

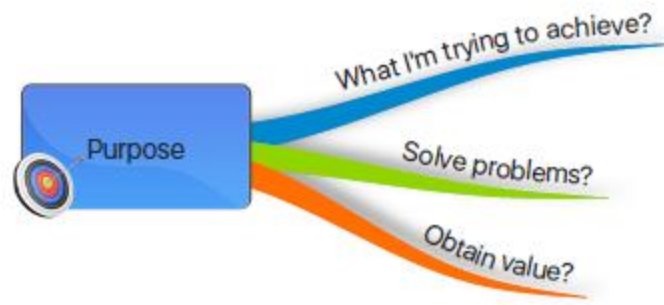


**Albert Gareev**

Weekend Testing Toronto Meetup  
P.E.R.S.O.N.A. Workshop 2015-11-26

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## Purpose

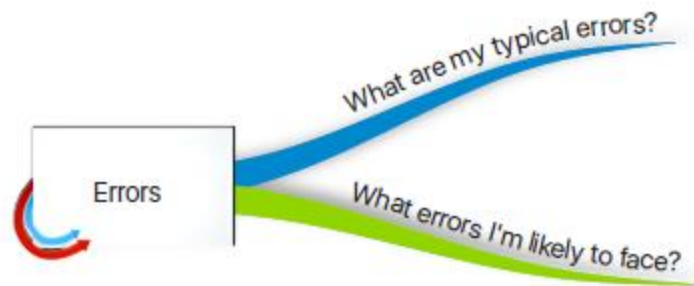
- What problem(s) I need to solve?
- What benefit(s) I'm willing to gain?

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## Errors

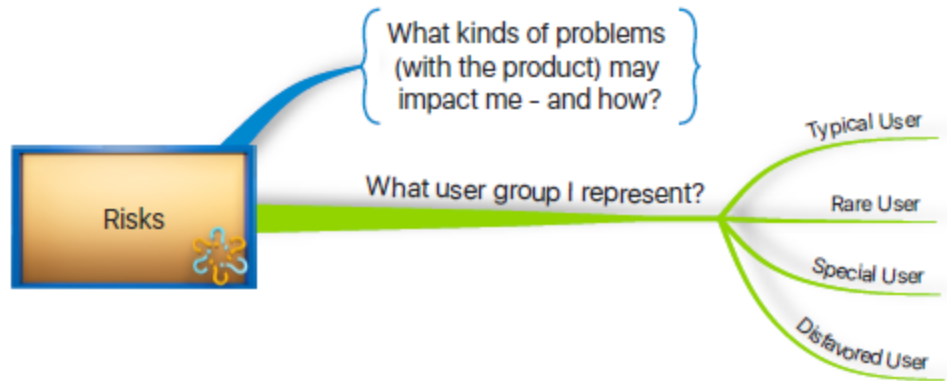
- What are my typical errors?
  - Misunderstanding or misusing?
  - Overlooking or forgetting?
  - Missing important data?
- What errors I'm likely to face?
  - Based on my typical functions
  - Based on my **style** and **operations**

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## Risks

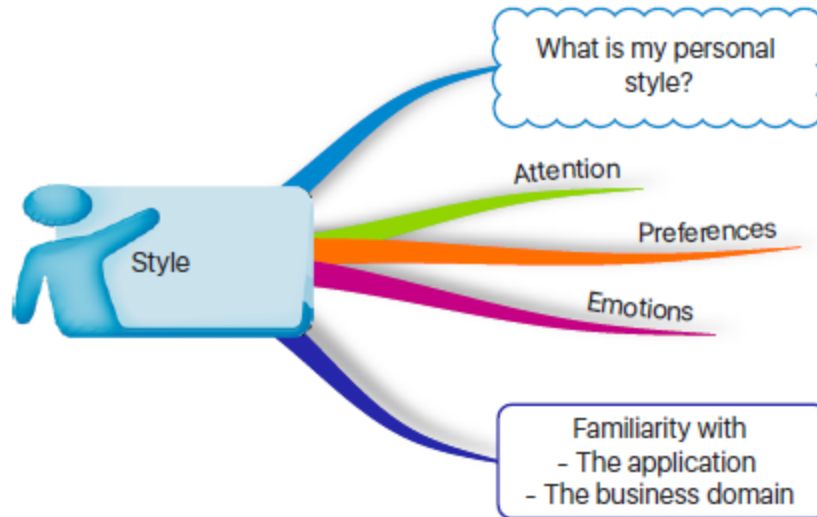
- What kinds of problems with the product may impact me – and how?
  - What is the likelihood?
  - What are the consequences?
  - What is the recovery?
- What user group I represent?
  - Typical User
  - Rare User
  - Special User
  - Disfavored User

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## Style

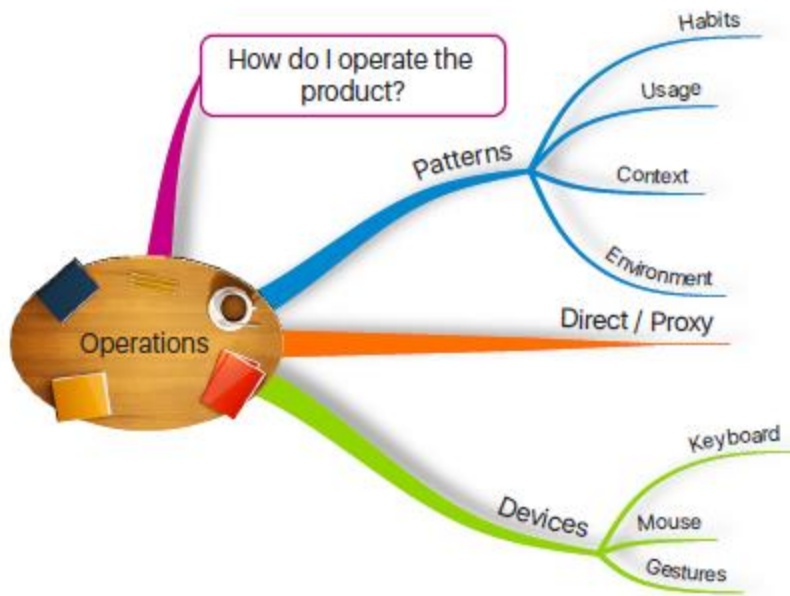
- What is my personal style?
  - Attention to detail and communication
  - Preferences: within and outside the product
  - Emotions: patient / impatient, calm / easily frustrated, confident / confused easily
- What is my familiarity with
  - Technologies and devices I use with the product
  - User Interface and Operations
  - The product (application) interface, structure, rules, and so on
  - The business domain or context of use

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## Operations

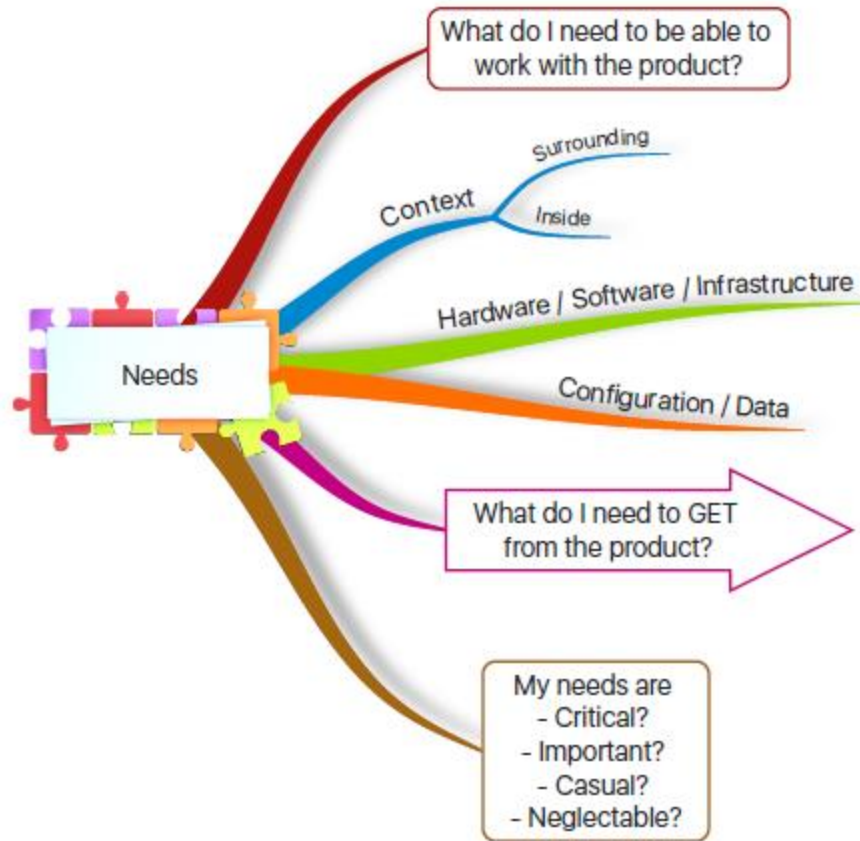
- How do I operate the product?
- Directly, or through some service, or through other people?
- In what context and environment?
  - Rush? Noisy? Dark? Stress?
- What devices I use to operate the product?
  - Display?
  - Keyboard? Mouse?
  - Gestures?
  - Voice?
  - Other?
- What are my operational habits?
  - Fast? Slow? Interruptions? Multi-tasking? Focused?
  - Shortcuts? Restarts?

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## Needs

- What do I need from the product and what do I need to be able to work with the product?
- Grand Context
  - Needs in the context of the grand purpose
    - E.g. “Need to drive to the destination using navigation instructions”
  - Needs in the physical surrounding
    - E.g. “Need GPS signal”
  - Needs within the system or device
    - E.g. “The device needs to be charged”
- Close Context
  - What infrastructure/ hardware / software / configuration I need to use the product?
  - What data I need to use the product and I need to get from the product?
- Per product owner, my needs are: Critical? Important? Casual? Neglectable?

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## Attitude

- What is my attitude?
  - Towards what I do with the product?
  - Towards the product itself?
  - What are my expectations?
  - Previous experiences?
- Do I complain – and would that matter?
- Do I give feedback?
  - Does the product ask for it?
  - Does the Business hope for it?

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