

Feature	No.	%
Listing	860	59.6%
Content	264	18.3%
Reach	121	8.4%
Comparison	121	8.4%
Chronology	77	5.3%
Total	1443	100.0%

Table 6: Usage of the Five Key Features Ranked by the Number of Interactions.

No. Personas	Count	%
10	209	40.0%
5	131	25.1%
15	61	11.7%
9	43	8.2%
7	42	8.0%
6	22	4.2%
14	10	1.9%
11	4	0.8%
Total	522	100.0%

Table 7: The Most Popular Choices of the Number of Personas by the Participants During the Study.

being used multiple times. Although the Content feature was used frequently, it was the lowest rated by the participants.

As shown in Table 7, when the users were given the choice to select how many personas to view (between 5 and 15), 40% of the persona listings were for 10 personas, which may be indicative of user preferences, an aspect we will investigate in future research. There also seems to be a preference for multiples of 5, as 15 and 5 personas were also quite popular. The default choice given by the system is five personas.

Measure	No. of Interactions
Total	2425
Average	186.54
Max	536
Min	37
St. Dev.	130.3

Table 5: The Number of Total Interactions With the APG System and Associated Statistical Results.

As shown in Table 8, persona number 5 was the most commonly selected (32.6%) with personas 1 (21.1%) and 3 (11.9%) also popular. The most popular persona positions are at the first or last of the rows (see Fig. 2); suggesting an ordering effect. In addition, the first and the last personas in a row get the most views, indicating an observational pattern in the layout.

Implications and Future Research

We will incorporate additional APG system features, specifically supporting numbers, prior to the launch of a full-scale user study. Findings concerning the user preferences for the number of personas wanted opens

future research into generating an optimal number of personas for an organization.

Persona No.	Count	%
5	170	32.6%
1	105	20.1%
3	62	11.9%
2	51	9.8%
Others	134	23.30%
Total	522	100.0%

Table 8: Persona Selection Frequencies During the Study.

Contrary to previous persona use highlighting the value of qualitative user attributes relative to numbers, our participants were keen to know the *numbers behind the data*. This leads us to assert that further investigation is needed to develop personas that combine both numerical and qualitative user attributes. This *persona analytics* leverages a combination of qualitative attributes (e.g., topical interests) and numerical data.

References

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