Using Personas to Design a Website: a Real-World Example

Kevin Godby

HCI 522: Scientific Methods of Human–Computer Interaction
Human–Computer Interaction Program
Iowa State University

21 February 2007

Human Computer Interaction

OK/Cancel

The Setup

- ▶ 1 lowly technology coordinator (me)
- ▶ 6 high school seniors
- ▶ a new K-12 school website

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Step 1: List the types of users

- ▶ elementary students
- ▶ high school students
- ▶ teachers
- ▶ parents
- ▶ grandparents
- ▶ school officials

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Step 2: Create a persona to represent each class of users

Sally is a 17-year-old senior who likes to hang out with her friends and chat online. She loves taking pictures for the yearbook and never misses a ball game.

Jim is Sally's dad. He doesn't trust Sally to drive his new truck to all those ball games she insists on going to, so he drops her off and picks her up at the school for each game. Being a single parent, Jim is also in charge of cooking the meals at home.

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Step 3: What features does each character want?

Sally goes to the website to find out when that book report is due. She also wants to see the pictures from last night's game. Oh, and if they're serving mystery meat tomorrow for lunch, she's bringing her own.

Jim has to schedule his time off work around Sally's ball games and visits the website to check the schedule for the upcoming week. Sally harps at him if he fixes the same thing for dinner as she had for lunch, so he checks the day's lunch menu as well.

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Step 4: Tally up the features

Feature	Number of Personas
lunch menu	5
upcoming events	5
photo gallery	4
homework assignments	2
games	2
board minutes and policies	3
job listings	2
recent events (newsletter)	3

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Step 5: Design the website

► Place the most common features on the front page where they are easily found.

► Consider accessibility:

   ► The typeface should be large enough (or resizable) so that the grandparents can read the site.

   ► Since broadband isn't available in this area, the site needs to be a small download. Don't use large images or Flash or require other multimedia extensions/plugins.

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Depth Gauge: Home   Today is Wednesday, June 5th, 2002

News
- Events Calendar
- District Newsletter
- Lunch Menu

Student Activities
- **Picture Gallery**
- FFA

About the School
- Administration
- Mission Statement
- Board of Education
- Job Opportunities
- Student Learning Goals

Links
- FAFSA - Financial Aid
- Yahooligans!
- EBSCO
- E-Choices

Current Weather
66°F   Weather
Broken clouds
Last updated: 1:53 pm

Upcoming Events

Today	JV Softball - Here vs. Wayne @ 10:00 am
Thursday	JV/V Softball - Here vs. Seymour @ 6:00 pm
Friday	Softball/Baseball - Here vs. Moravia @ 6:00 pm
Saturday	V Softball - Twin Cedars Tournament at Bussey
	V Baseball - Cardinal Tournament at Eldon
Monday	JV/V Baseball - Central Decatur at Leon @ 6:00 pm
Tuesday	Softball/Baseball - Here vs. Moulton @ 6:00 pm

Tomorrow's Lunch
Chicken / Noodles
Mashed Potatoes
Hot Roll
Green Beans
Peaches
Milk

What's Been Happening?

FFA Site Updated
by Kevin Godby - May 31, 2002 8:54 am
The FFA site has been redesigned and updated. Updates now include FFA member profiles.

Slugs and Snails and Puppy Dog Tails
by Tony Newton - May 20, 2002 3:54 pm
Kindergarteners played with snails Monday afternoon. You can find pictures in the Picture Gallery.

Class of 2002 Graduation
by Tony Newton - May 19, 2002 4:45 pm
There are now pictures from the 2002 Graduation held Sunday afternoon in the Picture Gallery.

8th Grade Graduation Pictures
by Tony Newton - May 15, 2002 10:28 am
There are now pictures from the 8th grade graduation held Tuesday night in the Picture Gallery.

Board Meeting Agenda Online

IOWA STATE UNIVERSITY
OF SCIENCE AND TECHNOLOGY

Questions?