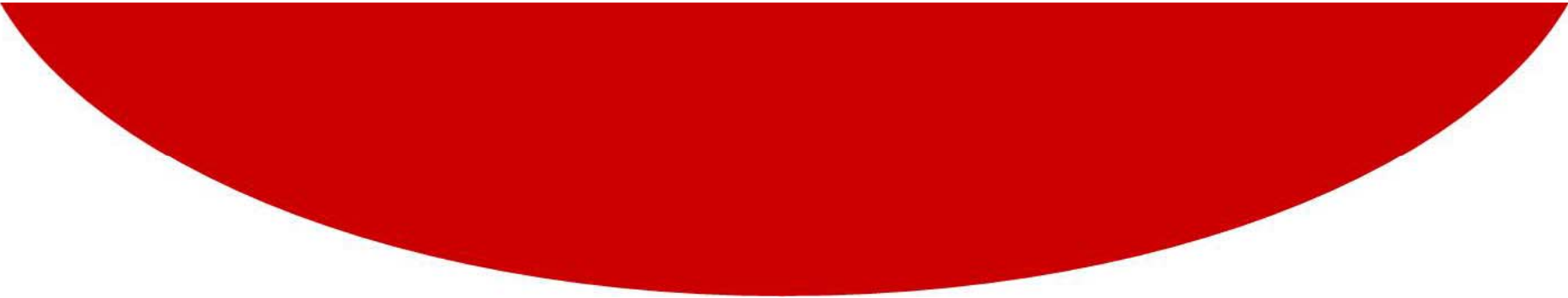




# Hvordan opfatter vi personas beskrivelser

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‘I have always found it difficult to visualize or understand the characters illustrated in the books of P. G. Woodhouse because all are British personalities and I have not lived in Briton so long to understand these personalities as they are quite culture specific.’

*(Dinesh Katre, 29-01-08)*

# Personas

- Fiktive bruger beskrivelser baseret på brugerundersøgelser.
- Hjælper med:
  - User focus
  - Design
  - Kommunikation
  - Markedsforståelse

# Vi konstruerer brugeren

- Undersøgelser viser at vi snakker om brugere selvom vi ikke har mødt nogle.
- Den bruger vi snakker om er ofte en stereotyp.



# Vi konstruerer brugeren

- Vi bruger vores kulturelle baggrund og vores viden om andre mennesker til at forstå vores medmennesker.
- Undersøgelsens spørgsmål:
  - Hvordan spiller kulturen ind i fortolkningen af en personbeskrivelse?
  - Kan vi forstå en personbeskrivelse fra en anden kultur?

# Eksperimentet

1. Read the personas description presented
2. Give the persona a name
3. On the Internet, find a photo that matches the description
4. Describe why you have chosen the photo
5. Return the name, the photo and the explanation to me.

# Deltagere

- 3 x Kina, 1 x Japan
- 3 x Indien, 1x Brasilien
- 3 x Danmark, 1 x Frankrig, 1x Holland, 1 x Rusland, 1 x New Zealand, 1 x Tyskland, 1 x USA
- Alle kender personametoden.
- Få studerende mange professionelle.

# Personabeskrivelsen

**X, manager of online marketing.** X is 42 and married, with a son *age 3* and a daughter *age 7*. X lives in a house a bit outside the capital and commutes to and from work. At work, X likes to wear formal clothes, but not too formal. X tries to do a bit of fitness, but finds it hard to get it into the busy schedule with work and family. X is content with the place in career and has not, as in the youth, the possibilities to work long hours as X wants to be with the family "I want to play with my children every day". Sometimes X works in the evening, when the kids are in bed.

**Education.** X has a degree in sales- and marketing from a business school. X studied before there was anything called online marketing, therefore X has the knowledge on online marketing from books and seminars.

**The company.** X is employed in a large company with a long tradition of offline marketing. X is the manager of the online department in the company and is responsible for the development of the company's online initiatives. X is responsible for the company's online ads. Here X has to make sure that the campaigns support the company's offline activities. X is also responsible for getting clients for the department's new activities. X sees a huge benefit in online marketing, as it is easy to access what you get you for your money. X makes sure that the company's website is constantly updated and that new initiatives make it interesting for the customers to visit the website regularly. X experiences from time to time that the organization is sluggish and that the road from idea to action can be long.

**The online department.** The online department employs four people. It is primarily X who is responsible for the company's online marketing. The other employers are mainly engaged in the website and how recently added elements perform. It is important for the department to show a high level of activity on their new initiatives.

**Communication.** X is in daily contact with the company's many media- and advertising agencies about campaign activities for the next quarter. X lets the media agencies deliver media plans. "I do not have the time to keep an eye on what sites to post on. They are much better at that." X has the final say on the media plans. X reports directly to the board and presents last quarter's result as well as new initiatives. This is done by collecting numbers from the agency. They are copied into Excel and later into a PPT.

**Technology.** Apart from X, everybody in the online department is interested in technology. X finds new technologies expensive and difficult to handle, but has a notion that there might be some benefits.



# Billeder 1. runde

De fleste billeder viste en person i et "suit", også billedet af en kvinde.

Tre fra Indien og Kina valgte billeder af vestlige forretningsmænd, resten valgte billeder af lokale.

Billederne fra de to danskere viser billeder af nogle der ser meget danske ud, mens billedet af kvinden viser en der ikke ser særlig dansk ud.

Alle danskerne billeder var af yngre personer end de valgte fra andre lande.

Der er en delt og stereotyp fortællelse af hvordan en forretningsperson ser ud - uanset kultur.

# Billeder 2. runde

- Meget blandede billeder
- Generelt af ældre personer
- Intet entydigt billedvalg
- Få business stereotyper (undtagelsen er en, der har beskæftiget sig med personas før!!! – Assertive Annie)

# Strategier

Ved valg af billeder bruges der to strategier: **fortolkning** eller **finde henvisninger i teksten** :

- **Fortolkning af teksten**

*'I don't know why but I tend to associate obesity with reluctance to new technology mindset. Don't ask me why!'*(Indian informant 3).

*'Information Technology means he would earn more money than average'* (Chinese informant 1).

- **Finde henvisninger i teksten.** ‘

*'He has young children and therefore she could not be old'* (Danish informant 2). *'he has no time to do much exercise, so he may be a little fat'* (Chinese informant 2).

I første runde valgte de fleste at **Finde henvisninger i teksten**. Ingen af danskerne brugte fortolkning som strategi.

I anden runde brugte alle **fortolkning** som strategi.

- *'The concern about fitness and family made me think your persona looks more like a woman than a man''* (Russian Informant)

# Brug af egne omgivelser

Henvielse til folk man kender:

- *'I assume I know the person, because of my previous career and involvement in advertising. I, from the get go, had an idea of how I presumed this person to look, since to me we all looked alike at the agency after a while.. I took inspiration from my former superiors and my general ideas of how people in his position dress and tend to appear physically.'*(Danish Informant)
- *'He has a French look (he looks like my brother in law who has similar position in a company).'* (French Informant)
- *'Based on some elements in the text I might be more inclined to make it a male, but then again (being the son of a working mother), there is nothing that will not make it possible in the Netherlands to let this persona be a woman.'* (Dutch informant)

Lokal eller vestligt udseende

- I første runde havde flere valgt ikke-lokalt udseende.
- I anden runde havde alle valgt lokalt udseende.

# Alder

- Udgangspunkt i egen alder
  - Første runde billeder var af yngre personer. Her var flere studerende blandt deltagerne
  - Anden runde var billeder af lidt ældre personer. Her var alle professionelle.

# Erfaring contra ingen erfaring

- I 1. runde havde flere valgt ikke-lokalt udseende.
- I 2. runde havde alle valgt lokalt udseende.
- I 1. runde billeder var af yngre personer.
- I 2. runde var billeder af lidt ældre personer.
- I 1. runde valgte de fleste at finde henvisninger i teksten.
- I 2. runde brugte alle fortolkning som strategi.

# Konklusion

- Ingen stor kulturel forskel på deltagerne
- Stor forskel på, hvordan erfaringen influerer på fortolkningen
- Der er forskelle strategier når det skrevne skal forstås.
- Det er nemt at komme til at formidle implicit viden i beskrivelsen – personaens egen alder og børns alder kommunikerer en vestlig person.
- Det er nemt at skabe et stereotyp billede af brugeren. - stereotyper forhindrer engagement.