



Using personas to target users

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Open Source and Standards

15 April 2013

Problem statement

- “Our users want...”
- “We have to think of end users”
- “No-one uses <feature X>”
- “We need <feature Y>”
- “We have to have source code / bug tracker / license / downloads / news on the front page”

OpenStack User Committee

An OpenStack User may have different **roles**:

- A **consumer** [...]
- An **operator** [...]
- An **ecosystem partner** [...]
- A **distribution provider** or **appliance vendor** [...]

An OpenStack User may have different types of **organizational affiliation**: [...]

An OpenStack User may come from different **market segments**: [...]

An OpenStack User may come from different **geographic regions**: [...]

What is marketing?

He's one of the busiest men in town. While his doot may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

Your "T-Zone" Will Tell You...

T for Taste ...
T for Throat ...
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

CAMELS Costlier Tobaccos

Know your target audience



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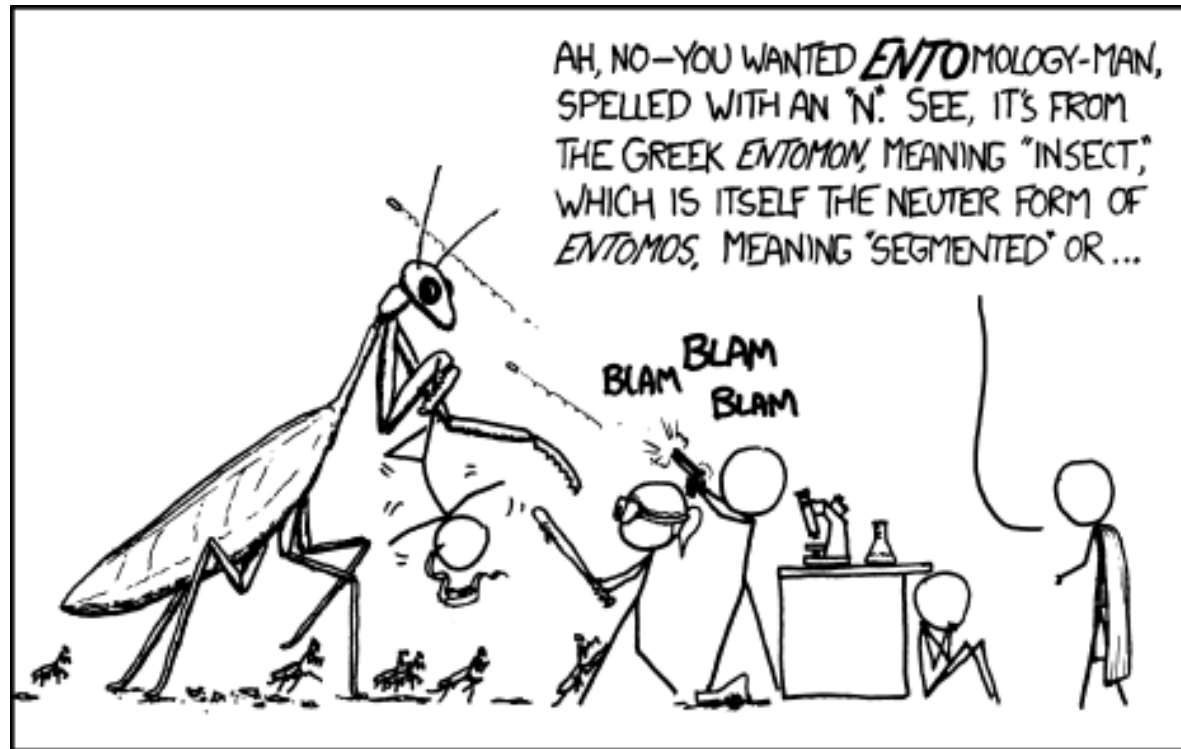
Fix a problem they have



Get the word out



Go to where your users are



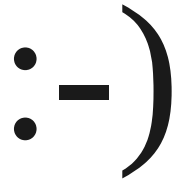
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Make it easy for people to try and use



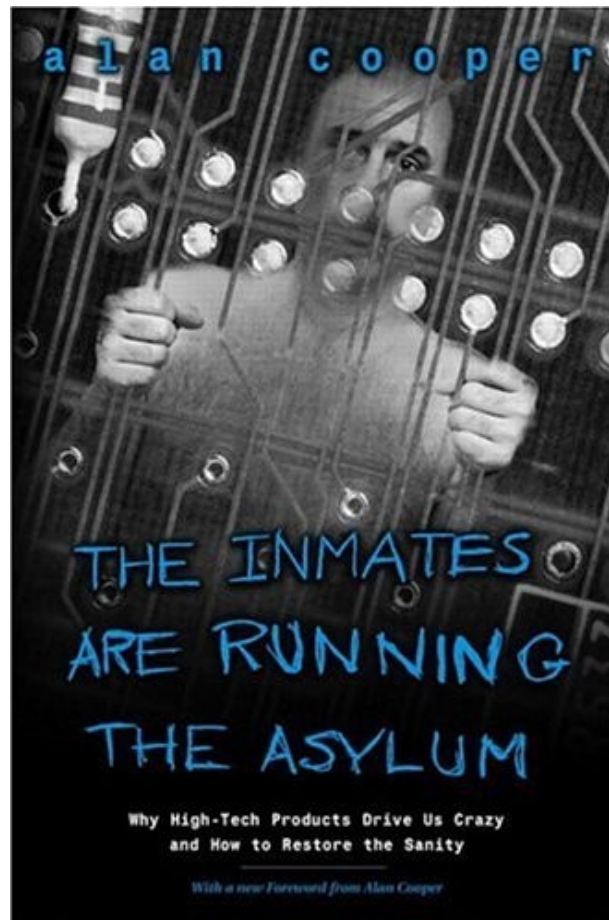
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ComeOnEileen, DeviantArt

Be nice!



Persona{e,s}

The Origin of Personas



Persona basics

- A persona should have enough detail to make the person “feel” real
 - Name
 - Photo
 - Age
 - Job
 - Family situation
- Distilled characteristics of market segment (Cooper calls these “archetypes”)

Community types

- User and deployer communities
 - Engaged user – Want to share experiences, help others advocate project
 - Deployer/developer – Packagers, integrators, documentation, translation, people who bridge code to user
- Core developer communities
 - Extension developer – Plug-ins, extensions, integration with 3rd-party applications
 - Core developer – Core code

oVirt example

- Frank, 32, DevOps in mid-sized company
- Trusted to make tech choices for evaluation
- Tech enthusiast, hobbyist programmer

Frank, DevOps guy

Age: 32 years old
Works in DevOps for a large tech company.
Passionate about technology, and about making technology choices.

Bio

Frank reads a selection of tech magazines every month, and follows a few news sites/blogs related to systems management - things like Hacker News, the Google+ Developers blog, etc. He follows DevOps Borat on Twitter and finds him hilarious. Ten years ago he was a huge BOFH fan, but he's grown up and moved on now.

Frank is a highly competent programmer, familiar with everything from Javascript and shell utilities to hardcore C (if he can't avoid it). He loves EC2 and plays around with Node.js, and has recently started reading up on Hadoop - but he hasn't seen any need to use it yet.

He basically decides what infrastructure gets adopted by his company, and he loves open source because it allows him to install what he wants without asking his boss for budget approval. It also lets him make changes or hack around with things if needed. But really he's happy choosing any technology if he is confident that it's the best on the market and is free of cost, at least while he's working on it pre-deployment. But he has to be able to customise the work environment and applications to do what **he** wants - and he has the skills and willingness to dive in, tweak things, hook together different services and APIs.

At home, Frank has a few computers - his old PC from college is still tottering along, handling DNS, email and firewall, and he set up two beefed-up PCs to let him play with stuff like virtualisation. But really outside of work he doesn't use computers much, apart from three or four weekends a year when he gives himself a pet project to work on to keep the edge on and keep himself up on new technology. On other weekends he can be found mountain biking or running.



JBoss example

- Matthias, 40-50, senior application developer
- Career IT professional, late adopter, uses Eclipse on Windows
- Responsible for internal application development in his company
- Family man



AGE
40-50



We get too many IT requests. We're constantly behind.

Matthias is a senior application developer in the IT department of a small to middle-sized company. He has worked there for 9 years and has no intentions of leaving anytime soon. He and his peers operate as an agile scrum team to accomplish all the IT development requests across the company. All departments must talk to his team when they need new applications or updates to existing applications that the IT group maintains.

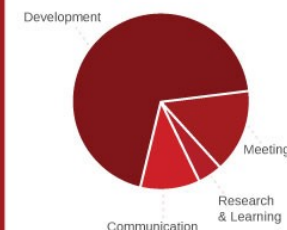
Matthias likes to work 40 hour work-weeks. He usually gets stuck working longer hours than this because of the amount of work that the IT group is trying to accomplish. He gets excited when he can find a way to do something in a faster, more efficient manner without having to search around to learn it. He doesn't have time to learn the advanced CLI tricks, and he usually sticks to the user interfaces unless there are specific CLI commands that his co-workers have clued him in on.

Matthias only turns to new technologies when the decision has been made by the CTO or the Architect to move towards them. He expects his management to provide courses or some other type of dedicated time to get up to speed on the new technology, because he can't focus during his normal day job on learning something new. He typically hasn't researched or done any prior educating before taking these courses.

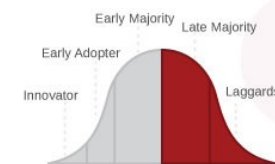
While using products, Matthias expect sound documentation and easy answers via Google for any issues he runs into. He typically doesn't open a support ticket, he expects that if he can't find an answer on Google it is not possible.

In his non-work time, Matthias spends time with his family and commonly goes to help his and his wife's parents with various tasks. He rarely gets time to himself, and when he does he spends it playing games or surfing the internet.

Day Breakdown



Technology Adoption



Job Tasks

- Build new applications the company needs
- Maintain existing applications and make feature enhancements

Career Goals

- Stability with development focus
- Doesn't like change, satisfied with current job

Environment

- Office environment in scrum group setup
- Windows Laptop
- Linux desktop for testing
- A few extra monitors used as needed
- Android phone with little customization that he does not use for work purposes

Skills & Tools

- Java, .NET programming
- Uses Eclipse based IDE

Education

- Bachelors in technical degree
- Sometimes reads:
 - RSS feeds
 - Technical articles
 - How-to guides
 - Video tutorials
- Occasionally attends:
 - Technical courses

OpenStack personas

- Operators
 - QE lab, sysadmin serving internal customers, ISP
- Resellers, distributors
 - Building public cloud offering, OpenStack Distribution, selling value-add tools
- End users
 - DevOps maintaining many services, running HA web service, individual who wants to avoid managing hardware

What use are they?

- Do I need a different user interface for different users?
 - In-flight entertainment: passenger, hostess, airline technician, manager of media partnerships
 - Educational software – kids (by age), teachers, parents
- How can I reach my target audience?
 - What magazines, blogs, news sites does Frank read?
 - Does he go to conferences? If so, which ones?

What use are they? (2)

- What features do I need?
 - Does Frank really need this feature?
 - Can we pick better defaults to avoid asking Matthias questions that would make him nervous?
 - Somebody better be able to install and demo JBoss in 30 minutes, or Matthias will dismiss it
- What should our website look like?
 - Jane will want to get links to help before she hears about the latest features

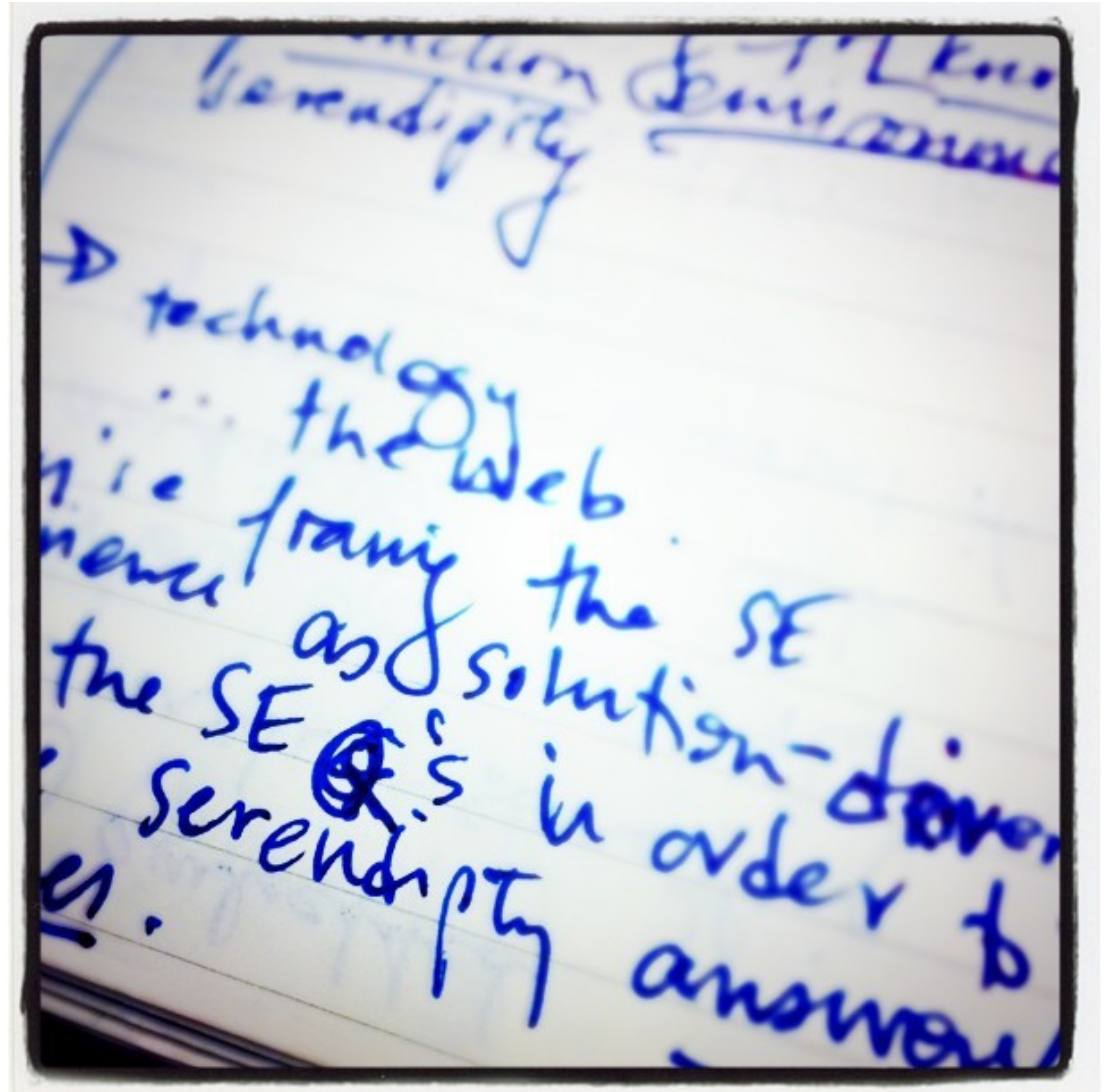
Personas focus debate and discussion



Credit: CC BY
Nina Matthews Photography@flickr

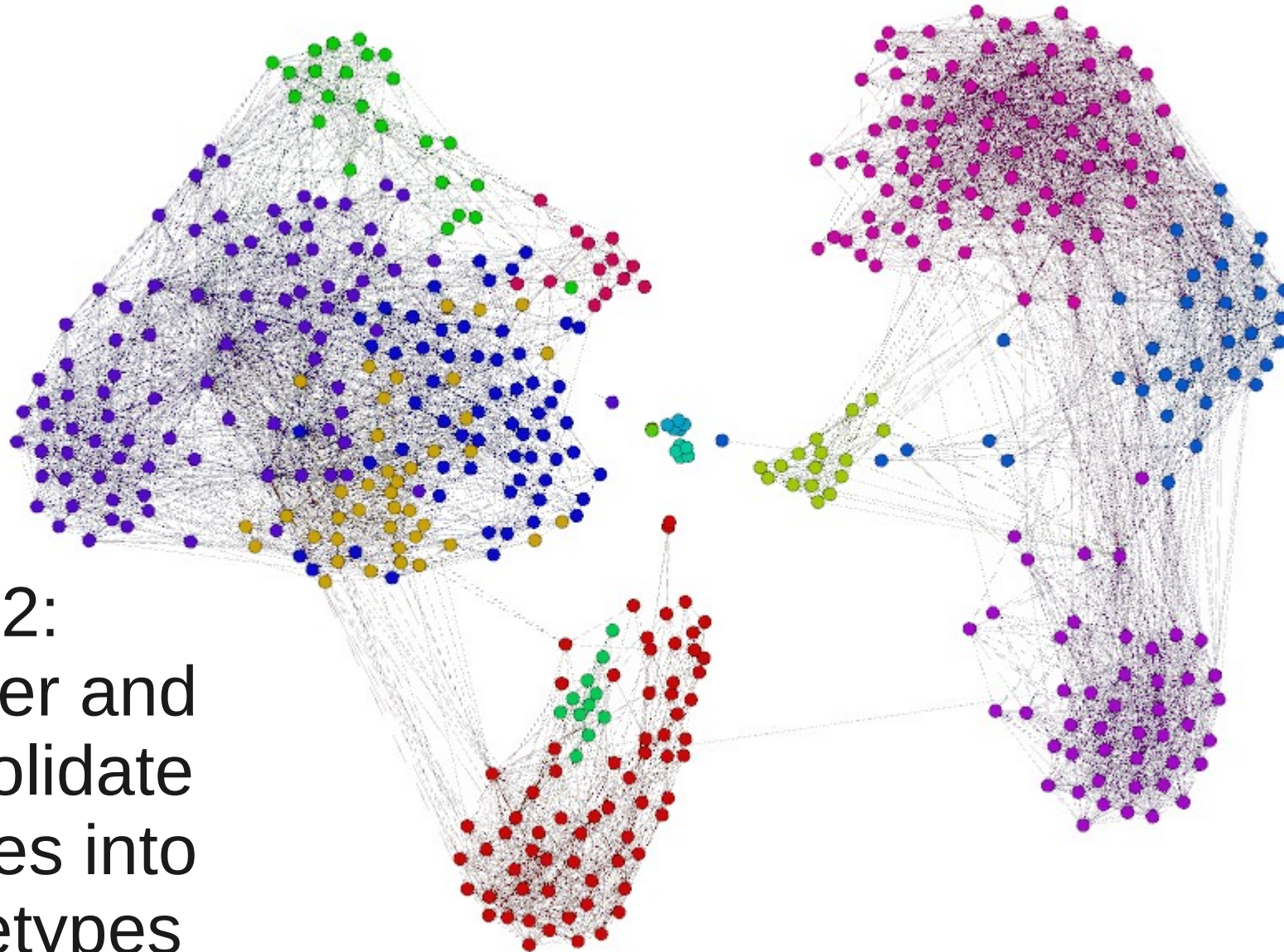
Creating a persona

Step 1:
Interviews



Credits: CC BY-NC-SA
toastkid@flickr

Creating a persona



Step 2:
Cluster and
consolidate
profiles into
archetypes

Creating a persona

Step 3:
Simplify
and distill



Credits: CC BY-SA-NC
fedoreando.wordpress.com

End result

- Easier design and product conversations about target users and audiences
- A better idea of publications, conferences and websites to target with outreach
- A better idea of what your users want from your website and community experience
- More, happier users!

Questions?



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