

Limina Fact Sheet

User Typology

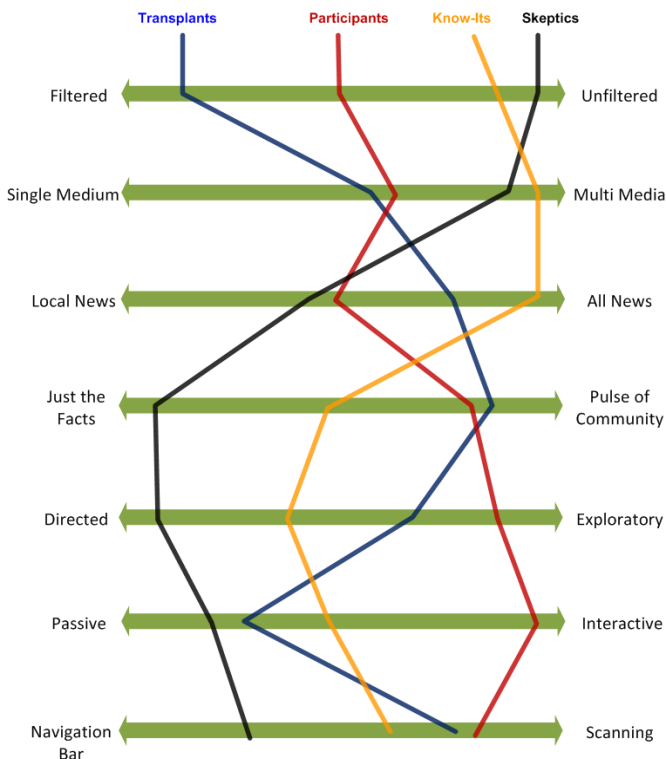
Description

A User Typology helps a team focus on a specific audience by providing concrete data about what might be a real or fictitious type of person. Data collected to define a typology includes the user's context, goals, pain points, daily activities, demographic attributes, and any other attributes that help describe them.



Team members can draw on user typology documentation to create specific designs that will contribute directly to the user's workflow and/or environment. In addition, features of an application can be prioritized based upon the needs of certain types of users.

Ideal user typologies are based on primary research, though they often include aspirational user types that are not currently in the user population. Shown below is a user typology created for an online news organization after conducting a series of user interviews. As illustrated, the various types of users approached their tasks and goals in very different ways. These important distinctions were taken into consideration during the design phase.



Methodology

The User Typology is generally created after user research has been conducted. The results from the research, including behavioral observation, allow Limina to create patterns of use. The User Typology acknowledges individual differences and analyzes the users at that level, rather than at the role level which conventional Personas tend to do. Limina believes that this is a more accurate way of representing use as it can then identify ways the software or site can be built to accommodate behavior types, instead of rolls alone.

Value of a User Typology

- Powerful tools for defining strategic directions for specific user goals and desires
- Powerful tools in the more tactical design of user experience
- Allow teams to more effectively discuss target groups – moving beyond undefined and abstract notions of “the user”
- Gives the project team specific types of behavior to focus on rather than using themselves as proxies
- Assists with simplified prioritization of features and functionality

Deliverable

1. Findings / Analysis document
2. User Typology
3. Prioritized features and functionality from usability point of view