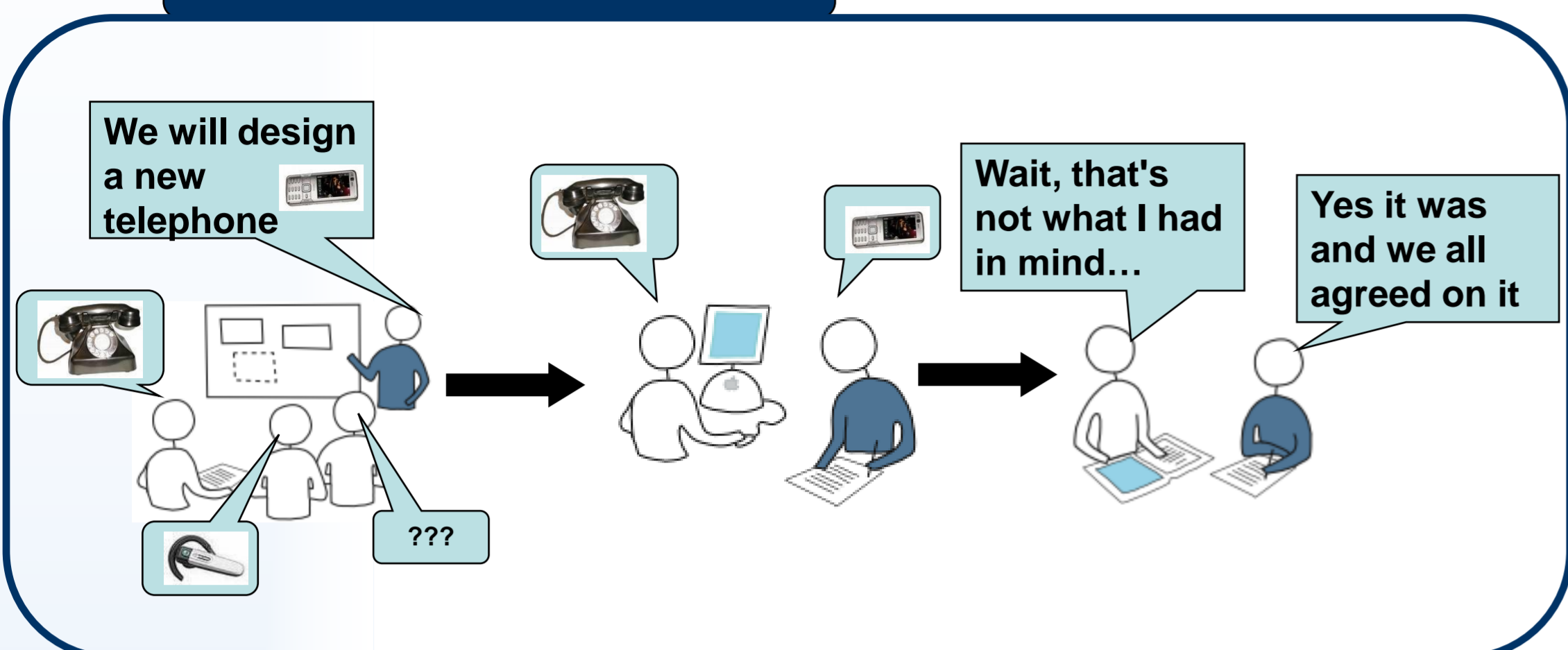


Problem Statement



Objective

Find how we can help designers to design end-users and have a shared understanding of their needs in the context of New Product Development.

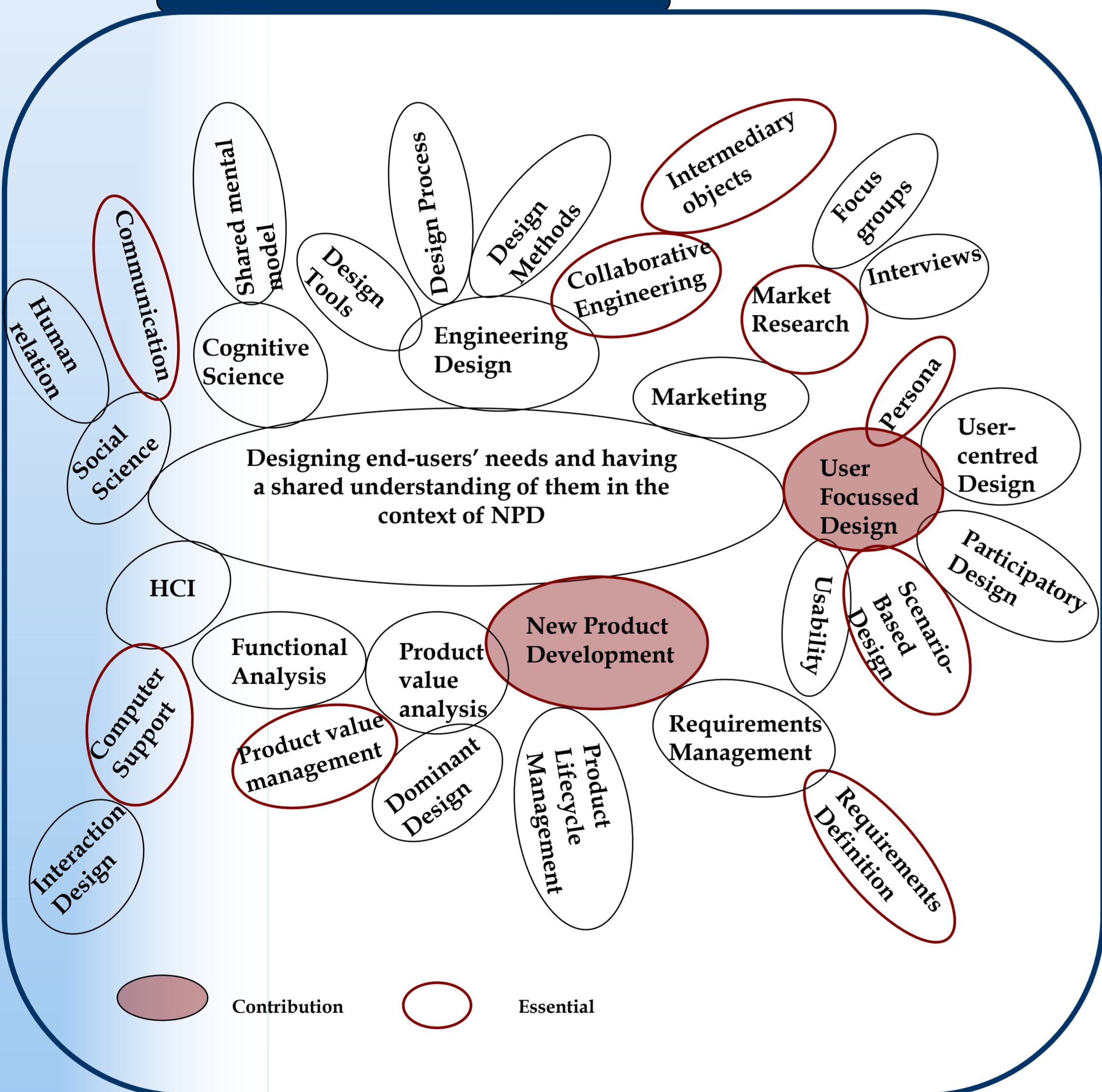
Hypotheses

We suppose that **scenarios and Personas*** could be used as **intermediary objects**** for communication to overcome the difficulty of designing end-users and having a shared understanding of their needs in the context of New Product Design

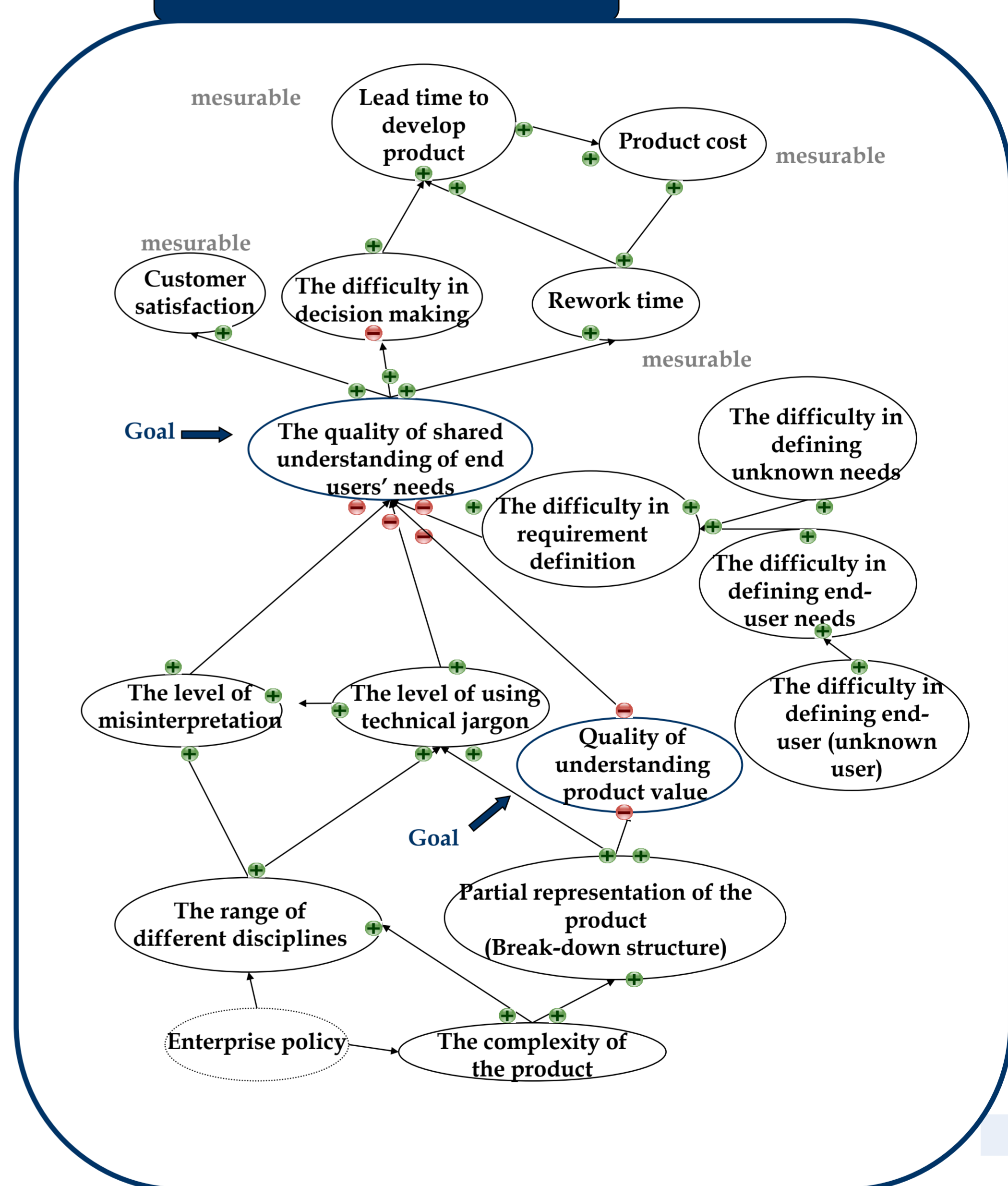
Research Questions

- How can we extract from design exchanges and interactions the key features for building scenarios and Personas?
- How scenarios and Personas could be used and represented to maintain a holistic approach of requirements during all design process?
- How can we verify that designers' individual representations of requirements match with expectations of the project?
- How can we design testing and simulation scenarios from the usage scenarios?

ARC Model



Reference Model



Research Approach

- Literature review
- Corpus Analysis
- Analyzing utilization of scenarios and Personas in an open innovation platform: Crowdsprit (www.crowdsprit.com)
- Analyzing the utilization of the scenarios and Personas with focus groups and interviews.

Expected Results

Validate my hypothesis and find a methodology or tool that will help designers to use scenarios and Personas.

*Personas: are hypothetical archetypes of actual users, defined and differentiated by their goals. They have names, details, and goals. They may also form the basis for scenario creation.

**Intermediary objects: are all types of objects (such as scribbled drawings or annotations on drawings made by several designers) that help actors to convince, explain, remember, revise, imagine, agree, etc.



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