Persuasive Requirements

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In today’s hyper competitive society, using Digital Media is a necessity for organizations.

- Towards *Personalized Co-created Experiences*

- New technology offers amazing possibilities.

- But benefiting from it seems to lag behind
The Challenge:

- How to realize **successful solutions** by applying technology to **real-life problems**?

- Often difficult
An example: Meet Johnny
What Johnny found
How Johnny felt
What he actually needed...
Example shows common miscommunications

Many projects do a poor job of delivering
  - Quality applications, On Time, and On Budget

Well-known root-causes:
  - Unclear and/or unrealistic goals
  - Lack of user-input
  - Incomplete and/or changing requirements/specs
  - Ineffective Approach
And with persuasive design, Psychology is added to the mix.

Maybe not ... 😊
IT/IS recipe

- iterative and incremental approach to the problem
- adequate Requirements Management philosophy

=> improved goal-setting, communication and project approach.
Learning approach
Usefull delivery each iteration
Timeboxing

=> Predictable Value creation & Risk reduction
Requirements management

- Bridging the gap between Needs and Solution
- Provides focus and shared understanding of the ‘what’ and ‘why’ amongst stakeholders
- Proven positive relationship between quality of requirements and quality of end result
Persuasion

- Persuasive Design ≠ Island
  - Has to be woven into the fabric of IT/IS best practices

- Persuasive Requirements
  - Include the psychology aspects
    - Relationship between the application and the user, behavior triggers and enablers, etc.

  - And should be persuasive themselves in the project
Return to our example

- Rembember Johnny?

- What may have happened ...
How the customer explained it

“I need:

- A device to help me get through the day
- Ease of use, even when sleepy
- Ringing, of course
- Plus all bells and whistles”
How the business described it
How the analyst understood it
Assumptions
Wishful thinking
Choose a solid foundation!

- Thorough problem-analysis
  - What is the real problem?
  - What are the relevant root-causes?

- Customer centered
  - Specific target segment
    - E.g. use Persona’s
  - Early intense customer involvement
    - Survey, Requirements workshop, Co-creation?

- Domain experts involved

- Valid Business Case put central
  - What do we gain with the project results?
More Best Practices

- Use-Case driven requirements elicitation
  - Functional requirements by describing interaction of an actor with the system
  - Additionally non-functional reqs

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Mind the Psychology!

- Increased customer involvement
- Get behavioral expertise
- Include psychology in problem-analysis
  - E.g. incorporate Fogg Behavior Model in Fishbone-diagram and Pareto analysis
- Look for implicit assumptions re persuasion in goals and rationale
  - For example: “Let’s build a forum online to reduce customer service costs”
- Be aware of uncertainties (= risks) in the psychology
More Persuasion specifics

Mind the Psychology!

Incorporate it in the Requirements:

- In Actor definition
- In Use-Case description

- Target behavior, Motivators, Triggers and Simplicity
How the designer designed it
Rule #1: Design with a purpose!
- Keep it simple
- Get user feedback
  - Quick and dirty mockups
  - Iterative Usability testing
  - A/B testing
Mind the Psychology!

- Use the psychology info in the requirements
- Tap into valuable sources for:
  - Theories, intervention type (Eg. Fogg Behavior Grid)
  - Usefull examples
- State psychology aspects explicitely with each design artifact
- Testing focussed on behavior aspect
How the project leader managed it
Some Best Practices

- Iterative, incremental approach
- Manage scope
  - Baseline + manage change
- Prioritize well!
  - Focus on the essentials for reaching the goal
Persuasion specifics

Mind the Psychology!

- Take the Psychological aspect into account in:
  - Risk Management
  - Prioritising (of use-cases) for planning
  - Determining level of user-involvement
So, is Persuasion making IT/IS projects more difficult / risky / costly / .... ??

We hardly think so!
- Persuasion already important in many projects.
- Just not recognized a such.
- Making it explicit, allows to act on it
- => undoubtedly leads to better results
Questions?
Thank you!

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