

Personas – eine annotierte Literatur-Übersicht mit Online-Links

Die Literatur über die von Alan Cooper in seinem lesenswerten Buch „The Inmates are Running the Asylum“ ins User-Centered Design eingebrachte Methodik von Personas und Goal-Oriented Design ist fast ausschließlich auf Englisch und noch weitgehend im Stadium von Artikeln. Das erste diesem Thema gewidmete Buch „The Persona Lifecycle. Keeping people in mind during product design“ (Hrsg. Tamara Adlin, Amazon, und John Pruitt, Microsoft Research) wird im Sommer 2005 erscheinen.

Die folgende Übersicht ist aufgeteilt in Literatur zur Beschreibung der **Methodik**, **Fallstudien** mit Personas und Beiträgen zur **Methodik-Diskussion**.

Methodik

- Alan Cooper (1996): [Goal-Directed Design](#)
First laid-out article about goal-directed design, with calendar design exercise
- Alan Cooper (1998): The Inmates are Running the Asylum
Part IV: [Interaction Design is Good Business](#) (Slides from IxD course, Alabama Univ.)
The seminal book on goal-directed design and personas
- Alan Cooper, Robert Reinman (2003): About Face 2.0
Chapter 5: [Modeling Users: Personas and Goals](#) (Slides from IxD course, Alabama Univ.)
In-depth treatment of persona creation and usage
- Christine Perfetti (2001): [Personas: Matching a Design to the Users' goals](#)
By trying to satisfy the needs of all users, designers often fail to satisfy the needs of any one user. The concept of personas - originally developed by Alan Cooper - suggests that we should rather focus on the unique goals of one archetypal user profile synthesized from a series of interviews with real people. By adhering to the goals of a specific persona, we develop a product that satisfies the needs of the many.
This article from UIE gives a short introduction to the approach.
- Whitney Quesenbery (2003): [Personas: Bringing Users Alive](#)
Thorough process description and advice (powerpoint presentation for Usability NJ)
1. Set goals 2. Gather data 3. Analyze and identify 4. Name and detail 5. Use in design
6. Use in evaluation
- Director of Design at Cooper, Kim Goodwin, has written two excellent articles on what personas are and how to create them. Some highlights:
 - Start with the right kind of research, such as observations and interviews of users
 - Focus on the information that is critical for design, such as workflow, behaviour patterns, goals, environment, and attitudes of the persona
 - Avoid false precision, which has no evidence in your research - Keep your personas to the minimum number required to illustrate key goals and behaviour patterns
 - Add life to personas and describe them in narrative form, but don't get caught up in personal details
 - Kim Goodwin (2001): [Perfecting Your Personas](#)
 - Goodwin (2002): [Getting from Research to Personas: Harnessing the Power of Data](#)
- Dai Pham, Janiece Greene (SBI-Razorfish, 2003): [Creating and Using Personas and Scenarios to Guide Site Design](#)
Presentation given at New York UPA meeting

- George Olsen (2004): [Making Personas More Powerful: Details to Drive Strategic and Tactical Design](#)
Discusses what is missing from Cooper's description of persona creation and usage. (Detailed description in Persona Creation and Usage Toolkit, see below.)
- George Olsen (2004): [Persona Creation and Usage Toolkit](#)
George Olsen has developed a persona toolkit, which can help you build detailed profiles of users, their relations to a product (e.g. a website), and the context in which they use a product. The toolkit is pretty extensive, but intended to be based on a pick-and-choose approach.
George Olsen also gives advice on how to collect information. Ideally, personas should be based on interviewing and direct observation, but you can also get useful information from alternative sources, such as domain experts, research, and artefacts that reveal information about the users' context.
- Tina Calabria (2004): [An introduction to personas and how to create them](#)
Very good introduction
- Keith Robinson (2003): [Practical Persona Creation](#)
Advice about persona creation and usage. Rather short.
- Stefan Blomkvist (2002): [Persona – an overview](#)
Gives an introduction based on Cooper 1998 and 1996.
- Beverley Stevens (2002): [Using Personas as Communication Tools](#)
Slides based on Cooper Seminar
- Mike Kuniavsky (2003): Observing The User Experience, Chapter 7: User Profiles
Highly recommended comprehensive practitioner's guide on user experience research techniques including user profiles (personas)
- Frank Thissen (2002): Screen-Design-Handbuch, [Kap.1 Grundlagen](#), Abschnitte 1.5 Benutzerorientiertes Design und 1.6 Personas
Eine der wenigen deutschsprachigen (kurzen) Beschreibungen der Personas-Methodik. Illustriert am Beispiel der Website zum Studiengang Mediendesign
- Astrid Beck (2004): Personas in der Software-Entwicklung
Eine der wenigen deutschsprachigen Einführungen in Personas. Beispiel-Personas für Auto-Werkstatt-Informationssystem
- Werner Schweibenz (2004): [Zielgruppenorientiertes Informationsdesign mit Personas](#)
Einer der wenigen deutschsprachigen Artikel zum Thema. Orientiert an Cooper 1998. Beispiel-Personas und resultierende Verbesserungsvorschläge für ein elektronisches Literaturarchiv
- Cooper Interaction Design (2004): [Using personas to create user documentation](#)
Personas and other user-modelling techniques are often solely discussed as tools for product definition and design, but they are useful tools in other arenas, as well. Technical writers responsible for creating user documentation can benefit greatly from a well-defined persona set, too.
- Elan Freydenson (2002): [Bringing Your Personas to Life in Real Life](#)
Practical guidance with focus on documenting and sharing your personas.

Fallstudien

- Cooper Interaction Design (1999): [AIGA Presentation](#)
Example personas for teaching purposes
- Henrik Olsen (2003): [Personas and the customer decision-making process](#)
How to capture the nature of online customers

Client: Scandinavian metal packaging company producing tins and cans
Basis for Personas: Workshop with employees from client company
Personas: 1) Peter the Purchaser 2) Karen from the Advertisement Agency
Design: 1) Product and Solutions section for Peter 2) Creative Solutions section for Karen
- Pechluck Pongched (2003): [User Analysis for EFTPS online](#)
(Electronic Federal Tax Payment System)

Includes three personas
- Jonas Kong (2004): [Personas and Scenarios](#)

The case of the whiteboard in MSN Messenger, three personas and two scenarios
- Gary Randolph (2004): [Use Cases and Personas](#)
A Case Study in Lightweight User Interaction Design for Small Development Projects
- Stewart Baird (2002): [Using Personas to Discover Requirements](#)

Explains how you can use a mix of personas and visual make tools to uncover and generate high-level user goals and requirements within the format of a workshop.
- Todd Zazelenchuk, Tara Bazler, Jim True (Indiana University, 2003): [Where Would You Like to Go Today?](#)
Using Personas and Scenarios to Design a Travel Management Application

Shows old system, personas and compares old and new design
- David (UIDesign.net, 2000): [Lifestyle Snapshots](#)
Solving the Context Problem for Wireless Design

Zurich Airport example, giving personas, lifestyle snapshots and scenarios
- Steve Johnson (2003): [Buyer and User Personas](#)

Article directed at product marketing folks, gives examples, discusses how personas vary between market segments
- Liz Danzico (2000): [User Profiles and Scenarios](#)

A nice layout, presenting a personal narrative and key characteristics along with short scenarios of use. There are three personas in this set. Each is self-contained, but they also work together as a group. From a personal portfolio.
- Keith Robinson (2003): [Example Personas](#)
- Lars Pind (2001): [Example Personas](#)

Described in overview/org chart, high-level and more detail
- Rashmi Sinha (2002): [Creating Personas for Information-rich Sites](#)

Persona Creation Process for a Bay Area restaurant finder and resulting personas. Begins with discussion of Cooper's method.
- Mary Beth Raven (2003): [Better by Design: Mary Beth Raven on Lotus Workplace](#).

Interview about the creation and use of personas at IBM.

Methodik-Diskussion

- Rashmi Sinha (2003): [Persona Development for Information-Rich Domains](#)
CHI article, revised from 2002 write-up (see above)
- Jonathan Grudin, John Pruitt (Microsoft Research, 2002):
[Personas as real people representatives](#)
Personas, Participatory Design and Product Development. An Infrastructure for Engagement
In this article Jonathan Grudin and John Pruitt discuss the concept of personas and scenarios. While Alan Cooper's personas are based on anecdotes and on appeals to reason, the authors argue for a more realistic approach. Personas should be based on real people and evolve in response to field studies, focus groups, interviews, observation, usability studies, and so on. This way, personas turn into a powerful means of communicating feedback from real people to the design team.
In their opinion, participatory design, which Grudin has been advocating for many years, is less effective in commercial mass-market product development, because finding representative participants is a challenge. But personas can bring the same level of engagement with users, empathy, and commitment to mass-market development projects.
- John Pruitt, Jonathan Grudin (2003): [Personas: Practice and Theory](#)
In the article Personas: Practice and Theory, John Pruitt and Jonathan Grundin share their experience gained by using personas in two Microsoft projects. They describe and illustrate their use of personas and outline a psychological theory that explains why personas are more engaging than other methods that tries to explore users' needs.
- Donald Norman (2004): [Ad-Hoc Personas and Empathetic Focus](#)
Pleads for realistic (rather than real) personas: "to me, the Persona is a tool for focus and an aid to communication, and for this purpose they only need to be realistic, not real, not necessarily even accurate (as long as they accurately characterize the user base)."
- Karen Holtzblatt (2002): [Personas and Contextual Design](#)
 - Personas are currently receiving a lot of attention; is the attention warranted?
 - How can contextual data be used to create personas?
 - How would personas fit with the Contextual Design process?
- Cooper Interaction Design (2002): [Reconciling market segments and personas](#)
Market segmentation and personas are two different techniques that are often perceived as conflicting methods, but they are actually complementary tools that organisations can use to design and sell successful products.
- Catherine Marshall: [The Trouble With Scenarios and Personas](#)
Kritischer Blick auf oberflächlich und naiv verwendete Personas und Szenarios, Plädoyer für Beobachtungen vor Ort (ethnographische Feldstudien).
- Meg Hourihan (2002): [Taking the "You" Out of User](#): My Experience Using Personas
First experiences in using personas.
- Andreas Gebauer, Frederik Thormaehlen (2003):
[Einsatzverfahren mit Personas in der Softwareentwicklung](#) (Abstract)
Beschreibt die Erfahrungen von SAP in einem Projekt mit drei Versicherungsunternehmen
Drei Personas:
 - Vertriebsführungskraft Christoph Singer
 - Vertriebsaußendienstmitarbeiter Lars Brenner
 - Vertriebsinnendienstmitarbeiterin Tina Merz