

AIM : To create a Persona using a tool**OBJECTIVE :**

The objective of personas is to create reliable and realistic representations of your key audience segments for reference. These representations should be based on qualitative and some quantitative user research and web analytics.

THEORY :**1. What is Persona?**

A user persona is a fictional representation of your ideal customer. A persona is generally based on user research and incorporates the needs, goals, and observed behavior patterns of your target audience.

2. Why Do You Need A Persona?

Whether you're developing a smartphone app or a mobile-responsive website, it's very important to understand who will be using the product.

Knowing your audience will help influence the features and design elements you choose, thus making your product more useful.

A persona clarifies who is in your target audience by answering the following questions:

- Who is my ideal customer?
- What are the current behavior patterns of my users?
- What are the needs and goals of my users?

Understanding the needs of your users is vital to developing a successful product.

Well-defined personas will enable you to efficiently identify and communicate user needs.

Personas will also help you describe the individuals who use your product, which is essential to your overall value proposition.

Personas help us to provide the precise way of thinking and representing how users behave, how users think, what exactly they are willing to accomplish, and why they want to do so.

Personas are composite archetypes based on behavioral data gathered from many actual users from which we capture some percent of information.

Personas help us to determine , communicate, build consequences, measure, and contribute the design quality of the product.

3. Parameters to be considered to create a Persona:

- Identify behavioral variables.
- Map interview subjects to behavioral variables.
- Identify behavioral pattern.
- Synthesize characteristics and relevant goals.
- Check for redundancy and completeness.
- Expand description of attributes and behaviour.
- Designate persona type.

TOOL :

Website : <https://xtensio.com/user-persona-template/>

Xtensio is a business communications platform where teams create, manage, present and share beautiful living documents.

Xtensio has many tools and products for businesses where it has multiple templates for the paper work of the business like annual report, business model canvas, etc. One of the tool of Xtensio is persona creator, where we can create persona on a pre made template, or we can create our own custom template.

PROCEDURE :

1. Naming the persona and giving an image
2. Entering the Demographic Traits like Tag line, Age, Company, Work, etc.
3. Adding 1 word Traits
4. Entering Career information in the Bio
5. Adding Personality information.
6. Entering the characteristics of the jobs like goals, objectives, frustrations
7. Mentioning the preferred channels of work
8. Finally a persona will be ready. Now we can edit color schemes, Align or delete the parts of persona or even add a section of our own.
9. We can save the persona or export it by signing up on the website.

IMPLEMENTATION :

Whose persona is this?

The persona is of a fictional character called Dwight Schrute who works in a paper company called Dunder Mifflin in Scranton, Pennsylvania.



CONCLUSION :

From this experiment, we learned about persona. Personas are vital to the success of a product because they drive design decisions by taking common user needs and bringing them to the forefront of planning before design has actually started. Personas provide the team with a shared understanding of users in terms of goals and capabilities. Finally we created persona for Dwight Schrute which is a fictional character.

REFERENCES :

1. <https://xtensio.com/user-persona-template/>

2. <https://www.usability.gov/how-to-and-tools/methods/personas.html>

POST LAB QUESTION ANSWERS :

1. How is persona useful?

Answer : Personas create a reliable and realistic representation of your key audience segments for reference. These representations will be based on qualitative and some quantitative user research and web analytics.

2. What criteria are considered while creation of persona?

Answer :

- Identify behavioral variables.
- Map interview subjects to behavioral variables.
- Identify behavioral pattern.
- Synthesize characteristics and relevant goals.
- Check for redundancy and completeness.
- Expand description of attributes and behavior.
- Designate persona type.

3. Why to use a persona ?

Answer : Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way. Creating personas will help you to understand your users' needs, experiences, behaviors and goals.