

Human Computer Interaction

CS486 EPFL

April 1st, 2019 Your name: _____

Open-book quiz based on
Chapter 5 "Modeling users: Persona and Goals"
About Face 3 by Alan Cooper

10 + 2 bonus questions | 40 + 10 bonus points | 45 minutes

You may use text from the book to answer essay questions, or phrase your answers in your unique way.

1. What are the most important reasons for using persona in interaction design? State two most important ones. (5 pts)

2. Personas are based on individual people i have interviewed. (3 pt)
 - ☐ True
 - ☐ False

3. Users' goals - which of the following is true (2 pt)
 - ☐ We ask users' goals in our interviews and take their answers directly
 - ☐ We infer and reconstruct users' goal from observed behaviors and indirect questions

4. A persona (3 pts) - check as many boxes as they may apply
 - ☐ has portrait photos
 - ☐ is a reflection of myself or the person i want to be
 - ☐ exhibit eccentric behaviors
 - ☐ has goals
 - ☐ has first and last names
 - ☐ based on a single person i interviewed
 - ☐ Is depicted as a specific person
 - ☐ Is an average user
 - ☐ expresses exemplary behaviors

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5. Describe the difference between what is an archetype of users and a stereotype of users (5pts)

6. Based on the concept of archetypes, describe what is a persona (3pts)

7. What do we mean by experience goals, end goals, and life goals of users? Describe each of them briefly (10pts)

8. Which type of persona's goals should found the basis for interaction design? (3pts)

- ☐ All types of goals
- ☐ Experience goals
- ☐ End goals
- ☐ Life goals
- ☐ End and life goals
- ☐ Life and experience goals
- ☐ End and experience goals

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9. Among user goals, customer goals, business goals and technical goals, which goals have the highest priority for interaction design? (3pts)

10. How many personas can be primary? What does it imply if you don't see clearly a primary persona emerging from your data? (3pts)

11. Bonus question (5pts)

Consider the different design aspects of the Apple iPod such as the look, the form factor, the button-wheel, the music, the Apple brand. Describe a correspondence between these design aspects and the ultimate emotional and cognitive processing they tried to serve: visceral, behavioral, and reflective.

12. Bonus bonus question (5pts)

Label the following steps with 1, 2, etc. so that the order reflects the likely order of user modeling.

- ☐ Infer and reconstruct users' goals
- ☐ Map behavior variables to the people you have interviewed
- ☐ Identify behavior variables
- ☐ Observe and identify behavior patterns
- ☐ Check that personas are complete and truly unique
- ☐ Appoint personas to the 6 types defined in the book
- ☐ Describe the persona with 2 pages of prose and a collage of photos