

cure

**Center for Usability Research
& Engineering**

CURE Elderly Personas

Markus Garschall

23. Oktober 2012

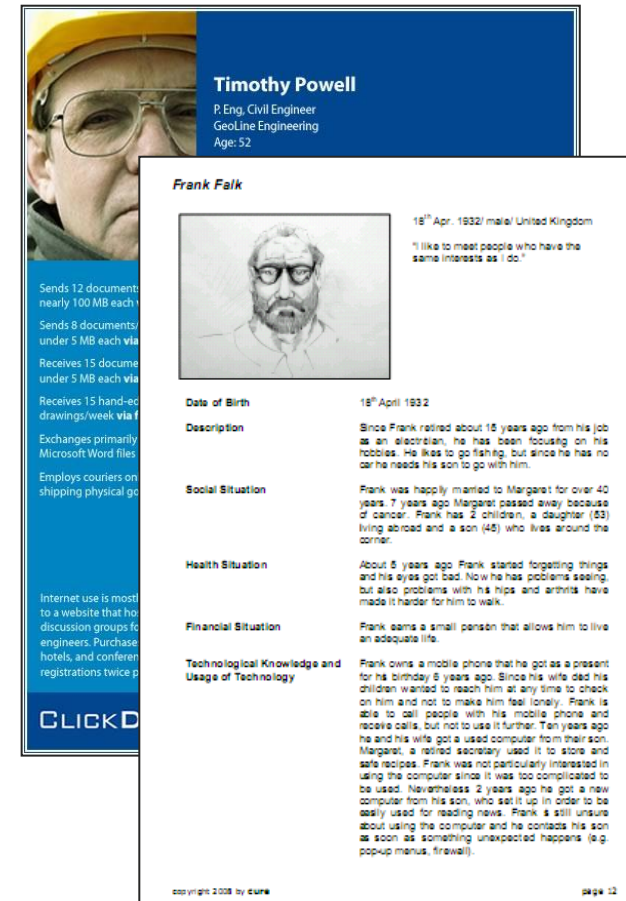
Einleitung

Was sind Personas?

- User-centered Design (UCD)
 - Etablierte Methode zur **Einbindung der BenutzerInnen** in AAL Projekten

- Schwachpunkte
 - **Komplexe Anforderungen** der BenutzerInnen
 - **Unterschiedliche Bilder** über die BenutzerInnen im Projektteam
 - **Punktuelle Einbindung** der BenutzerInnen

- Personas
 - **Design-Werkzeug** (Alan Cooper, 1999)
 - **Archetypische fiktive Nutzer**, basierend auf realen Nutzer-Daten
 - Darstellung der Zielgruppe in Form von **Personenbeschreibungen**



Timothy Powell
 P. Eng, Civil Engineer
 GeoLine Engineering
 Age: 52

Frank Falk
 18th Apr. 1932/ male/ United Kingdom
 "I like to meet people who have the same interests as I do."

Date of Birth 18th April 1932

Description Since Frank retired about 15 years ago from his job as an electrician, he has been focusing on his hobbies. He likes to go fishing, but since he has no car he needs his son to go with him.

Social Situation Frank was happily married to Margaret for over 40 years. 7 years ago Margaret passed away because of cancer. Frank has 2 children, a daughter (53) living abroad and a son (48) who lives around the corner.

Health Situation About 5 years ago Frank started forgetting things and his eyes got bad. Now he has problems seeing, but also problems with his hips and arthritis have made it harder for him to walk.

Financial Situation Frank seems a small pension that allows him to live an adequate life.

Technological Knowledge and Usage of Technology Frank owns a mobile phone that he got as a present for his birthday 5 years ago. Since his wife died his children wanted to reach him at any time to check on him and not to make him feel lonely. Frank is able to call people with his mobile phone and receive calls, but not to use it further. Ten years ago he and his wife got a used computer from their son. Margaret, a retired secretary used it to store and save recipes. Frank was not particularly interested in using the computer since it was too complicated to be used. Nevertheless 2 years ago he got a new computer from his son, who set it up in order to be easily used for reading news. Frank is still unsure about using the computer and he contacts his son as soon as something unexpected happens (e.g. popup menus, firewall).

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Beispiele von Personas

Einleitung

Vorteile und Nutzen von Personas

- Personas ...
 - ermöglichen eine verständliche, **realistische Darstellung abstrakter Daten**
 - schaffen ein **einheitliches Bild der Zielgruppe** innerhalb eines Projektteams
 - erzeugen **Sympathie und Empathie mit der Zielgruppe**
 - **kommunizieren Wünsche, Einstellungen und mentale Modelle der BenutzerInnen** an ForscherInnen, DesignerInnen und EntwicklerInnen
 - erzeugen einen starken **Fokus auf die Zielgruppe**

- Personas helfen bei der ...
 - **Planung** eines Projekts
 - **Erstellung** von Designlösungen oder Business-Modellen
 - **Evaluierung** von Designlösungen oder Business-Modellen
 - **Identifikation und Vermeidung** von Problemen

CURE Elderly Personas

Was sind „CURE Elderly Personas“?

- Motivation
 - **Bedeutung von AAL-Projekten:** Zahlreiche Fachdisziplinen beschäftigen sich mit der Entwicklung von IKT-Lösungen für SeniorInnen
 - **Kosten:** Die Erstellung von Personas ist zeitaufwändig und erfordert besondere Skills
 - **Existierende Personas:** sind nicht oder nur eingeschränkt repräsentativ
 - **Lebensdauer von Personas:** meist angepasst an einen spezifischen Anwendungskontext
- CURE Elderly Personas
 - **30 universell einsetzbare Personas** für **3 europäische Regionen** (Nord-, Zentral- und Südeuropa)
 - Mehrschichtmodell: **Kontextspezifische Erweiterung** und **Wiederverwendung** der Personas
 - **Hohe Validität:** basierend auf einem multinationalen, demographischen Datensatz

CURE Elderly Personas

Entwicklung der „CURE Elderly Personas“



1. Benutzerdaten sammeln

- Basis: **SHARE Datensatz** (www.share-project.org)
 - Befragungen mit ca. 12500 Personen im Alter ab 60 Jahren (8 Länder)
- Abgleich mit den **Anforderungen in AAL-Projekten**

2. Daten segmentieren

- **Erstellung der Grundgerüste** für die CURE Elderly Personas mittels partitionierender Clusteranalysen

Region	Age	Male	Female	
Central Europe	60-79	6	6	
Central Europe	80+	3	3	
Northern Europe	80+	3	3	
Southern Europe	80+	3	3	
Total		15	15	30

Anzahl der Persona-Grundgerüste

3. Textinhalte erstellen

- Umsetzung von Daten in **narrative Beschreibungen**
- Integration eines **Visualisierungskonzeptes**
- **Evaluierung** der CURE Elderly Personas mit Designern und Entwicklern

CURE Elderly Personas

Die Struktur der „CURE Elderly Personas“



- z.B. „Michael ELEND“

Michael ELEND Munich, Germany

Dissatisfied & getting old

Age: 75

Family & Home Social contacts Income

Cognitive:

Memory:

Diseases:

Symptoms:

Limitations:

Foto

About & Family:

Michael was a merchant who saved more than enough for his retirement and still supports his two children financially. His wife is in close contact with them through her mobile phone while he just receives news over his wife, but they all see each other weekly. Although they get along well, his wife and Michael no longer sleep in the same room, because he cannot sleep well and often gets up in the night.

Limitations/Difficulties in

getting up from chair, climbing stairs, crouching, kneeling, stooping, pulling and pushing large objects, lifting or carrying weights over five kilos, sleeping, dressing, including wearing shoes, bathing

Health

Michael is a diabetes patient and also suffers from high blood pressure and pain in his joints. He is not able to move without having difficulties, cannot see well and has a cataract on one eye. Getting up from a chair or climbing stairs makes him short of breath. It is difficult for him to dress himself or take a shower. He needs help with his daily activities and personal hygiene, as well as with his injections. Additionally, he often forgets to take his medicine.

Diseases	Symptoms
high blood pressure, diabetes, cataract	pain in joints, back, knees

Social

Michael often feels tired and excluded. He does not have any friends and spends most of his time at home. Spending time with his cat makes him feel better. He is usually depressed and melancholic. Nowadays, he eats less than he used to. He sometimes feels helpless and incapable of standing on his own feet, since he always needs the help of his wife.

Psychographics	Drugs
depressed, sad, forgetful, dissatisfied with his life, feels incapable	yes Hearing good Eyesight: glasses, cataract Educational level: basic Risks: socially inactive

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Raum für kontextspezifische Erweiterungen

CURE Elderly Persona

Liste der Eigenschaften

Narrative Beschreibung

Raum für kontextspezifische Erweiterungen

Erweiterungen

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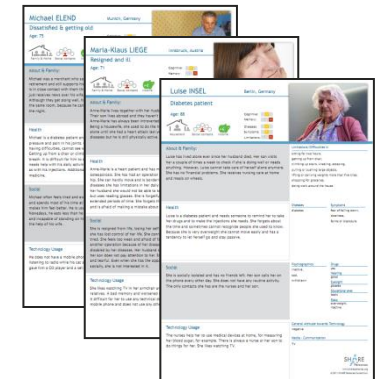
CURE Elderly Personas

Materialien/Webseite

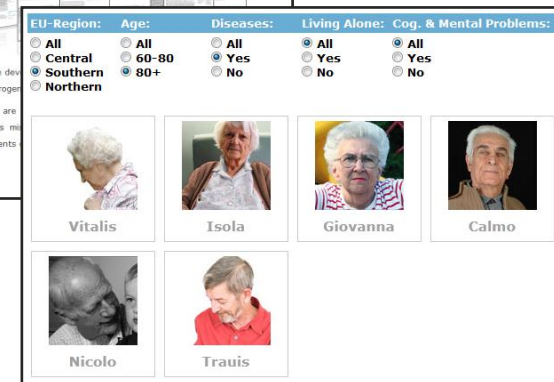
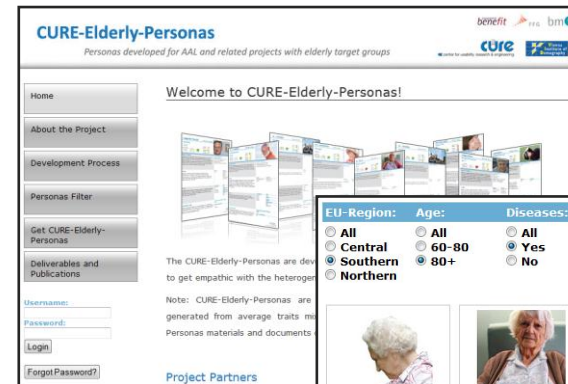
- Materialien
 - 30 CURE Elderly Persona-Beschreibungen (A4)
 - Handbuch
 - Vorlagen für Basic Senior Persona Dissemination-Artikel
- Webseite
 - Zugriff auf die **Beschreibungen** und das **Handbuch**
 - **Filter-Tool**
 - **URL:** elderlypersonas.cure.at



Magnete



Beschreibungen



Webseite & Filer-Tool



Zusammenfassung und Ausblick



- CURE Elderly Personas
 - 30 **universell einsetzbare** und **repräsentative Personas** für Europäer 60+
 - **Erweiterbar** für verschiedene Anwendungskontexte
 - **Online Verfügbar** unter: elderlypersonas.cure.at
- Ausblick
 - **Aktualisierung** der CURE Elderly Personas auf Basis zukünftiger Erhebungen
 - **Erweiterung** der CURE Elderly Personas mit Daten aus weiteren Ländern (z.B. Region Südost- und Osteuropa)
 - **Evaluierung** der Langzeit-Effekte beim Einsatz von Personas
 - Wöckl et al. (2012). *Basic Senior Personas: A Representative Design Tool Covering the Spectrum of European Older Adults*. Proceedings of the 14th international ACM SIGACCESS conference on Computers and Accessibility (ASSETS 2012).

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