



Mapping User Groups and Purposes

EH 330 // Allegra W. Smith // January 27, 2021

Today's Agenda

01

Getting to Know You

Hi! I'm new here! Who am I?
Who are you?

02

Brainstorming

Why do/would folks visit
our department website?

03

Categorizing

How can we group these
users together in a useful
way?

04

Persona Creation

Which archetypes emerge
from these groups, and how
can they be useful to us?

05

Next Steps

Designing contact forms,
creating content, and
formulating questions





01

Getting to Know You

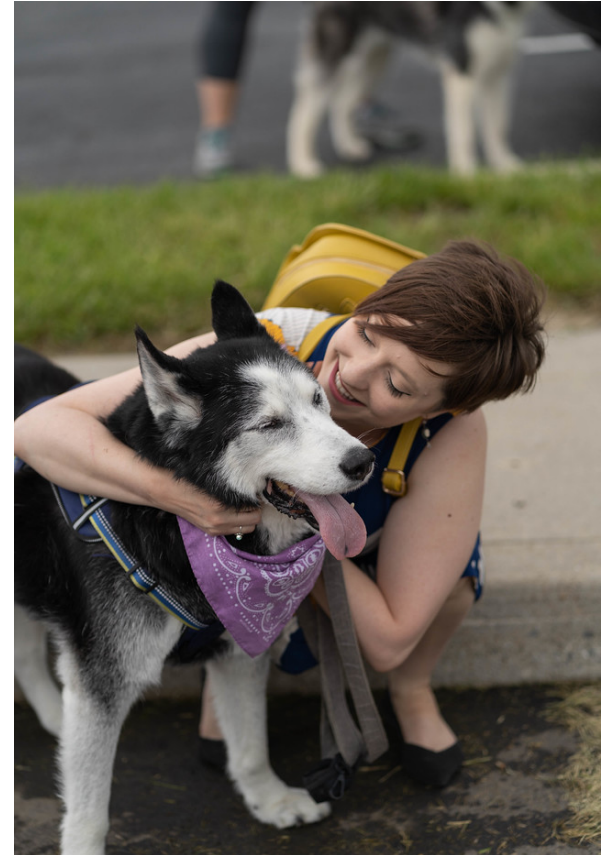
Who am I? Who are you? What are we here for?

About Me

Allegra W. Smith, PhD Candidate in Rhetoric and Composition at Purdue University (IN). My research and teaching interests include...

- Technical & Professional Writing
- Design of Communication
- Nonprofits & Advocacy

This is my husky, Mr. Yoshi. We like Netflix, snacks, and naps.

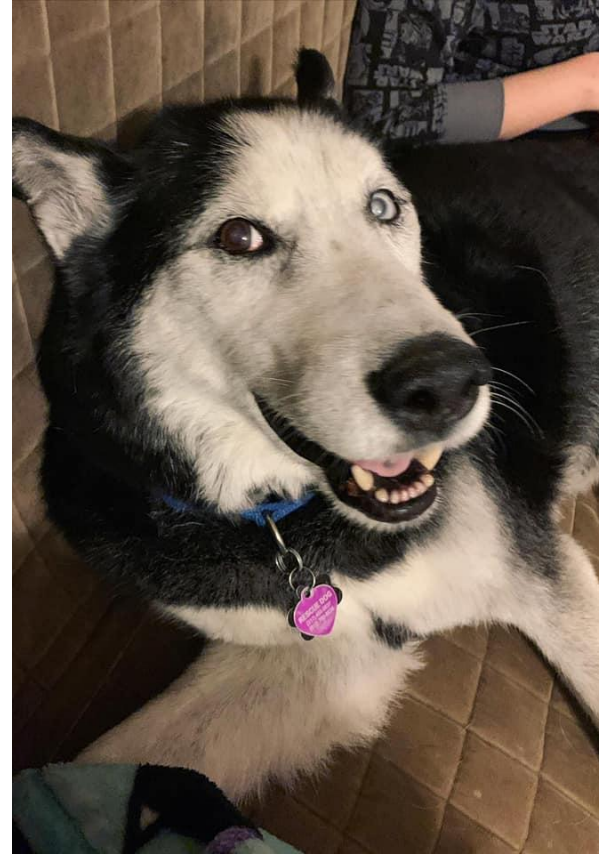


Who are You?

Why are you taking this class?

What interests you about writing for the web,
and/or what questions do you want answered
by the end of this semester?

*(Feel free to drop your intro in the chat, or
unmute and say hi!)*





Brainstorming

Who uses our department website?
Who do we want to use it?

02



Department of English



School of Arts and
Humanities

Department of English

[First-Year Writing](#)

[Scholarships](#)

[ECE Information](#)

Department of English Mission Statement

Using innovative teaching approaches, the Department of English empowers students to write and communicate across numerous current and emerging fields, to think critically, and to solve problems creatively. At all levels of instruction--from first-year composition through graduate classes--the Department of English establishes a firm foundation for students to begin their exploration of the world and, for English majors, builds on that foundation with opportunities to enrich their cultural and intellectual lives through classes that emphasize deep analysis, careful research, and rigorous writing across several fields including the study of literature, creative writing, and professional writing. The Department of English both serves the needs of the University and strives to become a destination

Developing **Alignment Personas** (^^ This is what we're doing today!)

One

Who are our users?

Two

What are their
goals, activities,
actions, problems?

Three

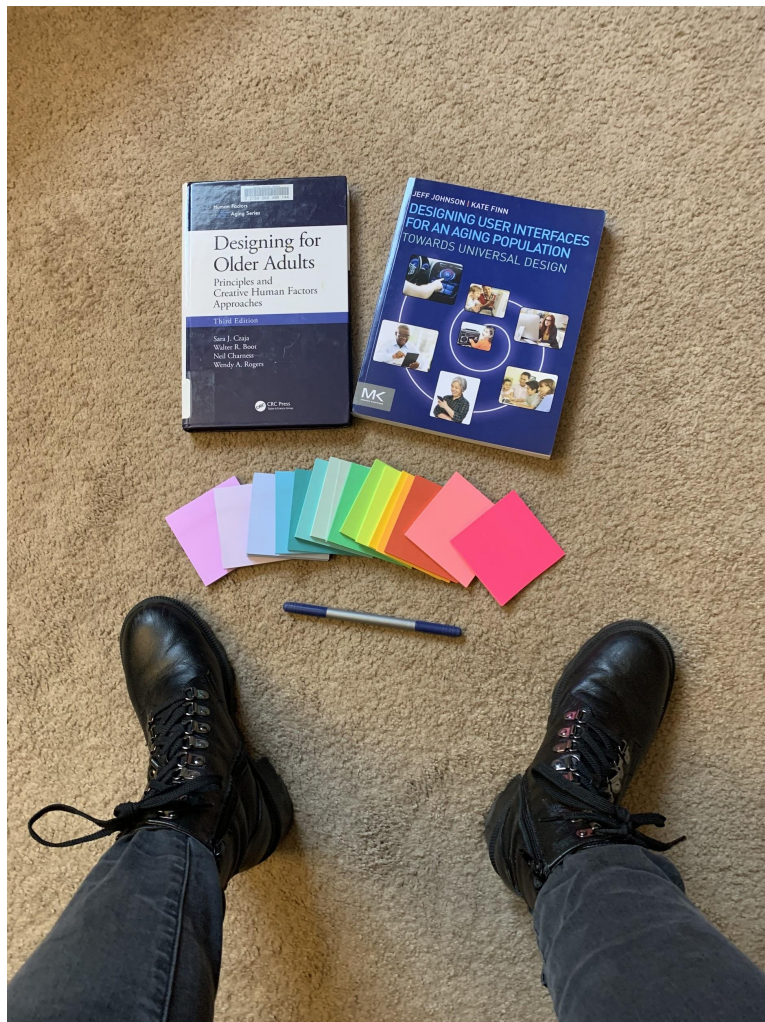
How can we group
them together?

Four

How can we
prioritize those
groups?

Five

How can we add
more meaningful
information to each
group?



An Example

Think about the Department Website

Purpose

Why is it there? What does it do?



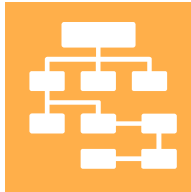
Audience

Who visits it? Why do they visit?



Information

What does it tell you?
What does it provide?



Outcomes

What do we want to happen from the website?



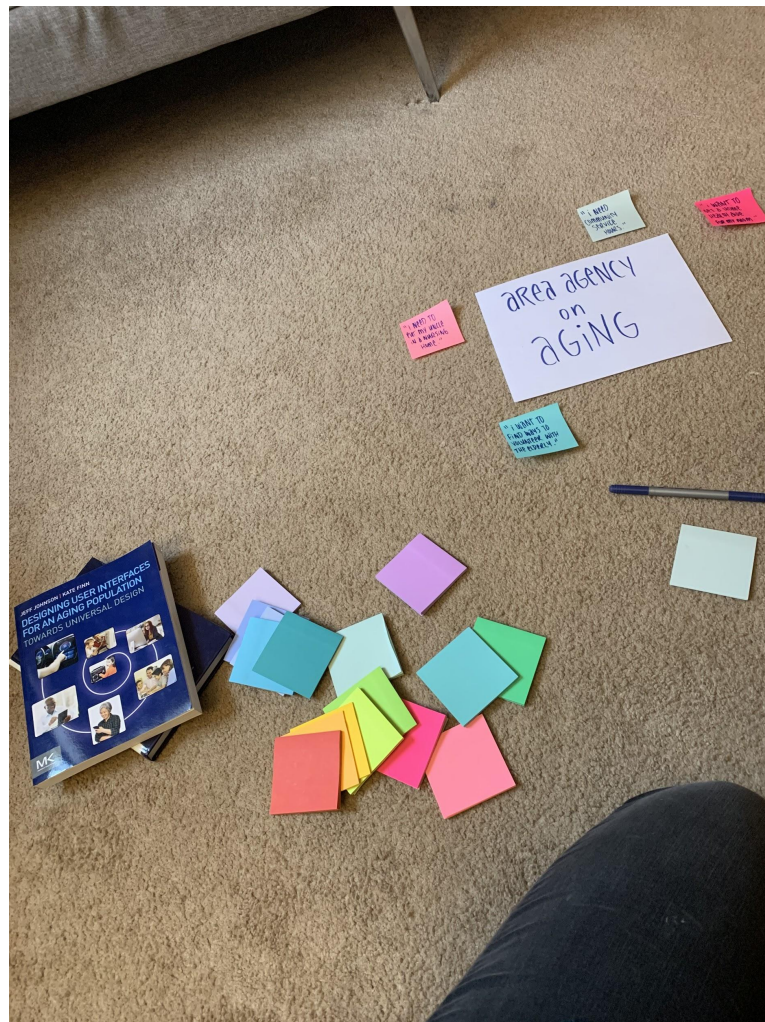
Visualize.

Imagine yourself standing on a hill, looking down at a building. There are people walking in and out of the building periodically.

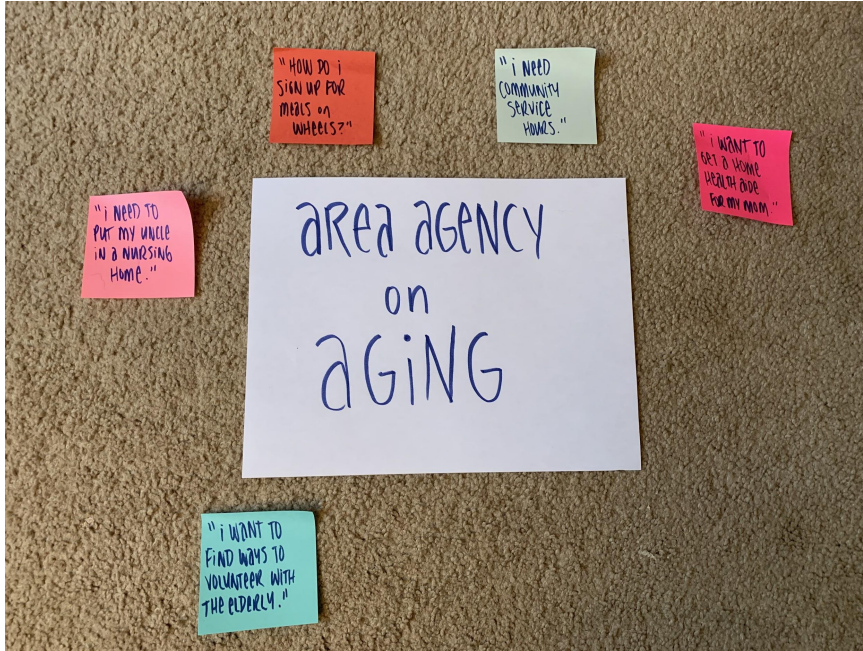
The building is our website.

What are the people going into it for?

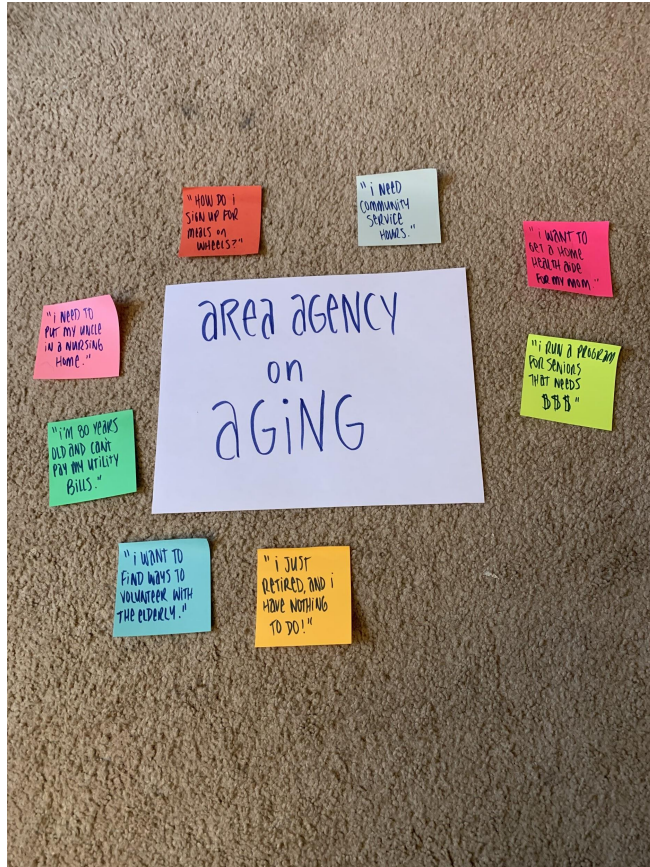




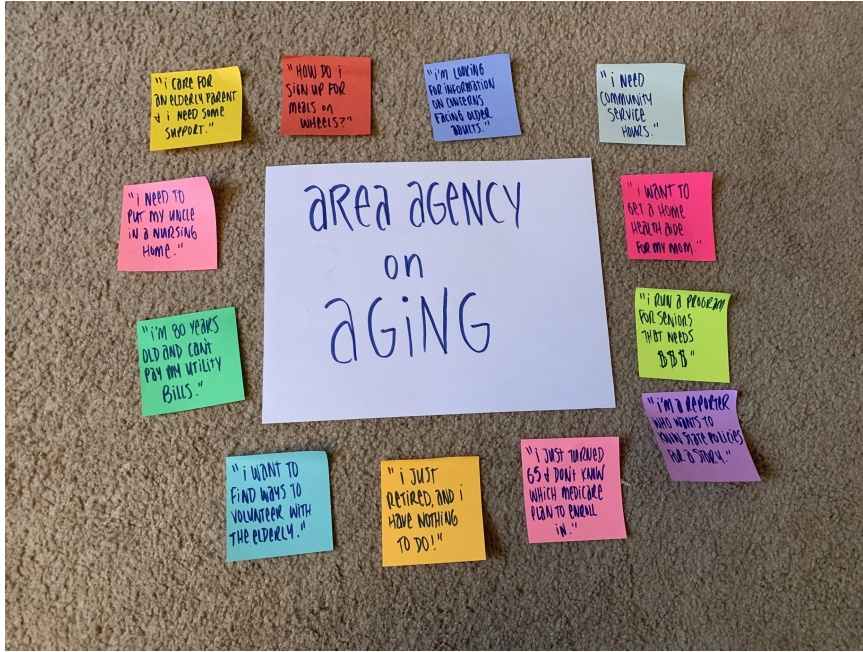
Example:
AAA



Example:
AAA



Example:
AAA



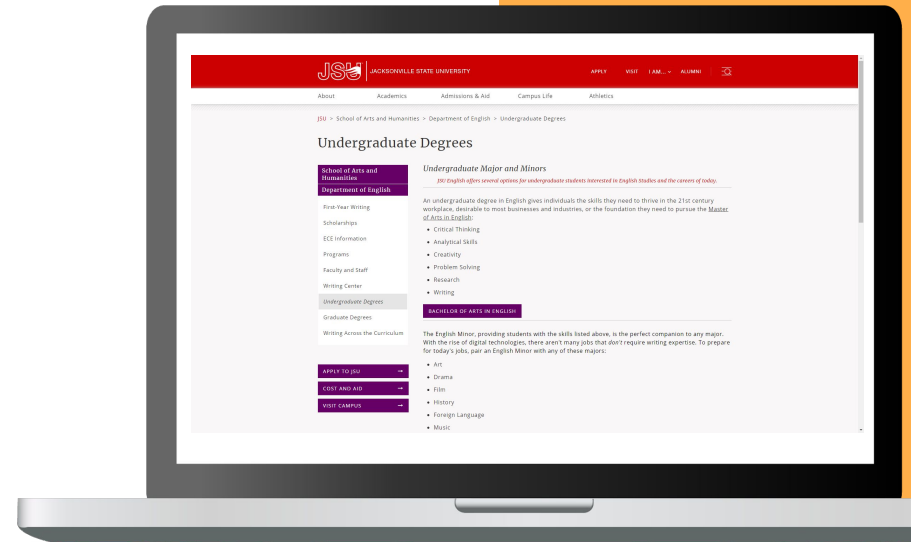
Example:
AAA

Take 5.

Picture the JSU Department of English website, or visit it on your computer or phone.

Write down all the potential reasons someone might visit the department website.

What might users want to do? What are they “going into the building” for?



Our Reflections

- English students who want to know what classes they need to graduate (current majors or minors)
- New/returning students who want to know the schedule
- Looking for tutoring or writing help
- Undecided majors who want to know what they can do with an English degree
- General students, looking to join a club or organization housed in the department
- Folks in the JSU community looking for events
- Scholarship information (get \$\$\$)
- Benefactors of the university (and potential benefactors!)
- Information on faculty and staff (students looking for classes to take, folks looking for jobs, media)
- People seeking employment
- Faculty from other universities, researchers
- Parents!!! (think about their needs, anxieties, hopes, dreams)

Great job, folks! Now we're going to...

Categorize

Now, We Group.

A website can't do *everything* for *all* users. Even if we tried, it would take too much effort and too many resources!

So, it helps to put users into categories.

(This can also help you to structure and organize your website!)



What should we think about when we're grouping users?

What should we think about when we're grouping users?



Demographics

Who comes from similar backgrounds or walks of life?



Purpose

Who's trying to do the same thing?



Expertise

Who's at the same level?



Needs

Who has similar desires or problems?



Agency on Aging

(back to our example)

"i come for
an elderly parent
& i need some
support."

"How do i
sign up for
meals on
wheels?"

"i'm looking
for information
on concerns
facing older
adults."

"i need
community
service
hours."

"i need to
put my uncle
in a nursing
home."

area agency on aging

"i want to
get a home
health aide
for my mom."

"i'm 80 years
old and can't
pay my utility
bills."

"i run a program
for seniors
that needs
BBQs"

"i want to
find ways to
volunteer with
the elderly."

"i just
retired, and i
have nothing
to do!"

"i just turned
65 & don't know
which medicare
plan to enroll
in."

"i'm a reporter
who wants to
know state policies
for a story."

"i WANT TO
GET A HOME
HEALTH AIDE
FOR MY MOM."

"i NEED TO
PUT MY UNCLE
IN A NURSING
HOME."

"HOW DO I
SIGN UP FOR
MEALS ON
WHEELS?"

"i JUST TURNED
65 & DON'T KNOW
WHICH MEDICARE
PLAN TO ENROLL
IN."

"i JUST
RETIRED, AND I
HAVE NOTHING
TO DO!"

"i CARE FOR
AN ELDERLY PARENT
& i NEED SOME
SUPPORT."

"i WANT TO
FIND WAYS TO
VOLUNTEER WITH
THE ELDERLY."

"i NEED
COMMUNITY
SERVICE
HOURS."

"i RUN A PROGRAM
FOR SENIORS
THAT NEEDS
BBB"

"i'M 80 YEARS
OLD AND CAN'T
PAY MY UTILITY
BILLS."

"i'm a REPORTER
WHO WANTS TO
KNOW STATE POLICIES
FOR A STORY."

"i'm LOOKING
FOR INFORMATION
ON CONCERNS
FACING BOILER
ROOMS."

Health Hunters

Users seeking information on medicine or health

"i WANT TO GET A HOME HEALTH AIDE FOR MY MOM."

"i NEED TO PUT MY UNCLE IN A NURSING HOME."

"HOW DO I SIGN UP FOR MEALS ON WHEELS?"

"i JUST TURNED 65 & DON'T KNOW WHICH MEDICARE PLAN TO ENROLL IN."

"i JUST RETIRED, AND i HAVE NOTHING TO DO!"

"i CARE FOR AN ELDERLY PARENT & i NEED SOME SUPPORT."

"i WANT TO FIND WAYS TO VOLUNTEER WITH THE ELDERLY."

"i NEED COMMUNITY SERVICE HOURS."

"i RUN A PROGRAM FOR SENIORS THAT NEEDS \$\$\$"

"i'M 80 YEARS OLD AND CAN'T PAY MY UTILITY BILLS."

"i'm a REPORTER WHO WANTS TO KNOW STATE POLICIES FOR A STORY."

"i'm LOOKING FOR INFORMATION ON CONCERNS FACING BOILER ROOMS."

Health Hunters

Users seeking information on medicine or health

"i WANT TO GET A HOME HEALTH AIDE FOR MY MOM."

"i NEED TO PUT MY UNCLE IN A NURSING HOME."

"HOW DO I SIGN UP FOR MEALS ON WHEELS?"

"i JUST TURNED 65 & DON'T KNOW WHICH MEDICARE PLAN TO ENROLL IN."

"i JUST RETIRED, AND i HAVE NOTHING TO DO!"

"i CARE FOR AN ELDERLY PARENT & i NEED SOME SUPPORT."

"i WANT TO FIND WAYS TO VOLUNTEER WITH THE ELDERLY."

"i NEED COMMUNITY SERVICE HOURS."

"i RUN A PROGRAM FOR SENIORS THAT NEEDS \$\$\$"

"i'M 80 YEARS OLD AND CAN'T PAY MY UTILITY BILLS."

Calendar Checkers

Users who want to know about events or things going on

"i'm a REPORTER WHO WANTS TO KNOW STATE POLICIES FOR A STORY."

"i'm LOOKING FOR INFORMATION ON CONCERNS FACING BOILER ROOMS."

Health Hunters

Users seeking information on medicine or health

"I WANT TO GET A HOME HEALTH AIDE FOR MY MOM."

"I NEED TO PUT MY UNCLE IN A NURSING HOME."

"HOW DO I SIGN UP FOR MEALS ON WHEELS?"

"I JUST TURNED 65 & DON'T KNOW WHICH MEDICARE PLAN TO ENROLL IN."

"I JUST RETIRED, AND I HAVE NOTHING TO DO!"

"I CARE FOR AN ELDERLY PARENT & I NEED SOME SUPPORT."

"I WANT TO FIND WAYS TO VOLUNTEER WITH THE ELDERLY."

"I NEED COMMUNITY SERVICE HOURS."

"I RUN A PROGRAM FOR SENIORS THAT NEEDS \$\$\$"

"I'M 80 YEARS OLD AND CAN'T PAY MY UTILITY BILLS."

Calendar Checkers

Users who want to know about events or things going on

Do-Gooders

Users looking to help, give back, or volunteer with older adults

"I'M A REPORTER WHO WANTS TO KNOW STATE POLICIES FOR A STORY."

"I'M LOOKING FOR INFORMATION ON CONCERNS FACING BOOMER ADULTS."

Health Hunters

Users seeking information on medicine or health

"I WANT TO GET A HOME HEALTH AIDE FOR MY MOM."

"I NEED TO PUT MY UNCLE IN A NURSING HOME."

"HOW DO I SIGN UP FOR MEALS ON WHEELS?"

"I JUST TURNED 65 & DON'T KNOW WHICH MEDICARE PLAN TO ENROLL IN."

"I JUST RETIRED, AND I HAVE NOTHING TO DO!"

"I CARE FOR AN ELDERLY PARENT & I NEED SOME SUPPORT."

"I WANT TO FIND WAYS TO VOLUNTEER WITH THE ELDERLY."

"I NEED COMMUNITY SERVICE HOMES."

"I RUN A PROGRAM FOR SENIORS THAT NEEDS \$\$\$"

"I'M 80 YEARS OLD AND CAN'T PAY MY UTILITY BILLS."

Grantees

Users requesting money for individual or programmatic needs

Calendar Checkers

Users who want to know about events or things going on

Do-Gooders

Users looking to help, give back, or volunteer with older adults

"I'M A REPORTER WHO WANTS TO KNOW STATE POLICIES FOR A STORY."

"I'M LOOKING FOR INFORMATION ON CONCERNS FACING BOYER ADULTS."

Health Hunters

Users seeking information on medicine or health

"I WANT TO GET A HOME HEALTH AIDE FOR MY MOM."

"I NEED TO PUT MY UNCLE IN A NURSING HOME."

"HOW DO I SIGN UP FOR MEALS ON WHEELS?"

"I JUST TURNED 65 & DON'T KNOW WHICH MEDICARE PLAN TO ENROLL IN."

"I JUST RETIRED, AND I HAVE NOTHING TO DO!"

"I CARE FOR AN ELDERLY PARENT & I NEED SOME SUPPORT."

"I WANT TO FIND WAYS TO VOLUNTEER WITH THE ELDERLY."

"I NEED COMMUNITY SERVICE HOMES."

"I RUN A PROGRAM FOR SENIORS THAT NEEDS \$\$\$"

"I'M 80 YEARS OLD AND CAN'T PAY MY UTILITY BILLS."

Calendar Checkers

Users who want to know about events or things going on

Do-Gooders

Users looking to help, give back, or volunteer with older adults

"I'M A REPORTER WHO WANTS TO KNOW STATE POLICIES FOR A STORY."

"I'M LOOKING FOR INFORMATION ON CONCERNS FACING OLDER ADULTS."

Grantees

Users requesting money for individual or programmatic needs

Data Delvers

Users whose primary need is information (on more general concerns, phenomena... see how some queries might be out of scope for our website? What might we do about that?)



Your Turn!

In breakout groups, talk about how you might sort the user groups for the Department website.

Today's class topic is "creating a contact form," so think specifically about *who* would be contacting the department for *what*, and *who* you would route their message to.

Make sure that you come up with a descriptive title for each group. Be prepared to share when we reconvene :)

Our Reflections

- Students: can break down into new/prospective students and current students
 - These two groups are very different; their needs are different! New students need resources that are dissimilar from current students.
- Opportunity-Seekers: who's looking for extracurricular activities, job information, internships...
- Alumni: where is the department going, where can they donate money, what's going on lately
 - These folks could be grouped with parents (parents also want to know what's happening in their child's department, or they might want to donate)
 - Opportunity-seekers could intersect here: they want to see if it's a good fit for them
 - Benefactors/potential benefactors

What do we do with these groups?

Persona Creation

04



What do we do with these?

Professional designers and developers use the type of information we just generated to create user **personas**.

Think of personas like character archetypes (patterns, or templates) that represent the types of users who will visit your website.



Clark Andrews

AGE 26

OCCUPATION Software Developer

STATUS Single

LOCATION San Jose, CA

TIER Experiment Hacker

ARCHETYPE The Computer Nerd

Friendly

Clever

Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

Motivations

Incentive

Fear

Achievement

Growth

Power

Social

Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

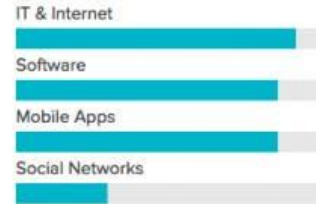
Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

Personality



Technology



Brands



Additional Info

Adobe:

<https://blog.adobe.com/en/publish/2017/09/29/putting-personas-to-work-in-ux-design-what-they-are-and-why-theyre-important.html>

Buffer:

<https://buffer.com/library/marketing-personas-beginners-guide/>

Nielsen Norman Group:

<https://www.nngroup.com/articles/persona/>

There's lots more guides and templates for personas available online; just Google around!



05

Next Steps

Where to go from here?

Design some user research to get to know your target more, build personas, restructure your information architecture... there are many possibilities!



Thanks

Questions? Comments?

allegra.w.smith@gmail.com

allegra-w-smith.com

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**

Additional images by **Pexels** and **Unsplash**
Icons by Noun Project creators **Adrien Coquet**, **Alice Design**,
Gregor Cresnar, and **ProSymbols US**