Models are used in a lot of sciences, and different models can be used in HCI too. Cooper presents the models based on Personas which are composite archetypes of the users. The personas are tools which can be used in the design process. If the design is made with a view of the user that is too broad then that will be problematic for the product, because it might cause one user to have to do one thing that he never needs, and another to have do something. Personas are a way to have a more direct picture of the users and to acknowledge that the users are varied, even though there are behavior patterns that go again in different users. Personas are constructed from empirical research of the user base. Personas act as a common language between the different parts of the organisation and make the different aspects concrete when designing and discussing the user. It provides a way for the engineers to become interested in pleasing the user, because they are like fictional characters that one can relate to. Personas should not be stereotypes and reflect the bias and presuppositions of the designers, that is why they need to be based on actual research even though elements like market segmentation and survey of previous research can also be included. Cooper distinguishes between archetypes and stereotypes. Personas correspond to behavior patterns for specific products and even though personas could be reused one should be vary of losing the specificity of the persona and its relation to a specific context.

It is also possible to design personas for people who are not directly buyers, but might be served, like children, patients or even malicious users. Cooper contrasts personas with other ideas of user roles, and claims that user roles are focuses on roles that are extracted from the users who are possessing them and they do not focus on goals. They are also different from market segments because they are not used for sales but for the design process.

Goals are what drives behavior, they are fundamental and they can be viewed as psychologically innate. In research it is not possible to directly ask the user about goals because this level of reflection is generally not possible. It has to be inferred from other aspects.

Normans book Emotional Design describes designing for the visceral, behavioral and reflective levels. Designing for the visceral level does not mean to design for beauty or look but for different affective states, which do not need to be aesthetic, even though that is often desired in HCI. The visceral level has influence on the behavioral level. The behavioral level is also influenced by the reflective, so behavior is quite important in this regard. Designing for visceral and reflective levels can be viewed as supporting the behavioral level.

The idea of Personas are integrated with this 3-level design by relating each persona to these 3 levels. The reflective level then becomes the life goals, behaviors relate to end goals and the visceral to the goals of experience. Experience goals are how people want to feel during the interaction, the microinteractions, everything that relates to the affects of users whe interacting, fx having fun, feeling cool, stupid, comfortable or not. End goals (behavior) are related to the tasks. It is the most important part of the design and it is related to what the user wants to happen. Life goals relate to the user's aspiration for life, and if a product helps not just to fulfill tasks but goals of life they can become very loyal.