



HARVARD UNIVERSITY
Information Technology

Day in the Life SLT

March 30, 2017

Thursday

9:00

Smith 561

Understanding faculty interactions with Harvard's technology landscape

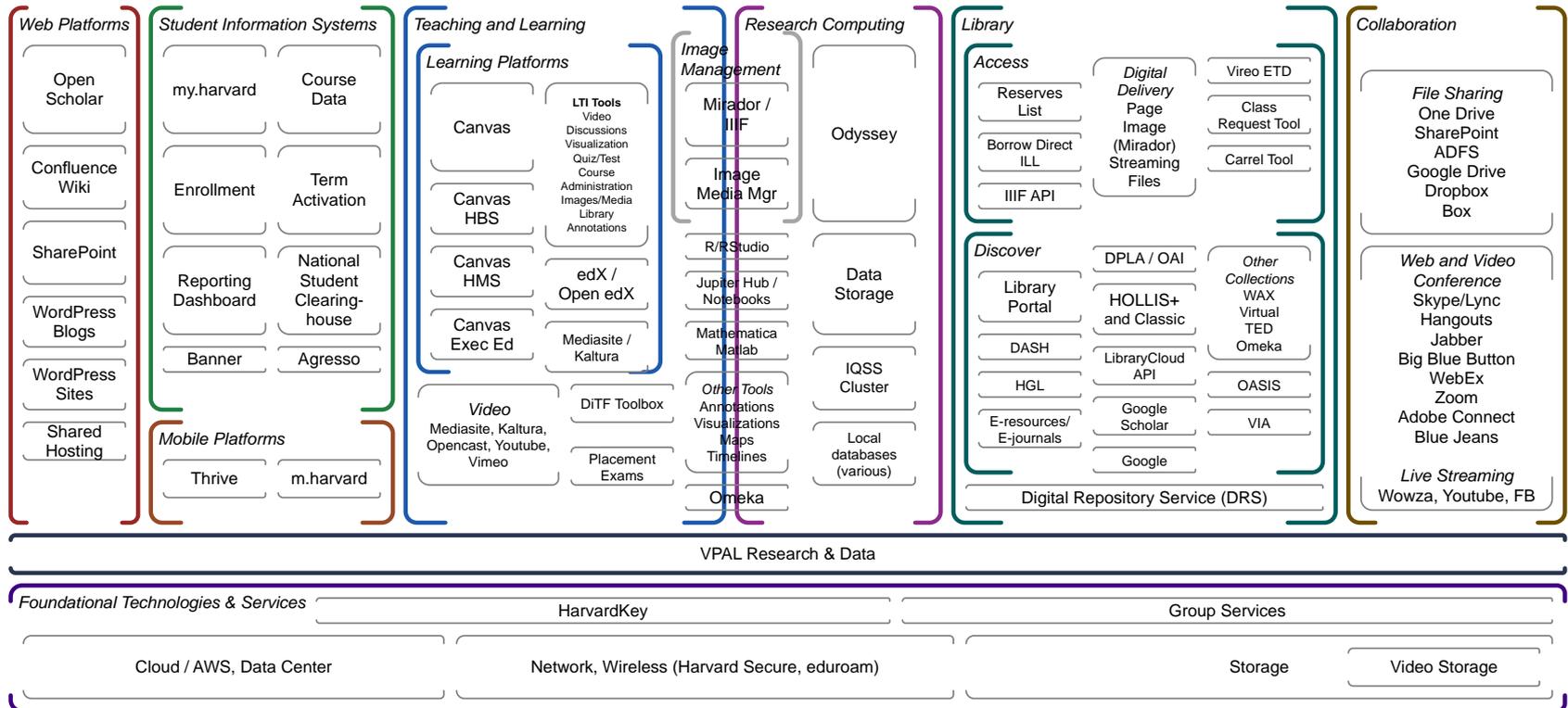
- Faculty interact with both Harvard's IT landscape and their personal landscape
- These interactions cross their research, teaching, and service activities
- Anything we can do to reduce the complexity can increase their effectiveness and satisfaction.
- Provide an opportunity to correlate user data with faculty "pain points"
 - Often anecdote driven

Technology landscape

Academic Technology Landscape

Harvard University

March 2017



We continue to refine and expand this landscape. Your input is welcome

Collecting faculty journeys through the landscape

The primary goal of the faculty journey research is to learn about the primary users of our technology and to find opportunities to support these users to be more effective at what they do.

The faculty journey research helps to learn about

- Faculty's engagements, milestones, deadlines
- Primary activities and responsibilities across the academic year
- Adopted products to support their activities
- Feedback on the usefulness of these products
- Opportunities for more effective products and processes

Personas

The purpose of personas is to create reliable and realistic representations of your primary users. These representations should be based on qualitative and some quantitative user research and web analytics.

Effective personas

- Represent a major user group for our products
- Express and focus on the major needs and expectations of the most important user groups
- Give a clear picture of the users' expectations and how they're likely to use the products
- Aid in uncovering universal features and functionality
- Describe real people with backgrounds, goals, and values

Benefits of Personas

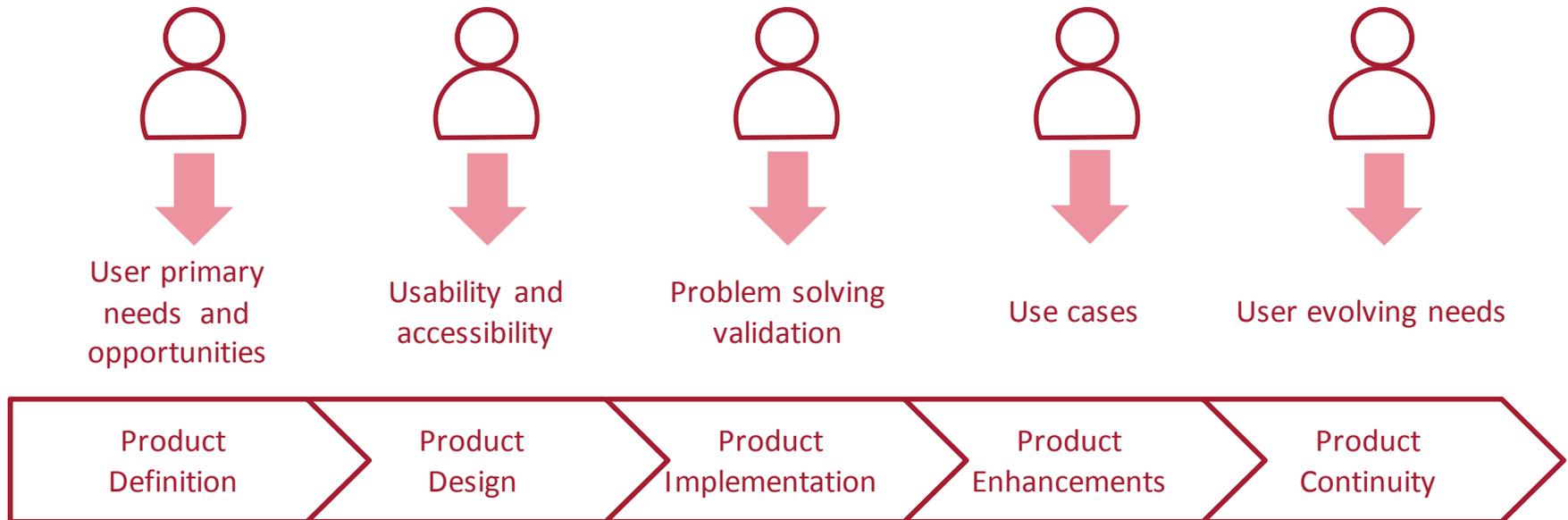
- Stakeholders and leaders evaluate new products feature ideas
- Information architects develop informed wireframes, interface behaviors, and labeling
- Designers adopt a consistent and usable user experience
- System engineers/developers decide which approaches to take based on user behaviors
- Copy writers ensure site content is written to the appropriate audiences

Creating faculty personas

- **Conduct user research:** Answer the following questions: Who are our users and why are they using the system? What behaviors, assumptions, and expectations affect their view of the system?
- **Condense the research:** Look for themes/characteristics that are specific, relevant, and universal to the system and its users.
- **Brainstorm:** Organize elements into persona groups that represent our target users. Name or classify each group.
- **Refine:** Combine and prioritize the rough personas. Separate them into primary, secondary, and, if necessary, complementary categories. We should have roughly 3-5 personas and their identified characteristics.
- **Make them realistic:** Develop the appropriate descriptions of each personas background, motivations, and expectations. Do not include a lot of personal information.

Using persona information

Throughout the product lifecycle personas contribute to keep a constant user focus on all stages and on all contributors.



Moving beyond the faculty

For any given project, creating only three or four personas is best.

It is better to paint with a broad brush and meet the needs of the larger populations than try to meet the needs of everyone.

The goal of personas is not to represent all audiences or address all their needs but instead to focus on the major needs of the most important user groups.

Primary users

- Faculty
- Students
- Administration

Secondary users (supporting the primary users)

- Staff