HOW TO SURVIVE A ZOMBIE APOCALYPSE DURING THE HOLIDAYS

Team Unicorn Instructional Films
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Mike Rawling

@hedshot
#zombiepersona
How to Recognize a Zombie Apocalypse
Any questions welcome!
- later, please...
Accepted interruptions*

a) a zombie apocalypse
b) Nothing.

* Oh, and please set your phones to silent...😊
PLEASE STAND BY
THE DEAD ARE RISING.
Me

UX history dating back to ’98 - pre ‘UX’!!!

Consulted, designed, engineered, led, coached, trained…

..teams and initiatives for Tesco, Wiley, Camelot, Konami, LoveFilm and Granada, ITV and Unruly and the Umbrella Corporation…

Mike Rawling
UX Team-Of-One
At Unruly, London:
UX Coach and mentor, Interaction Designer, UI Engineer, UI Designer, UX Research: user testing, usability testing etc…
Dev at Unruly Media

Made of 3 development teams:

- Each consists of about approx. 4 XP, java-centric, stupidly intelligent programmers
- Team has greatly varying levels of working experience and interests
- Extremely varying levels of customer facing front-end design & development
- 1 Zombie Eradication Specialist UX Practitioner
Warning: may contain...

Unruly culture...

I DON'T ALWAYS AGREE WITH JACOB NIELSEN

BUT WHEN I DO, BY GOD, DO I

IMPORT ALL THE FRAMEWORKS

The city will look up and shout "Save us!"

And I will whisper, "no."

ONE DOES NOT SIMPLY IMPORT ALL THE DATA
I CAN HAS BRAAIINNSS?

LOLZOMBIES
Not Nearly As Cute As
LolCats

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Check for zombies...
Let’s talk zombies…
This afternoon...

Have you ever felt the slimy hand of a dead panic stricken zombie?
This afternoon...

- **What is** the zombie persona apocalypse?
- **Field Guide: Recognising** Zombie Personas
- **Fight back!** Zombie eradication
What are User Personas?
How do UX people define Personas?
Identify Zombie personas!

Can I pick your brain?
I have so many unanswered questions.
Ask the audience...
What is a persona?

- **fictional but research/data-based** conglomerations of user attributes
  - a persona is an archetypal representation of a user
  - requires name, photograph, a story & byline
  - since 1995, coined by Alan Cooper...

- Hierarchical
How many people have heard the phrase whilst making product decisions or discussing features?

“If I was using this, I would do X…”
Agile2014, meet Fran…

Fran
da major creative agency’s account director - one of our secondary personas

“I need to demonstrate (good) results and like my clients are performing against their competitors. Right now!”

Fran doesn’t have time for anything. She loves her job, her team and living in the big city but forward planning? Forget it! But she wouldn’t have it any other way.

Fran’s husband’s in IT (he’s a something or other) and she’s been picking up tips about stats and how his ‘interweb’ works from his explanations about stuff she used to think was boring but now seems like they have more and more in common.

Age: 40

Hierarchy in Personas
- Secondary Persona

Key Characteristics
- Works for advertising media agency
- Manages two key brand’s account for her company
- Uses Apple products exclusively - “we’re a creative bunch!”
- Wants to look good and clever/knowledgable to the client
- Rigid formats and timescales
- Came into the profession for freebies and the ‘glory’ of The Media Industry

Goals
- Show Results to her clients, the Brand
- Report to her clients in a way that fits with her agency’s style, with out complicating things
- Wants to tell an overarching story (and manipulate the data to suit - “there’s lies, damned lies and statistics”)
- Driven by career prospects and status

Questions
- Will it make me look good?
- Can I present it as my, I mean, my company’s own work like a white label?

Influencers
- Insecure, often dependent on client approval
- Loves freebies and Shiny stuff
- Can I present it as my own work like a white label?
- The Next Big Thing, less likely to stick with suppliers though
- Wants to be ahead of the curve
- Wants to be able to indentify the latest trends to clients

Gear
- 13in Macbook Air
- Iphone 4
- Personal Ipad 3

Frustrations & Pain Points
- My clients don’t want to see our relationship with third party providers - why would I present something with their brand on - it a white label type service!
- Some of my clients don’t even understand the web really, let alone sharing - they do not come to me to see techy jargon and reams of figures thrown at them!
- Self-aware of the ‘Meeja’ (Media) tag and can be cynical
- Time poor, overworked
- Protective of client relationship

Examples in the real world
- OMD staff and/or OMD analyst
- Irene, Head of Analytics at Havas Digital
You can’t **NOT** have personas!

If you don’t they will just be:

- Presumed
- Different for each team member
- All hidden from each other! Whether chicken or pig.
Why personas?

Stakeholder and team alignment - full team cohesion!
Agile, XP or Lean + UX

Challenge: to create a bridge between team and users
Why personas? Y.A.N.Y.U

Stop: “If I was…”
- Emotive / too subjective
- Makes it personal

Starts: “If {persona b} was using…”
- More objective and productive
- ‘externalising’ of discussions
Why personas?

Sensitizes team to Users’ plight…

Creating greater user empathy in an Agile/Lean/XP team

Throughout the whole process
Why personas?

UX must be a company wide responsibility.

Helps share customer knowledge across product team and company… Personas begin companywide UX engagement.
So much danger!
Why do we even need them?
Use of personas...

Polarised argument: should we use personas?
RUN FOR YOUR LIVES
What are these ‘zombies’????

RUN FOR YOUR LIVES
“zom·bie”

Variant(s): also zom·bi \ˌzäm-bē ; Function: noun; Etymology: Louisiana Creole or Haitian Creole zonbi, of Bantu origin; akin to Kimbundu nzúmbe ghost; Circa: 1871

1. A corpse reanimated by various means either supernatural or mundane whose body continues to move despite a lack of normal biological function.

2. A living being stripped of it’s will, humanity, and normal behavior by outside forces either supernatural and mundane.

3. A mixed drink made of several kinds of rum, liqueur, and fruit juice.
Zombies in history
Zombies through history...

“...And will let the dead go up to eat the living!
And the dead will outnumber the living!...”

Ishtar, The Epic of Gilgamesh

- Scandinavian Draugr
- Japanese Jikininki
- Hindu and Buddhist Rakshasa
Zombies got here from... 

Africa...
Zombies got here from... Via haiti...
Zombies got here from...
Hollywood releases zombies...

1932...

Bela Lugosi
She was not alive... nor dead

...Just a White Zombie
Performing his every desire!
Zombies attack hollywood...

...onwards...
Zombie Classification Project

Biological Zombies
- Pathogens (Viral, Bacterial, Alien.) - “28 Days, Resident Evil”, “World War Z”, “Pontypool,”

Supernatural Zombies
- Magic (Black Magic, Curses, Necromancy, Pure willpower/rage) - “The Ressurected”, “Undead or Alive”, “Pet Sematary”,
- Religious (Voodoo, God did it, The Devil did it, Hell’s full, etc) - Fulci’s “City of the Living Dead”, “White Zombie”, “House of the dead”,
- Supernatural Entities (Possession, Spirits [This can be the original persons spirit or “Something” else], Demons, Vampiric, etc - “REC & REC 2”, The Evil Dead Series, “Dead and Breakfast”, “Creepshow”),

Chemical Zombies
Chemical zombies are split up according the the “Purpose” of the reanimating chemistry. Otherwise you might as well lump them all together, but I think there is enough of a difference between them to warrant giving them each a category:
- Pharmaceutical (These were drugs intended to help humans….. instead…. oh crap! zombies!) (Drugs, the whacki weed, Loritab,) - “The Stuff”, Herbert West’s Serum from “The Reanimator”
- Toxic/Medical Waste (Discarded waste material that spontaneously raises the dead) - “Tokyo Zombie”, “Night of the living dead 3d”) Chemical side effects (Compounds that create zombies as a side affect) (Trioxin) - “Return of the Living Dead”, “Planet Terror”,

Technological Zombies
- Dark Science or Medical Experimentation gone awry – “Phantasm”, “Shock Waves”, “The Dead Pitt”, Nanobots Or Cybernetics “Invaders from Mars”, The Constructed “Frankenstien’s Monster”… What? he’s built from Dead bodies, that’s gotta count?)

Energy Zombies
- Radiation/Electrical - “Romero Zombies” a.k.a. “Night of the Living Dead”)
- Alien Unknown Energy - “Plan Nine from outer space”, “Night of the Comet”,
Classification Project: 5 types

- Biological Zombies
- Supernatural Zombies
- Chemical Zombies
- Technological Zombies
- Energy Zombies
Romero zombies

Brooks & Resident-Evil zombies virus!

Valve zombies: alien infection, headcrabs

Fast Zombies: Zombieland, 28 days later...

Nazi zombies – see the SciFi channel...
Zombies are this too...
Zombies – but mostly these..
But that’s just all Hollywood make believe...
Noooo!.....
agile zombies in your area!
What is this ‘Zombie Persona Apocalypse’?
Zombie personas are

Created at the beginning of a project them never used…

Discarded in a file system, alone…

Forgotten about…

Untended…

Unused…

Unloved…

Unfed…

...Undead!
Poor, lonely personas... ☹️
Personas: can become sick...infected...
Introducing Mike’s Lightweight, Zombie Persona: Apocalypse Survival Guide...
Do you have an impending zombie persona apocalypse??

RUN
KEEP CALM
AND CARRY ON
ZOMBIES ARE COMING!!!
Let’s zero in on Zombies!

...start eradicating the threat now!
How can you stop the spread?

Git yer gun, Bubba.

Looks like them zombie fellers is here.
Zero the zombie threat!

Embrace weird science: create living breathing personas!...
Zero the zombie threat!

Effective persona workshops include people with primary experience of users...and the team who will use them.
Zero the zombie threat!

Get engagement and active sign off and a hierarchy from stakeholders...and it may even help align your whole company!
Zero the zombie threat!

Sessions with C-levels, Senior Execs & start-up Founders… Reality Warping effect they can have on staff members' answers…

…have a number of different persona workshops..
Zero the zombie threat!

Keep your personas alive:

Print them BIG!
Wall mount them!
Zero the zombie threat!

Personas named checked in stories

As **your persona** I would like to **have a feature** so that I **get value**
Zero the zombie threat!

Persona ‘stickers’ on story cards
Zero the zombie threat!

Sticky engagement... with magnetic personas!
Zero the zombie threat!

They are hypotheses – keep testing them!
Phew! So that’s it....

You are boring me to death, and I’m already dead. You are boring me back to death.
Hell no, it doesn’t stop there…
Don’t panic!
Ghost personas...
Ghost personas...

No supporting evidence, no data, no substance...
Gazump ghost personas!

Ensure personas are based on good quantitative and qualitative sources from...

THE ORGANIZATION OF GHOSTHUNTERS

WE PUNCH GHOSTS AND IT’S AWESOME
Gazump ghost personas!

Use User Intelligence from:
Data analysis, Logs, Google Analytics...
Gazump ghost personas!

Use User Intelligence from:
f2f interviews with users, user and usability testing…
Rich, ‘primary-est’ evidence!
Dr Frankenstein’s personas...
Dr Frankenstein’s personas…

The sum of the parts…not refined or integrated…
Dodge Dr. Frankenstein's monsters!

Watch out for fragmented personas made up of parts by...
Dodge Dr. Frankenstein's monsters!

...refinement! Facilitate Affinity Grouping and Back Story activities to distill down your personas to just 3 to 7.
Vampire personas!
Vampire personas...

Drinking your teams life blood, afraid of evidence in the Light of Day!

vampire kitties are getting nervous
Vanquish Vampires!

Avoid vital team life force draining away, wasting time and money in the wrong direction by...
Vanquish Vampires!

Basing your personas on sound sources of data, watching carefully for the Evil Eye of skew or bias and allowing for it.
Finally….never stop refining…
– find what works *for you & yours!*
...make them your own!

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**NAME OF BACKGROUND**

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**Valgarodian Blade**  
**Valgarodian Warcry**  
**Tacturn**

**Valgaroidish Lemurian**

**AXE**  
**Bow**  
**Medium Armour**  
**Horse**  
**Scroll**  
**Grimrr**

**UND**
MUTANT ENEMY
And so, drawing to a close today…

i. Use good, rich, multi-sourced data
ii. Run Persona Workshops
iii. Distill your personas
iv. Watch out for skew in your sources of intelligence!
v. Posterize those personas!!
vi. Welcome personas into your process:
   i. in user stories: ‘As Charlotte…’
   ii. stuck on cards
   iii. avatars/images in or on digital cards
   iv. magnetised to card walls
So, let’s review what we learnt:
Go...
Save yourself from the Zombies
Thanks to fellow Zombie Killers:

- Tom Allison@Berlin: Coiner of The Zombie Problem

- The entire Unruly team
Respect due to...

**Persona Mad Scientists: Authors and supporters**
- About Face 3 - Alan Cooper
- Observing the User Experience - Mike Kuniashky
- The Persona Lifecycle – John Pruitt, Tamara Adlin
Respect due to...

Respect due to Creative Brainzzzzzz of:
- Sam Raimi
- George Romeo
- Danny Boyle
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- Elvis.ro
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- Gifsoup.com
- The department of homeland security
- Lolcats everywhere
- Random Kittens
- Ghosthunters
- The Muppets
- icanhascheeseburger.com
- soundbible.com/
- Anyone else I forgot!
Certificate of Achievement
in Zombie Eradication

For mastering the arts of:

Decapitation & Dismemberment; Defense & Offense with Found Materials;
Disposal of Infested Materials & Persons; Sniping & Traps;
Survival, Defense & Fortification

Society for the Preservation of the Living
and the Annihilation of the Tainted

Dr. Ra Tingleish, Professor of Undead Studies

SPLAT
Still hungry for brainssss?

Always go for the @hedshot on Twitter...
Q&A

Any questions?
Still hungry for brainsss?

Always go for the @hedshot on Twitter...
Thanks for listening!
Still hungry (for brainssss...)?

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