Identify

Images representing users, activities, context

Card Game

Interaction Narratives

What do our imaginary users do? How? Why? Where? With whom?

We wrote these togehter -- each person took a role and we just talked throuygh the scenerio in our roles. If we got hung up, we'd check our notes, look at the cards, or look something up online, but that happened infrequently. Maybe once or twice in each narrative, we'd disagree about something and go back, discuss it, and redo it.

Transcribe interview data to Post-Its.

Sort. Sort more.

The thought process of sorting is more important than the result of sorting

Relive the interview -- different information stands out later

Imaginary Users

start with collections of poorly defined users in a variety of situations...

...then pick a few and bring depth to them

Avoid stereotypical, but make composite users representative of people we have met and learned about.

Tinkered Props

What artifacts do our users encounter?

Don't just convey the object, show what it means to users