



3 KNOW YOUR USERS





01 WHO'S THERE?

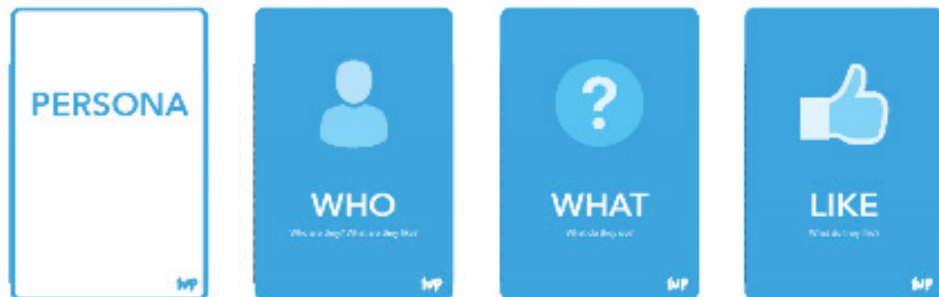
Revisit your observations and takeaways you did during your site visit from **Activity Sheet #2 Know Your Site**. 10 minutes

It's important to know who's currently using the site.



Who did you see?

- Use the **Persona Method Cards (Light Blue)** as your guide, recall the types of people you saw at the site. In groups of no more than 4 people, try your best to answer all the questions on the cards: Who are they? What are they doing? When do they go there? What might they like about the space? etc.



- On a wall or a large table, write down the answers on sticky notes under each card

Who's not there?

- The absence of certain groups also reveals valuable information about the site.
- Think about the groups of people who could be using the space but aren't. Why weren't they there at the time? Were they just not there at that time of the day, or do they never use that space at all? Discuss and list possible reasons. It is important to understand that these are only assumptions!

Mentor's Notes:

Ask your mentee(s) to be thorough with their analysis of the people they saw (e.g. age, gender, actions, etc.)

Make sure the team clearly separates facts and assumptions.



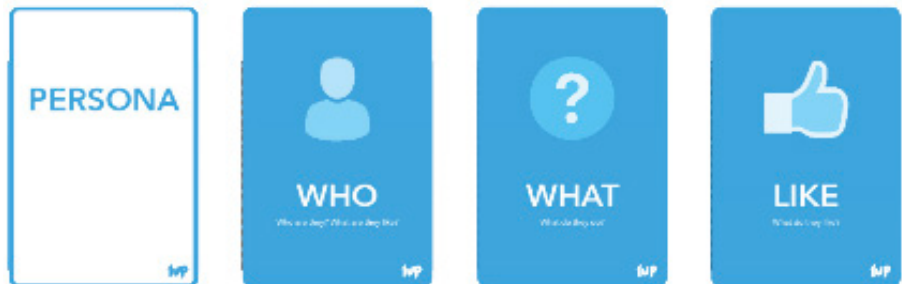
02 EMPATHY MAP

Create a persona that reflects the characteristics of the primary users.
20-30 minutes

Good designers and problem solvers always start with their users in mind.

Create a Story with a Persona

- Now that you have more information about who might be using the space you're designing for, let's consolidate them and create a persona, or character, that will reflect the characteristics of the site's primary users. If you have multiple groups of users that you believe are important, split into small groups to create these personas simultaneously.
- Use the **Persona Method Cards** as your guide, quickly draw your persona on a large sheet of paper and answer the following as a group:



Mentor's Notes:

Make sure that the personas developed are realistic and truly reflective of the people they would encounter.

- Give them a name!
- How old would they be?
- What would they do in this space, or how would they use the space?
- How would they get to the space?
- Why would they go there, what would motivate them to go there?
- When and how often would they go there?
- If you have multiple personas, regroup and share your work with the team.
- These are the stories of the people you are designing for.



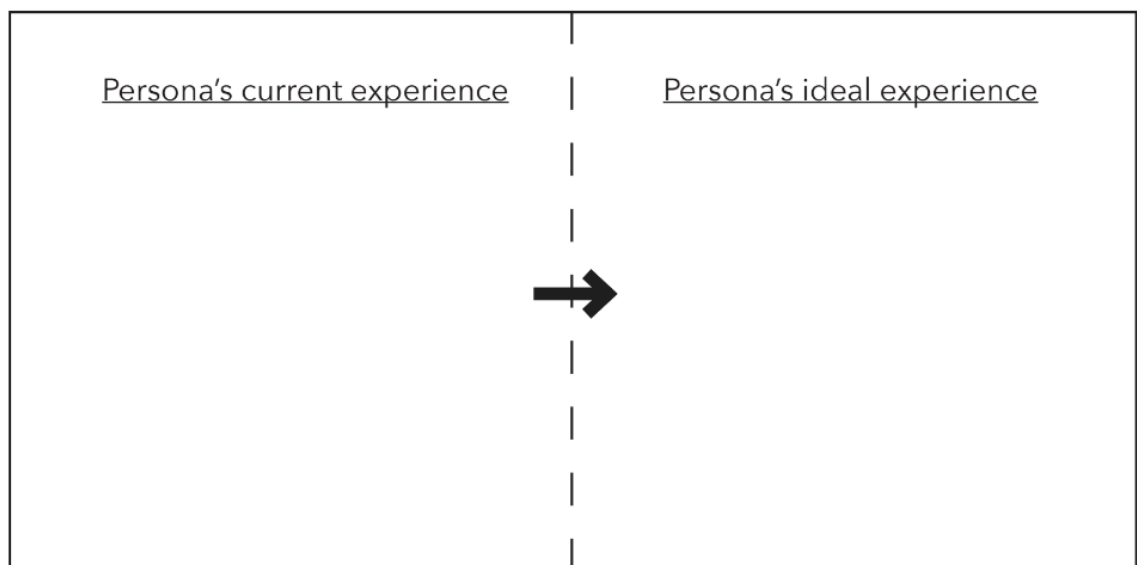
02 EMPATHY MAP (CONT'D)

Empathy Map

On another sheet of paper:

- On the left side of the sheet, discuss and answer: how would your persona(s) feel and experience if they were to use the space now?
- On the right side of the sheet, discuss and answer: how would you want your persona(s) to feel and experience in an ideal situation?
- Draw a big arrow from left to right. This is the change you want to bring through your solution.

Mentor's Notes:
Make sure that the left and right sides of the empathy map are connected and address the pain points of the persona.





03

SUBMISSION

Submit the following items to your school chapter folder on Google Drive in the subfolder titled "Activity 3"

- Meeting notes from *Section 01 Who's There*, including your team's observations and assumptions
- Description of your persona from *Section 02 Empathy Map* in a Google Doc/ written document
- Photo of your team's empathy map from *Section 02 Empathy Map* (make sure the text is legible)

Post on your Instagram account

- At least three photos taken while completing this Activity Sheet (multiple photos in one post)
- In your caption, share the name of your persona(s), how they would use the space, and a brief summary of their ideal experience from your team's empathy map
- Be sure to tag @1uptoronto in your post

Share the following to Discord in the channel titled "activity-sheets-submissions" for other school chapters to see

- Your Instagram post and caption