Getting personal

Exploring the usage of persona in order to optimize the involvement of a living lab panel

Biography

Sara Logghe obtained a master's degree in both History and Communication Sciences (specialization 'New Media and Society') at Ghent University. In her second master's thesis "Cultural Communication on the Internet: A study on the potential of social media for cultural institutions", Sara conducted research on the potential of social media for cultural institutions. During three months Sara was an intern at iMinds Living Labs. This internship encouraged her interest for research on living labs. In May 2013 Sara joint iMinds-MICT-Ugent as a junior researcher. Working on cultural projects within living lab research, Sara developed a specific interest for the changing library scene. She is involved in projects on these topics: (1) organizing tools for cultural events, (2) an application for digital scores, (3) the future library of Ghent, (4) the implementation of the Flemish audiovisual archive in libraries and education.

Abstract

iMinds Living Labs started with living lab research in 2009. Living lab research involves gathering user feedback on innovations implemented in a real-life context (Eriksson et al., 2005). This can be facilitated by means of a panel-based approach (Schuurman et al., 2012). In order to keep a panel motivated for participating in living lab research it can be beneficial to generate a sense of belonging to a community. Logghe et al. (2014) examined the motivations and behavior of the panel members and concluded that there are four groups of panel member types, each with their own motivations and behavior patterns. But how can a living lab get to know its panel members better? How can

every panel member be approached in their preferred way? How can every panel member be stimulated to keep on participating in living lab research? How can a community feeling be created? In order to gather more information about each panel member type, we developed a four way segmentation of the panel which we translated into four distinct persona. These persona will be used as a basis for community building, a future panel kit, experimenting with research approaches,… supplemented with other methodologies.

Keywords

Persona; User research; Living Lab research; Community building; Quantitative research; Qualitative research;

Introduction

One possibility for users to contribute to an innovation and for companies to involve users during their development phase is living lab research. Living Labs are an organized approach (as opposed to an ad hoc approach) to innovation consisting of real-life experimentation and active user involvement by means of different methods involving multiple stakeholders (Schuurman, 2015). The living lab approach is a framework that introduces new ways of managing innovation processes (Ståhlbröst, 2008). The underlying idea is that people's ideas, experiences, and knowledge, as well as their daily needs of support from products, services, or applications, should be the starting point in innovation (Bergvall-Kareborn & Ståhlbröst, 2009). The living lab approach is also a form of open innovation, because technology can be developed and tested in a physical or virtual real-life context, and users are important informants and co-creators in the tests (Kusiak, 2007).

Therefore, living labs are user-centric with user involvement as an essential characteristic of living lab research. Not only are users empowered by living labs (Veeckman et al., 2013), living labs depend on the involvement and motivation of these users in order to generate useful user

contribution (Schuurman, 2015). It is important to get to know the motivations and behavior of users who participate in living lab research in order to keep them motivated to participate in living lab research. This paper aims to shed light on using persona to gather insights on the motivations and behavior of living lab panel members.

Methodology

What preceded: scenarios as a user-centered design method

Participatory or cooperative design focuses on the eventual users of a system or application (Pruitt & Grudin, 2003). Early participatory design efforts were explicitly focused on improving the quality of working life for those workers most at risk of unrewarding consequences of information technology (Ehn, 1988) and included a strong focus on sociopolitical and "quality of life" issues.

Realistic scenarios appeared to be a perfect tool for design: they depict the work practices one hopes to support (Pruitt & Grudin, 2003). Scenarios are a natural element of persona-based design and development. In Carroll's words (2000), a scenario is a story with a setting, agents, or actors who have goals or objectives, and a plot or sequence of actions and events. Given that scenarios have "actors" and personas come with scenarios, the distinction is in which comes first, which takes precedence. Actors or agents in scenario-based design are typically not defined fully enough to promote generative engagement. The lifelessness of characters in such scenarios has been critiqued from a writer's perspective (Moore, 1999) and by scenario-based design researchers who suggest using caricatures, perhaps shocking or extreme ones (Bødker, 2000; Djajadiningrat et al., 2000). They argue for extreme characters were personas try to expose those emotions and character traits which remain hidden in scenarios for supposedly real-life characters because they are incorrect or embarrassing (Djajadiningrat et al., 2000). That is also why Bødker (2000) argued for caricatures, unrealistic extremes that are more engaging, more memorable.

According to Grudin & Pruitt (2002) personas can help restore elements which get lost within participatory design approach: (1) long-term engagement with particular participants, and the empathy, commitment and deep understanding that such engagement can bring and (2) attention to the sociopolitical and 'quality of life' issues that marked much of the early work, including values, fears, aspirations, and so forth.

Contextual Design (Beyer & Holtzblatt, 1998), a powerful approach for obtaining and analyzing behavioral data, is a strong candidate for informing personas. Ethnographic data may help the most in developing realistic personas, when available in sufficient depth. Quantitative data may be necessary in selecting appropriate personas, but does not replace observation (Pruitt & Grudin, 2003).

What are personas?

Personas are a method for enhancing engagement and reality. It is a medium for communicating data that are collected using other research methods (Grudin & Pruitt, 2002). They are an interaction design technique with considerable potential for software product development. Personas are an established method for bringing different types of users to life (Cooper, 1999). They are fictional people and have names, likenesses, clothes, occupations, families, friends, pets, possessions, and so forth. They have age, gender, ethnicity, educational achievement, and socioeconomic status. They have life stories, goals and tasks. They are not 'agents' or 'actors' in a script, they are people (Grudin & Pruitt, 2002).

Second, a persona is described in narrative form. This narrative has two goals: (1) to make the persona seem like a real person, and (2) to provide a vivid story concerning the needs of the persona in the context of the product being designed (Miaskiewicz & Kozar, 2011). The use of abstract representations of users originated in marketing, but Cooper's (1999) use of personas, their goals, and activity scenarios are focused on design (Mikkelson & Lee, 2000).

Well-crafted personas are generative: once fully engaged with them, you can almost effortlessly project them into new situations. In contrast, a scenario covers just what it covers. Persona use brings sociopolitical issues to the surface. Each persona has a gender, age, race, ethnic, family or cohabitation arrangement, socio-economic background, work, or home environment. This provides an effective avenue for recognizing and perhaps changing assumptions about users (Pruitt & Grudin, 2003).

Grudin & Pruitt (2002) feel that persona use needs to be complemented with a strong, ongoing effort to obtain as much quantitative and qualitative information about users as possible, to improve the selection, enrichment, and evolution of sets of personas. The highest priority segments get fleshed out with user research including field studies, focus groups, interviews and further market research. Links between persona characteristic and the supporting data should be explicit and salient. Communicating about your personas should be multifaceted, multimodal, on-going, and progressively unfolding. Generally, they think of the persona effort as an on-going campaign (Grudin & Pruitt, 2002).

In the same vein, Nielsen (2002) argues that personas, as described by Cooper (1999), are too flat to engage designers. With examples from movie manuscripts she suggests the development of characters with richer personalities and better descriptions (Johansson & Messeter, 2005). McGinn & Kotamraju (2008) on the other hand, take the broader perspective of Mulder & Yaar (2007) and Pruitt & Adlin (2006), that there are many types of personas, which are differentiated by the methods used to create them.

Why use personas?

Personas can create a strong focus on users and work contexts through the fictionalized settings. The act of creating personas can help to make assumptions about the target audience more explicit. Once created, personas help to make assumptions and decision-making criteria equally explicit. Personas are a medium for communication, a conduit for information about users and work settings

derived from ethnographies, market research, usability studies, interviews, observations, and so on. Personas utilize the power of narrative and storytelling to enhance attention, memory, and organization of detailed user data (Grudin & Pruitt, 2002).

Similarly, two other important benefits, prevention of self-referential design and challenge assumptions, point to the personas' ability to establish a truly consumer-centered design attitude (Miaskiewicz & Kozar, 2011). As Alan Cooper (1999) and others have observed, personas can engage team members very effectively. They also provide a conduit for conveying a broad range of qualitative and quantitative data, and focus attention on aspects of design and use that other methods do not (Pruitt & Grudin, 2003).

Personas create a strong focus on users and work contexts through the fictionalized setting. They utilize our mind's ability to extrapolate from partial knowledge of people to create coherent wholes and project them into new settings and situations. The act of creating personas makes explicit our assumptions about the target audience (Grudin & Pruitt, 2002).

Determining an appropriate range of personas is a balancing act between having too few, which means that sufficient capability variation cannot be adequately represented, and having too many, which makes them more difficult to apply and makes it harder to maintain focus. Drafting a prototype set of personas and then iteratively updating is a good way of getting the balance right (Hosking et al., 2010). That is what we are planning to do with the iMinds Living Labs panel persona.

iMinds Living Labs personas

Based on Pruitt & Grudin (2003) we also used a central foundation document (attachment 1) for each persona as a storehouse for information about every persona (data, key attributes, photos, reference materials, and so on). Note that the foundation document is not the primary means of communicating information about the persona to general team members. Likewise, the foundation documents do not contain all or even most of the feature scenarios. Instead, the foundation

document contains goals, fears, and typical activities. Links between persona characteristics and the supporting data are made explicit and salient in the foundation documents (Pruitt & Grudin, 2003).

In the original notion of personas, as presented by Cooper (1999), they are rich but static descriptions of fictive users. Once they are established, the contents of their description is frozen. In contrast we tend to follow Johansson & Messeter (2005) who worked with a dynamic take on representing the user where we allow new information and different perspectives to enrich the user description as deeper knowledge of users. We chose to continuously construct personas in order to allow the user to become an entity of its own right in design worlds. Personas are typically based on interpretations of interviews, surveys or studies. We tend to follow this methodology, in contrast with Johansson & Messeter (2005) who suggest that the interpretation process should become part of the design process. To create the iMinds Living Labs persona we used previous research on the panel members as a foundation for our persona. A first already completed research step was a survey on motivations of the iMinds Living Labs panel members to participate in living lab research in 2013 (figure 1).

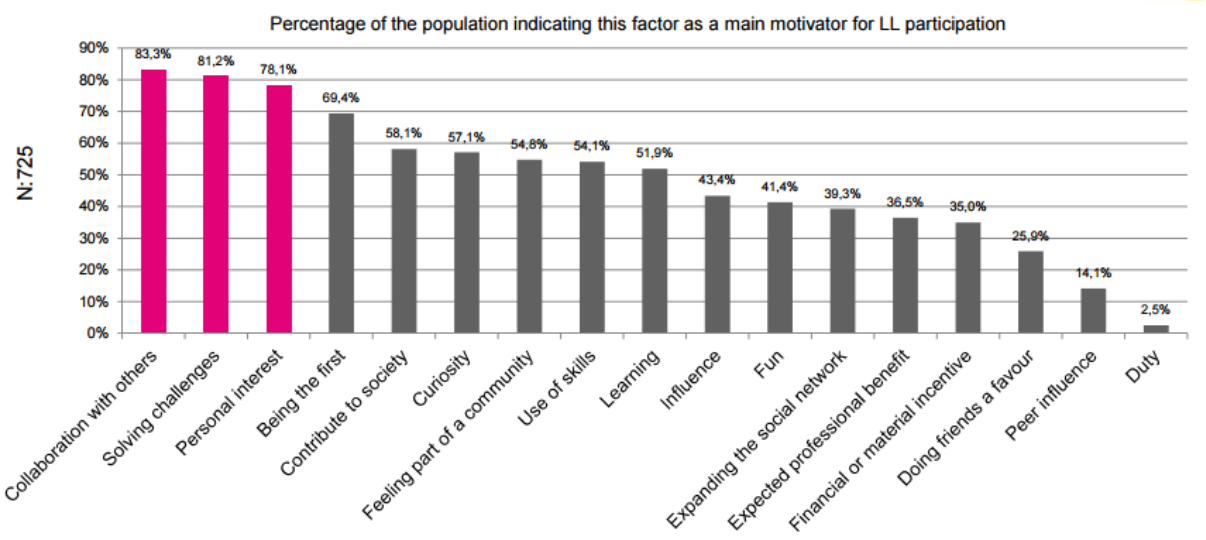

FIGURE 1: MOTIVATIONS FOR THE IMINDS LIVING LABS PANEL MEMBERS TO PARTICIPATE IN LIVING LAB RESEARCH

Goodwin (2001) tells us to use patterns of behavior to drive the persona development. So that is why next to this survey (n=725), we analyzed the behavior of our panel members and noticed three types of behavior. The behavior of 19.403 respondents between 2010 and 2013 was analyzed. In total, 22 Living Lab projects took place during this period with a total of 59 research activities in which panel members could participate. According to the frequency of their Living Lab participation, the panel members were divided into three groups: active (3.4%), sleeping (33.3%) and passive (62.4%) panel members. We also discovered a small group of panel members being extremely active. We called them the alpha users (0.8%). In order to find out whether they have other motivations to participate in living lab research than regular panel members, we interviewed 15 of these alpha users and found out that they do have other motivations (table 1).

Motivation	*Interviews alpha users (n=15)*	*Comparative case study (n=728)*
Personal interest	**94%**	**78%**
Learning	**78%**	52%
First contact with innovation	**73%**	69%
Curiosity	72%	57%
Influence on the innovation	67%	43%
Contribute to society	64%	58%
Fun	64%	41%
Collaboration with others	63%	**83%**
Solving challenges	57%	**81%**
Feeling part of a community	52%	55%
Use of skills	51%	54%
Financial or material reward	48%	35%
Expanding the social network	48%	39%
Expected professional advantage	40%	37%
Doing friends a favour	38%	26%
Duty	36%	3%
Peer influence	16%	14%

TABLE 1: COMPARED MOTIVATIONS FOR ALPHA USERS AND REGULAR PANEL MEMBERS

During a later research project, we compared the participation of the different panel member types in different research phases. In a first step we recorded which user types participated in every co-creation session (qualitative research) held in 2014. We expected alpha users to represent the largest amount of participants, but we noticed that sleeping users also were frequently represented.

We defined an extra group of users as “other”, these are friends or family of our panel members joining the panel members at co-creation sessions.

Without no-shows	All Things Talk (n=21)	CTP (n=10)	Djubble (n=11)	For Good (n=8)	Media ID (n=13)	Smart Seats (n=11)	iCinema (n=9)	Twikey (n=6)	neo Scores (n=15)	TOTAL (n=104)
Passive	0 (0%)	0 (0%)	1 (9%)	1 (13%)	1 (8%)	0 (0%)	3 (33%)	0 (0%)	5 (33%)	11 (11%)
Sleeping	3 (14%)	6 (60%)	1 (9%)	3 (38%)	2 (15%)	2 (18%)	2 (22%)	1 (17%)	6 (40%)	27 (26%)
Active	6 (29%)	1 (10%)	0 (0%)	1 (13%)	3 (23%)	1 (9%)	0 (0%)	2 (33%)	0 (0%)	14 (13%)
Alpha	9 (43%)	3 (30%)	9 (82%)	3 (38%)	7 (54%)	5 (45%)	2 (22%)	2 (33%)	2 (13%)	42 (40%)
Other	3 (14%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)	3 (27%)	2 (22%)	1 (17%)	2 (13%)	10 (10%)

TABLE 2: COMPARING PANEL MEMBER TYPE PARTICIPATION IN CO-CREATION SESSIONS OF 2014

As a next step, we compared the participation of all our panel member types in the different research phases we organized in 2014. We noticed that there are significant differences between the four panel member types.

Research phase	Passive users (n=3914)	Sleeping users (n=1046)	Active users (n=228)	Alpha users (n=22)
Survey	57,56%	86,34%	84,93%	78,16%
Co-creation session	1,82%	1,69%	6,43%	10,40%
Field trial	40,37%	11,24%	6,30%	6,93%
Interviews	0,26%	0,73%	2,34%	4,51%

TABLE 3: PARTICIPATION OF THE PANEL MEMBER TYPES IN DIFFERENT RESEARCH PHASES HELD IN 2014

Finally, we gathered all this data compose central foundation documents as advised by Pruitt & Grudin (2003) (attachment 1). Based on this documents, we created four persona of the iMinds Living Labs panel members (figure 1). Because iMinds Living Labs researchers work with the panel members in a rather intense way, we know our panel members in a sometimes quite personal way. We had some panel members in mind during the creation of our personas, but we never used private information to complete the personas. We tend to follow Pruitt & Grudin (2003) who state that

personas should be seen as complementing other approaches, or used where another approach is impractical. Therefore we organized a co-creation session and survey in march 2015 to complement our personas in order to brainstorm about a future community platform.

We thus based our research on the findings of Tu et al. (2010) who propose an approach that combines the quantitative and qualitative methods in the creation of the personas. In this way, the final personas are more representative and less ambiguous upon which all the team members can agree. As a result we created four iMinds Living Labs persona (1) Passive Peter, (2) Sleeping Sophie, (3) Active Alain and (4) Alpha Anna. For each persona (figure 1) we defined the preferred research type, the main motivation and the research question we should try to answer. We also dedicated an adoption phase (Rogers, 1976) to every persona, based on the experiences with the iMinds Living Labs panel members.

FIGURE 1: IMINDS LIVING LABS PERSONAS

The four persona (figure 1) are already in use for communicative issues such as different types of communication forms (texting versus email), different survey elements (e.g. socio demo we already know), focus on the reward or not,… In the nearby future, iMinds Living Labs wants to build a

community platform inspired by and together with representative panel members for these four persona. With this platform we can connect interests, topics, research steps, … of panel members with their persona to get even more detailed information on our panel members to organize our research in the way our panel members prefer. We can adapt invitations, locations, research types, research approaches, rewarding,… based on these persona. It became clear to us that personas focus attention on a specific target audience. The method helps establish who is and consequently who is not being innovated for. Personas explicitly do not cover every conceivable user. They also help focus sequentially on different kinds of users.

Conclusion

In order to get a better understanding of the different types of panel members we created persona. Following Tu et al. (2010), who propose an approach that combines the quantitative and qualitative methods for the creation of personas, we designed four persona of iMinds Living Labs panel members (Passive Peter, Sleeping Sophie, Active Alain and Alpha Anna). We gathered data from earlier research on the iMinds Living Labs panel and supplemented the persona with information on the panel members from a co-creation session with our alpha users –the panel members who participate the most and in both qualitative and quantitative research- and we surveyed the alpha users who were absent on this session. Contrary to McGinn & Kotamraju (2008) we created personas from existing data because we did not start a living lab in order to create persona. Also, this method takes less time. Although the data has not been gathered specifically for the purpose of creating personas, we can state that the data is real because every aspect of the persona was gathered from different living lab projects and research phases in an academic way. The time to complete the data gathering and analysis does take longer than the data-driven persona development of McGinn & Kotamraju (2008). Still, the persona give more insights in the behavior, motivations and interests of the different panel member types. In this way the living lab can try to offer services which are convenient for every panel member. It is important to pay attention to every

panel member persona, because in order to cumulate representative feedback a living lab needs to gather information from different types of people.

In making choices to create your personas, it becomes clear that choices have consequences. The iMinds Living Labs personas will be used to guide participant selection for future studies and could be used to filter out data from sources not matching one of the persona profiles. Related to this is the temptation towards persona reuse. There can also be a temptation to overuse personas. At worst, they could be used to replace other user-centred methods, ongoing data collection, and product evaluation. They should augment existing design processes and enhance user focus. In other words, personas are not without problems and can be used inappropriately, but based on experience and analysis it has extraordinary potential (Grudin & Pruitt, 2002). Persona use does require decision-making. It is not a science. If not used appropriately, any powerful tool can take one down the wrong path, as in lying with statistics or using non-representative video examples (Pruitt & Grudin, 2003).

For future research, we tend to follow Johansson & Messeter (2005) and aim at continuing to broaden and enrich our understanding of the user through design moves where early concepts, ideas and mock-ups function as probes. In our future work we will continue to explore and develop the persona of the iMinds Living Labs panel members in order to communicate and involve our panel members in the way every panel member prefers.

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Attachments

Attachment 1

Foundation document iMinds Living Labs panel persona

Passive Peter

Overview

Passive Peter is 35 years old and lives in Drongen nearby Ghent, Belgium. He works as a salesman at a firm nearby his home. Peter works there for almost 15 years now. He steadily climbed the ladder. This firm is an established value in its field. He is married for 13 years and he has two daughters who are 11 and 9 years old.

A Day in the Life

Passive Peter gets up at 6.30 AM. His wife wakes his daughters while he prepares breakfast. They have breakfast all together while Passive Peter tries to read the newspaper. His wife takes the daughters to school on her way to her office. She works as an accountant at a local supermarket. Passive Peter goes to his office with the family car. He works from 9.00AM until 5.00PM. He has lunch with his colleagues in the restaurant of their office building. After his work he picks up his daughters at the childcare. When they arrive at home he gives his daughters a snack and he asks them to do their homework. When the weather is good, he works in the garden of which he is very fond. His wife arrives around 7.00PM. They all have diner together while they watch the news. They clean the dishes all together and watch an entertaining television show. The kids go to bed around 8.30PM. Around 10.00PM Passive Peter and his wife go to bed.

Work Activities

Passive Peter is a salesman. He mostly works at the office at does paperwork. Once a year he joins his boss at a fair in Brussels, the capital of Belgium. He is good at his job because he has a lot of experience and knows everyone at the office. He has a calm nature and knows how to solve problems.

Household and Leisure Activities

Passive Peter likes his job, but he prefers being at home and working in his garden. He likes to have a relaxing weekend where they stay at home and have a barbeque when the weather is nice. He is very proud of his two daughters and thinks it is important for them to get good grades at school. During summer holidays they travel to France where they rent a small house with a swimming pool for the girls for two weeks. They walk or bike in the surrounding neighborhood and go out for dinner. He also likes to go to the cinema with his wife or sometimes with the whole family. When he was younger he used to go the cinema on his own, but now that's become impractical because of his family but Passive Peter doesn't really mind.

Goals, Fears, and Aspirations

Passive Peter likes his job and is not very eager to climb higher on the ladder. He thinks he has a good income and likes to save for his retirement. He wants all the best for his daughters and he hopes they will have a good job, a nice family and a beautiful house. He hopes to enjoy life with his wife when he is retired.

Computer Skills, Knowledge, and Abilities

Passive Peter has a smartphone for his job and he recently bought an iPad, but mostly because his daughters were asking for one. He has a big television with an excellent surround sound system. They have one family desktop computer, but he does not often use it and mainly to read his emails or to read newspaper articles online.

Market Size and Influence

Passive Peter is important to stay or become a panel member because there are a lot of people like him. For the innovations we test at our living lab it is very important to have representative feedback. They do not have a very big influence, but are rather early or late majority people.

Demographic Attributes

Passive Peter, male, 35 years old, salesman, married with children 5 through 12 years old, high school diploma.

Technology Attitudes

Passive Peter thinks technology is a kind of luxury. He has a surrounding sound system, an iPad and a big television. He is not very interested in knowing all the details behind technology but thinks it is part of his status as a middle class family to own certain technologies such as a big television with surrounding sound system.

Communicating

Passive Peter received a smartphone from his boss but he can also use it during his private time. He has a subscription so he can text and call everyone all the time. He almost never uses his data subscription to surf websites or use apps on the road. He might occasionally check his Facebook account, but he hardly does. He sees his phone as an instrument to call his colleagues, clients or family. He sometimes sends emails to his brother who lives one hour drive away. But they are short and it does not frequently happen.

International Considerations

Passive Peter only goes abroad during his once a year holiday to France with his family. There he is very relaxed and he likes to eat well and enjoy the weather. He wants to enjoy his holiday so he does not plan very much. He does get quit nervous to get there. They travel by car and leave very early in the morning to certainly be there on time.

Quotes

"I'm happy with my job and family and I look forward to see my daughters grow up and enjoy my retirement."

Sleeping Sophie

Overview

Sleeping Sophie is young mother of 28 years old. She as a son of 6 months old and adapted her life to him. She lives together with her boyfriend for 3 years now and they both adore their little boy. Sophie works as a post-doctoral researcher at a chemical company.

A Day in the Life

Sleeping Sophie gets up early in the morning and gets her son ready to go to her mother who is retired and devoted her life to her grandchildren now. Sleeping Sophie has breakfast with her whole family and then brings her son to her mother. She has flexible hours so she arrive and leave her office when she wants. She often has to work late, but she can do that at home. She works at home two days a week so she can watch her son in the meantime. After her working hours, she goes to her mother to pick up her son and the groceries her mother did for Sleeping Sophie's family. When she arrives at home, Sleeping Sophie's boyfriend arrives at the same time. He prepares dinner while Sleeping Sophie plays with her son. They have dinner together and Sleeping Sophie does the dishes while her boyfriend brings their son to bed. Depending whether there is a deadline coming closer, Sophie works from home, or she watches the television with her boyfriend.

Work Activities

Sleeping Sophie is a postdoctoral researcher at a chemical company. She does research and sometimes she has to do experiments in the laboratory at the company, give presentations to

professors and high management people. She works most of the time on her own, but she is grateful to control her own agenda so she can spent time with her son at the times she prefers.

Household and Leisure Activities

Sleeping Sophie adapted her life when her son was born. She is a fulltime working mom now. Luckily, her boyfriend and mother help a lot in the household. She likes buying clothes and toys for her son and she likes to be part of research projects of her former colleagues at the university, but since her son is born, she has less time to do so. They used to go on three citytrips during a year, but since their son is born Sleeping Sophie and her boyfriend weren't able to travel yet, but they are looking forward to go to Paris with their son when he is a little older. Or maybe, Sophie's mom will watch him for the weekend, but Sleeping Sophie is not ready to let him go for a weekend.

Goals, Fears, and Aspirations

Sleeping Sophie is a smart young woman who wants to achieve a high function in the company she is currently working. She knows she still has to learn a lot, but she feels she's doing a good job. Her biggest fear is to spent to less time with her family. Therefore she tries to work from home at least two days a week. She is thankful for her mother and boyfriend helping her a lot.

Computer Skills, Knowledge, and Abilities

Sleeping Sophie uses technology all the time at her day job. She uses modern computer software for her research and also owns the latest laptop versions of her preferred brand. She loves the advantages technology can give her.

Market Size and Influence

Sleeping Sophie is a good example of an early adopter. She is smart and earns quite a lot of money and she likes being up to date with technology. She is a very interesting target group for a lot of living lab research projects, but is hard for her to make time for such projects because her family is

the most important thing in the world in her free time. She hopes to be more active again when her son is getting older.

Demographic Attributes

Sleeping Sophie, female, 28 years old, postdoctoral researcher, not married but boyfriend and son of 6 months old, postdoctoral diploma

Technology Attitudes

Sleeping Sophie has the latest smartphone and laptop version of her preferred brand. She uses both her smartphone and laptop all the time both for professional and private reasons. She uses them as a communication tool, as an agenda, as a dairy,…

Communicating

Sleeping Sophie texts, phones, e-mails and chats with people all the time when she is not doing her research. She is very social and uses as many ways to communicate as possible.

International Considerations

Sleeping Sophie has to go to conferences at least twice a year where she presents the results of her research. She used to go on in average three citytrips a year with her boyfriend, but now her son is born it has been a while, but they are looking forward to their next trip. When she is on a trip, she is still communicating with her family and uses her smartphone to guide her around and to look for tips where to eat or visit.

Quotes

“I really love my job, but I love my family even more.”

Active Alain

Overview

Active Alain is father of four children, has his own private travel organization and blog and is a fervent karate practitioner. He works as a system tester at a big company in Ghent, Belgium.

A Day in the Life

Active Alain and his wife get up at 7.00AM and wake up their children. It's rather busy in their bathroom. They have a rather chaotic breakfast and everyone leaves for school. Active Alain says goodbye to his wife who is a housewife and starts her busy schedule as soon as everyone left the house. Active Alain goes to work where he is known as a social guy with a lot of activities. He is called often during his working hours, but he still manages to perform his job in an effective way so his boss does not complain. After working hours Active Alain still is pretty busy. On Mondays and Wednesdays he has karate lessons. On Saturday morning there is a karate competition every two weeks. On Tuesdays and Thursdays he has a meeting with the volunteers who help him at his travel organization. Active Alain and his wife fell in love with Andalusia and know that Spanish region by heart. They organize multiple trips to Andalusia a year in their free time. They also have a blog with tips and stories about Andalusia. The kids of Active Alain are also very busy. Luckily, Active Alain and his wife know how to handle all the activities of their children.

Work Activities

Active Alain is a system tester. This means that he has to guaranty the quality of software. He is responsible for the creation and planning of test scenarios of new or adapted functionalities which are being delivered by developers. A system tester has to report bugs and has to take care of the succession of the bugs. His job is just a way to earn money to make all his spare time activities possible.

Household and Leisure Activities

Active Alain does karate and organizes trips to Andalusia. He has a big family so this asks for a good organization. Luckily, Alain and his wife manage to take care of their busy schedules.

Goals, Fears, and Aspirations

Active Alain wants to enjoy his life as much as possible. His only fear is not to enjoy enough. He wants to be active is a lot of organizations and be known and like by a lot of people. He is a social and enthusiastic person who loves his family.

Computer Skills, Knowledge, and Abilities

Active Alain uses a computer at work and as a system tester he knows a lot about software and hardware. He has a very descent personal smartphone, tablet and computer. They have a lot of extra functionalities and he tries to ameliorate his gadgets by himself.

Market Size and Influence

Active Alain is sometimes an early adopter but sometimes an innovator. He likes to try new stuff and give feedback of eve likes to try to make new technologies better.

Demographic Attributes

Active Alain, 30 years old, system tester, married with four children 5 through 12 years old, university diploma

Technology Attitudes

Active Alain studied for engineer. He was always into technology and he is interested in how to become part in the amelioration of technologies. He likes buying accessories to create a better version or to adapt his current version of certain technologies.

Communicating

Active Alain gets called, texted and emailed a lot. He tries to answer everyone as quick as possible. He has multiple social media accounts to communicate: Facebook, Twitter, Google+,…

International Considerations

Active Alain and his wife love Andalusia. They only go to this region on a holiday and they know it very well. They even start to have local friends there. On a holiday they are also very sociable and they try to be reachable by phone or by email because Active Alain brings his tablet and laptop to Andalusia of course.

Quotes

"Of course I'll be there! But I have to check my agenda to see when I'll have time."

Alpha Anna

Overview

Alpha Anna works as a purchasing manager at an international company in Kortrijk, Belgium. She really loves her job but she tries to be active as much as possible in activities after work hours. She loves participating in games and competitions but not so much to win a price. She likes testing out new products and help finalizing innovative ideas. She is together with her husband for 8 years now. They live in a modern house and family is important for them.

A Day in the Life

Alpha Anna gets up at 7.00AM. Before she goes to work, she goes for a run every morning. She arrives at her office around 9.30AM and she works until work is done. She hardly takes a break and when she does, she does something useful. She certainly never takes a lunch break. When work is done, she goes home and has diner with her husband. They both like testing out new products and participating in competitions so they spend a lot of their free time doing this. Sometimes they go to brainstorms or they fill out surveys or diaries at home. They prefer to test things out separately but they do like telling each other about the products they are testing and about the competitions they are going for.

Work Activities

As a purchasing manager, Alpha Anna is responsible for buying the best quality equipment, goods and services for a company or organization at the most competitive prices.

Household and Leisure Activities

During weekends Alpha Anna and her husband do everything together, unless they have to go somewhere to test out products. They are members of a lot of testing firms and they try to participate in as much as product testing activities as possible. They like winning rewards, but that's not their main motivation. They visit Alpha Anna's mother every weekend. Sometimes, Alpha Anna's sister is there with her children. Alpha Anna is the godmother of the oldest daughter of this sister. Alpha Anna spoils her niece a lot. She takes her out on shopping afternoons and she gets everything she wants. Alpha Anna and her husband organize most of the family activities and they are good at it.

Goals, Fears, and Aspirations

Alpha Anna her goal is to do her job as good as possible and she is willing to offer a lot for it. She has no problem with working late and she is willing to give up family time for her job. The only thing she fears is not being active. She hopes to know a lot about new technologies and products and she hopes developers listen to her advice and adapt products to her wishes.

Computer Skills, Knowledge, and Abilities

Alpha Anna has a decent smartphone, tablet, laptop, desktop, television and audio system. All her devices are connected and up to date. She uses them all the time. To her they are an extinction of herself, especially her smartphone. She is very eager to know about the latest developments and testing them out.

Market Size and Influence

Alpha Anna is an innovator. She likes to test new things and ameliorate them. She likes to know about innovations and she feels certain needs earlier than other people. Her friends, family and co-

workers see her as someone to look up to and follow her advice on innovations. They also go to her to ask for advice about trends and technologies.

Demographic Attributes

Alpha Anna is 29 years old, female, married but no children, has a university diploma

Technology Attitudes

Alpha Anna always was fascinated by how technologies can influence the life of human beings. She always wanted to find out more about innovations and recent technologies and she still is. In order to do this she subscribed herself to different research institutes and technology company R&D departments.

Communicating

Alpha Anna communicates with every possible device, but she also likes talking face to face. She tries to be available as much as possible. She even has two mobile phones, one for work and one for private communication. She always has both phones with her. She emails, texts, calls and uses social media on her smartphone, tablet, laptop and desktop to communicate with her friends, family and colleagues.

International Considerations

Alpha Anna does not travel that often, unless she has to for testing out an innovation or new product. It has happened she won a trip by participating in a research project. Then of course she enjoyed the holiday very much. She tried to keep in touch with her family as much as possible and she was a little nervous on missing out stuff at home. Luckily, her smartphone and tablet kept her informed and up to date.

Quotes

“I don’t see why I wouldn’t participate. Researchers are helped with my advice and I really like testing new products. When I also have a chance to win something, it makes my day!”

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Attachment 2

iMinds Living Labs persona

PASSIVE PETER

Research participation

Participated once (survey or field trial)

Motivation

Collaboration with others

Research question

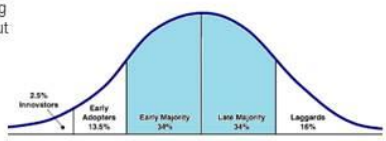
How can we motivate Passive Peter to become active again?

"I'm happy with my job and family and I look forward to see my daughters grow up and enjoy my retirement."

Passive Peter is 35 years old and lives in Drongen nearby Ghent, Belgium. He works as a salesman at a firm nearby his home. Peter works there for almost 15 years now. This firm is an established value in its field. He is married for 13 years and he has two daughters who are 11 and 9 years old.

Passive Peter is important to stay or become a panel member because there are a lot of people like him. They do not have a very big influence, but are rather early or late majority people.

Passive Peter thinks technology is a kind of luxury. He has a surrounding sound system, an iPad and a big television. He is not very interested in knowing all the details behind technology but thinks it is part of his status as a middle class family to own certain technologies such as a big television with surrounding sound system.



iMinds

SLEEPING SOPHIE

Research participation

Participate 2-5 times (survey/co-creation)

Motivation

Collaboration with others

Research question

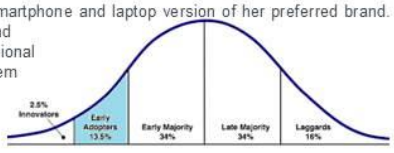
How does Sophie wants to be invited, rewarded, informed,...?

"I really love my job, but I love my family even more."

Sleeping Sophie is young mother of 28 years old. She as a son of 6 months old and adapted her life to him. She lives together with her boyfriend for 3 years now and they both adore their little boy. Sophie works as a post-doctoral researcher at a chemical company.

Sleeping Sophie is a good example of an early adopter. She is smart and earns quite a lot of money and she likes being up to date with technology. She is a very interesting target group for a lot of living lab research projects, but is hard for her to make time for such projects because her family is the most important thing in the world in her free time. She hopes to be more active again when her son is getting older.

Sleeping Sophie has the latest smartphone and laptop version of her preferred brand. She uses both her smartphone and laptop all the time both for professional and private reasons. She uses them as a communication tool, as an agenda, as a dairy,...



iMinds

ACTIVE ALAIN

Research participation

Participated in >5 research phases (survey and co-creation sessions)

Motivation

Collaboration with others

Research question

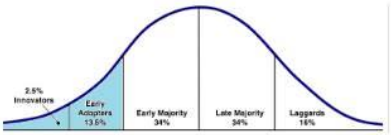
How does Active Alain wants to be invited, rewarded, informed,...?

"Of course I'll be there! But I have to check my agenda to see when I'll have time."

Active Alain is 30 years old and father of three children, has his own private travel organization and blog and is a fervent karate practitioner. He works as a system tester at a big company in Ghent, Belgium.

Active Alain is sometimes an early adopter but sometimes an innovator. He likes to try new stuff and give feedback of eve likes to try to make new technologies better.

Active Alain studied for engineer. He was always into technology and he is interested in how to become part in the amelioration of technologies. He likes buying accessories to create a better version or to adapt his current version of certain technologies.



ALPHA ANNA

Research participation

Participated in >7 research phases, both qualitative and quantitave (co-creation session, interviews and surveys)

Research participation

Personal interest

Research question

How can Alpha Anna help ameliorating our communication and research?

"I don't see why I wouldn't participate. Researchers are helped with my advice and I really like testing new products. When I also have a chance to win something, it makes my day!"

Alpha Anna works as a purchasing manager at an international company in Kortrijk, Belgium. She really loves her job but she tries to be active as much as possible in activities after work hours. She loves participating in games and competitions but not so much to win a price. She is together with her husband for 8 years now. They live in a modern house and family is important for them.

Alpha Anna is an innovator. She likes to test new things and ameliorate them. She likes to know about innovations and she feels certain needs earlier than other people. Her friends, family and co-workers see her as someone to look up to and follow her advice on innovations. They also go to her to ask for advice.

Alpha Anna always was fascinated by how technologies can influence the life of human beings. She always wanted to find out more about innovations and recent technologies and she still is. In order to do this she subscribed herself to different research institutes and technology company R&D departments.