

## Video transcript

### User personas

A UX designer is always on a journey to create exceptional user experiences.

One of the key milestones on this journey is to create user personas. It's an important process that guides design decisions. So, let's set out on this journey and find out what a user persona is and how it can help designers create a compelling user experience.

A user persona is a fictional portrayal of a target user for a designed product.

Consider Anita Sanchez.

She is a made-up character who represents a large group of users who read makeup and beauty blogs.

Based on the user research for a new beauty product website, Glam Looks, the designers of the website have created Anita Sanchez as a user persona.

But why did the designers need to create a fictitious persona like Anita? Let's find out.

A UX designer always strives to design products and services that are user-centered.

To do so, UX designers conduct extensive user research.

They gather data about users who are likely to use their product and find out about their attitudes, behaviors, needs, and challenges.

When designers notice emerging patterns while synthesizing this data, they are able to group together users who exhibit similar patterns.

For example, the UX designers for the Glam Looks website observed that a large group of young individuals showed interest in Synthwave, an electronic music genre. Inspired by this music trend, many of them prefer bright, vivid makeup.

They observed another significant user group made up of working professionals, who are interested in subtle makeup and organic products.

To ensure that the website design provides the best user experience for all users, the designers need to empathize with all significant user groups and prioritize user needs accordingly.

To stay focused on the needs of these user groups, designers then create user personas to represent each group.

Therefore, instead of referring to user groups as "the young users interested in Synthwave" or "the working professionals interested in organic products," designers can personify these groups. They can say, "What Manny wants is..." . And "Anita would like this."

So, while a user persona may be a fictional character, it represents a real user with real goals, preferences, and pain points.

The most important thing to remember is that by creating user personas, UX designers can understand and empathize with users, and create designs that are truly centered on the user.