

CS 160
Section 3
Summer 2022



7/7/2022

Interviewing & Personas



Presented by Lucy White
With slides from Spring 2022 by Shm Garanganao
Almeda



Today's Agenda

0

Logistics

Announcements &
Reminders for the
Course

2

Interview Activity

Brainstorm Interview
Questions

1

Interviews & Personas

Why are interviews
important to
User-Centered Design?

3

Persona Activity

Invent a person
(then immediately
criticize them)



Keep track of these upcoming due dates...



2.6 Figma Prototype	due Fri, 07/08
Quiz 3	due Fri, 07/08
2.7 Usability Test	due Mon, 07/11
2.8 Figma Prototype	Revision
	due Mon, 07/11



Misc. (but helpful) info

- My office hours are every Friday at 3PM (check the course calendar)
- Lecture parties are every day after lecture at 7 PM PST on zoom
- You are over halfway done with lectures (after week 5, only studio)

- For more resources relevant to the current week's assignments, check the resources listed at the bottom of each week on the course website
- Resource for learning how to use Figma

INTERVIEWING





Why conduct user interviews?

- Without talking to users you risk the **expensive** mistake of creating something they don't want.
- Getting into the users shoes
 - Understanding how they interact (pain points, desires, etc.)
 - Building empathy



Interviewing process overview

- **Determine goals for the interview**
 - Define what are you looking to learn about your users
- **Create question guide**
- **Test question guide**
 - Make changes
- **Recruit Interviewees**
- **Conduct Interviews**
 - Take notes, ask follow up questions, record with permission
- **Synthesize results**

When writing questions

DO:

- Ask open-ended questions
- Ask follow-up questions, "Why" or "Why not"
- Ask for demonstrations

DO NOT:

- Ask yes/no questions
- Ask how they would solve the problem, work with them to identify it
- Ask leading questions



Interviewing in Context

- E.g. Asking someone about how they drive vs. watching someone drive and asking questions as they do:
 - Why do we Interview in Context?
 - Concrete Data
 - Less summarization/abstraction

Biases & Assumptions

“Do you like CS 160?”

Biases / Assumptions

~~“Do you like CS 160?”~~

“What do you like about CS 160?”

Biases / Assumptions

~~“Do you like CS 160?”~~

~~“What do you like about CS 160?”~~

“Tell me about your experience in CS 160.”

Relationship Models

- **Apprentice / Master** - 👍
 - The Goal!
- **Interviewer / Interviewee** 😞
- **Expert / Novice** - 👎
- **Guest / Host** - 👎

Activity

(5 min)

- Pairs in breakout rooms
- Come up with
 - **2 goals** motivating your interviews
 - **2 ideal users** you'd want to interview
 - **3 interview questions**

Topic: Finding a TV show to watch

Interview practice activity

Interviewing tips

- Take notes
 - Written notes are helpful, capture quotes when possible
 - Ask for consent before recording video
- Ask follow up questions
 - Can gain you more insight into the user's thoughts
- Be mindful of your own reactions
 - Conscious of how your own behavior affects the person you are interviewing
 - Reacting strongly to something your interviewee says can impact their next response
 - Act neutral
- Give interviewees space
 - Let them talk - let them fill the awkward silence with the thing that *isn't* the first that came to mind.
 - Often, the most interesting insights come "after the interview is over", when it no longer feels like a performance, and more like a conversation

Activity

(7 min)

- New pairs in breakout rooms
- Ask your questions to this new person
- Make note of what questions worked well and what didn't

PERSONAS



What is a persona?

- ❖ Models of users
- ❖ Helps understand users' needs + desires
- ❖ Not a real person



Kayla

Planner

ABOUT

 Age 25-34

 \$50K - \$75K or <\$20K

 Medium - High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES

Go to fewer events but plan them far in advance, more likely to travel nationally or regionally for an event.

EVENT INFLUENCERS



MOTIVATIONS

Buying and planning activities well in advance - right when an event is announced or tickets released. Care about the quality of an event and coordinating with social group.

CORE NEEDS

Pre-sale options, notifications for ticket sales, planning event outings for groups with budgeting and scheduling tools.

PAIN POINTS

Events selling out quickly, finding events that fits everyone's budget and schedule when planning for a group.

65%

Total Universe GTV

4 - 6

Events per month

*GTV Calculated based on # of Users x Frequency of Events.
Based on a study conducted with 115 participants.



Drew

Influencer

ABOUT

 Age 25-34

 \$50K-75K

 High Tech Proficiency

EVENT ATTENDANCE ATTRIBUTES

Frequent event go-ers (monthly), tend to be very early planners, and more likely to travel regionally or nationally for an event, tend to go to trending events only.

EVENT INFLUENCERS



MOTIVATIONS

Motivated to find new things to do and share them with network, having influence, being the first to know about something and getting tickets right away.

CORE NEEDS

Finding events on social media and being able to easily share them. Being able to see trending events that will up their klout. Also getting notificatinos of on-sale so they can be the first to get tickets.

PAIN POINTS

Finding the time to attend events and staying on budget.

39%

Total Universe GTV

12

Events per month

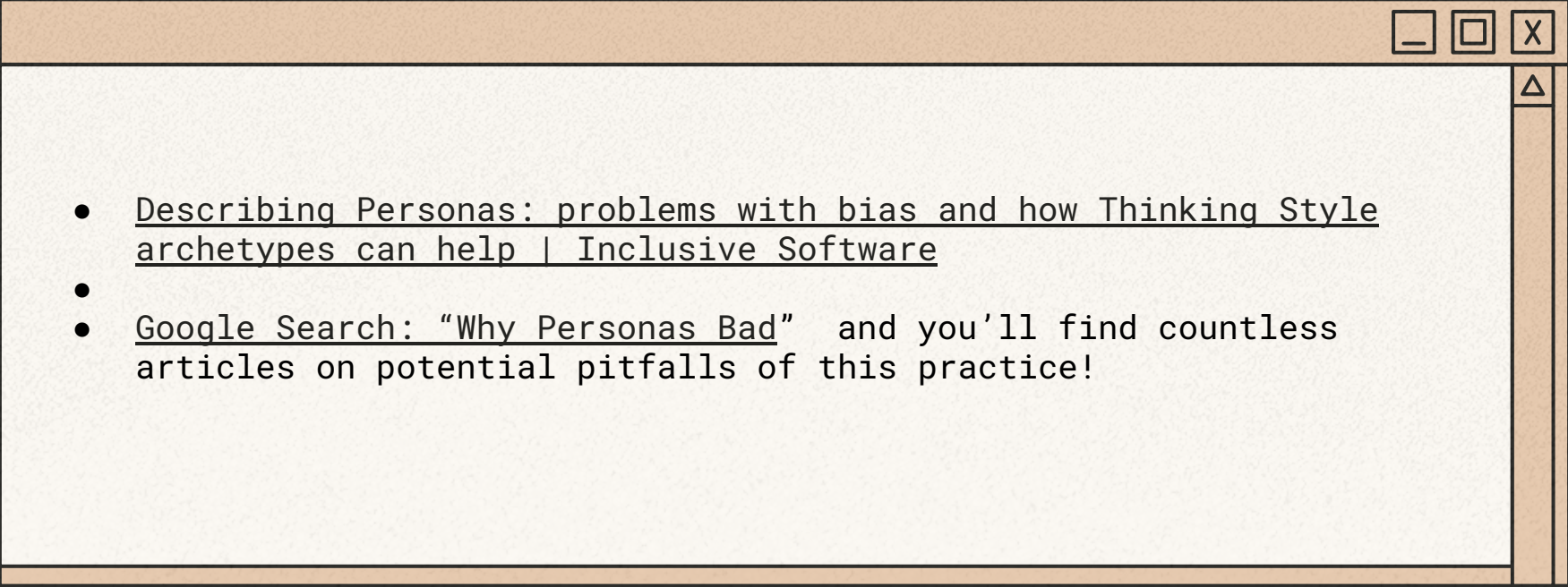
*GTV Calculated based on # of Users x Frequency of Events.
Based on a study conducted with 115 participants.

How do designers make personas?

- Based on research of target audience
- Look for common patterns between interviews
- Combine a representative photo, name, description, user type, and problems
- [How to create Personas, a step by step guide. | by Talebook | UX Planet](#)
- [What Are User Personas and Why Are They Important? | Adobe XD Ideas](#)
- More articles available with a simple Google Search!



But Maybe They Shouldn't

- 
- Describing Personas: problems with bias and how Thinking Style archetypes can help | Inclusive Software
 -
 - Google Search: "Why Personas Bad" and you'll find countless articles on potential pitfalls of this practice!

Activity

(7 min)

- Create a persona based on your interviews
- Craft your persona and share it here:

Persona Activity

