Almost like being there; the Power of Personas when designing for foreign Cultures

Almost like being there; the Power of Personas when designing for foreign Cultures

Much research on personas focuses on how to develop and use personas, less on the validation and concrete value of them in the development of products for cultures far away from the actual design site. This article illustrates how such a validation was accomplished through producing a film and it provides an in-depth case description of how personas were developed and used. When designing a waste management system for soft plastic for a small village in India, personas were developed and applied by the designer to maintain a user-oriented focus throughout the participatory design process. During a three-month stay in the village, personas based on real people and the villagers’ everyday life and practices were developed by getting to know people and their ways of life through the use of ethnographic methods (observations, interviews, workshops and a film). The personas created a substantial understanding of the users’ individual needs, interests, values and emotions and helped to overcome the physical and cultural distance, enabling a strongly contextualised design.

General information
State: Published
Organisations: Department of Management Engineering, Technology and Innovation Management, Department of Mechanical Engineering, Engineering Design and Product Development, Technical University of Denmark
Contributors: Vestergaard, L., Hauge, B., Hansen, C. T.
Number of pages: 18
Pages: 257-274
Publication date: 2016
Peer-reviewed: Yes

Publication information
Journal: CoDesign
Volume: 12
Issue number: 4
ISSN (Print): 1571-0882
Ratings:
BFI (2018): BFI-level 2
Web of Science (2018): Indexed yes
BFI (2017): BFI-level 2
Scopus rating (2017): CiteScore 2.2 SJR 0.626 SNIP 1.978
Web of Science (2017): Indexed yes
BFI (2016): BFI-level 2
Scopus rating (2016): CiteScore 2.29 SJR 0.452 SNIP 1.495
Web of Science (2016): Indexed yes
BFI (2015): BFI-level 2
Scopus rating (2015): CiteScore 1.45 SJR 0.499 SNIP 1.474
BFI (2014): BFI-level 2
Scopus rating (2014): CiteScore 1 SJR 0.726 SNIP 1.855
BFI (2013): BFI-level 2
Scopus rating (2013): CiteScore 0.8 SJR 0.483 SNIP 1.114
ISI indexed (2013): ISI indexed no
BFI (2012): BFI-level 2
Scopus rating (2012): CiteScore 0.74 SJR 0.348 SNIP 1.728
ISI indexed (2012): ISI indexed no
Web of Science (2012): Indexed yes
BFI (2011): BFI-level 2
Scopus rating (2011): CiteScore 0.17 SJR 0.149 SNIP 0
ISI indexed (2011): ISI indexed no
BFI (2010): BFI-level 2
BFI (2009): BFI-level 2
BFI (2008): BFI-level 2
Web of Science (2005): Indexed yes
Original language: English
Keywords: Personas, Foreign culture, Participatory design, Qualitative methods, Waste management system, Development country