to A
Adulthood	Eva usii sof is it use the her eva of s wel the incl app	Roughly from now	Cor - the suc moc insp etc. dev not exte poli
Adulthood	Cor by PR nat thre res pro pol Sch app doc writ	Roughly from now	Cor the the app abo poli acc inpu Intro sec suc coo with




	a guide tender	
Adulthood	Intro to su mark such think demc produ	to n l by
Adulthood	With the p to be team custc listen issue them categ docu FAQs	and d in
Lifetime Achievement	Analy Abby condi team includ users incre base find A Gath see if usefu proje	ier e



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Data Section:

<b>A person characteristics (learning styles, familiarity with technology, risk taking) and solution approval</b>	<b>Information found from scientific articles</b>	<b>Information found via web search</b>	<b>Information found via Surveying some potential users</b>	<b>More Data Needed</b>
To what extent does a particular learning style affect the adoption of a new app? 	Check			Need more informations
Do r <u>diff</u> inte with	Check		Check	
Ho wc is tec to ap de up		Check		Need more information

Users of scheduling apps and their feedback	Information found from scientific articles	Information found via web search	Information found via Surveying some potential users	More Data Needed
V cl a tr a d.		Check		
V lc s (t b tr tr		Check	Check	
H (f u: s o  ~		Check	Check	

**Personas Data Source Index:**

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A person characteristics (learning styles, familiarity with technology, risk taking) and solution approval.	Description	Date	Author	Source #	Incorp. Into Personas?
	<a href="#">Leimtec</a>	Jun 2004	Anne	1 ✓	
	<a href="#">Aper</a>	Sep 2012		2 ✓	
	<a href="#">wvm</a>	Jan 2000		3 ✓	

Users of scheduling app and their feedback	Description	Date	Author	Source #	Incorp. Into Personas?
	<a href="#">wvindi</a>	Apr 2016	Marie Ada	4	
	<a href="#">woiling</a>	Jul 2013	Insightful	5	
	<a href="#">wvnc</a>	Oct 2014	TechAnal	6	

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