Role playing for testers

Expand your testing with persona and roles
Hello, I’m Alan
Hello, I’m Mark!
What are you going to learn?

- Describe the differences between personas and roles
- Describe how to use personas and roles correctly
- Break down various resources to discover and record new personas and roles
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User role play in exploratory testing
Personas are a model created from a collection of attributes
"Insert quote that characterises this persona in one sentence."

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Audience persona

59% work in 1000+ organizations

23% are agile coaches

45% with advanced agile experience
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23% are agile coaches

45% with advanced agile experience
No average session attendee

Personas can easily go wrong
Frankenstein user

- Most personas are guess work
- Stereotypes and bias
- Confirmation bias
- Too much data
Personas tell you who will be interacting with your solution, not what problems they need solving.
Separate the person from their job

We need to help them with their roles and jobs
Creating personas

Quantitative research

Any data that is in numerical form such as statistics, percentages e.g. Google Analytics, Demographic reports

Qualitative research

Observation to gather non-numerical data. Customer Interviews, Online surveys, Technical support

Get out of the office

Doing none of this will leave you with stereotypes and bias.
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Qualitative research can give an insight.

Quantitative research can add weight to the insight.
Customer interviews

- Ask open questions
- Don’t ask leading questions
- Clarify answers: What Why and How
As a table practise creating personas and roles

- Scope limit: Front of house hotel staff - Reception, Concierge, Event Planner
- One person volunteer to role play a member of staff
- The rest of the table will interview the volunteer as research
- You have additional research materials on your tables
- Capture your discoveries on stickies
Roles

- Unexperienced receptionist
- Experienced receptionist
- Front desk manager
- Hotel manager

Personas

- **Pete**: Enjoys interacting with customers and prefers not to be stuck in front of a computer
- **Sally**: Regular mobile user who prefers products that integrate across multiple platforms
Who has a poster at their desk?
Leanne

Always travelling and connecting remotely

Rather impatient and hates software being slow

Web browser: Chrome, Firefox, IE11, Edge, Safari

Mobile devices: Android, iOS, Windows Phone
<table>
<thead>
<tr>
<th>ROLE NAME</th>
<th>Booked Guest</th>
</tr>
</thead>
<tbody>
<tr>
<td>RESPONSIBILITIES</td>
<td></td>
</tr>
<tr>
<td>Turn up to the correct hotel</td>
<td></td>
</tr>
<tr>
<td>Check out at the correct time</td>
<td></td>
</tr>
<tr>
<td>Pay for the hotel room(s)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PAIN POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quickly check the details of my booking</td>
</tr>
</tbody>
</table>
Convert your research into cards

- Work as a table, can divide the work up
- Remember to limit the amount of data on the cards
- Don’t worry if they are not perfect
Exploring with Personas & Roles
As an admin user
I want to be able to block book a room for events
http://<ip_address>/adminhtl

admin@myfakehotel.org / password123
Were the personas and roles useful?

What test ideas did you discover using them?
Thank you

Please don't forget to provide feedback