M01 Module 3 Discussion: Creative Inspirations Personas + Branding: Margo Chase

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What is your stance on Margo's approach to design and most specifically, personas?

Do you think it is difficult to keep your objectivity when the persona is similar to you?

Is it a reasonable expectation to understand an opposing or reach persona?

I think Margo's approach to personas is unique. Usually, when designing a product for a brand, we, as designers, are taught to think of our target audience in very general terms. It's not an aspect of the design process that we dive in deeper to or provide specifications for. I think that Margo's approach to personas is something that should be practiced more in the design process because it often is difficult to keep our own personal preferences aside. When a persona is similar to us, we relate to them and, therefore, design as if we were designing for ourselves; which is not good because we are designing for a huge group of consumers, not ourselves. Hence, why I also think that it is a reasonable expectation to understand an opposing persona. The design of a product is meant to satisfy the consumer and all the diverse amount of people within that consumer target group. We have to keep in mind all the different perspectives of people on a certain product so as not to end up creating a design that is for ourselves.

In my opinion, Margo is very serious and enthusiastic about design. She will draw the designs she thinks of and likes. I think this is the point I need to learn. At the same time, I concluded from what Margo said that design is a creative activity that designers and clients participate in together. It is not good that some designers with strong personalities do not allow clients to express their opinions or propose any modifications. For example, on the cover of a magazine, a strong designer will insist on his own opinion and even won't accept better opinions from clients. What designers provide is not only design but more to make customers and consumers satisfied to buy or remember a product.

I think Margo's approach was intriguing. When someone usually is describing or showing off a brand or idea, I believe this is the area where I could learn

how to do that. I think its somewhat difficult to express what your saying when explaining to viewers or yourself on what your branding about. For me i would try to use what's best with my creativity and describe the brand I am explaining to the audience in a stern but friendly procedure. I do agree what Margo was going through for her introduction but if you come headstrong or strong-willed, i wouldn't think clients would like that when branding. What designers help provide is to design on what their creativity desires to inspire others, it is also to satisfy a consumer to their needs if its the right product they seek.

I agree with Margo's approach to design. She describes design as "making things pretty" but also explains that there is a purpose behind it. To me, that addition was important because it distinguishes design from typical art. She also mentions that she thinks design can change people's minds, which I also agree with. Design can subconsciously change the way a customer perceives a project, and good design is truly effective in raising sales.

I do think it can be difficult to keep your objectivity when a persona is similar to you. It can be easy to forget that there are other customers out there who have a completely different background that you have to take into consideration. Design can be difficult because it has to reach so many people, but there is one main purpose- to make people interested and keep them that way. That's how sales increase and companies grow. When there is a persona similar to you, it is easy to get lost in that one persona and make designs that may only be suitable to a very specific consumer base.

I do think it is a reasonable expectation to understand an opposing persona, especially for designers. As designers, we have to accept that people are very different. Different personas are necessary to take into consideration because they give better variety which helps tailor a product or service to a larger consumer base. It is expected we understand an opposing persona because that's part of our job. We need to design things that will appeal to as many people as possible. This is not saying we have to become their persona, but it is definitely important to understand the group of customers we are working with.

I was inspired by Margos approach to design and personas. She explains how designers design things to make things "pretty" and what your client wants. But it's more than that it working together with your client or consumers and

being able to understand their persona. I believe its is sometimes difficult to do what others think or want but there's a point when you're designing and it you fulfill both wants and needs and it usually comes out great. But I truly believe that other peoples opinions and thoughts are important and need to be in that design. In which it is key to know the persona and being able to relate to them and no just yourself.

I like Margo Chase's approach to personas. She is one of the most influential graphic designers of our time. Over the past 20 years, Margo's expressive works have often seen in many jobs. Margo's approach to persons has strong professional quality and creativity. It perfectly abstracts a user's information panorama and provides sufficient data basis for further accurate and rapid analysis of user's behavior habits, consumption habits and other important information. A lot of research data about product design is tough to deal with, especially when we need to pay attention to the data in the whole process. Therefore, the user portrait will be a relatively more realistic and specific object. Although it is not a real person, it is the most typical image of many genuine characters. It can remind us of users' needs and help us create a better user experience model because real users will feel more comfortable using the product.

Margo Chase's approach to design was both informed and experimental. Her career bridged the analog and digital worlds in graphic design practice. I think it is really hard for me to keep objectivity when the persona is similar to me, as I would have the sense of substitution. However, this would limit my design. It would be liked by people similar to me, but not be accepted by everyone, or even most of the public. Thus, I should be more open to every people's mind, learn what is acceptable to everyone, (means that it is a reasonable expectation to understand an opposing or reach persona), and then, I can become a real designer but not a prolocutor for the minority.

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design but more to make customers and consumers satisfied to buy or remember a product.

I think Margo's approach to design is interesting. Her approach was both informed and experimental.   Margo discusses how certain designers design to make things look pretty. This quote stood out the most because certain designers just design a piece to fulfill their clients needs. They don't use their own input sometimes, however it is important to work with the client by knowing their persona. Keeping your objectivity when the persona is similar can be a bit difficult, especially if the consumer may have a different background or outlook on an idea. It is vital to have different personas, they can have a diverse taste that can help create something new. Considering the opposing persona is reasonable, we sometimes need a whole perspective in order to move forward.

a creative and constructive way that factors in problem solving. Like she mentions, one of her main goals is to help to solve problems businesses might have, and try to make them self sufficient in terms of design for the long term. Margo mentions how it is one of the jobs of the designer to make things look cool. Although she enjoys doing this, she also wants to have a purpose for her design decisions. I agree with this approach, as meaning decisions often help to create a strong design. Margo also talks about personas, mentioning how they are helpful when coming up with a design for a specific audience. Personas can help us to take our designs in the right direction and understand the design needs for the specific audience and product. It might be hard to be objective when working with a persona that is similar to yours, but this also can be helpful since it can help to understand the needs of the persona even better.

Watching Margo Chase's video on branding, I feel her approach to design and personas is very intimate and reflective, not just of the brand needs but the interests of the consumers they appeal to. I appreciate especially in this climate where marketing in a way has to appeal to everyone that she and her team would rather want to appeal to specific individuals rather than generalize a whole audience. Especially in the creation of the Stephanie persona it was a nice way to look outward in your design. Individual humans will be looking at what you make, not the highly generalized statistics/focus

groups. As important as it is to have something that appeals to the general audience, in trying to make something for everyone you can often alienate that need/focus between the individual consumer and the message a brand wants to convey.

I feel objectivity can really depend on the brand you're working for. Of course if a brand is similar to your specific interests it can be easier to come up with ideas to suit your objective, but in the case of Margo and creating Stephanie, the Stephanie persona is clearly the opposite of the designer, and hence would create something more accurate not only to an audience but that will better suit the objectives the brand wanted to go for.

It can be hard to listen to the exact opposite of yourself, but design works in such a way you'd have to be aware of the world around you. By looking outward you'll be able to become more palatable, even if it can be nice to include some of your own personal spin into it. There has to be a well enough balance between your own discretion and what will work for a brand, but ultimately you have to try to understand that the world around you may receive your work differently than you or even your own personal circle. It's that outreach/understanding that will help create a more successful design.

I've been thinking about this all week. It's so smart to be able to show the client exactly why you are creating what you're creating. Most people think when you're designing something you're basically just a decorator trying to make something look nice, but a persona helps the client understand that you are doing everything for a reason. It's valuable so that you don't design things how you like them, but how your target market would like your design, although if the persona was similar to you I guess it would be easier to design since you know yourself better than anyone else. Overall it's tough to know exactly what another person other than yourself is looking for, but having a persona helps.

I think Margo's approach on personas is successful because personally I find it difficult to set my opinions aside when the persona is similar. Even if a persona is similar to me that doesn't mean that every other person experiencing it with the same persona interprets and thinks about everything the same way I do. There can be differences along with those similarities. So in

that case I believe it's necessary to have this skill of keeping your objectivity in order to speak to a larger audience, reasonable but not easy.

I find that Margo's approach on design and personas is effective. Creating a persona that has as many specific points as possible makes them more real than just sticking to the basics. It helps to figure out what problems or interests other consumers may have in order to create the best possible product. Creating personas such as these improves the design as a whole. I do think it's difficult to detach yourself when a persona has similar qualities to yourself. Bias is definitely a factor when a persona is so similar to you, but when thinking of personas that are meant to be someone other than yourself, you need to detach so you can view things from a consumer's perspective. It's reasonable to understand an opposing persona. However it may come with difficulty at first since we sometimes tend to find aspects of ourselves in other things. With including more details about certain personas, it would be easier to understand different personas even if they aren't like ourselves.

Understanding what the brand likes, what the designers like, and what the consumers like is a great approach. Like she said, sometimes big changes that the company might not understand are necessary and in this case after a proper research on the consumers has been done the company will most likely be more understanding. Connecting with the consumers and looking at the brand through their eyes helps the designer. I can understand why it'll be difficult but personally for me, I try to remember that what I'm creating isn't about me and it helps keep me on track.