

ARQUETIPOS DE USUARIOS

JUGUEMOS

CONOCER A LOS USUARIOS

INDIVIDUALMENTE

SUS NECESIDADES

SUS CARACTERÍSTICAS

SUS LIMITACIONES

¿PARA QUÉ?

La finalidad es adelantarse a como se comportará el usuario en distintas situaciones

¿CUÁNDO?

En etapas tempranas de los proyectos y sus conclusiones se concretan en la construcción de los arquetipos de usuarios.

¿QUÉ SE HACE CON ESTO?

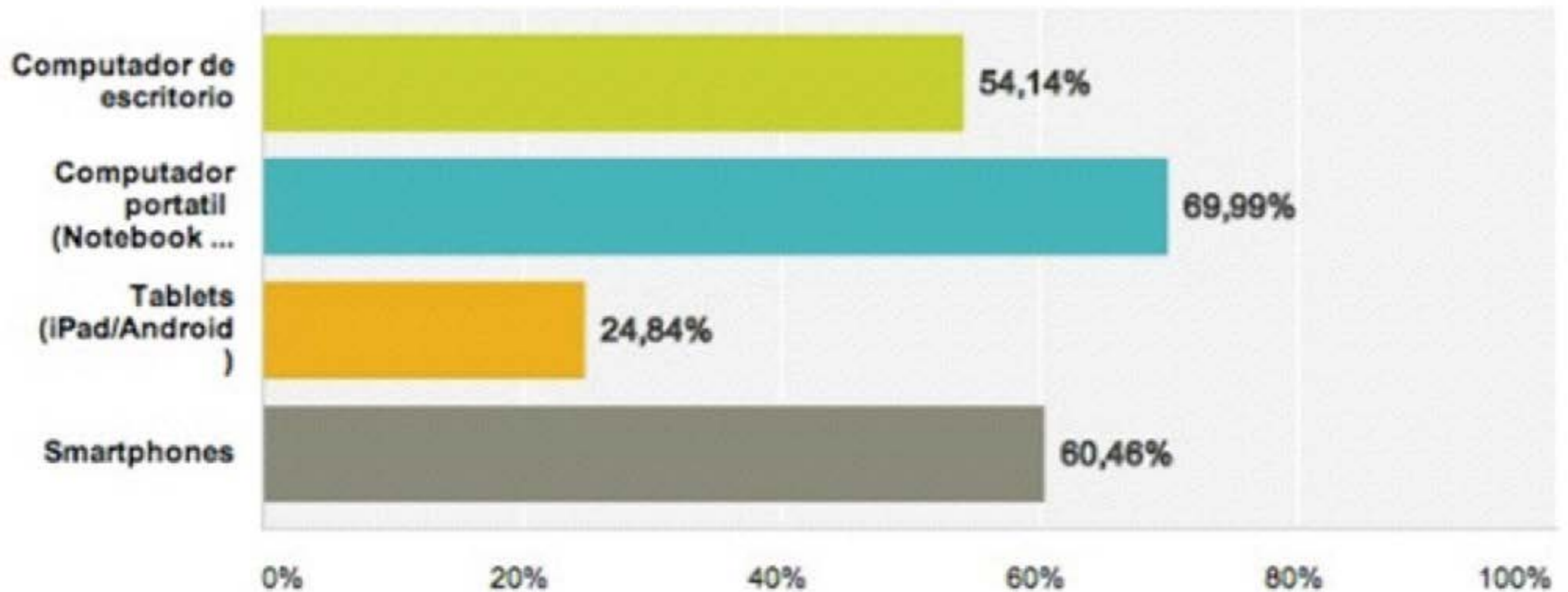
La información recopilada definirá factores esenciales en el diseño y los contenidos finales de la plataforma online.

UN ESTUDIO BIEN APLICADO Y ANALIZADO ASEGURARÁ UNA BUENA EXPERIENCIA DE USUARIO Y SENTARÁ LAS BASES PARA OFRECER UN BUEN NIVEL DE USABILIDAD, POR LO QUE TENDRÁ EL POTENCIAL DE DETERMINAR EL ÉXITO O FRACASO DE LAS ESTRATEGIAS

POR ESTO, ESTA INFORMACIÓN DEBE SER MANEJADA POR TODO
EL EQUIPO PARA SER CONSIDERADA EN LA TOMA DE DECISIONES
DE LAS ETAPAS POSTERIORES

¿Cuáles de estos dispositivos usas a diario?

Respondido: 1.123 Omitido: 259



MÉTODOS

Encuestas

Entrevistas

Métricas del sitio (si existen)

RECOPIILACIÓN DE DATOS

Papel
Internet
Teléfono

¿CON QUIÉNES HABLO?

Las preguntas se aplican al público actual -si este existe- y a una muestra representativa del target si hablamos de un proyecto que no está online.

CATEGORÍAS DE PREGUNTAS

Demográfica
Relación con la marca
Adopción de tecnologías

SE ORIENTAN A RECOLECTAR DESDE DATOS BÁSICOS COMO EL GÉNERO, EDAD Y NIVEL EDUCACIONAL HASTA INFORMACIÓN MÁS COMPLEJA SOBRE SUS GUSTOS Y HÁBITOS

ES IMPORTANTE INVESTIGAR, POR EJEMPLO, QUÉ COSAS HACEN
EN INTERNET, QUÉ TECNOLOGÍAS USAN Y QUÉ TIPOS DE
CONTENIDOS CONSUMEN

“CONSTRUYENDO
PERSONAS”

Las personas o arquetipos son “personas” ficticias que representan los diferentes tipos de usuario que tiene nuestro sitio.

Dan una cara humana a la creación de la Experiencia del Usuario y sirven como guía del diseño.

¿PARA QUÉ SIRVEN LOS ARQUETIPOS?

Medir si cada una de las decisiones que toma un diseñador de interfaz ayuda o no al usuario.

¿PARA QUÉ
SIRVEN LOS
ARQUETIPOS?

Generar un diseño centrado en
el usuario.

¿PARA QUÉ
SIRVEN LOS
ARQUETIPOS?

Recordarle al equipo de desarrollo que está trabajando para personas.

¿PARA QUÉ
SIRVEN LOS
ARQUETIPOS?

Entender las necesidades de los usuarios en contexto de uso y no en forma abstracta.

¿PARA QUÉ
SIRVEN LOS
ARQUETIPOS?

Mejora la comunicación entre los diseñadores y los equipos de desarrollo.

¿PARA QUÉ SIRVEN LOS ARQUETIPOS?

Mejora la experiencia de uso (UX) del producto porque convierte funcionalidades aisladas en casos de uso concreto.



JOVEN ESTUDIANTE

Exigente y hábil con la tecnología
Móvil por excelencia
Fidelización temprana

Luisa Mena

24 años, soltera

Estudiante de Leyes en Concepción.

Recientemente instalada en Santiago para hacer su práctica laboral.

Motivaciones y metas

Entender el contexto nacional financiero.]

Mantenerse actualizado para conversar con sus profesores y entregar trabajos de buen nivel.

Posicionarse entre sus pares en el rubro en el que estudia y espera trabajar.

Contexto

Estudiante universitaria con intereses en el ámbito comerciales

Necesita estar informada por estudio, y práctica laboral

Satisfecho con los contenidos, es menos exigente en relación a la profundidad de la información.

Frustraciones y obstáculos

Su nueva vida en Santiago ha restringido su acceso a la radio y la tele como medios de información.

Adicionalmente, anticipa que cada vez tendrá menos tiempo libre para informarse.

Desearía usar su tiempo de transporte para esto.

En su condición de estudiante, no le es fácil suscribirse a medios pagados.

Uso de TI

Hábil con tecnología, necesita estar siempre conectado.

Su modo de acceso contemplan mayoritariamente las plataformas móviles, sino usa un laptop.

Sigue y participa en RRSS.

Observaciones

Representa un nicho poco explotado hasta ahora.

Potencial usuario de aplicaciones móviles.

Corresponde a un caso de fidelización temprana que conlleva a la suscripción y promoción de diario entre sus pares.



Robert California

CHIEF EXECUTIVE OFFICER

I need to know that I'm partnering with a company that cares about its image and has a website with the same top-level quality as its products.

Robert is an experienced executive who values transparency. He is always looking for the best idea, no matter what the source, but it's important for him to see a track record of success and proper execution methodology before he commits to anything.

Though he once was more of a hands-on type of leader, Robert no longer has the time to do any of the dirty work himself. He often relies on directives from his board and information from his direct reports. His focus is to make sure all the cogs of the company are working effectively and that overall the company is headed in a positive direction.

He is a likable CEO and enjoys that reputation, but he is ultimately concerned with the standing of the company.

SKILL LEVELS



NEEDS OF THE USER



CHALLENGES OF THE USER



INFLUENCER DISTRIBUTION



LIFE CYCLE OF YEARLY INTEREST





Michelle C.

%Age% %Residence%
%Profession_Look_Agents%
%Family_Life-style%
%Software/devices_attitud_behaviour%

PERSONALITY



REFERENTS & INFLUENCES



"%Archetype%"

"%key quotes%"*Nam at tellus mauris. Duis nisi nunc, auctor non vulpuiate id, sagittis vel nibh. Vivamus ac fincidunt mi.*



about product service

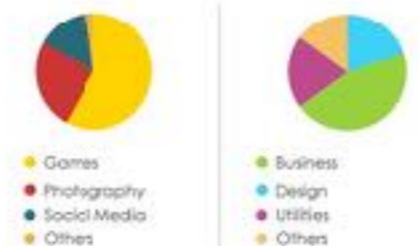
Technology

Information Technology and Internet

EXPERTISE LEVEL ← %USER TYPE%



App Software



USER EXPERIENCE GOALS



DEVICES & PLATFORMS



MUST DO

- %do% %why%
- **Hide unnecessary processes.** Not interested in having the "control".
- **Lorem ipsum dolor sit amet.** consectetur adipiscing elit.
- **Lorem ipsum dolor sit amet.** consectetur adipiscing elit.
- **Lorem ipsum dolor sit amet.** consectetur adipiscing elit.

MUST NEVER

- %don't do% %why%
- **Lorem ipsum dolor sit amet.** consectetur adipiscing elit.
- **Etiam posuere** fella in arcu bibendum pharetra.
- **Integer viverra** imperdiet portitor.

Relationship with Brand & %product%

SEEK and VALUE...

- H1 %content_or_feature%**
- H2 Rank**
- H3 Top downloads**
- H4 %content_or_feature%**

L2 Recognize brand but seeks directly into internet.

USING BRAND



BRAND IS...

"%relationship_key_quote%
sit amet, conse
adipiscing elit.
Integer bibendum tempus ante
id egestas."

Product IS...

"%relationship_key_quote%
(product)%"

The Overachiever



Owen

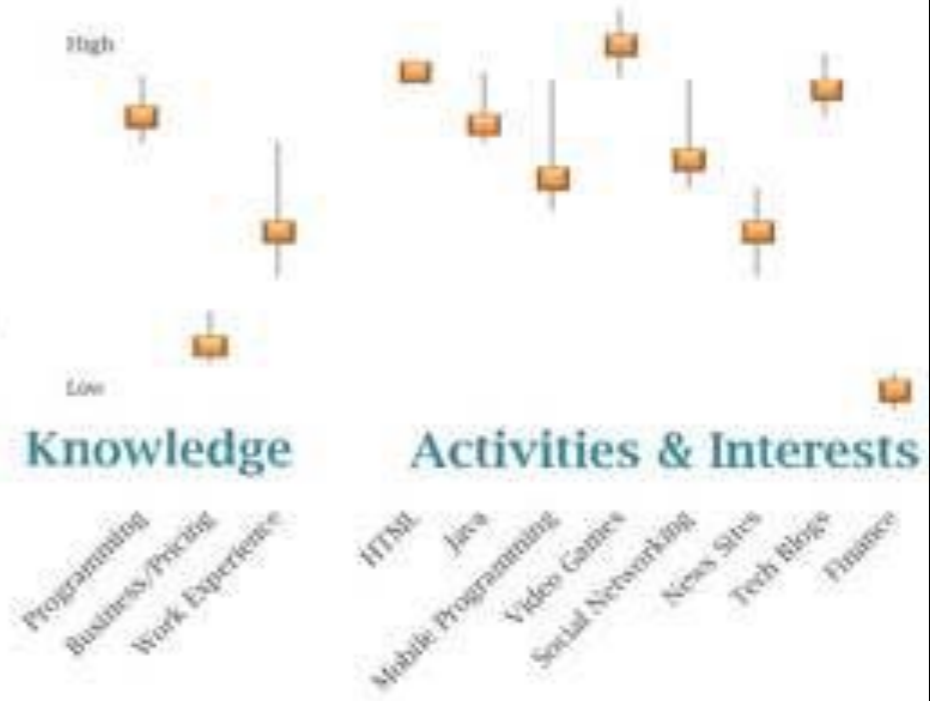
Age: 18-23;
 Junior, Rice University
 Major: Computer Science
 Minors: Art & Spanish

“I’m excited to join the workforce, but really don’t want to make a fool of myself.”

Owen is originally from San Antonio, but came to Houston two years ago to attend Rice University. He enjoys discovering the city, visiting the museums, and attending music concerts. However, it’s a little difficult to get around because he shares a car with his brother who is a graduate student at University of Houston.

Owen has tinkered with computers since he was a young boy and is an avid video game player. He also enjoys sketching and painting. He thought minors in Art and Spanish would make him a well-rounded student and give him a competitive advantage during his job search. Owen is seeking an internship because he wants to learn what programming in the “real world” is like and figure out what kind of job he would like after college. He would also like to make strong networking connections to help him with his future job search. Although he has already created a mobile app with a couple of friends, he is looking forward to working in a corporate environment.

While he was in high school he served as a waiter at a nearby restaurant for two summers, but has no experience working in an office setting. He’d like to save enough money to purchase a car in the next year. He is worried about not oversleeping and concerned he doesn’t have enough work-appropriate clothes.



Goals

- Gain tech experience
- Make lasting connections with mentors
- Gain insight about career options
- Earn enough money in the summer to buy a car
- Maintain his 3.5 GPA

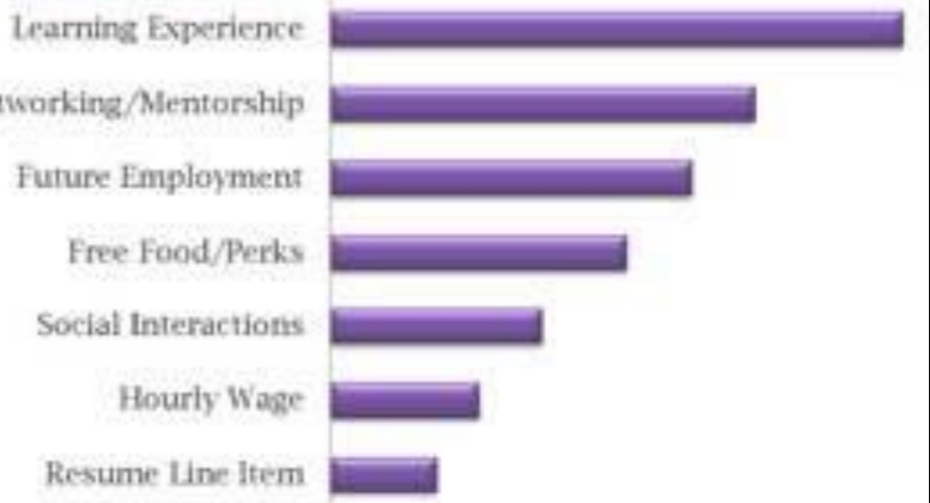
Questions

- How will I know if I'm doing a good job?
- Who will I go to with questions?
- How do I make sure I won't do any damage?

Frustrations & Pain Points

- Don't know what I don't know
- Not sure where to start
- Not sure of ultimate career path (role or company type)
- Limited business casual wardrobe
- Share car with older brother
- Not an early riser

Influencers

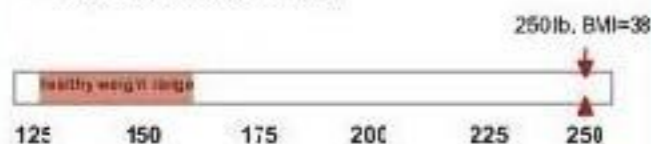


Weight Watchers Experience

Jenny has had no experience with Weight Watchers herself. However, her mom was on the plan when she was growing up and cooked Weight Watchers friendly meals. Currently, Jenny eats the frozen Weight Watchers meals for lunch and sometimes dinner.

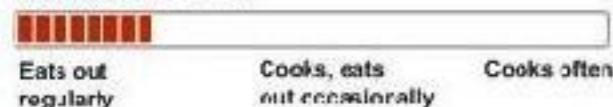
Demographics

- 35 years old
- Single, no children
- Urban
- 5'8
- High technical ability

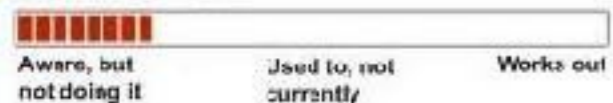


Lifestyle

COOKING HABITS



ACTIVITY LEVEL



SCHEDULE



Jenny

high touch hopeful



Jenny has been heavy all her life. She not only witnessed her own life long battle with weight, but her family's too. Growing up, Jenny watched her mom, grandmother and aunts experience the ups and downs of trying to lose weight. Now that she has reached her mid 30's, she worries she will spend the rest of her life continuing with this struggle. She announces to her friends that she has made a decision and will join Weight Watchers today.

Jenny has just been to her first meeting and learns that with her Monthly Pass subscription she has access to Weight Watchers eTools. She gets home from work and after checking her email and going on to Facebook, she decides to heat up her dinner and spend the rest of the night in front of the computer checking out what is WeightWatchers.com.

Goal

Jenny wants to feel good about herself, especially when she goes out. She wants to be seen for who she is not how big she is.

Needs

- To learn how the website complements meetings / why to use the site
- To learn how and why to use the online tools vs. paper tools
- To find plan information I heard in the meeting and to find a meeting
- To pick a food plan
- To get encouragement and motivation in-between meetings
- To get recognition from the site, feedback and validation
- To learn how to prepare for a weight loss program, i.e. stock up on the right foods
- To follow a program that is fun and interesting
- To read about how others had success
- To find Weight Watchers products online and in stores

Tasks

- Find out what she gets with the package
- Learn about online tracking vs. paper tracking
- Find people to talk to and read success stories/blogs/columns
- Look for a shopping list and get recipes
- Search for WeightWatchers product information
- Find food plan information
- Find restaurant information and situational lifestyle information
- Find out how to get started with exercise
- Find out how to track her weight and food
- Find meeting information and locations

"I'm very excited to get started, I just need some motivation to keep me going."

Web Behaviors

LEARNING STYLES

Jenny likes to have options when looking for information, especially when she is online. She may at times read about a specific topic, but can be easily distracted and move quickly to something else. Like a video. She appreciates guidance, but wants to have the freedom to explore and likes when information is personalized just for her. She seeks out advice from others before making a decision and longs for recognition in all aspects of her life.

WEB USAGE

Jenny is a "people person." She strongly desires a personal connection to someone and applies this personality trait when on the web. She is often online: emails, videos, texts. She reads and posts to social networking sites. She looks to message boards as a way to connect with others.

Psychographics

CHALLENGES

Jenny's challenges are emotional. Although she is very happy in her personal life, she has battled her weight all her life and knows she has to make changes. She needs someone to help guide her through these changes in food and fitness.

MOTIVATION

Jenny is ready to focus and lose the weight. She owes it to herself to reinvent her relationship with food and learn how to exercise.

DIETING ATTITUDES

Jenny wants to stop the family cycle of weight gain and lose the weight for good. She wants step-by-step help from a weight loss plan and to be in contact with someone to give her encouragement so she doesn't have to go through this journey alone.



My role is to help young people to be confident and self sufficient through their creative work.

About Sarah

Sarah is an ex-dancer who runs a community-based performing arts group – Dance Now! She started the group 5 years ago when she moved to Barking and became aware of the lack of performing arts provision for young people in Barking. Sarah hopes that the group will be able to expand its activities but is constantly constrained by funding and capacity issues as she is highly dependant on volunteers.

Occupation: Community Group Director

Age: 39

Home life: Single

Hobbies: Reading, socialising

Knowledge of B&D:



Knowledge of B&D CI:



Specialist knowledge:



Internet access:



Computer literacy:



Background

Sarah

- Professional dancer for 14 years
- Works part-time at a stage school in North London as a choreographer

Dance Now!

- Main remit is to provide performance arts experience for young people who *'fall outside the school curriculum.'*
- Meets twice a week at a local community hall
- Has formed productive relationships with many local bodies including other community groups, the police and youth services
- Finds it difficult to find long-term funding as most of the group's work is not curriculum based (often a requirement for standard funding sources)

Internet Behaviour

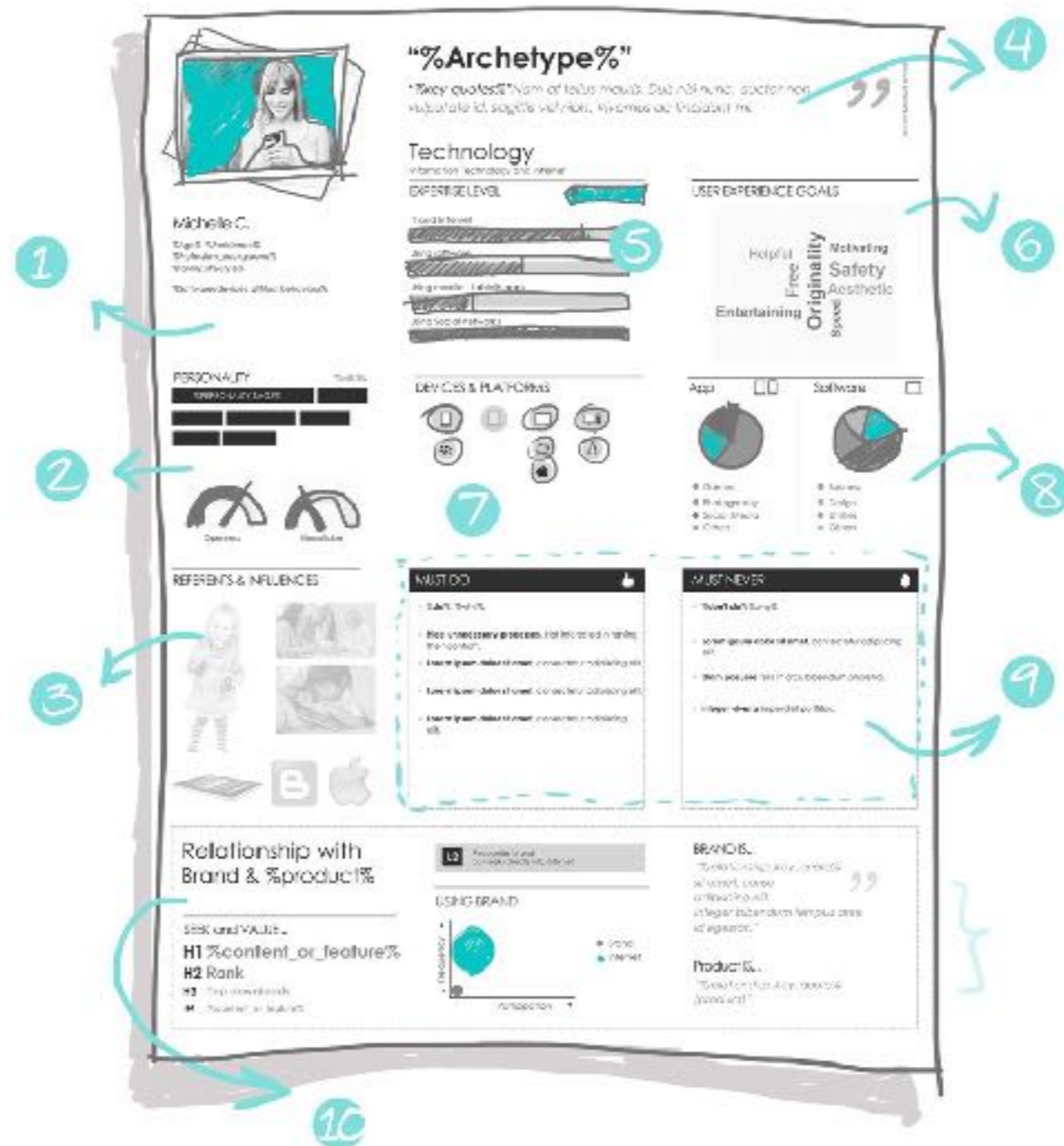
Sarah

- Perceives herself as not very internet *'savvy'* or *'technical'*
- Uses a computer because *'she has to!'*
- Has broadband access at home
- Administers Dance Now! from home (keeps accounts, members lists etc.)

Dance Now!

- Dance Now! has a website developed and maintained by a volunteer
- Keenly aware that the website will become *'defunct'* and out of date if the volunteer leaves
- Website is basic but features lots of videos and clips
- Views the website as important for:
 - Raising the group's profile
 - Showcasing the group's work
 - Informing others about their shows and events
 - Attracting new members

10 elements for User Persona



- 1- Profile
- 2- Personality
- 3- Referents & Influences
- 4- Archetype & quotes
- 5- Technology expertise

- 6- User Experience Goals
- 7- used device and platforms
- 8- Domain details
- 9- Must Do - Must Never
- 10- Brand & Product relationship

Worldview

UX candidates are usually either too creative or too mathematical. Either way it's hard to find good ones.

Looking for

I'm looking to hire someone who can navigate our design process, build solid designs or UX I don't mind, but I need a star.

Not looking for

I'm not looking for designers with huge creativity, nor am I looking for technical people.

Next experience

I must show my boss that I can source and select the right candidate - a candidate we can be proud of.

Last experience

My last experience was a very bad one. I was very hard to select the right candidate and for all I tried we made the right choice.

Motivation

My motivation is that if I find the right person my boss will take me more seriously and we can stop relying on recruitment agencies.

Demotivation

In case I can't find a good candidate as most of good UX designers have already got a good job.



See my user journey

Overheard discussion

Evan, I need to talk to you. We need a new UX designer but someone better. We need someone to lead the UX team and make a few things.

Oh ok, tell me more. When do you need him for?

You know, it would be good to have a list of shortlisted candidates at the end of this month. Can you do it?

Of course I can, I'm up for it.

Good. But I don't like the time I need to work someone who can become the leader of our UX team. I'm ready to pay well for the right person.

Get it. Are you now looking for someone top notch?

Exactly.

Great, what if I do it start searching for strong UX designers and create a shortlist for you.

Thanks Evan, I need to run now. I'm having a meeting with Mary.

No probs, leave it with me.



Concerns

Can I find the right UX designer?

What will be the consequences of hiring UX designer?

Why can't my clients see sales increase?

Why UX is so important?

What is the best way to search for the right candidate?

Will I manage to find someone top notch?

EL OBJETIVO DE LA INVESTIGACIÓN ES RECREAR PERSONAJES Y
CONTEXTOS QUE REPRESENTEN ESCENARIOS REALES

VARIABLES

Contexto de uso
Nivel de manejo de tecnologías
Motivaciones y metas
Frustraciones y obstáculos
Necesidades

LUEGO DE CONOCER
AL USUARIO

CREAR UNA PRIMERA
PROPUESTA DE DISEÑO

Como ya sabemos las acciones que necesitan llevar a cabo, podemos crear la arquitectura de la información, la navegación y los wireframes pensando en ayudar al usuario a encontrar lo que necesita y completar tareas de forma más fácil, rápida e intuitiva.

DEFINIR EL MODELO
DE NEGOCIO

Sabemos cuánto están dispuestos a pagar, qué cosas valoran y cómo les acomoda más consumir los productos y servicios. Basándonos en esto podemos identificar el modelo de ventas más apropiado.

DISEÑAR LA ESTRATEGIA DE COMUNICACIONES

Al conocer sus hábitos e intereses podemos tomar las decisiones correctas en cuanto al tono y formato de los contenidos a publicar, los canales a utilizar y el horario y frecuencia de las publicaciones.

Cuando ya tenemos una propuesta inicial con estos elementos podemos complementar este trabajo con tests de usuarios y pruebas de usabilidad en distintas etapas, los cuales nos permitirán evaluar si la lógica que estamos aplicando se adapta al público objetivo o si necesita ser optimizada.

¿DUDAS?

¡GRACIAS!

Presentación disponible en www.nicolasespinoza.cl