

JiTR Personas

A user-centric view of the project

2008.02.01

Introduction

What's the purpose of this?

RECAPS OF JITR USERS
User Summaries

User Scenarios

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• The Report

Before proceeding into JiTR wireframes, we need have a **user-centric discussion** of what the final product will look at.

The following report provide an outline of the User Personas and Scenarios that were imagined for JiTR. There are three parts:

1. The **user personas** for our four users
2. Summaries of the **user scenarios** (stories of their uses)
3. Organized list of **key points** to take from he scenarios

• What Next?

In discussions, *we will need to determine a primary user*, and the important aspects of the secondary users.

We also need to consider ideas, and organize them by:

- *Good Ideas*: desirable to include in the project
- *Bad Ideas*: things that are unnecessary to the desired direction of JiTR
- *Wishful Thinking*: concepts that would be nice to have, but are impractical at this moment in time

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Graydon Grey

Communication Studies Professor

Graydon is **tracking a blogger** with JiTR. He **knows computers fairly well** and encourages his students to use JiTR.

Most notable about Graydon's experience is the ability to keep notes and multiple versions of items. He loves seeing visualizations of item activity over time.

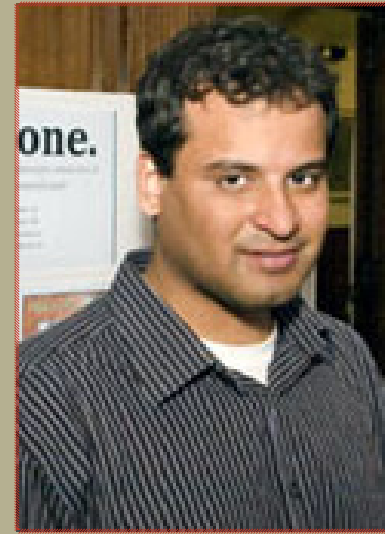


Godfrey Laroche

Independent Researcher

Godfrey is using JiTR to **track Fair Trade news**. He's **not well-versed in computers**, but competent in figuring them out.

Most notable about Godfrey's experience is the ability to organize large data sets easily, and call them back up even easier. He loves labels and repository sharing.

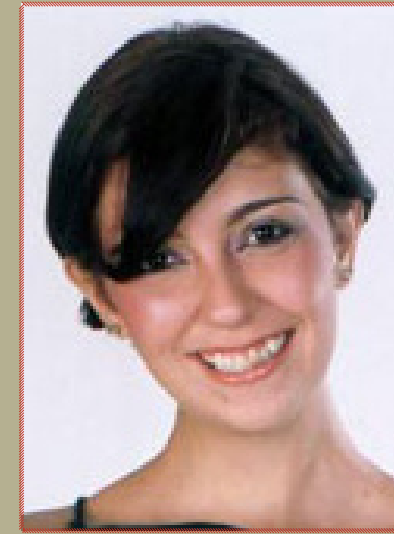


Sidney Sitwell

Modern Languages Grad Student

Sidney uses JiTR to **study regional dialects**. He's **grown up around computers**, and is very trusting of their abilities.

Most notable about Sidney's experience is the power that the API provides, especial through its connection to TA-PoR tools. He also love being able to uses the PDF-to-HTML process.



Mandy Molyneaux

Marketing Analyst

Mandy is using JiTR for **commercial purposes**. Her **main familiarity with computers is for business**.

Most notable about Mandy's experience is JiTR's ease of use, from her very first visit. She likes the suggestions and templates that the system provides.

What do they do? How can JiTR help? How old are they? How well do they know computers?

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Graydon Grey

Assistant Professor

• Scenario 1

Graydon is tracking a controversial blogger. He knows that eventually he'll be using this information, but for now, his main use is to collect data.

In this scenario, Graydon:

- **Sets up a blog aggregator** to pull posts into JiTR
- **Turns on the history feature**, which keeps item versions when the original changes
- **Tracks online mentions of the blog**, within the same repository
- **Uses colour to colour items** based on their source

*How does a user track changing content?
What can JiTR do to visually notate items?*

• Scenario 2

Graydon is teaching a first-year course. Students are in research groups, and he wants to track them, while at the same time introducing them to computer-aided collaboration.

In this scenario, Graydon:

- has his students sign-up and **create work groups**
- logs in weekly and is **notified of items shared with him** by students
- Has a **list of unread items**
- **Adds comments** to items shared with him

How would JiTR be used collaboratively?

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Godfrey Laroche

Independent Researcher

• Scenario 1

Graydon is following media reports on coffee growers. He organizes items religiously, through labels.

In this scenario, Godfrey:

- **Sets up a web spider** to poll his common sources, **automatically**
- **Is emailed when there a new items**
- **Labels items** according to category
- **Adds his older research** by uploading a file
- **Shares a public repository** link with his colleagues
- **Prints a summary report** with metadata and his notes

How can JiTR organize large collections of texts, for easy management?

• Scenario 2

Graydon is following a media sub-issue, about a tax conflict, within his research topic.

In this scenario, Godfrey:

- **Uses labels** to track the sub-issue without starting a new repository
- **Adds notes** analyzing each **article**. Later, he also keeps notes for the broader **label**.
- **Runs “Count Words”** on **chronologically organized** list (of just the one label). Forms a hypothesis based on the sparklines provided by the tool.

How does a user track sub-topics: a new repository or with labels? How much freedom do they have in keeping notes?

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Sidney Sitwell

Modern Languages Student

- Scenario 1

Sidney is studying Franco-Ontarian colloquial terms. He uses technology to process his content in new ways.

In this scenario, Sidney:

- **Sets up a web spider** to collect random samples
- **Uses a TAPoR recipe** to identify colloquial word usage
- **Returns processed data back to the repository**

Can/should JiTR analyze? How? How does it interact with processes?

- Scenario 2

Sydney is collecting French and English Canadian shareholder information.

In this scenario, Sidney:

- **Adds items manual** by pasting their URLs
- **Converts PDFs** into JiTR items.
- **Adds anchors and links between items** (labelling sections within items and linking to their French/English counterpart in another item)

How complex should items become? What formats can JiTR accommodate?

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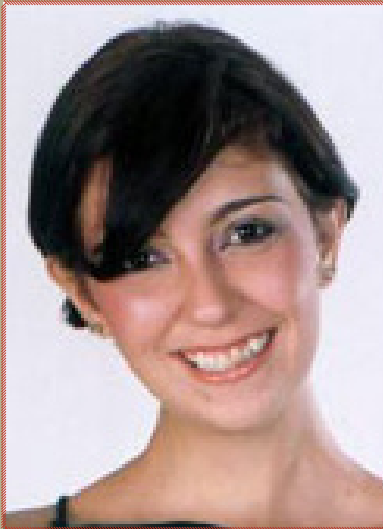
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Mandy Molyneux

Commercial User

• Scenario 1

Mandy hears that JiTR could help her in work, but she doesn't understand it. She decides to check it out.

In this scenario, Mandy:

- **Visits JiTR for the first time**
- **Learns about possible uses**, accompanied by real personas that embody those uses
- **Watches a video explanation** of what JiTR is
- **Signs up** for an account
- **Checks out a "tutorial" repository** that exists automatically

What does a first time visit look like?

• Scenario 2

Mandy, a marketing analyst, is using JiTR to track online and newspaper mentions of her company.

In this scenario, Mandy:

- **Uses a wizard** to setup a repository, using the setup suggested after answering a number of questions
- **Sets up three collection techniques** for the repository: search engine tracker, blog tracker, and Wikipedia chang tracker.
- **Sets a Relevance Threshold** (based on secondary search words)
- **Creates a second repository**, based on a template. This one is for tracking major news mentions, such as those through Lexis-Nexis.

How does an unskilled user negotiate JiTR?

User Scenarios
JiTR in Use?

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What the Users Want

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A distillation of points to be considered from the scenarios.

Remember: this list is based on the longer scenarios, at <http://tada.mcmaster.ca/Main/JiTRStories>

User Experience

- Repository / Data Collection Templates (Mandy)
- Wizards (Mandy)
 - Repository creation (Mandy)
 - Collection process (Mandy, Sidney)
- Clear instructions (Mandy)
- Unread item list (Graydon)

Adding Items

- Ability to manually add items (Sidney, Godfrey)
 - by URL (Sidney)
 - by text entry (Godfrey)
 - by upload (?)
- Ability to have materials add automatically (all)
 - new items are noted (Godfrey, Mandy, Sydney)
- Updateable items, with version history (Graydon)
- Multiple collection techniques per repository (Mandy)

Data Collection Methods

- Search-Engine Based Web Crawler
- JiTR Web Spider
- Blog Scraper
- RSS aggregation
- Wiki Tracker
- Database Connect (i.e. LexisNexis Academic/Corporate)

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Organizing Items

- Notes (Godfrey, Mandy)
 - per item (Godfrey)
 - per label (Godfrey)
 - per repository (Godfrey)
- Chronology
 - sort lists by chronological place (Godfrey)
 - include data for data published and data retrieved
- Labeling/Tagging (Godfrey)
- Sorting: ability to sort on your own terms
- Colour (Graydon, Godfrey)
 - automated visual markers of items (Graydon)

Processing Data

- Ability to add external processes (Sidney)
- TAPoR connectivity (Sidney)
- PDF conversion abilities (Sidney)
- Timeline Graph (Godfrey)

Other

- Information backup / download (Godfrey)
- Customized print page (Godfrey)
- Repository sharing
 - with JiTR users (Graydon)
 - with non-users (Godfrey)
- Duplicate item prevention (Mandy)