

---

# "Tools for Taming Feature Creep"

## Persona Maps and Goal Diagrams

Carissa Demetris and Michelle Pomorski  
Menlo Innovations

# Introductions



- High-tech Anthropologists<sup>®</sup> at Menlo Innovations
- Design, training & communication
- We use these tools every day!

# Personas: What are they?



Bob McKibben

Bob's only daughter announced that she is pregnant. The owner of a small business, Bob has been a widower for 5 years.



Angela Dupree

36 years old  
Philadelphia, PA



Priya and  
Narayan Kappo  
41/46 years old  
Los Angeles, CA

catering business and has been in the industry for 10 years. In the past year, they have catered for large events.

Priya and Narayan are traditional Indian. Poonam, who recently received her master's degree in computer science, is a traditional Indian. Priya and Narayan have been married for 20 years. They are traditional and want to have a traditional wedding in India. They are also planning a celebration in Los Angeles and family, both Indian and American. Poonam suggests planning the wedding online but Priya, who is in charge of the planning, is not comfortable with that. They could use a tool that is easy to use and allows them to plan the wedding.



Jasmine Cho  
27 years old  
San Francisco, CA

Jasmine is a second-generation American whose parents emigrated from Korea. Jasmine wants to marry her boyfriend Michael Roguskie, who she met while getting her master's degree in biology. Jasmine and Michael are afraid their parents will not sanction a cross-cultural marriage. They are looking for inspirational stories of other couples that have dealt with these issues and examples of weddings that bridge cultural and religious differences.

- Fictional people
- Based on interviews and/or observations
- Composite of traits, skills and goals
- “Baseball cards”



## Nina Reyes, 24 years old San Francisco, CA

Nina is about to graduate from MIT and return to San Francisco. She's been engaged the whole time she's been working on her Master's degree and she's dying to get home to her fiancé. She's been trying to plan her wedding – which will take place in San Francisco – while she finishes up her program at MIT. It's made her crazy that she has to spend endless hours on the phone – why don't these places have websites??

### Goals:

- Get her degree over with
- Have the best wedding out of all of her friends
- Get settled in San Francisco with her new husband!

# Personas: How are they used?

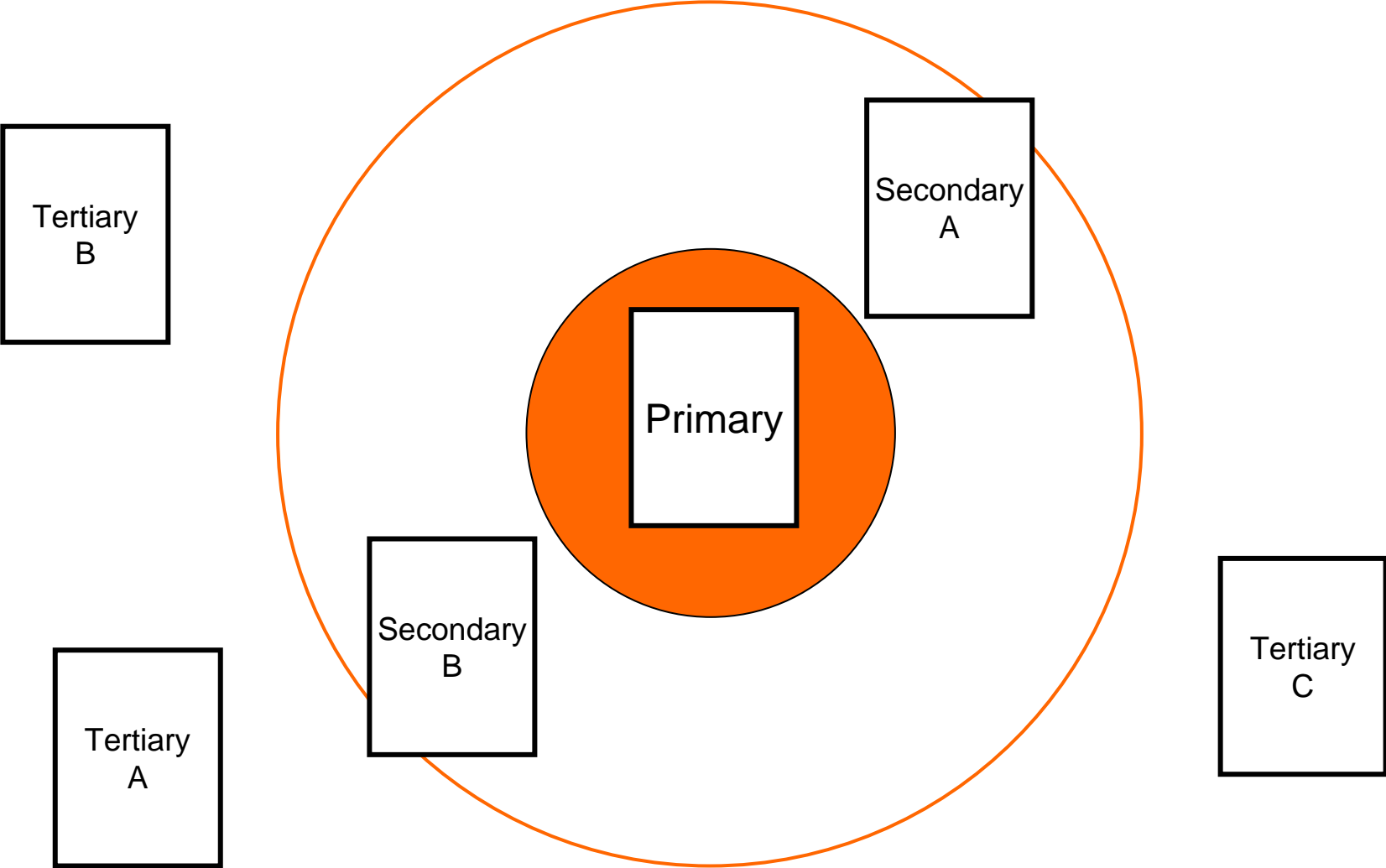
- Identify the user groups
- Capture information
- Defines user goals
- Support for Persona Mapping



# Persona Mapping: What is it?

- Visual representation of persona priority
- Clearly identifies the target persona
- Business stakeholders make the choice

# Persona Map



# Persona Mapping: How is it used?

- Communication tool
- Puts a face to project vision
- Settle conflicts about features and scope
- Used with goal diagramming to inform project scope decisions

Designing for everyone = Designing for no one

# Persona Mapping: Exercise



- Business Scenario and Vision
- Exercise
- Team reports

# Goals: What are they?

- The reasons we perform tasks
- A measure of project success
- Business vs. personal goals



Save money  
on invitations

Book a florist  
by end of January

Register 500 users  
in the first year

# Goals: How are they used?

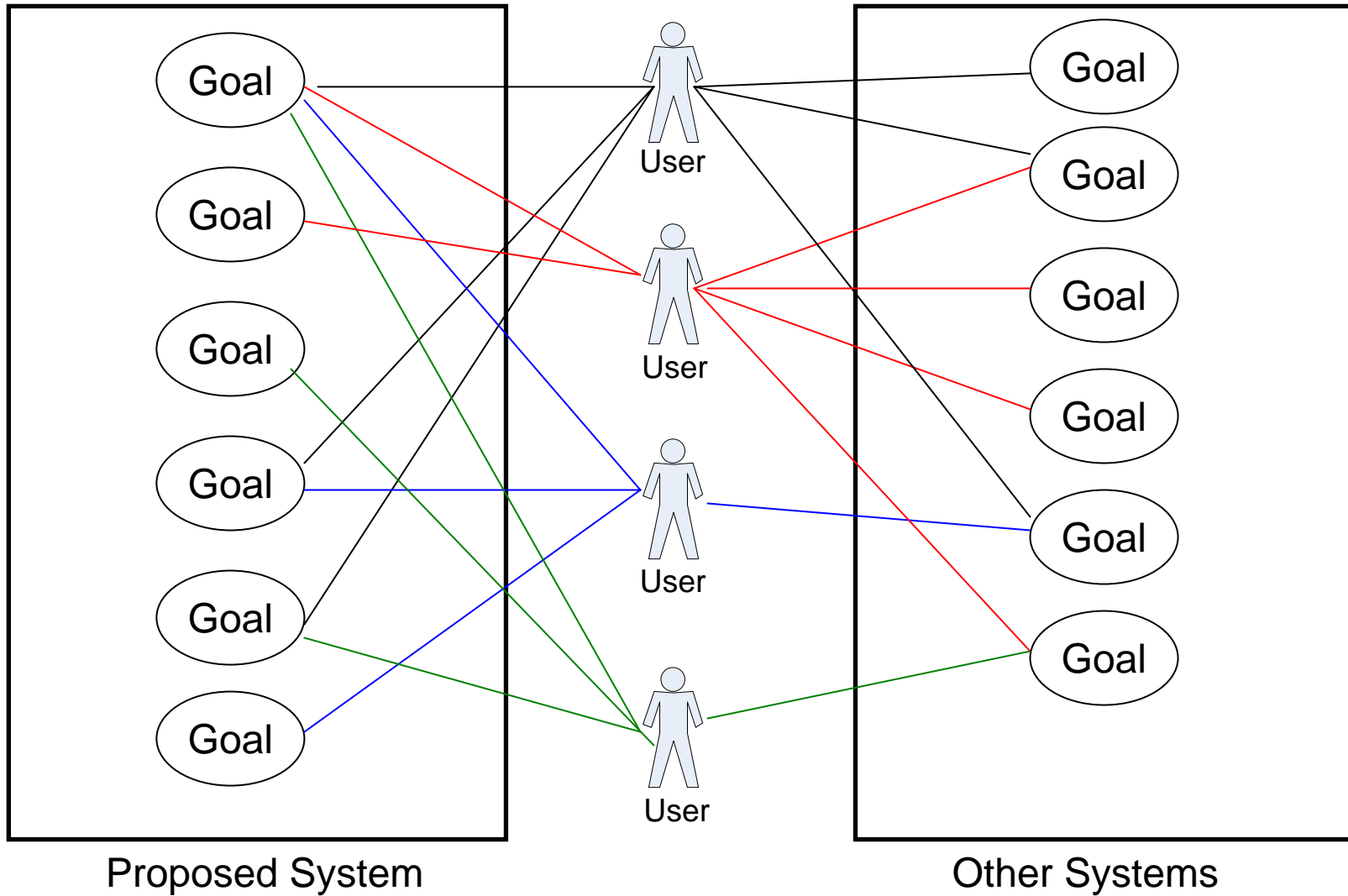


- Flesh out feature sets
- Identify needs vs. wants
- Support for Goal Diagramming

# Goal Diagrams: What are they?

- Maps goals and users
- Visualizes goal frequency
- Business stakeholders choose

# Goal Diagram



Proposed System

Other Systems

# Goal Diagrams: How are they used?

- Decide which goals will be met (and which won't!)
- Identify frequency of goal interaction
- Focus the team on goals, not features
- Used with persona mapping to inform project scope decisions

# Goal Diagramming: Exercise

- Business scenario and vision
- Exercise
- Team reports



# Questions?

