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Executive summary

This document is related to GoldUI WP1 and Task 1.2, and it deals with user models and stores the GoldUI personas and scenarios from the user associations involved to the corresponding project. This description will be completed with the specific uses case, usability and evaluation methods of the services proposed in the next deliverable D1.3 *Initial User Requirements* (M6), which makes it possible to refine the descriptions of the personas and to synchronize them with related tasks in other WPs in the GoldUI project.

The document includes an introduction to the goal of the deliverable in chapter 1. Then, chapter 2 exposes the concepts of persona and scenarios. Chapter 3 will describe

scenarios, writing guidelines and the way they will be used. Finally, chapter 4 presents a collection of personas and scenarios on the solutions basis. Each case study is titled according to the connective scenario.

This document includes two annexes: Annex A is a template for writing scenarios, while Annex B is for personas.

1. Introduction

WP1-Task1.2 is responsible for specification of characteristics, needs and preferences of potential end-users. Two methods for studying these will be used: 1) persona modelling and 2) scenario and use case based approach. In the first phase, persona modelling is used for profiling the users. The profiling will be based on user studies, interviews, observations, etc. In the second phase, user scenarios for each persona will be created.

In the following, an introduction to these two approaches is given together with the templates. The templates will be used for writing the persona descriptions and user scenarios. It is important to note the difference between personas and scenario descriptions: personas are descriptions of target persons (likes, hobbies, behaviour, personal goals, etc.); and scenarios are about actions and relative responses in the context.

2. Persona modeling

“A persona is a user archetype you can use to help guide decisions about product features, navigation, interactions, and even visual design. By designing for the archetype - whose goals and behaviour patterns are well understood - you can satisfy the broader group of people represented by that archetype. In most cases, personas are synthesized from a series of ethnographic interviews with real people, then captured in 1-2 page descriptions that include behaviour patterns, goals, skills, attitudes, and environment, with a few fictional personal details to bring the persona to life. For each product, or sometimes for each set of tools within a product, there is a small set of personas, one of whom is the primary focus for the design.”

(Goodwin, 2001)

The persona model is the synthesis of a name and a description of interests, goals, life circumstances, appearance and preferences of a target person. Alan Cooper in 1998 used this concept of personas alongside the design of software based systems in his book “The Inmates are Running the Asylum”. The other concepts of scenario, personas and user modelling are described in his other book “About Face” (Cooper et al., 2007). In them, the term “personas” is proposed as an archetype of the actual user of a system, who participates throughout the design process, in order to be able to analyse his actions and anticipated reactions to design elements in his actual use environment.

The principal function of a persona model in design work is to stop the natural tendency of designers to design for themselves or for a stereotypical conceptualization of the end “user”. In Cooper’s article “The Origin of Personas” he summarizes the history of “Cooper personas”, as he calls them (Cooper, A. 2003).

Nowadays more elaborated “persona” concepts are used by practitioners and researchers. An example is Floyd et al, 2008, who published an exhaustive overview and analysis about the method with its adaptations, identifying distinctions between different kinds of “persona” and their attributes, as well as different characteristics which individual personas may exhibit.

The use of this model in the research community may differ by three variables: the source of information of persona (empirical, fictional); the amount of detail in the persona documentation; the purpose for which the persona has been created. Nielsen, one of the expert researchers in the study of the engagement of personas and scenarios, has proposed an approach of ten steps for building personas (Nielsen, 2004; Nielsen, 2009).

2.1. Guidelines for creating personas

A persona answers the main questions that a job description or task list doesn't, such as: which pieces of information are required at what points in the day? Do users focus on one thing at a time, carrying it through to completion, or are there a lot of interruptions? Why are they using this product in the first place? (Goodwin, 2001). A good persona description describes someone's skills, attitudes, environment and goals, i.e., **behaviour patterns**, not a task list.

This method is really useful if we keep a **summary of a number of personas** required to obtain the key goals and behaviour patterns. A full description of every daily activities of a person would not be useful and would provide a great amount of useless information.

In the selection process of the target people to extract the persona model, you have to consider that they shouldn't be the evident user of the proposed solution. Many product managers and executives are surprised when **there isn't a direct correlation between market segments and personas** (Goodwin, 2001). The people not familiar with the product or service proposed are the best target users, because we may get design solutions that will also suit the professionals.

The critical information of the persona for design aspects is its behaviour patterns, goals, environment and attitudes, without adding any personality. Once you have the critical design information, add just few personal details, such as what your persona does after swimming (he goes at bar to watch a football match with Joana, his girlfriend), or what personal touches there are in her workspace (Goodwin, 2001).

We have to select three or four important goals of each persona to focus the design. Keep in mind that tasks are not ends in themselves, but are merely things we do to accomplish goals. It's important to understand which types of goals will help you to make design decisions (Goodwin, 2001). Among them we have **life goals**, which are the actually interest goals oriented and related to the age of the person (only occasionally useful in design), and the **experience goals**, which describe how the person wants to feel when using a product (secure, not silly, rapid task, domain of the product, etc.)

On the other hand, most “persona” goals should be **end goals**, refer to the activity or problem that the “persona” could solve using a well-designed product or service. For example, if a manager wants to be more proactive, a better spreadsheet tool can help her achieve this goal if it makes her more efficient (Goodwin, 2001).

In addition, **an effective persona model must be context-specific** - they should be focused on the behaviours and goals related to the specific domain of a product (Goodwin, 2001). It is necessary to have a set of persona models for each design of a product or service. Table 1 summarizes the main aspects to consider when creating a “persona” model.

Table 1. Main aspects to consider for creating persona models

Main aspect to consider for creating personas
Describe behaviour patterns, not a task list
Short persona description
Not coincidence between your market or sales targets and your design targets
Personas are design tools first
Use the right goals
Personas must be specific to the design problem

2.2. *Practical guidelines*

To compose a persona description, we have to take some of the specific details of the people interviewed in this process, such as age, gender, possible disabilities, education level, outward appearance, clothing, posture, etc.

Also, it's useful to describe some behaviour patterns of you persona, for example: psyche, performance in everyday life, fears, activity, hobbies, enthusiasm for learning, spirit of life or giving up, balance of mind, manners and ways of doing things, social life style, social background, upbringing, emotions and attitudes towards technology and domain to be designed.

To have a better reference to the target user, it's a good practice to have one photo of one of the individuals making up the persona, to help in focusing it among the actors in the description (see an example of an alternative way to textual description of a persona in the template, Annex 2). Then, it could be associated with their important personas' goals, needs and motivations of doing things, e.g. what they want to achieve, what are their goals, and why they choose the particular way to act.

Table 2. Aspects to include in a Persona description

Specific person details	Behaviour characteristics	Important end goals
Age	psyche	what they want to achieve
Gender	performance in everyday life	what are their goals
possible disabilities,	fears	why they choose the particular way to act
education level	enthusiasm for learning	etc
outward appearance	hobbies	
Clothing	spirit of life or giving up	
Posture	social life style	
etc.	manners and ways of doing things	
	emotions and attitudes towards technology and domain to be designed	
	etc	

3. Scenario based approach

At the same time that a persona is created, a “scenario” should be considered. “Scenarios” are related to the context in which the persona model develops its actions and uses the system or solution. The elemental components of a “scenario” are the actors (users), the scene (context) and the scheme (the story including the background, tasks, goals and action).

These elements are used in the scenario definition (*Scenario Based Design*, (SBD)) such as in the user-centered system development process (*User-Centered Design* (UCD)). Scenarios can be more specifically defined as user scenarios, use scenarios, usage scenarios or interaction scenarios, but from now on we will call them simply ‘scenarios’.

Scenario Based Design (SBD) and *Persona Based Design* (PBD) differ mostly on their focus and on the speed of generation of scenarios (Floyd et al., 2008). In PBD, the essential part is the generation of personas themselves. Once they are generated and shared within the design team, they can be used to develop several scenarios. Giving a clear persona model facilitates the generation of a range of use scenarios quickly. SBD typically starts with an envisaged scenario that is then fleshed out, analyzed and critiqued (Floyd et al., 2008).

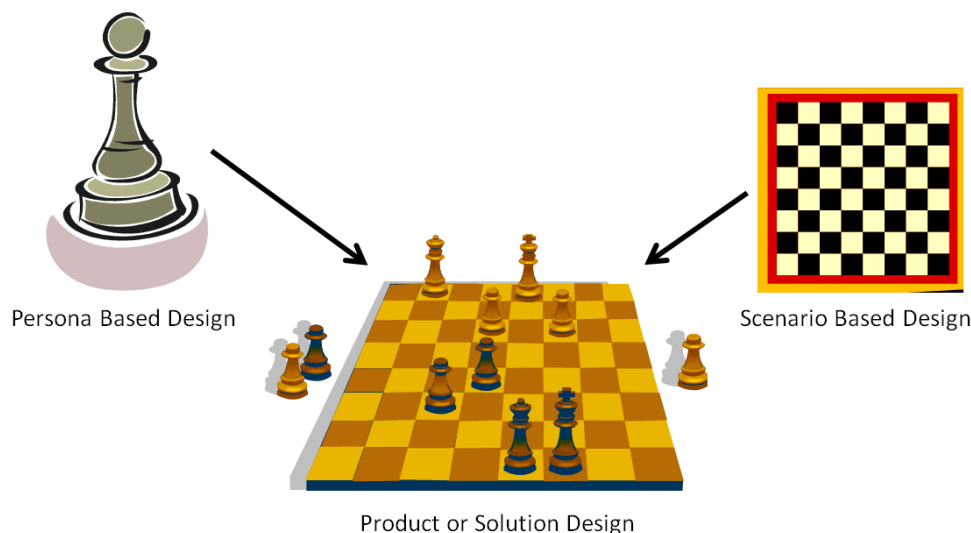


Figure 1. Different models to create a design solution

Applying PBD does not have to be always a ‘must’. Many scenarios have been developed without explicit use of PBD including elements of personas as seen in the details of the description of users, their motivations and actions embedded in the scenario description. This approach can lead to similar advantages as the explicit use of PBD (Floyd et al., 2008).

3.1. Creation of scenarios - guidelines

The scenario description is useful to define the context where the end user will develop their actions to use the specific solution or product; in addition it enables the generation of new solutions and products that could be added to the initial ideas.

A scenario does not involve the full description of the system, only the usage by the user in a concrete way. The concreteness enables designers and users to deal with complicated and rich

situations and behaviours in meaningful terms, and to understand better the implications of particular design solutions for performing realistic tasks (Carroll, 1995).

It is well suited to the design of new prototypes and concepts, where the context of use may vary a lot. Descriptions of people using technology help different participants in discussing and analysing how novel technologies, applications and services could influence the everyday life of people involved, communities and society (Rosson et al., 2002).

In GoldUI, the scenarios describe the actual context of usage of a technology or situation compared with a future context in which we assume the proposed solution of the project would exist. This helps ensure solutions or new products will be both innovative and realistic.

The scenario description should include the definition of:

- Characteristics of the end user, shopper or seller of the system / solution.
- Current condition of the context, which could influence the use of the system proposed.
- Trigger(s) for using the solution/product proposed.
- The motivations or goals of users and their success factors.
- Devices to be used by the user, how these might work, their appearance, and their requirements.
- Period and times involved.
- Physical factors to have in mind for the future use of the devices involved in the solution or product created.



Figure 2. Main descriptions that a scenario's definition should contain

The description of scenario represents an easy way of representing and relating all the context and activities involved in the usage of the solution proposed.

Table 3. Advantages of a scenario's description

Advantage of Scenario	Description
Express the requirements of the actors in an easy way.	Scenarios help express the requirements of the different stakeholders in a format that can be easily understood by the other stakeholders
Scenarios are end goals for the solutions proposed.	Scenarios are the goals against which prototype design and development processes will be measured.
Prioritise focus problems	Scenarios help the people involved in the process to prioritise the problem areas or potential solutions that will be addressed.
Description of desirable solution.	Scenarios can become the conceptual description for a demo or prototype system.
Context generator	Scenarios can also be used to generate contexts for evaluation studies.
Rapid start up	Scenarios can be written quickly, although the next steps in the scenario usage process (e.g. analysing) will require more expertise.

4. Personas and scenarios

In this chapter we describe the group of persona models created for GoldUI and the scenarios identified to support the future design of the prototype solutions. To this end, we have done a classification of the related case studies, which let us to focus each persona and scenario model with the goal of the device or software solution, each one centered on carrying out a GoldUI solution.

The classification pertains to the centre/group of people involved in the user studies and the proposed goals of GoldUI. On one hand, the Guadalinfo Center represents firstly the group of aged users, Spaniards living in rural areas or who have problems with the use of technology, secondly, foreign residents living in the Costa del Sol, who may have different interests and have greater technological skills and thirdly, the CUDECA Center gives us the vision of a caregiver professional (or not), who could also be the alternative primary user of the GoldUI system.

On the other hand, we focus the case study according to the service proposed for each one solution of GoldUI project, there are: 1) digital radio for getting daily personal information and reminders about tasks planned, meetings, etc; 2) digital TV application to have updated information about the community, shopping services, services that are given by local or national administrations, and others and; 3) message system to enabling the user to communicate with his formal or informal caregivers or with his social network.

4.1. *Guadalinfo Centers*

4.1.1. Case study #1: Aged person at home. Spanish users

Persona ID#1:	Juan
Author(s)	J. Alberto García, Isolde Gornemann
Persona description	
<p>Juan is a 71 year old native of Malaga (South of Spain) who has been living with his wife for 50 years. He is a nervous, attentive, curious man who seems younger than his age. Juan has a very good health and good mobility and enjoys going around the town to shop and go for walks with his wife Maria.</p> <p>Juan is interested in learning how to use a PC and even though he has some difficulties and does not trust shopping through the internet, his great optimism and curiosity for new technologies helps him overcome his fears daily.</p> <p>Juan defines himself as a practical person, with great interest in improving his everyday life, looking for effective and quick solutions to challenges, because he would like to maintain his life and living situation as it is now, without complications. He is always aware and interested in keeping up with sport activities in his town and if there are any activities offered, such as trekking, gymnastics or football he always signs up for them. These activities help him get to know new people, which is his great passion along with travelling. He has a special interest in maintaining his quality of life as it is now. He does not like the idea of not being able to do things on his own and have Maria take care of him.</p> <p>Currently Juan uses his own mobile phone to be in touch with his two daughters and to be located easily in case something happens to him. He owns a TDT television system, a video system and is knowledgeable about internet connection. In addition, he is planning to buy a PC in order to use and improve the skills he is learning at the Center, now from his own home. He has some internet skills and will be willing to learn how to get better services through the internet and to be updated about his interests. All these would improve his quality of life and wellbeing.</p>	

Persona ID#2:	Elena
Author(s)	J. Alberto García, Isolde Gornemann
Persona description	
<p>Elena is a 68 year woman who lives with her husband. Her daughters live nearby. Elena has good mobility and good health although she has some short memory problems. She is an attentive woman with a tidy appearance, and a sunny disposition. She has a low educational level and is conservative in her way of life. She is a religious person and feels her way to improve her life is through interacting with others and finding happiness and satisfaction through personal relations. Even though Elena has not had an opportunity to receive a higher education her sunny disposition, optimism, curiosity and need for overcoming challenges makes her ready to learn new things and skills.</p> <p>Elena has many interests including maintaining contact with friends and relatives, sports, hand crafts, learning how to read and write correctly, and learning to use a PC. She is interested in getting to know new people, discover new cities and places, and learn new hobbies. Even though she has a great number of interests, thinks new technologies are useful and would love to explore more opportunities through new technologies, she is afraid and feels insecure using them on her own. She thinks new technologies have been developed for young people and that she would be unable to master them. She is afraid of using a PC, is afraid of driving and afraid of buying through the net because she fears being cheated.</p> <p>Her main goals are to maintain independence and keep her life as it is without many complications. She feels she would like to increase the years of active participation in society by finding a new activity that would take advantage of the skills she learned throughout her working years. In addition, she would love to improve her personal life, get to know more people, increase her cultural activities and knowledge, and take advantage of the information that is available for her sporting activities. Also for her other interests and for travelling and getting to know more about distant places and cities. She does not like to shop through the internet, but enjoys going to the market in her town, which gives her the opportunity to talk to people and interact socially.</p> <p>Elena owns a TV, video and CD player which she enjoys. She does not know what an intelligent TV is. She is aware and knows about the internet but at this time does not use it. She has her own mobile phone to connect with family and friends. Does not know what a Smartphone is and will not be willing to really use it. She is aware of digital radios and even though she does not own one, she would be willing to try.</p>	

Persona ID#3:	Maria
Author(s)	Isolde Gornemann, J. Alberto García
Persona description	
<p>Maria is a 70 year woman who lives with her husband in Alfarnatejo, a small village in the region of Axarquía in Malaga (South of Spain).</p> <p>Maria has good mobility and good health but some short memory problems. She is an attentive woman with a tidy appearance, and a sunny disposition who likes to interact with the interviewer. She has a low educational level and never worked outside the house. She wears conservative clothing and she states that her way of doing things and approaching life is very conservative and considers herself a religious person. Because of her lack of educational opportunities, Maria, who has great interest in learning new things and getting new skills is always ready for new challenges.</p> <p>Maria's main long term goal at this time is to be able to be physically and mentally active and independent as long as possible and does not want to be a burden to her family. Her immediate goals are to improve her social networks and relationships, meet new people, pursue her cultural interests, and find a new activity that takes advantage of her skills and interests in order to keep her busy, active and healthy.</p> <p>Even though Maria feels insecure with new technologies and has some fears, she is knowledgeable about some of them and ready to try new ones as well as to learn as much as possible to improve her life. She has some knowledge about using a PC, is able to use the Internet and uses them on a regular basis when she goes to the Guadalinfo Center where she is learning to use and take advantages of the new technologies, although she is just a beginner. She uses a mobile phone sometimes but does not like to use it or does not think it is useful for her. She would be willing to try to use a Smart TV and a Digital Radio but would not be interested in using a Smartphone.</p> <p>Maria thinks that new technologies are very useful to improve information and services that can be offered through the net. For example, she feels new technologies could help her maintain an active life, improve her social networks and to find an activity that could take advantage of her skills, interests and knowledge. New technologies could also help her, respond to her cultural needs, and be a tool for health related services and information. She feels a little insecure buying through the internet or using banking services for security reasons. She fears someone could take advantage of her or that those services lack in security and confidentiality.</p>	

Persona ID#4:	Pedro
Author(s)	Isolde Gornemann, J. Alberto García
Persona description	
<p>Pedro is 65 year old who lives with his wife and daughter in Cuevas del Becerro, a small village next to the mountains of Ronda (South of Spain). The rest of the family also lives in the village. He worked for many years in the fields and later as a truck driver until retirement. He is an attentive, pleasant and alert man. He loves to laugh and tell jokes. He likes to play dominoes with his friends at the senior citizens' centre and go for walks in the mountains surrounding the village. Pedro has some problems with his legs that have required some surgery in the past but he is still able to move quite well.</p> <p>Pedro defines himself as a curious person, and feels that the new technologies are useful to help him learn new things that he likes to share with others. Even though he did receive little formal education he is a self-taught person with great interest in improving his knowledge. Recently he lost his brother and his wife was very ill but he never gives up. He is a natural leader and has a very strong drive to learn, he does thing on his own but has no problem looking for help if needed. He feels his age should not be a problem but a "virtue" and will take advantage of this time of his life. He is planning to design his own a calendar for next year with family photographs.</p> <p>Pedro is starting to learn how to use a computer now he is a reference for family and friends regarding new technologies, he even helps his sons with PC use and he does not want to be left behind regarding new technologies. He would be willing to use all new devices and solutions that the market will offer.</p>	

Persona ID#5:	Carmen
Author(s)	Isolde Gornemann, J. Alberto García
Persona description	
<p>Carmen is a 66 year woman who lives in a small village in Malaga (South of Spain). Maria has good mobility and good health after surviving a cancer some years ago. She is a woman with a tidy appearance, attentive, respectful and with a sunny disposition. She practices sports regularly and maintains herself active. She has a medium educational level and has learned a lot through reading and has many interests and great drive for learning. She is a strong person who is capable of overcoming difficulties in her life. Her main interests include photography and nature. Carmen lives alone and has a niece who visits from time to time.</p> <p>Carmen's main long term goal is to be able to be physically and mentally active and independent as long as possible and does not want to end up in a nursing home. Her short term goals include a project with photographs of all the curious corners of her village, to pursue her cultural interests, and meet new people.</p> <p>Carmen lacks some confidence with new technologies even though she uses them on a daily basis. She keeps contact with friends and relatives through Skype and Face book and uses her email every day to send and receive messages. This is probably due to a bit of lack of self esteem but she is willing to learn and take advantage of all that the new technologies can provide. She is not knowledgeable about new ways of using ITCs such as smart TV and digital radios but she would be willing to try. She uses a mobile phone but would not be interested in getting a Smartphone.</p>	

4.2. *Costa del Sol*

4.2.1. Case study #2: Aged person at home. Foreign residents in Spain.

Persona ID#6:	Stina
Author(s)	Isolde Gornemann, Alberto García
Persona description	
<p>Stina is a 70 year old Swedish woman who lives with her husband in Fuengirola, a multicultural city in the Costal del Sol (South of Spain). She has been living and working in Spain for more than 20 years. Her sons live abroad in Canada and Sweden. Stina has great mobility and very good health and would like to enjoy life as much as possible while her health is in good condition and at the same time prepare for ways to maintain her independence later in her life. She lives with her husband who has a minor mobility problem because a temporary ailment in his hip.</p> <p>Stina has a sporty and casual appearance, a very strong and positive attitude about life, and likes to express her ideas about how to improve people's life in general. She is very active socially and likes participating in all the issues that affect people in her city or country, to the point of interacting with politicians and government representatives to report and try to mend any problems related to the community, either administrative, transport problems or problems with health care or other services. She has many friends including Spaniards and likes the Spanish culture and way of life.</p> <p>Stina is always involved in community and charity events and associations. She enjoys being up to date with news and events in her city and the world. She loves to get involved with people, likes to travel to distant and new places, enjoys walking and swimming, cultural events, handcrafts, reading, and has a lot of different interests. She feels she is now having some short memory problems and needs to write up appointments and chores in order to keep up with all she wants to do during the day.</p> <p>Stina likes new technologies. She owns a PC and likes to use it to write up short stories on her trips abroad and share them with friends through e-mail. She is in touch with her sons through Skype but does not like to use Facebook and other social networks in the web. She keeps in contact with friends through her mobile phone and will be willing to try a Smartphone although she feels they need to be adapted to older people who have some eyesight problems or problems moving through the tiny buttons these devices have. She feels that some applications are either not useful or too cumbersome to use.</p> <p>Stina believes that new technologies are very useful to improve information and services that can be offered through the net and to help older people be independent longer. For example, she feels new technologies could help her maintain an active cultural and social life, getting in touch and interacting with local and regional officials through their web pages, getting information on low rate travel packages, health and services, help her keep up with appointments, activities and help her organize her daily chores. She feels a comfortable buying through internet or using bank services and would like to learn more about all the possibilities that the new technologies can offer.</p>	

Persona ID#7:	Anna
Author(s)	Isolde Gornemann, Alberto García
Persona description	
<p>Anna is a 75 year old German woman who lives alone in a town near the city of Malaga (South of Spain). She has been living in Spain for more than 60 years and is completely adapted to the Spanish culture and speaks Spanish like a native. Her son lives abroad, in Germany, and her daughter lives in Madrid. She keeps contact with them once a month or less through telephone. Anna still has good mobility and moderate good health. She needs glasses to read and needs to keep up with doctors' appointments and taking her medication for her hypertension, to keep her cholesterol level low and to control a chronic pain result of a previous trauma to her ankle. She has been having short memory problems lately that worry her.</p> <p>Anna has a sophisticated appearance and likes to dress and look her best; she has strong opinions about how things should work and likes order in her life. She expresses her ideas without feeling shy and likes good discussions over world events, politics, national services, education, and social issues. She is active socially and politically and is a strong defender of animal rights.</p> <p>Anna likes to get involved in activities that defend her ideas about protecting nature and specially she likes to help with animal refuges and animal rights. She loves dogs and nature. She enjoys being up to date with world and national news and events. She enjoys reading the paper every day, getting information on cultural events, reading, going to museums, theatre, movies and music. She loves to travel and to get to know new places and cities. She enjoys good food and likes to try new good restaurants whenever she travels. She is worried about her short memory problems and feels she could use a good system to remind her of things such as taking her medication, keeping up with doctor or dentist appointment, and others.</p> <p>Anna discovered the benefits of using a PC and getting on the internet only few years ago. She is now a keen user of her computer even though sometimes she has problems dealing with resolving computer problems and needs someone to help her out when these problems arise. She uses her computer every day to keep up with local, national and world news, send e-mails, respond to blogs and post comments on the local e-paper, buy train or plane tickets, get information on travel packages and offers, buy books or other goods, listening to music (Youtube), and keeping up with her bank account information, although she does not make bank transactions though her bank internet service. Sometimes she gets confused and lost with the web pages she uses to get all these services and feels frustrated with them. Sometimes she is afraid of losing the information because she does not know how to print or save the ticket she just bought or the invoice of what she just ordered through the net.</p> <p>Anna likes to use the new technologies but is not able or willing to start learning new complicated devices or read long booklets on device instructions. She is aware that new technologies make her life much easier but could use some help making access to services a little less complicated. She always uses the same password because she is not able to remember different ones and feels that makes her interactions with the net a little less secure</p>	

than how she would like it to be.

Scenario ID# 1	Enhanced social relationships within the community and getting personalized information
Author(s)	Isolde Gornemann, Alberto García, Coralie Vasquez
Scenario description	
<p>Elena, Maria, Carmen, Pedro and Juan have been going to the Guadalinfo Center to learn about GoldUI and how to get in touch with new people who have the same interests. They have signed up and created a profile with their personal data and choices. They think that the system will allow them to stay in contact with family, friends and neighbours and get to know new people who share their interests. They feel that it would also be a good way of being informed about events in their community.</p> <p>Even though Juan does not like to contact people through Facebook, he has found a new trekking group who meets every week for special trekking trips around the area, connecting through GoldUI with the city hall web site. He has now joined the web site blog and enjoys keeping up with news, sharing photographs and planning new trips with his new friends. Through this group he has met Pedro who also found the group and joined through GoldUI. They are now planning to organize joint adventures around their areas and are setting up a gymnastics group.</p> <p>Elena and Maria are very happy they met and that they share a common group which pursues increasing awareness on cultural opportunities in rural areas in Malaga through GoldUI. Even though they are far away from their group counterparts, they enjoy having new friends and being able to get information about cultural activities, historical facts, art and traditions of other towns and villages around the region. Elena and Maria are planning to prepare a cultural and gastronomic event in their villages with the help of the City Hall to show their friends the historic, cultural, artistic and gastronomy “jewels” of their town. They feel very happy to put their skills to work to promote tourism in their towns and feel that this idea would not have come up without them engaging in the GoldUI project.</p> <p>Anna is very happy with her new GoldUI service. After some hesitation about trying the solution (she did not feel this was for her, because she could navigate well and felt she had no problems getting the information she needed), she has found out that now she can get all the news from very different sources (different national and international papers) and organized them according to her needs without having to look for them one by one on the net. She gets all the different perspectives on the news that are relevant to her just at a glance and can choose to read what she wants without getting lost. She is now able to print or save an article in a much easier and organized way so she can go back to her sources when she wants to post a political comment or opinion in the forums in which she is active.</p>	

Scenario ID# 2	Shopping through the net? Controlling my bank account from home? Not for me...or maybe yes!
Author(s)	Isolde Gornemann, Alberto García, Coralie Vasquez
Scenario description	
<p>Elena and Maria never thought they could feel at ease looking up and interacting with their bank accounts from home through the net. They always prefer to go to their local bank and talk to the people face to face to pay their bills and to withdraw money. They always feared banking through internet was not safe and was too complicated to bother with. Too many numbers, passwords and requirements made it difficult for them. They could not imagine that after using GoldUI they would control their bank account from home or even make payments in an easy and safe way. It all started when their new found activities with their cultural group made them use Paypal to pay some services for a cultural event they organized in a nearby town. Through their Guadalinfo centre they asked for help setting up the system...it worked without any problem! Since then, they not only have their own Paypal account but interact with their bank through internet on a daily basis using their GoldUI account.</p> <p>Carmen loves to read; she has many interests and enjoys reading in front of the fire at home. Unfortunately, the little stationary shop in her town that sells few books and does not have a great selection. Carmen is aware of the famous Amazon internet shop and knows about some good Spanish bookstores that also sell through the net. She goes to the Guadalinfo Center asking for help on this issue. After some trials Carmen is able to set up her Paypal account and feels safe using it. Carmen is really happy now that she got over her fear of shopping through the net and gets her favourite books delivered right at her door.</p> <p>Stina is being a little worried over her husband's health. He just came back from the hospital after hip surgery. He feels OK but has some pain and is not able to move much. She has found out she did not have any time to go to the shop for groceries. A good thing she can access her GoldUI account through her PC (or smart TV) and do her shopping, even getting the best offers of the day. After paying through her Paypal account on GoldUI she is happy she can stay at home to take care of her husband.</p> <p>Anna is planning to spend the holidays in Germany. It is about time she visits her son and granddaughters! She gets connected to her GoldUI account to get the best holiday travel offers and finds a low fare air ticket just in time. Now, she remembers she needs to get some nice presents to take with her but needs to go to her dentist appointment in a nearby town that same afternoon. She browses through to find a nice music shop in the town where she needs to go for her appointment and finds a good offer on CDs and Movies for her granddaughters, she also finds out they open late so she will be able to do her shopping after her dentist appointment! Later that night she comes back home with her new presents and sends a mail to his son telling him she will be there for Christmas.</p>	

Scenario ID# 3	Remembering daily tasks, getting alerts and staying informed through digital devices.
Author(s)	Isolde Gornemann, J. Alberto García, Coralie Vasquez
Scenario description	
<p>Anna loves her new digital radio! Now she gets up with the music she loves instead of that terrible alarm sound. Before getting up and just with a touch on her radio she gets a summary of the news. Later, she will review on her PC (or smart TV) all the news and get information and different opinions according to the position of the newspapers through her GoldUI account. With a touch on the screen she gets a review of the chores for the day, doctor's appointments and others, and a reminder to take her medication. Anna gets up, prepares her breakfast and gets ready to go out. Today is market day on a nearby town where she likes to shop for her fresh vegetables and flowers. On her way to the market, she receives an alarm saying she's got an SMS through her GoldUI Smartphone. She touches the screen to hear the message. It is her friend Stina to tell her they have an invitation from their common friend Carmen, who's birthday it is that same afternoon. That reminds her she needs to get some fresh flowers in the market today. She responds to Stina with a voice message and tells her to get a birthday cake for Carmen. Later on that afternoon they enjoy a good laugh around the coffee table.</p>	

4.3. CUDECA Center

4.3.1. Case study #2: Messaging system for caregiver communication.

Persona ID#8:	Carol
Author(s)	Isolde Gornemann, J. Alberto García, Coralie Vasquez
Persona description	
<p>Carol is a 67 year old woman who lives in a multicultural town in Malaga (South of Spain). She has been living in Spain since she married a Spaniard but grew up in the UK. She is now retired but used to work as a managerial assistant. She speaks more than two languages and has a very good cultural background. Carol lost her husband recently and now lives with her son and takes care of her mother. Carol is a pleasant, calm, vital and spiritual woman who interacts well with other people and has an extended multicultural social network. Carol has good health and good mobility. Her main interests include reading, going out with friends, travelling and getting to know the surrounding popular culture and traditions. She works as a volunteer with CUDECA, an organization that takes care of terminally ill patients.</p> <p>Carol's main long term goal is to better her life through her altruist activities, to help other people with their problems, and to be able to be physically and mentally active as long as possible in order to take care of her family in the future. She feels that in order to adapt to modern times she needs to learn new things, although she feels it is hard for her to learn about new technologies and specially to integrate them into her life and needs. She thinks that new technologies have been developed for young people. Her short term goals include maintaining contact with family and friends in Spain and abroad, get to know new places and being up to date with new developments, news, cultural events, and to be able to go to the UK to visit her friends and family.</p> <p>Carol lacks some confidence with new technologies even though she uses them on a daily basis. She keeps contact with friends and relatives through Skype and uses her mail every day to send and receive messages. She uses internet to manage her bank account but has some fears dealing with administrative processes in Spain. She needs to sort out some administrative issues because of her recent widowhood and feels insecure with all those processes. She feels that going through the "paperwork" online would make her life easier but does not know how to go through the maze of web pages and procedures. She thinks that being able to work online with the Spanish administration would free her to have some more time with her mother. She uses a mobile phone but would not be interested in getting a Smartphone or an iPod because she feels it is of no use for her.</p>	

Scenario ID#4	The Caregiver using the GoldUI messaging system
Author(s)	Isolde Gornemann, J.Alberto García, Coralie Vasquez
Scenario description	
<p>It is early morning and Carol has set up the GoldUI system on her mother's digital radio and on the TV after preparing breakfast. The system is connected with her phone to receive any alarms or messages and is also connected with the CUDECA centre. Now Carol feels better about leaving her home secure in the knowledge that if something happens to her mother she will know about it and be able to respond promptly. Before leaving that morning, she makes sure everything is in order and the system is ready for her mother to use. She needs to go out to do some errands and to solve some administrative problems in order to receive her widow's pension, something that may take more time than expected.</p> <p>While standing at the line in the City Hall office, she gets a phone call from home. She picks it up, her mother is feeling uneasy; she is not really having problems but feels a little anxious, this is the first time she is alone without Carol being at home. Carol talks to her and calms her down; reassuring her that if she feels bad she can always use her digital radio to connect to the emergency system at CUDECA, a nurse would be sent immediately, and she will also be informed something is wrong with her. She tells her mother she will be home in an hour.</p> <p>After finishing at the City Hall, Carol goes to the supermarket to pick up the groceries she bought on line the night before through her GoldUI account. On her way to the supermarket she receives an alarm warning her that her mother's medication has been changed earlier that morning by the doctor, and is now ready for her to pick up at the pharmacy near home.</p> <p>She sends a message to her mother letting her know she will be going to the pharmacy and will be a little late. Her mother receives the voice message through her smart TV interrupting her favourite program for a few seconds. Her mother feels relieved that somehow, even when Carol is not home, she is not alone. Carol goes back home with a feeling of having better control of her time and having reduced greatly her anxiety about leaving the house and her mother alone.</p>	

Annex A. Persona template

Persona ID#	<Name of your persona>
Author(s)	<First name Last name> <e-mail address>
Persona description	
<p>Here should be the description of your persona model having as reference the relevant elements mentioned previously:</p> <p><Specific person details></p> <p><age> <gender> <disabilities> <education> <appearance> <clothing> <posture></p> <p><Behaviour characteristics></p> <p><psyche> <performance in everyday life> <activity> <fears> <enthusiasm for learning> <hobbies> <spirit of life or giving up> <manners and ways of doing things> <social life style> <social background> <upbringing> <emotions and attitudes towards technology></p> <p><Important end goals></p> <p><what they want to achieve? > < what are their goals? > < why they choose the particular way to act? ></p> <p>This table will have to be different for each persona model presented.</p>	

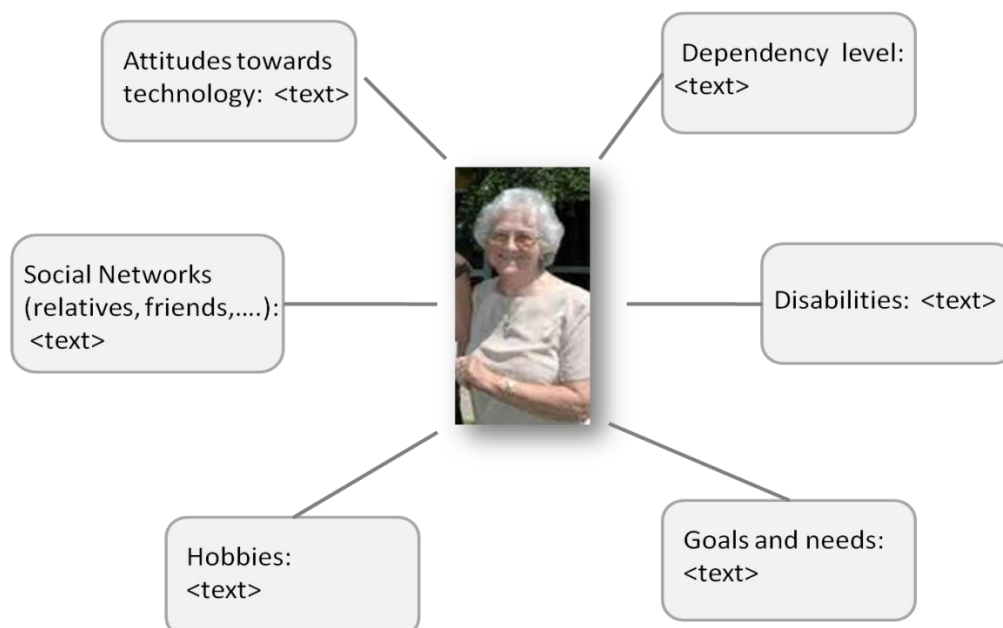


Figure 3. An alternative (or complementary) way for describing persona (an example)

Annex B. Scenario template

Scenario ID	<Name of your scenario>
Author(s)	<First name Last name> <e-mail address>
Scenario description	
<p>This section describes the users' interaction with a system (or service) from the users' perspective. It is a short story of users interacting with a system / service in order to reach their expected goals.</p> <p>User/users: <Persona that was defined above></p> <p>Setting / context: Describe the physical environment? (e.g. place, location, other persons involved).</p> <p>Interacting system: Imagine the system and architecture as much as possible (e.g. devices, modules)</p> <p>Interaction: How the user(s) interacts with the system? Which tasks must be carried out to achieve the persona's goals?</p> <p>Initial status: What is the initial condition of the interacting system or initial situation of the actors?</p> <p>Time: When? How long? At what frequency?</p>	