

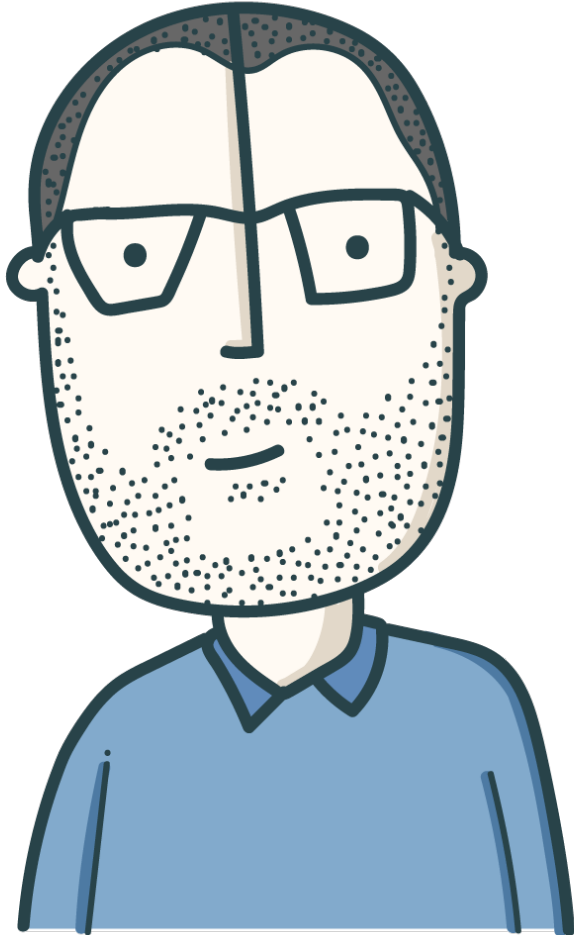
HINDSIGHT

Role playing for testers

Expand your testing with persona and roles



Hello, I'm Alan



› Alan Parkinson

› CEO + other jobs

› @alan_parkinson

Hello, I'm Mark!



› [Mark Winteringham](#)

› [BDD & AT Coach](#)

› [@2BitTester](#)

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
- Break down various resources to discover and record new personas and roles

User role play in exploratory testing

Explore It!

Reduce Risk and Increase Confidence with Exploratory Testing



Elisabeth Hendrickson

Personas are a model created from a collection of attributes

<Persona name>



“Insert quote that characterises this persona in one sentence.”

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Name <name>
Type <type>
Role <role>

Motivations

- Excepteur sint occaecat cupidatat non.
- Sunt in culpa qui officia deserunt mollit anim id est laborum.
- Excepteur sint occaecat cupidatat non.

Goals

- Excepteur sint occaecat cupidatat non.
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Pain points

- Excepteur sint occaecat cupidatat non.
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- Excepteur sint occaecat cupidatat non.

Behaviours

Variable description



Variable description



Variable description



Variable description



Variable description



Variable description



Audience persona

59% work in 1000+ organizations

23% are agile coaches

45% with advanced agile experience

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Audience persona

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23% are agile coaches

45% with advanced agile experience

No average session attendee

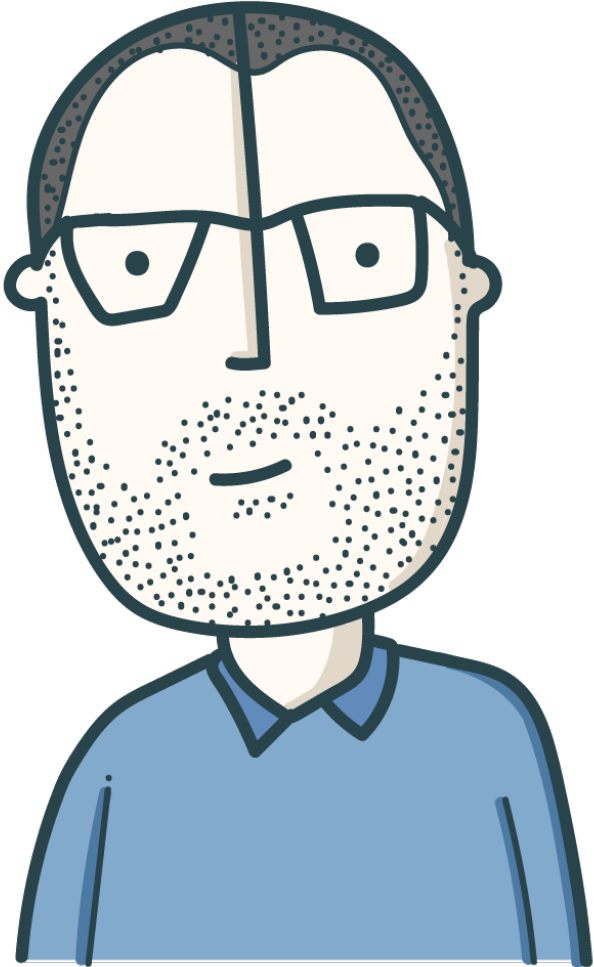
Personas can easily go wrong



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 there 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

Receptionist

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?





PERSONA NAME

Leanne

PERSONA TRAITS

Always travelling and
connecting remotely

Rather impatient and hates
software being slow

PERSONA NAME

Leanne

PERSONA DEMOGRAPHICS

Web browser Chrome, Firefox,

IE11, Edge, Safari

Mobile devices

Android, iOS, Windows Phone

.....

.....

ROLES

ROLE NAME

Booked Guest

RESPONSIBILITIES

Turn up to the correct hotel

Check out at the correct time

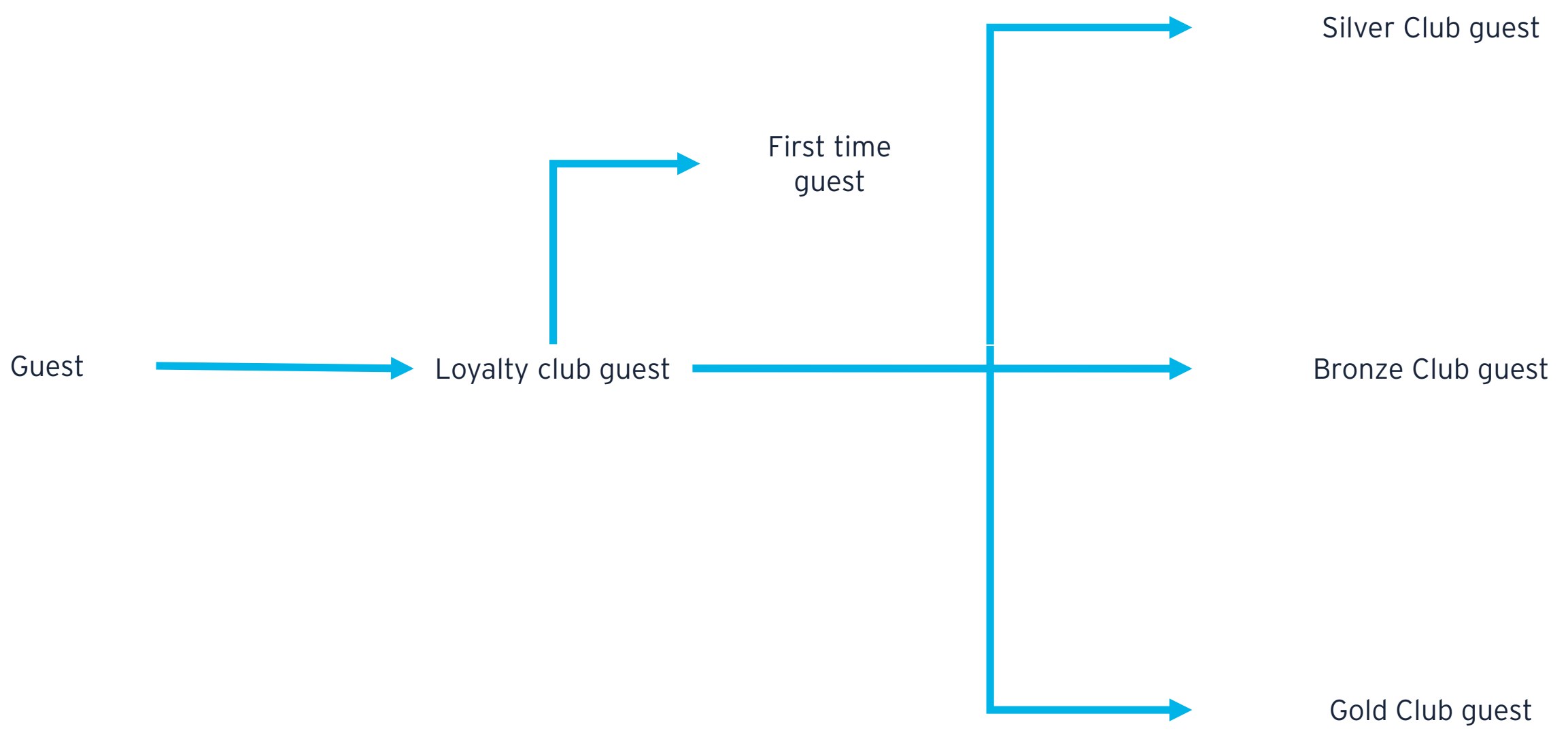
Pay for the hotel room(s)

RELATED PERSONAS

PAIN POINTS

quickly check the details of my booking





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 to be able to block book a
rooms for events**

http://<ip_address>/adminhtml

admin@myfakehotel.org / password123

The image shows a horizontal navigation bar with a dark background. It contains five menu items, each with an icon and text: 'Customers' (people icon), 'Manage Discounts' (tag icon), 'Hotel Reservation System' (bed icon), 'Modules and Services' (puzzle pieces icon), and 'Localization' (globe icon). The 'Hotel Reservation System' menu item is highlighted with a red rectangular border. Below this menu item, there is a white button with the text 'Book Now' in blue.



Reflection

Were the personas and roles useful?

What test ideas did you discover using them?

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Thank you

Please don't forget to provide feedback

