

# INDUSTRY WEEK

USER PERSONAS

# DEFINITION & PURPOSE

A PERSONA IS A MODEL OF A PROSPECTIVE USER OF A PRODUCT.

Personas are a composite archetype and not based on a real person, but a combination of motivations and behaviors.

Personas help product development teams visualize what the consumer hopes to achieve and how the consumer will interact with the product.

Personas are the foundation of user-centered product design. They help solidify scope, guide interaction design and decide layout hierarchy.

# MARKET SEGMENT

Market segments define groups of customers with distinct demographics. They assure the entire audience is considered when conducting user research as well as providing a broad perspective of a company's target market. They may also be used as the foundation for personas.

- ✓ Demographics
- ✓ Education
- ✓ Industry vertical (field)
- ✓ Job title and role
- ✓ Computer experience
- ✓ Available technology
- ✓ Income

# PERSONAS

A persona will define a specific type of individual (not one specific person) and not a random group of users.

- ✓ A specific user type
- ✓ Brings the user to life
- ✓ Incorporates market segment data (Might be within a single market segment or span multiple segments)
- ✓ Personas document should describe how your product will fit into the context of the user's: Life, Work, Goals, Pain Points and Delighters

# USER SCENARIOS

USER SCENARIO IS A NARRATIVE THAT DESCRIBES ONE OR MORE USERS ENGAGED IN SOME MEANINGFUL ACTIVITY WITH AN EXISTING OR ENVISIONED PRODUCT.

The description is very specific and typical of interactions using the product.

A scenario has a goal, usually functional, which describes one way that a system is envisioned to be used in the context of user activity.

Scenarios are frequently used as part of the product development process. They are typically produced by

usability specialists, often working in concert with the end users.

Scenarios are written in natural language with minimal technical details, providing designers, developers and product managers a common example in which they can focus their discussions.

# INDUSTRY WEEK

## USER BASE AT A GLANCE

Today's manufacturing professional must keep abreast of news, trends and developments in their industry. In order to help accomplish this, our user base consults the internet as one of the first actions of their work day, often within the first ten minutes of arriving on the job.

Apart from checking daily news on sites such as Yahoo News, MSN, etc., news specific to their industry is high on their agenda. This is often obtained from; specialized sites focused on an industry, social media sites, and email newsletters.

Our user base is less likely to 'surf' the internet looking for something of interest but rather have specific; aims, themes

or objectives in their daily information gathering.

Throughout the day they will, in general, find it difficult to return to their desktop environment to follow up on information. Because of this they may check-up on information of interest on a mobile device but if so are looking for even more focused and specialized information.

Apart from information gathering our user base keeps on top of the latest education opportunities, both on-line and real world. Very often due to their time constraints they will download presentations which can be used off line at their convenience.

# SOME COMMON BEHAVIORS

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THE BROWSING BEHAVIORS CHANGED BETWEEN USERS YET THEY ALL AGREED ON THE FOLLOWING

- ✓ They preferred news portal sites with current news, i.e. anything within the last ten to fifteen minutes.
- ✓ They will go online with an idea of what they are looking for then browse in respect to that.
- ✓ They prefer information that is in-depth and pertinent.
- ✓ They will visit the site triggered from newsletter prompts.
- ✓ They will not dig deeper unless a headline appeals
- ✓ They will open a browser within 15 minutes of arriving to work.
- ✓ They do not do much browsing for the sake of it, they would need a reason to browse such as a prompt from an email.

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THE COMMON GOALS OF THE USER GROUP

- ✓ To expand his knowledge in his field
- ✓ Investigate problem solving throughout organizations
- ✓ Keep up on latest industry trends

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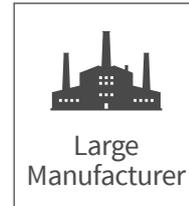
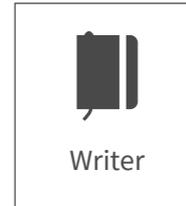
SOME OF THE INFORMATION THE USER GROUP IS LOOKING OUT FOR

- ✓ News Events
- ✓ Conferences
- ✓ Leadership pieces
- ✓ Training Opportunities
- ✓ Presentations



# LARRY

Title	Experience	Company	Company Size	Income	Education	Age	Sex
Project Specialist	5-10 Years	Intelligence International Corp. (IIC)	<1B	80K	Master's Degree	35 Years Old	Male



“I default to finding something I can click on.”

## SUMMARY

Larry wants to feel he retains some level of control over what he is surfing for on the web. Wants no nonsense facts in front of him, no ambiguity as to what he is going to click on. Does

not like to wait for long pages content to load, will click off and go somewhere else.

## KEY INSIGHTS

- ✔ Larry will browse looking for a specific: Buzz Word, Thought Leader, Author, Topic, Organization.
- ✔ Larry will go to the news portal sites which he has found to be current; Larry defines current news as anything within the last ten to fifteen minutes.
- ✔ Larry avoids sites which he feels are selling or forcing him into a CTA.
- ✔ Larry works evenings writing and publishing essays and thought pieces with discussion groups.
- ✔ Larry does not like to wait for content heavy pages to load only to find out it is content which is not relevant to him.

## GOALS

To expand his knowledge in his field.

Investigate problem solving throughout organizations.

Some of the information which Larry is looking out for: **News Events, Training Opportunities, Conferences, Presentations, Leadership pieces.**

## PAINPOINTS

When Larry has to subscribe to see an entire article he will not return to that site.

A clear path of navigation is very important to Larry; category first is important to him then organized (tagged) by information that is important to him. (note: date is not important, subject matter is).

Larry feels very strongly about trying to be overtly sold to while he is browsing.

## DELIGHTERS

Clearly marked navigation.



# LARRY

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## ON-LINE ENGAGEMENT

- ✓ First thing in the morning Larry opens his web browser which is set up to display LinkedIn and Twitter on separate tabs.
- ✓ Larry uses his twitter feed to keep abreast of his colleagues and LinkedIn for current news and thought leader articles in his field.
- ✓ Larry keeps his browsers open and watches for news updates throughout the day.
- ✓ When browsing a site looking for a particular piece of research.
- ✓ Larry's default is to find something I can click on; his first attempt is always to look for something in the menu bar that corresponds to something I am looking for, even if it remotely corresponds to it.
- ✓ If he can't find what he is looking for in the menu bar he will then use search.

## PRODUCT ENGAGEMENT

He regularly signs up and attends webinars. He is less likely to sign up for paid sessions unless subsidized by his company. Larry is reluctant to register for a site unless he sees a tangible benefit, such as a newsletter or premium content. Larry will use Google or another search engine before using the IW search.

## BACKGROUND

Larry is a lean project specialist for a large manufacturer. Larry currently isn't a decision-maker in his company, so his focus is more on applications and in particular lean processes. Larry similarly has no interest in pieces on machinery and technology.

He also likes coverage on companies facing adversity and how they overcame it. Larry is interested in leadership issues and believes management is focused too much on firefighting and short term value with unacceptable results.

## USER SCENARIO

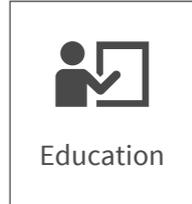
First thing in the morning Larry opens his web browser which is set up to display LinkedIn and Twitter on separate tabs. Larry will reference these throughout the day and

return to them later to ascertain their value to him. Larry browses periodically through the day and will check on the internet on regular intervals between meetings and tasks.



# PAUL

Title	Experience	Company	Company Size	Income	Education	Age	Sex
Facilities Manager	30 Years	Intelligence International Corp. (IIC)	<1B	90K	MBA	55 Years Old	Male



“I don’t subscribe to the thinking that if it’s on the internet it must be true.”

## SUMMARY

Paul works in a chaotic environment, he of the needs to find information on short notice. He will browse with a very deliberate need. Feels the need to trust a site first so he has a

narrow field of sites he browses from and will only go to a site from a lead if it is of value to him.

## KEY INSIGHTS

- ✓ With the ad hoc nature of his job Paul needs to find information for which he has not built up a browsing pattern, i.e. has to rely on previous precedents and established conventions.
- ✓ He feels there are problems in the methods of communication and work is getting lost.
- ✓ Proactive browsing, very well defined goals.
- ✓ Routine browsing habits, rooted in convenience.
- ✓ Must feel a level of trust in a web site.
- ✓ Needs concrete information, not vague, innuendo, etc.
- ✓ Will follow email updates if he feels they are of value to him.

## GOALS

Keep up on latest industry trends.

Keep abreast of who is using the latest technology.

## PAINPOINTS

Prefers to be able to do more than one function from the same web location; i.e. news, email, finance all from one page.

## DELIGHTERS

Finds the lean and six sigma information interesting as a way to keep productivity high.

Likes case studies, particularly failures since not everyone is a success.



# PAUL

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## ON-LINE ENGAGEMENT

- ✓ Paul will go in with an idea of what he is looking for then browses to what catches his eyes in respect to that.
- ✓ Paul will also browse headlines looking for what attracts his attention with no preconceived need of information or direction; particularly information which appears on the carousel.
- ✓ When ascertaining and comparing information Paul will segregate information into separate tabs and will not delve deep until he has several streams of information to compare.
- ✓ Other than trusted sites there is no fixed starting point for Paul when looking to assemble his information trail.
- ✓ Paul will start from a search engine yet he will often go to a specialized search portal, i.e. finance page, health page, etc.

## PRODUCT ENGAGEMENT

Paul receives news updates or alert through his email or through the app on his phone. When researching Paul will go to what he feels are trusted or familiar web sites and will download and subscribe to white papers.

## BACKGROUND

When Paul does use the web it is for a very specific and well defined reason; “I know what I’m looking for and I want to go in and find it and get out.”

Paul is very focused on global competition. He has served in a plant leader role with a number of different companies and has to keep his plants competitive. While U.S. labor costs are high so is technology adoption and productivity. He is concerned with making that technological advantage “stick” as well as selective investment so as not to be leapfrogged by factories in emerging economies.

As a senior member, Paul has an “education” interest. He needs to develop skills of the individuals in the plants he works for as well nurturing emerging leadership.

## USER SCENARIO

Unless looking for specific information for a work assignment, first thing in the morning Paul will check Yahoo news and his bank statement to see if he has any business which needs attention. He will check back in the afternoon for a news update and reserves the evenings for research. When not able to find what he is looking for

Although trusting of sites associated with well-established brands, Paul is leery of sites which he feels are ‘unproven’. “I don’t subscribe to the thinking that if it’s on the internet it must be true.” He would question the integrity of an unestablished or raw brand and finds it hard to trust a site which thrust’s ads in his face.

Further to his distrust of site Paul does not like sites which substitute graphics for content, even the shortest of descriptive blurbs. Paul feels too many graphics are a distraction. Excessive graphics are designed to deter me from making a sound decision. “A thirty second blurb of text is going to make me want to read further much more than a picture.”

Other aspects of his browsing habits include looking for convenience.

On Advertisements; “I don’t want an ad exploding in my face, and I’m not going to click if it’s a pretty picture, I need some substance.”

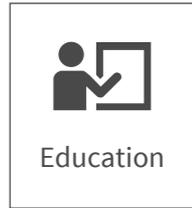
he will go to another site he trust before going to a search engine.

Paul will typically trust a site which is associated with a known brand; i.e. Wall Street Journal, MSN, etc. For breaking news or contemporary information Paul will enter key words into a search engine.



# RAJ

Title	Experience	Company	Company Size	Income	Education	Age	Sex
Environmental Specialist in charge of Compliance	16-20 Years	Environmental Specialist in charge of Compliance	<1B	90K	Master's Degree	50 Years Old	Male



“I don’t browse just for the sake of it, I don’t have the time.”

### SUMMARY

Raj gains much of his information at lunchtime and other work “breaks.” He’ll read both general news sources as well as more technical journals. He will share articles and links. When he has particular projects he is working on he uses colleagues for information.

### KEY INSIGHTS

- ✓ News updates topical to his industry will play a big role in what site Raj decides to go to first.
- ✓ Upon arrival at work Raj checks his email first things and based on his email will go to the web.
- ✓ He will often book mark or reference articles for training and lectures, always looking ahead and forward to what he might be able to use in the future.
- ✓ Raj spends most of his time on the plant floor, checks emails via iPhone.
- ✓ Rarely uses social media.

### GOALS

Deliver prototypes that adhere to strict specifications.

Industry products that surpass competitor’s in performance and cost savings.

### PAINPOINTS

Keeping up with customer changes.

Staying with the competition.

Lack of good benchmarking information across industries.

### DELIGHTERS

Case studies.

Trending articles in his area of interest.



# RAJ

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## ON-LINE ENGAGEMENT

- ✓ Raj looks at the headlines and does not dig deeper unless a headline appeals to him.
- ✓ Looks at a desktop browser in the morning and at lunch but does not spend a lot of time on line.
- ✓ Does not do much browsing for the sake of it, he would need a reason to browse such as a prompt from an email.
- ✓ He never opens up his browser and 'surfs' the internet.

## PRODUCT ENGAGEMENT

Raj keeps an eye out for training classes and keep up and industry trends, education, he is particularly interested in Round Tables and Forums.

## BACKGROUND

Raj is an Environmental Specialist in charge of Compliance at a larger Manufacturing Company. His job includes daily inspections of environmental conditions and will often

have to make a decision on unprecedented waste disposal situations. In Raj's day-to-day job he must often be able to find information on unorthodox situations in a crucial time frame. This need has greatly influenced his browsing habits.

## USER SCENARIO

Raj is looking for in depth information. Broad overview pieces don't serve his needs. He likes case studies aspect of articles. Also desires trending articles. Uses Google for his search, would not use another search.

Goes to sites that have a proven track record for him. Will trust a site with big name or which has a print component.



# STAN

Title	Experience	Company	Company Size	Income	Education	Age	Sex
Owner/ President	25-30 Years	Absolute Solar	<1B	105K	Master's Degree, Engineering	55 Years Old	Male



“The way you present yourself on the web says a lot about your professionalism and credibility.”

## SUMMARY

Stan seeks out in depth information, news and analysis pieces on deeper trends in the broader world of manufacturing that he feels isn't provided by the general media. Active on LinkedIn groups and discussions Stan forward articles he finds of interest on a regular basis.

## KEY INSIGHTS

- ✓ Registers for Webinars, but does not attend them regularly.
- ✓ Registered, but only logs in to leave very occasional comments or view premium content.
- ✓ Signs up for Newsletters. The majority of his visits to the site are triggered from these.

## GOALS

To expand his knowledge in his field.

Investigate problem solving throughout organizations.

Some of the information which Larry is looking out for: **News Events, Training Opportunities, Conferences, Presentations, Leadership pieces.**

## PAINPOINTS

When Larry has to subscribe to see an entire article he will not return to that site.

A clear path of navigation is very important to Larry; category first is important to him then organized (tagged) by information that is important to him. (note: date is not important, subject matter is).

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## DELIGHTERS

Clearly marked navigation.



# STAN

Continuation from previous page

## ON-LINE ENGAGEMENT

- ✓ Stan seeks in depth information; broad overviews and summaries do not interest him as much.
- ✓ Stan seeks information that is in-depth and pertinent.
- ✓ The majority of his visits to the site are triggered from newsletters he has signed up for.
- ✓ He is active on LinkedIn groups and discussions that occur within them – reading and occasionally commenting.

## PRODUCT ENGAGEMENT

Stan registers for Webinars, but does not attend them regularly and only logs in to leave very occasional comments or view premium content. He forward articles he finds of interest on a regular basis. Stan visit's the IW site regularly, 2 – 3 times a week.

## BACKGROUND

Stan runs a small company that does contract work and projects for larger manufacturers.

Stan desires news and information from a manufacturing perspective that he feels isn't provided by the general media. He feels that these mass media sources don't adequately cover issues in the way he needs them to. These sources

include industry specific newsletters and B2B trade journals. While he might self-describe what he is looking for as “news,” he gravitates more toward analysis pieces on deeper trends in the broader world of manufacturing. Detailed coverage, such as IT systems, doesn't interest him.

## USER SCENARIO

Uses desktop in the morning by browsing, then generally begins his searches in Google on suggestions by either word of mouth or email then looks around to see what catches his eye.

If he returns to the desktop during the day he generally will do this for a search initiated from a comment, suggestion or breaking development. Keeps informed during the day with apps on his iPhone.