

Fun Fact

What was one fun fact you learned this week, that you'd like to share!

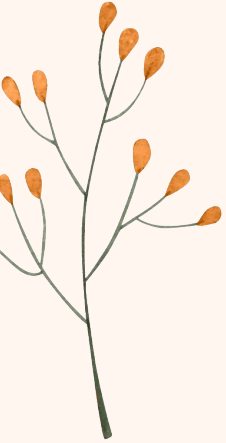
Here's some of mine:

The Nobel Peace Prize is named after Alfred Nobel, who was the inventor of dynamite.

Crabs can 'swap' shells in a cool crab event where all crabs gather in line from smallest to largest, and swap up the line.

You can slice a pie in 8 equal pieces with only three straight cuts. HINT: Think in 3D

If you stay to the end, there'll be a bonus fun fact :o





Personas

“Ultimate Warrior was a character who made an impression on people. It was his intensity, his colorfulness, but also, Warrior as an identity means something to everyone. Even through all of the grumbling and haphazard approach at the beginning to developing the character's persona, there was something that people connected to.”

– The Ultimate Warrior

Jada's New Discovery

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Project 1 Pipeline

Mood Board →

Rough Sketches →

Refined Sketches →

Wireframes →

Coding



Project 1 Pipeline

Mood Board →

Rough Sketches (Low Fidelity) →

Refined Sketches (Low Fidelity) →

Wireframes (Mid Fidelity) →

Coding (High Fidelity)



General Pipeline

Personas →

Mood Board →

Rough Sketches (Low Fidelity) →

Refined Sketches (Low Fidelity) →

Wireframes (Mid Fidelity) →

Coding (High Fidelity) →

Personas



General Pipeline

Interviews

Personas →
Interviews

Mood Board →
Interviews

Rough Sketches (Low Fidelity) →
Interviews

Refined Sketches (Low Fidelity) →
Interviews

Wireframes (Mid Fidelity) →
Interviews

Coding (High Fidelity) →
Interviews

Personas
Interviews



What is a Persona

A persona isn't just a fictional character. Persona's represent the data collected that your Intended Users follow. Generally, designers first think of their Intended Users (college students, elderly folk, children, married couples, veterans, etc), then the designer theorizes on what hardships those communities face.

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The designer then tests the prototype by surveys or experiments again, collects data, and observes whether the prototype gives positive results. If the prototype proves useful, then the designer creates a persona based on this data that was collected.



Is a Persona just a collection of data, then?

No! A Persona isn't just the average of the data you collect. The data helps you find the problem your users may face, and helps you find a solution (your prototype) that will help them. But a Persona is a personal character that represents your Intended Users. An unique person that is relatable to your audience, personal, and someone your users can empathize with. We'll touch more into this in the next slide.



Why Personas

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The Persona represents the entire cause, from a single person perspective. Personas are not just mascots of the designers; they are the face of the people who use it. The Intended Users can relate to the Persona. Yet, the Persona has a story, has an identity of their own, so the Persona is also personal.

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Relatability and Personification together makes the Intended Users empathize with the Persona. This Empathy is the driving force that lets the Intended Users care about the prototype.

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STORY

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PROBLEM

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SOLUTION

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Three Act Structure

STORY:

How you build your character. Who are they? What are their dreams, their passions? How old are they? What got them to where they are now?

PROBLEM:

What happened that made things go wrong? What's the dilemma?

SOLUTION:

How does your prototype solve their problem? The happy ever after.

Three Act Structure

STORY:

Empathy.

PROBLEM:

Frustration.

SOLUTION:

Discovery.

Three Act Structure

STORY:

DATA COLLECTION (Intended User Demographics)

PROBLEM:

DATA COLLECTION (Struggles on the Intended Users)

SOLUTION:

PROTOTYPING, TESTING, SURVEYS, AND MORE DATA COLLECTION (Conducting experiments for the Intended Users and verifying your prototype makes an impact)

Re-Visiting Jada

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- Personification
- Relatability
- Goal / Passion
- Empathy

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- Relatability
- Problem
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● Personification

● Relatability

● Problem

● Empathy

● Frustration

● Goal / Passion

● Desperation

● Solution

What can *you* do better?

- What are some Persona aspects that the above paragraph lacked?
- Where does the Data Collection category fit in with the above Persona?
- What would you change about the above Persona to better fit the prototype we wish to sell (HINT: the prototype we wish to sell in the above example are Discussion Sections.)

We will have 10 minute break out rooms now, where you can discuss these questions with your peers. The questions will be re-posted in the chat. See you all in 10 minutes!



Did you like this discussion?





~~**Did you like this discussion?**~~

What is wrong with that question?





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~~**What is wrong with that question?**~~

How did the two questions above make you feel?





~~**Did you like this discussion?**~~

~~**What is wrong with that question?**~~

How did the two questions above make you feel?





Interviews and Framing





**Interviews are one method of *how* we collect data.
But how do we avoid biased data?**

This is Framing.

Framing:

- **Ask open ended questions.**
- **Do not cue the interviewee in on ‘what’ you’re asking for.**
- **“How did this make you feel?” / “What experience did you have with this?”**
- **Always have a ‘neutral’ option.**
- **Avoid implicitly enforcing stereotypes in your questions.**



Are you a boy?
Or are you a girl?

How does this character creation make you feel?




How does this character creation make you feel?

A decorative branch with small orange buds and a cluster of pinkish-red leaves are positioned in the top left corner. A single large, detailed leaf is in the top right corner. A flower is sketched in the bottom left corner.

Activity

**Write out one good interview question and one bad interview question,
and send it on chat.**



Summary:

Today we learned:

- Designing Pipeline
- Personas
- Interviews
 - Framing

Design Pipeline Recommendation:

- 1. Choose your Target Audience.**
- 2. Conduct Interviews to find out what struggles they may be facing (data collection).**
- 3. Design your app to help fix some of those struggles.**
- 4. Conduct Interviews to test if your app actually does fix some of those struggles.**
- 5. Make a Persona for your app, which represents this whole design process.**





Congratulations!



We made it to the end!



And Now.....

FUN FACT



VS



**The Fungus and the Aspen forest rival each other for largest organism on Earth.
With the Aspen forest coming victorious!**