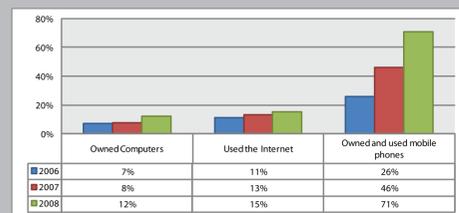


Modifying methods for persona creation: Bringing user-centered approaches to ICTD research

A persona is a archtypal character that is meant to represent a group of users in a role who share common goals, attitudes and behaviors when *interacting with a particular product or service.*

Key Findings from research:

- ♦ A lack of easily accessible, reliable, and free information about phone numbers
- ♦ A history of a strong reliance on social networks to accomplish tasks in everyday life
- ♦ Strong upward trend in mobile phone use and ownership



Product Ideation based key findings:

Mobile Social Software (MoSoSo) Directory

Phase 1: Allow users to via SMS to:

- ♦ Create and join groups
- ♦ Contribute and rate services
- ♦ Retrieve recommendations

Allow businesses to:

- ♦ Publicly advertise their information via text

Phase 2: Allow users to:

- ♦ Broadcast (push) or post (pull) information to a group via text
- ♦ Retrieve information from the service without using text.

Step 1: Collect the Data

Used a combination of **pre-existing data types**

- ♦ Large scale survey (1000 respondents)
- ♦ Design Ethnography (12 Participants)

We re-purposed data we already had

- ♦ Useful for developing world



Photos from design ethnography in Kyrgyzstan



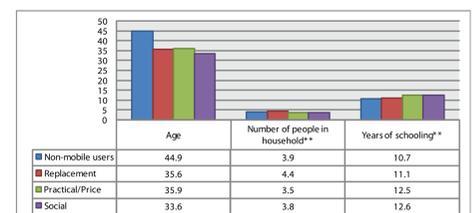
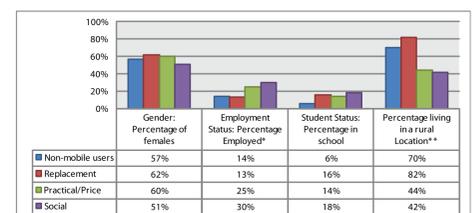
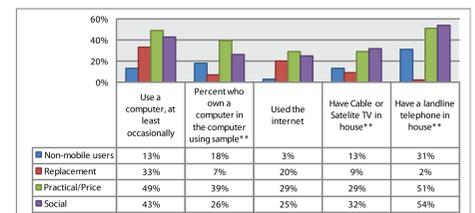
Step 2: Segment the audience

- ♦ 460 respondents owned used and owned mobile phones
- ♦ Asked: "What was your motivation to acquire your phone?"

Through Cross-tabs and Phi correlations three logical groupings emerged:

- (1) Replacement for home phone motivations
- (2) Practical motivations
- (3) Social motivations

- ♦ Desire to make outgoing calls and pricing motivations
- ♦ Desire to receive incoming calls and a need for a mobile phone because friends had them.



Groups then became a lens by which to analyze the survey data

Step 3: Create the personas

Followed recommendations from the literature:

- ♦ Used a photo that looked like a "real" person, e.g. not a model
- ♦ Emphasized key differentiators
- ♦ Included computer and Internet usage that would help define the technical abilities of each persona and illustrated significant behavior patterns
- ♦ Included a prose personal profile
- ♦ Outlined user goals for the product emphasizing end goals

Shirin Social

Primary Motivation to acquire phone: Like people to reach me at all times

Associated motivations: Her friends all have mobile phones

Key Significant Differences: Likes to share to primarily to call friends. Likes to have mobile access to the Internet. Social network savvy

Personal Profile: Age: 23 years. Profession: Student and works part time as a teacher in a local cafe. Lives: In the capital city of Bishkek. Home Life: Lives with her mother and an older brother. Russian. Can speak and read fluently. Primary Work Language: Kyrgyz. Primary Home Language: Kyrgyz. Schooling: She is a full time student (senior) at American University of Central Asia (AUCA), studying business administration. She also works part time as a teacher in a cafe. Income: 2000 soms a month (approx \$50.00)

Technical Information: Internet Use: No, I have occasionally. Length of use: 21 months. Use how often: Once or twice a week. Where used: Most often at a friend's house. Computer Use: No. How often: A few times a week at school.

Shirin's Goals for MoSoSo Directory: Would like to broadcast messages to all of her friends without bothering them. Would like to retrieve messages from a group. Groups she would join or create: Family. Friends from work and Associates through organizations.

Roza Replacement

Primary Motivation to acquire phone: I have no home phone

Associated motivations: It lets you talk to a home phone

Key Significant Differences: Lives in a rural area. Lives in a rural area. Not rich money

Personal Information: Age: 35 years. Profession: Housewife. Her husband is a driver for an agricultural corporation for 23 years in the capital city of Bishkek. Home Life: Lives with her husband, son and two daughters. Russian. Can speak and read fluently. Primary Work Language: Kyrgyz. Primary Home Language: Russian. Schooling: She has a degree in economics from Kyrgyzstan State University. Income: 4200 soms a month (approx \$105.00)

Technical Information: Internet Use: No, but she would like to get a computer for her two daughters who are in school. Computer Use: No. How often: Once or twice a week. Cable or Satellite TV: No. Home Landline: No.

Roza's Goals for MoSoSo Directory: Would like to have a landline at home, a mobile phone is a very expensive device that allows her to stay in contact with her friends and family, however, she would like to use more affordable mobile phone services for "mobile club" people like her. There is only one landline in a community building in her village that costs \$100 every day. While Roza herself is not tech savvy, she does not use the Internet or computers. However, she recognizes the importance of technology for her daughters, and would like to have a computer at home where they are in school. Roza and her husband rely on their friends and family to help with special services they need. Recently, she needed to find a mechanic and used her social network, asking "is anyone in that network through your friends?"

Parxat Practical

Primary Motivation to acquire phone: I got my mobile phone to make calls when I am away from work or home

Associated motivations: I got a good price on my phone and mobile phones are cheaper than landlines

Key Significant Differences: Bought his mobile phone (not a gift). Tech savvy compared to other groups

Personal Profile: "Mobile phones are part of your communications its like eyes and ears"

For Parxat, mobile phones have provided a key way to stay in contact with work, family and friends.

He owns and manages a small computer game club with eight computers. His club does not yet have internet or a landline; however, he would like to add the internet and more computers when he can afford them.

Currently, Parxat maintains all of the computers but knows he may need help with some computer problems in the future. Other club owners that he has known have had to shut down after two to three years because the equipment has broken down and the owners cannot get the old equipment fixed or afford new. Right now he is not sure who he would ask for help if one of his computers needed maintenance that he could not perform himself.

Parxat has always relied heavily on a system of personal recommendations when looking for professional services. He feels that one should "trust the advice of friends because they are to be trusted."

Parxat's Goals for MoSoSo Directory: Would seek recommendations for professional help such as plumbers and computer maintenance. Would like to create a public recommendation for his computer club. Groups he would join or create: Family. Clients from his computer club. Friends through work.

Parxat Persona Data Detail

Photo: Older male participant from interview KG_R1. The participant is actually a field worker from Kara Balta. His personal data was actually used for Roza's husband.

Motivation: We placed the 400 survey participants with mobile phones in one of three groups based on their responses. We found that 352 of these respondents claimed motivations that fell into one of the three final motivation groups without overlap.

There were 194 individuals in the practical motivation group. Almost all members of this group (99%) gave a need to make calls when away from home or work as the motivation for acquiring a mobile phone, 2% were also motivated by mobile phones being cheaper than land lines and 2% by getting a good price for the phone.

Name: Parxat is the name of a top party member in the Kyrgyz parliament.

Key Significant Differences: Bought his mobile phone (not a gift). Tech savvy compared to other groups

Personal Information: Age: 43 years. Profession: Owns and manages computer game club with eight computers. Lives: In the capital city of Bishkek. Home Life: Lives with his wife and two sons. Russian. Can speak and read fluently. Primary Home Language: Kyrgyz. Primary Work Language: Russian. Schooling: He has a degree in economics focused on finance and credit from Kyrgyzstan State University. Income: 5200 soms a month (approx \$140.00)

Technical Information: Internet Use: Yes, at least occasionally. Length of use: 36 months. Use how often: 1-2 days a week. Where used: Most often at a friend's internet cafe. Computer Use: Yes. How often: Several times a day at work. Cable or Satellite TV: Yes. Home Landline: Yes.

Mobile Phone Use: Length of use: 28 months. How acquired: Bought his phone new. Use how often: Usually a few times a day. For: 60% personal calls, 40% work calls. SMS: Yes: 70% voice, 30% text. Feelings and concerns: Concerned that mobile phone activity is monitored. Would miss his phone very much if he did not have it (rated 4 on a scale of 1-4). Feels mobile phone access is too expensive.

Parxat's Goals for MoSoSo Directory: Would seek recommendations for professional help such as plumbers and computer maintenance. Would like to create a public recommendation for his computer club. Groups he would join or create: Family. Clients from his computer club. Friends through work.

Primary persona: represents 55% of survey respondents who own mobile phones

Key Difference: 41% of the practical motivation group used their phones for work - this was significantly more than the other two groups.

Key Difference: 41% of the practical motivation group bought their phones new - more than any other group (most survey respondents received their phones as gifts).

Key Difference: The practical group had more experience with computers and internet than any of the other two groups: 49% used computers, 39% owned a computer (significant difference), 29% used the internet.

Age: Actual mean age of the group was 35.5. This was the oldest mean age, but was skewed higher here to emphasize the difference with the other groups.

Profession: This profession is based on one of the male friends from interview KG_R1. 30% of the practical group was employed which was significantly higher than any other groups.

Lives: 66% of practical users live in an urban environment - this is also the urban environment location of the interviews.

Home Life: Mean family size was 2.5 people for the practical group.

Home Life: 89% of the practical group speak and read Russian.

Primary Home Language: 50% claimed their primary language at home was Kyrgyz. This was the highest of any language.

Primary Work Language: 62% of those employed spoke Russian at work.

Schooling: This degree is also based on male friend owned the computer club from interview KG_R1. Also, the practical group had significantly more education (avg. 12.5 years) than the replacement group (avg. 11.1 years) and the general population (avg. 10.7 years).

Income: This is slightly higher than the average income of 4755 soms (\$137.50) based on August 2008 exchange rate and data from http://enews.ferghana.ru/news.

Internet Use: 29% of this group used the internet - the highest of any group.

Length of use: Use how often: Where Use: All mean numbers based directly on survey data.

Computer Use: 49% of this group used computers - the highest of any group.

How Often: Mean number from the survey data.

Cable or Satellite TV: 29% of this group had cable or satellite TV - the second most from any group.

Home Landline: 51% have home landlines - the second most of any group.

Mobile Phone: Length of use: mean number from the survey data. How acquired: 41% of the practical motivation group bought their phones new - more than any other group (most survey respondents received their phones as gifts).

For: All groups used their phones mostly for personal calls. 41% of the practical motivation group used their phones for work. This was statistically significantly more than the other two groups.

SMS: 27% of the practical group used SMS. This split was based on the numbers given by the older son from interview KG_U1.

Feelings and concerns: 61% felt mobile activity was monitored. This was statistically significantly higher than any other group (no other group was higher than 45%). 37% claimed they would miss their phones "a lot" - this was the most of any group; 66% felt mobile access was too expensive.

Quote: This is a direct quote from the father participant in interview KG_U1.