



# 3 KNOW YOUR USERS

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# 01 WHO'S THERE?

Revisit your observation notes during your site visit from **Activity Sheet #2 Know Your Site**. 10 minutes

It's important to know who's currently using the site.



## Who did you see?

- Use the **Persona Method Cards (Light Blue)** as your guide, recall the types of people you saw at the site. In groups of no more than 4 people, try your best to answer all the questions on the cards: Who are they? What are they doing? When do they go there? What might they like about the space? etc.



- On a wall or a large table, write down the answers on sticky notes under each card.

## Who's not there?

- The absence of certain groups also reveals valuable information about the site.
- Think about the groups of people who could be using the space but aren't. Why weren't they there at the time? Were they just not there at that time of the day, or do they never use that space at all? Discuss and list possible reasons. It is important to understand that these are only assumptions!



# 01 WHO'S THERE? (CONTINUED)

Fill any data gaps and verify any assumptions made from your visit with follow-up surveys and interviews. *2 weeks*

**Is there any information about the current and potential users that you want to know but can't confirm without speaking to them?**

## Surveys

- A survey is best used to obtain **quantitative data** from a lot of people.
- You should include questions that are close-ended and multiple-choice, and limit the number of open-ended questions to encourage participation.
- Some good ways to begin your question might be:
  - How many...
  - How often...
  - Do you... (yes/no question)
  - Rate this space based on... (a scale of 1-5)
- For example, you can ask how often or what time of day someone visits the site, since it is likely impossible for you to observe them all the time.
- Make your survey as short and simple as possible.

## Interviews

- An interview is best used to obtain **qualitative data** from specific individuals that represent certain user groups.
- Be strategic about who to approach for your interviews. You likely do not need to interview more than 2-3 individuals who share very similar characteristics.
- You should ask open-ended questions that you did not include in your survey. Some good ways to begin your question might be:
  - Why is it that...
  - How do you feel about...
  - What words would you use to describe...
- For example, you can ask a few teachers and students about how they feel about a space in and near your school.

**Ask your Mentor to review your survey and interview questions ahead of time!**



# 02 EMPATHY MAP

Create a persona that reflects the characteristics of the primary users.  
*20-30 minutes*

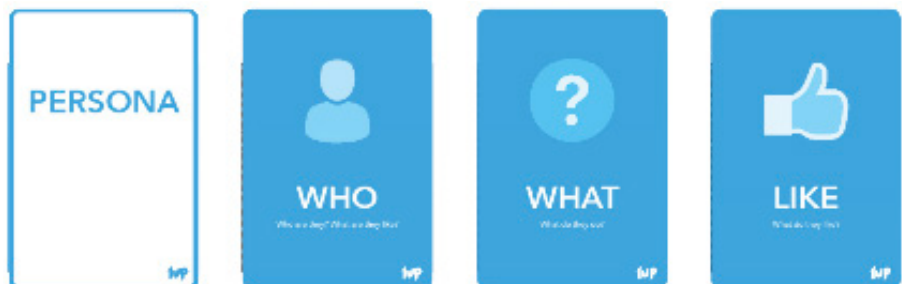
**Good designers and problem solvers always start with their users in mind.**

### Create a Story with a Persona

- Now that you have more information about who might be using the space you're designing for, let's consolidate them and create a persona, or character, that will reflect the characteristics of the site's primary users. If you have multiple groups of users that you believe are important, split into small groups to create these personas simultaneously.



- Using the **Persona Method Cards** as your guide, quickly draw your persona on a large sheet of paper and answer the following as a group:



- Give them a name!
- How old would they be?
- What would they do in this space, or how would they use the space?
- How would they get to the space?
- Why would they go there, what would motivate them to go there?
- When and how often would they go there?
- If you have multiple personas, regroup and share your work with the team.
- These are the stories of the people you are designing for.

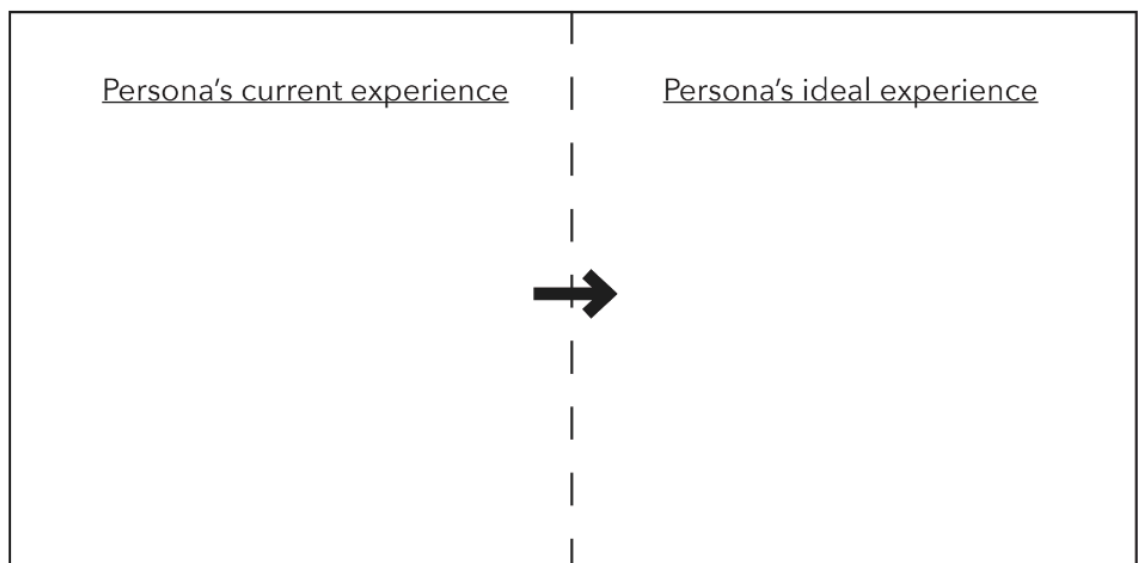


## 02 EMPATHY MAP (CONTINUED)

### Empathy Map

On another sheet of paper:

- On the left side of the sheet, discuss and answer: how would your persona(s) feel and experience if they were to use the space now?
- On the right side of the sheet, discuss and answer: how would you want your persona(s) to feel and experience in an ideal situation?
- Draw a big arrow from left to right. This is the change you want to bring through your solution.





# 03 SUBMISSION

Complete the following items before your second check-in with your Mentor and Program Coordinator (mid-February):

**Add these items to your chapter's whiteboard on Canva:**

- Visuals from your survey and interview data (e.g. charts and graphs)
- A description of each persona
- Empathy map of each persona

## \* SNEAK PEEK: ACTIVITY SHEET #4 WARM-UP ACTIVITIES

These warm-up activities can help your chapter members develop their abilities to identify, summarize, and analyze information.

**You can play one or more of the following games with your chapter members before you start Activity Sheet #4.**

- Designing your dream bedroom (or classroom, park, etc)
  - Get every member to imagine their dream bedroom and what elements it would include (could even ask attendees to draw it out)
  - Identify what elements or furniture they can use from their existing bedroom and what elements/furniture they would need to purchase
  - What elements of their dream bedroom are important, maybe important, and not very important?
- Coming up with "taglines" to certain scenarios or situations, or catchy brand names to a given business proposal
- Making a tier list together of a certain topic (eg. fruits and vegetables, modes of transportation)