THINK!
DESIGN

D'source Project

Open Design School

MoE's Innovation Cell

Personas,
OIOR Table,

Design Thinking & Innovation Tools

Section: T8, Week 8

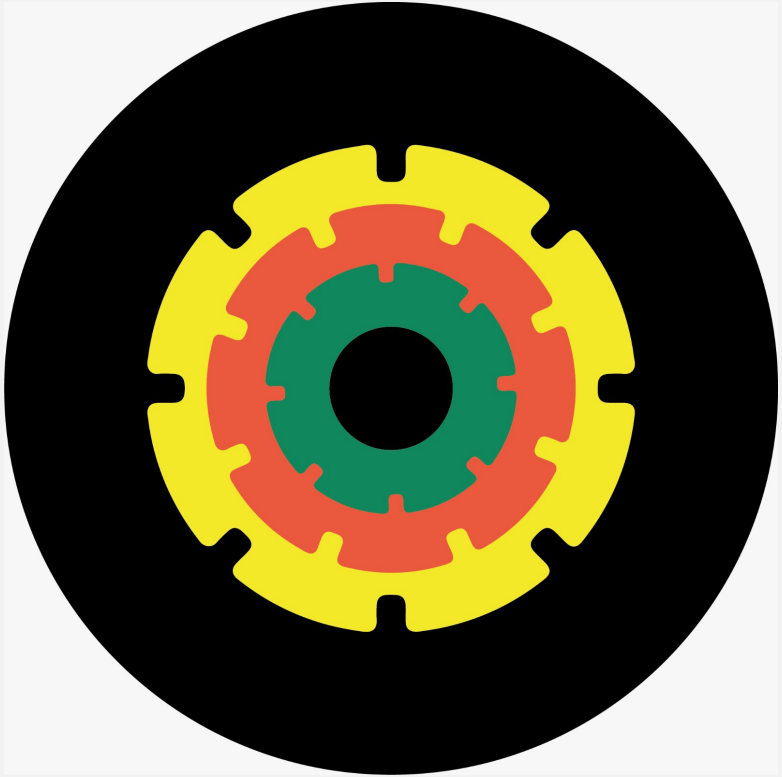
Design Thinking & Innovation (DT&I)

Section: T8

Week 8

Design Thinking & Innovation (DT&I)

Prof. Ravi Poovaiah
IDC School of Design, IIT Bombay



DT&I Tools

T8 Personas, OIOR Table

Module T8:

THINK!
DESIGN

T8.1

What are Personas?

What are Personas?

Personas represent an archetypical typical user from a user segment related to your problem space. You **define the Personas by his or her characteristics.**

You can have several Personas to represent different types of users.

For example, for the topic ‘Designing Toys for children’ the following could be the different Personas:

1. Avani - Child (Daughter)
2. Avanish - (Brother)
3. Sonam - (Mother)
4. Alima - (Play-school Teacher)

Persona building Steps:

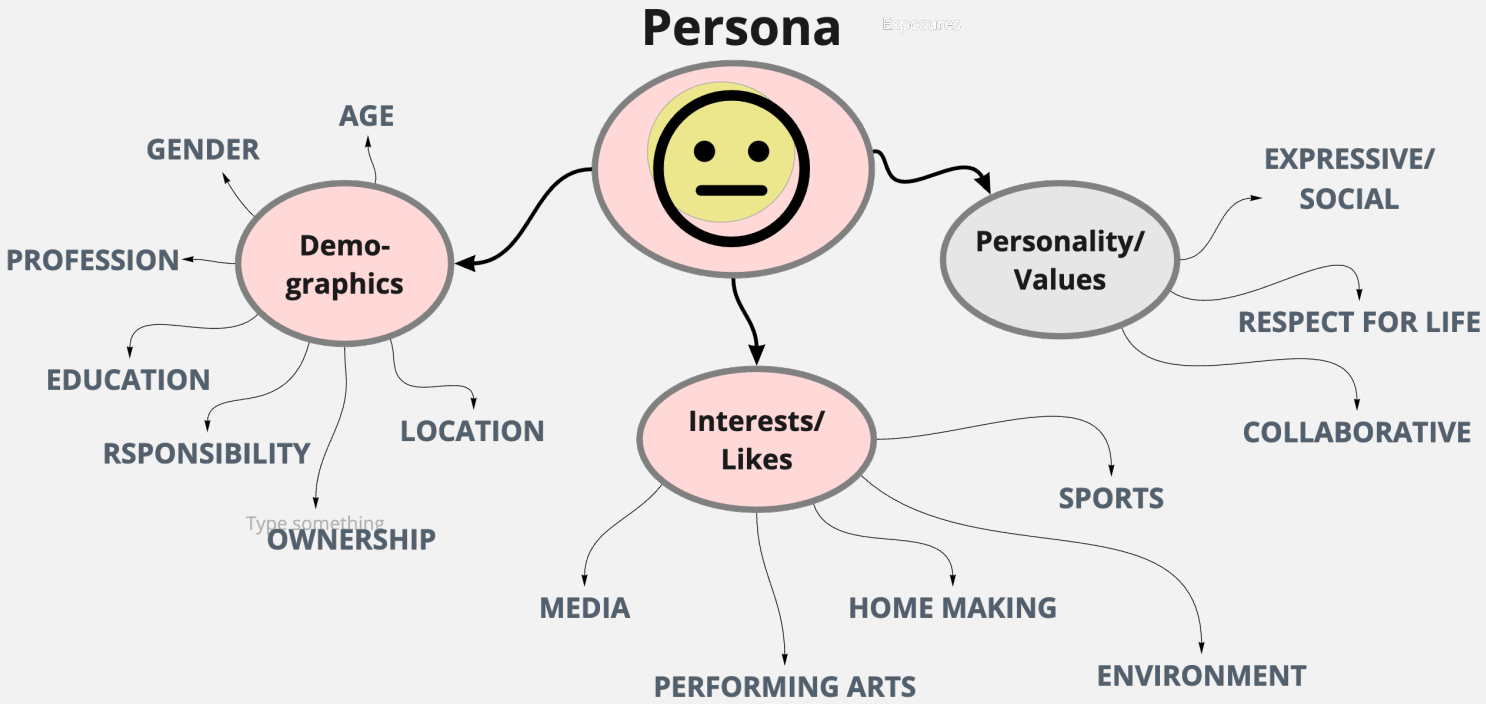
1. Make a list of users connected with your topic. You could refer to **User Participant Mapping** in section C4.2

2. Select the most important users relevant to your problem space

3. Write down the typical characteristics for each of the users
+ You could **choose an image** for the user

4. You could **create a User scenario depicting the user activity.**

Characteristics of a Persona:



Example of a Persona:

Example of Personas while designing Toys for Children:

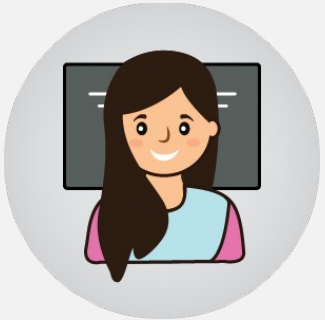
Name: Avani
Age: 5
Behaviour: Very friendly, talkative active, and neat
Likes: School, Park, Museum, Library
Does not Like: Malls, Spiders, Doctor

Name: Avanish (brother)
Age: 6
Behaviour: Very naughty, playful and untidy
Likes: School, Park, Jokes, Games
Does not Like: Pools, Ghosts, Police

Example of a Persona:

Example of Personas while designing Toys for Children:

Name: Sonam (Mother)
Age: in 30's
Profession: Software Programmer
Likes to: Spend time with her children, Going for Weekend shopping, movies
Home Activity: Cooks, Maintain home



Name: Alima
Age: in 30's
Profession: Playschool Teacher
Likes to: engage children in Play-Learn, Avid Reader, Movies, Plays
Activity: Maintain home, Collect Curios

User Scenario:

Example of User Scenario while designing Toys for Children:

Avani has taken a lot of efforts to **construct a tree house** out of her wooden blocks (in the evening after school)

Avanish her brother comes home from school and **spoils her tree house**

Mother (Sonam) scolds Avanish and **decides to find a toy that both can collaboratively share and play**

Mother (Sonam) calls Alima, the playschool teacher **to take suggestions**

Are Personas Essential?

Importance of Persona:

- Conceiving of the Persona helps you to chose the characteristic of a typical user group

- For your chosen problem, there might not be a typical user group – the users could vary very much. In this case it is not necessary to build a Persona.

Making the Personas:

Individually or in groups?

Creating Personas can be done **individually or in small groups**.

Working in groups, you can **share responsibilities** while doing the Personas.

How many of these Personas?

The suggested number is from 1 to 4

Hence, **select the ones that are most relevant to your topic**.

T8.2

What is OIOR?

What is OIOR?

OIOR is the acronym of:

1. Observations (O)

2. Inferences (I)

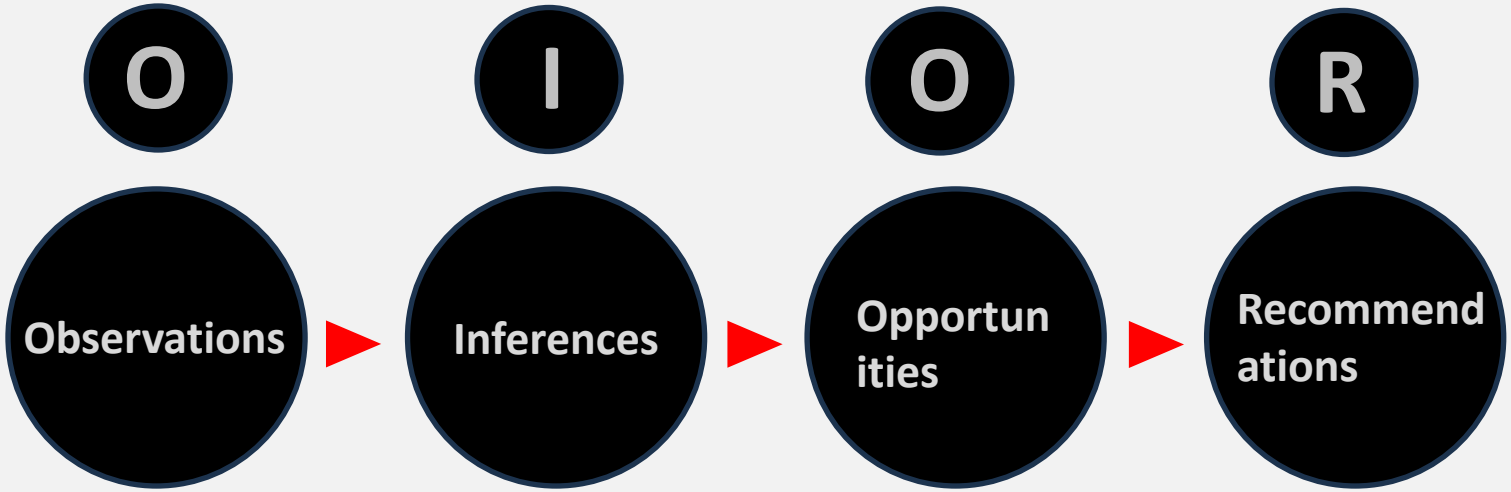
3. Opportunities for Design (O)

4. Recommendations for Design (R)

OIOR as part of the analysis takes one from **Observations** to making **Inferences** to finding **opportunities** to outlining the **recommendations** for design**.**

OIOR Analysis:

(Observation > Inference > Opportunities > Recommendations)



OIOR Analysis:

(Observation > Inference > Opportunities > Recommendations)

O

1. Observations:
. refers to the **data/information that you gathered** from Primary and Secondary Research

I

2. Inferences:
. refers to the **conclusions reached (synthesis) through critical analysis of the data/information gathered** with reference to your problem space**.**

O

3. Opportunities:
. refers to the **recognition and discovery of factors that are helpful for solving issues** connected to your problem space

R

4. Recommendations:
. refers to the **listing of actionable factors that show the way forward towards possible design ideas and solutions.**

OIOR Table Steps:

1. List the relevant Observations connected with your topic

2. Make a list of Inferences from your study

3. Make a list of the opportunities for design thrown up by the inferences

4. Make a list of recommendations for design based on opportunities for design

5. Do the above **four steps in form of a Table**

6. Based on the table, one can **redefine the problem statement**

OIOR Table - Example 1: (Design a Toy for Children)

	O 1. Observations:	I 2. Inferences:	O 3. Opportunities:	R 4. Recommendations:
A	Boys and Girls mostly **play separately**	The type of play seems **different for boys and girls**	Explore Play activities that could be of **interest to both boys and girls**	Design a play activity that is **gender neutral**
B	**Storytelling** is part of the **culture and tradition** in India	**Stories** are very **interesting to children**	Explore Play activities **using story / narratives**	Design a play activity that is **based on a story**
C	School teachers would like to **make learning joyful**	**Learning could be fun** through play activities	Explore **Play and Learn** activities	Design a **play activity** that can help **learn a concept**

Problem Statement - Example 1:

- Initial Topic:
  Design an engaging Toy for Children.

- Redefined problem statement:
Design an engaging 'Play and Learn' Constructive Toy for Children in the age group of 3 to 6 with features of Collaboration, Sharing and Storytelling using Sustainable Materials.

OIOR Table - Example 2: (Digital Payment System Design)

	O 1. Observations:	I 2. Inferences:	O 3. Opportunities:	R 4. Recommendations:
A	Some users use the ATM because they are **not able to talk to ladies** in the bank	Some users find it easier to **deal with a machine than a person of opposite sex**	Explore ways to **overcome social barriers**	Design a monetary transaction space where users are **socially comfortable**
B	Parents are **reluctant to give debit cards** to children	Easy access to money can be **tempting to spend**	Explore having a **family account with limits to children**	Design a family payment system with **different limits** for each member
C	User **lost money** through debit card - reluctant to use it	Credit and Debit **Cards** are seen as **insecure**	Explore ways to make digital transactions **be secure and feel secure**	Design a digital transaction system that is **also seen as secure**

Problem Statement - Example 2:

- Initial Topic:
  Design an Digital Payment System.

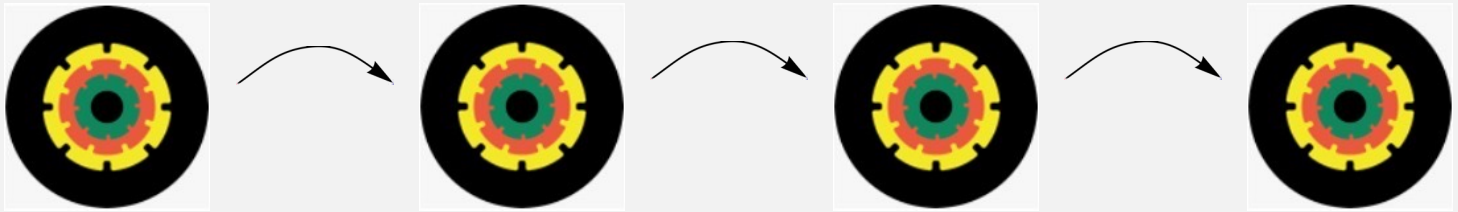
- Redefined problem statement:
Design an easy to use, fully secure ‘Digital Payment System’ that also feels secure, can be shared between family members with set limits and overcomes social barriers in its use.

Thanks for Listening

DT&I Tools
Section: T8
Week 8

THINK!
DESIGN

DT&I Tools – Week 1-8:



Week 1
> Brain-Storming

Week 2
> Mind-Mapping

Week 3
> 5W + 1H Questions
> 5W + 1H Matrix

Week 4
> User Participant Mapping

Week 5
> Contextual Inquiry

Week 6
> Questionnaires
> Cue Cards

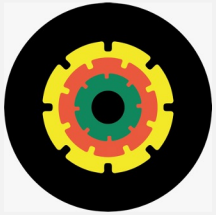
Week 7
> Artifact, Activity, and Spatial Mappings

Week 8
> Personas
> OIOR Table

DT&I Course – Week 8:

DT&I
Process
(20%)

> Data Analysis Part 2
> Inferences to Recommendations



DT&I
Tools
(20%)

> Personas
> OIOR Table

DT&I
Project
(50%)

> Data Analysis
> Creating Personas
> Making OIOR Table

DT&I
Cast Study
(10%)

> Case Study Project:
The Indian Medicine System

THINK!
DESIGN

Supporting Organizations:

D’source

D’source Project

Open Design School

MoE’s Innovation Cell

Credits:

Presented by:

Prof. Ravi Poovaiah

D'source Project

Open Design School

MoE's Innovation Cell

THINK!
DESIGN

D'source Project

Open Design School

MoE's Innovation Cell

Credits:

Camera & Editing:
Santosh Sonawane

Credits:

Think Design Animation:
Rajiv Sarkar

D'source Project

Open Design School

MoE's Innovation Cell

Credits:

Graphic Icons:
Shweta Pathare

D'source Project

Open Design School

MoE's Innovation Cell

Credits:

End Title Music:
C P Narayan

D'source Project

Open Design School

MoE's Innovation Cell

Credits:

Produced by:

IDC School of Design

IIT Bombay

D'source Project

Open Design School

MoE's Innovation Cell