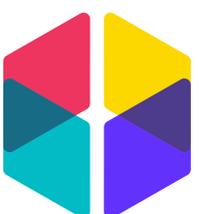


TTC Labs

Persona

Sets



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Overview

Who are TTC Labs?



The Trust, Transparency and Control Labs (TTC Labs) is a co-creation lab that advances the user experience around data.

Initiated and supported by Facebook, TTC Labs drives collaboration between policy makers, privacy experts and technologists through design thinking. We build trust, and we advocate for transparency and control—for Facebook platforms and for digital services around the globe.

To date, TTC Labs has brought together over 200 cross-industry and design companies as well as 120 policy, academic and civil society organizations globally to tackle shared challenges. These challenges include notification and consent, explaining data concepts to different audiences, algorithmic transparency and designing for young people.

TTC Labs creates materials that anyone can use, adapt and replicate. We're publishing tools, practical guides and frameworks by synthesizing the patterns and insights produced at co-creation workshops called Design Jams to enable the wider community to collaborate on shared challenges. We are fostering collaboration and innovation in order to speculate on potential solutions.

Our aim is to focus on what people across the globe and disciplines need and want from technology. We need to keep working together for a scalable approach to building trust, transparency and control into data-driven products and services. Our vision is to create meaningful experiences between people and data that are sustainable and equitable for all.



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Why do we use Personas?

Personas are helpful to represent the diverse set of people we are designing for - their goals, nuanced perspectives and needs - and they allow us to lean into hard problems, uncover blind spots and consider trade offs when creating solutions for a wide range of people who often have conflicting needs and goals.

Ultimately, Personas help us to keep our audience front of mind during the design process – they encourage us to empathise deeply with the people we are designing for.

If you'd like to explore more about Personas, we recommend the following:

Personas – A Simple Introduction

by Rikke Friis Dam and
Teo Yu Siang

About Face: The Essentials of Interaction Design

by Alan Cooper , Robert
Reimann, David Cronin,
Christopher Noessel



Strengths of using Personas

- Establishes a human-centered mindset (as distinct from a technical/ functional mindset)
- Help teams first focus on people's needs, not on solutions
- Engages empathy to help generate solutions
- Helps teams quickly evaluate solutions by 'testing' them with Personas
- Helps teams to create a common language around the purpose of their design

Personas Help us Avoid

- Creating 'elastic users' – people who stretch to fit the product, not the other way around
- Self-referential design – projecting the designers own goals, skills, motivations and mental models
- Focusing on edge cases at the omission of core audience (noting that there may be specific instances when we do want to explore particular, uncommon needs around certain topics)



Personas Principles



Personas should be tools for design.

Personas are not an end in themselves: they should be an integral part of the design process, used by designers and product teams to solve real problems based on people's needs.

Personas should be created and used as a set.

The needs of people we design for are wide and varied, and can't be encapsulated as a single persona. Therefore we should use Persona Sets of 3-5 personas to more broadly cover the spectrum of people's needs.

Personas should be based on real research.

This research can be primary or secondary research, but should have a clear basis in fact. The best persona sets combine both quantitative and qualitative research insights. Personas should not be stereotypes or caricatures – they must be based on real data.

Personas should not be generic.

The personas in this library have been created to explore 'specific behaviours' around 'specific topics.' Personas can't be easily transferred from one topic to another, because relevant backgrounds, attitudes, behaviours and needs will vary considerably from topic to topic.

Personas are behaviour-based.

Though personas should take into account demographics, market segments, user profiles and other quantitative analysis, they should be primarily concerned with behaviour: what the person feels, thinks, says and does.

