

Practice Abstract #2

Understanding the end user using personas and journeys

End user personas and journeys are a critical tool for product development, they enable practitioners to understand who they are designing for as well as getting to the core challenges and opportunities that the end user experiences. Without understanding the end user it is possible that practitioners design applications without fully understanding the system complexities, problems and what the end users actually need.

End user personas and journeys are useful in the agricultural context and can help develop technology, knowledge outputs and policy for a range of stakeholders including farmers, foresters and advisors. The EUREKA project (www.eurekah2020.eu) is using end user personas and journeys to develop and pilot an open-source agricultural knowledge reservoir called the FarmBook.

User personas are:

- A collection of single fictional representations of a larger segment or group (not a real person)
- Grounded in key shared characteristics
- Consistent, but are never fully correct representations of all members of the group

They include key demographic characteristics such as:

- Age
- Gender
- Location and language
- Employment

They also include key information relating to professional challenges and opportunities. For example, a farmer persona may have the challenge of 'access to land' but the opportunity of 'successful networking'.

User journeys help to provide additional insight into the personas. Journeys present the steps required to perform a professional task and include information on:

- Behaviours and emotions, both positive and negative (what the persona felt)
- Touchpoints for gaining knowledge such as the internet or an advisor (how the persona did it)

