



Date: Saturday, 01-24-2009

Session Title: Interactive session - Product personas: concepts, application, rewards and pitfalls

Presenter: Pat Scherer

What should I take away from the session? (Summary):

- A perfect persona is predictive
- Have a goal/target to determine persona for successful usage
- Persona should be changeable
- Persona creates relationships between end user and provider
- Personas should be combined with metrics and should be flexible

Notes (key points, book suggestions, website suggestions, etc)

Product Personas are different from Marketing Personas

Persona is determined when the product/item takes on a life of its own -> powerful design and marketing tools

To zone in on the use case is to find the persona

Excellent books by Brian and Jeffrey Eisenberg to help describe product and marketing personas

- Call to Action
- Waiting for your cat to bark

Methods of mapping out motivations: Character Diamonds

Downfalls of Character diamonds

- stereotypes (typecasting) causes loss of appeal to general group

- They cannot solve every problem

Problem that needs to be solved helps determine personas

Ways to do this

- One on One assessment of characters
- Define a sketch around the item
- Review sketch with users to flush out issues