



# Persona Research

MAD9034

Major Project  
Product Research | Project  
Planning | **Persona  
Research**  
Week 1 of 9

Major Project  
Persona Creation |  
Persona Working Session  
Week 2 of 9

Major Project  
User Scenarios |  
Information Architecture  
Week 3 of 9

Reading week

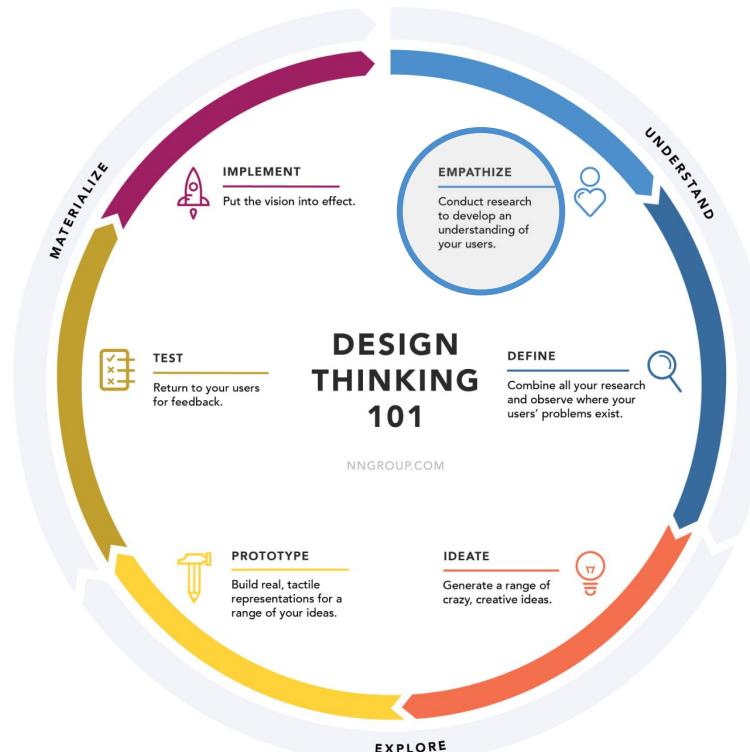
Major Project  
User Flows | Ideation and  
Design Concept Mockups  
Week 4 of 9

+ 5 weeks

# UX Design Process

Empathize with users

- **Empathize**
- **Analyze and Define**
  - Make sense of the research data
    - Thematic analysis
    - Define problems to solve
    - **Persona**
    - Information Architecture
- **Design/Ideate**
- **Prototype**
- **Test**
- **Implement + Measure**



# User Research Methods

## Know the User

	Know the user	Content	Design	Test & Refine
Card sorting	●			
Contextual Interviews	●			
Focus Groups	●			
Individual Interviews	●			
Persona	●			
Usability Testing	●			
Task Analysis	●			
Use Cases	●			
Surveys	●			

# User Research Methods

## Know the User

	Gather data	Analyze data
Card sorting	●	
Contextual Interviews	●	
Focus Groups	●	
Individual Interviews	●	
Persona		●
Usability Testing	●	
Task Analysis	●	●
Use Cases		●
Surveys	●	

# Persona

## Brief History

### Persona in Theatre

Antiquity: Latin word, meaning **mask** in the theater or on the stage. (persona/personae)



Image: Vlad Hilitanu on Unsplash

### Persona in literature and art

19th century: The voice assumed by a writer, poet, or artist in their work.



Image: Annie Spratt on Unsplash

### Persona assumed by celebrities

20th, 21st centuries:  
Describe celebrities who project a public image that drastically differs from their private identity.

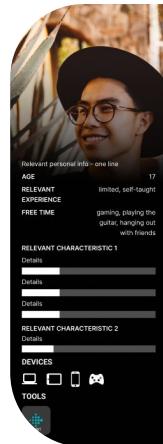


[Image source](#)

# Persona in UX Design

## Definition and examples

"Personas help everyone from programmers to executives understand users in a way no other tool can: at a gut level. Personas help guide design decisions, end those lengthy arguments about what users need, and get everyone to agree on what product you're building." (Alan Cooper, American software designer and programmer, coined the term "persona" for the first time)



### User Persona Name High school student

A few paragraphs to describe the background and reality of this persona in a way that is relevant for the product that you are working on. Ensure that the description is relevant for the larger group of users represented by this persona – in this example, high school students. Based on data extracted from user research, think of what is unique about the group of people represented by this persona. The sections below can be slightly modified to fit the purpose of the persona. Make sure you always capture goals, frustrations and motivations.

#### LANDSCAPE

- Describe the general context for this persona

#### MOTIVATIONS

- Describes what motivates this persona in relation to your product
- Describes what motivates this persona in relation to your product

#### GOALS

- Persona goal
- Persona goal
- Persona goal

#### EXPECTATIONS

- Product expectation 1
- Product expectation 2
- Product expectation 3
- Product expectation 4
- ...

#### CHALLENGES/FRUSTRATIONS

- When trying to build relationships with others, it is hard to understand how everything is related and what you need to start your assignment
- Finding a strong criteria to decide what college or university to attend in the future, which would guide his choice of college or university
- Manage stress, mental health, and part time employment required to fund his undergraduate studies

I would like to be successful and be able to make enough money to live comfortably and have financial stability. Yet I also want to feel like my work is making a difference and improving the lives of others. I want to be challenged and never bored.  
Teenage hacker Sam Curry from Nebraska  
Age: 17  
Hobbies: Coding, video games, reading  
Interests: Technology, science

High school student quote  
Teenage hacker Sam Curry (from Nebraska)

High school student quote  
Grace, grade 12 (from Canada)  
Age: 17  
Hobbies: Reading, writing, playing video games  
Interests: Science, technology, engineering, math

# User Persona vs. Marketing Persona

## Marketing Persona

Based on market research

People who buy the product



Image: Nathan Dumlao on Unsplash

Different than

## User Persona

Based on user research

People who use the product



Image: CX Insight on Unsplash

# Marketing Persona vs. User Persona

## Marketing Persona

- Demographics
- Goals and challenges
- Fears
- Values
- Elevator pitch
- Purchasing habits

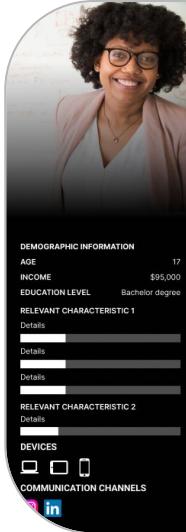
## User Persona

- Personal details
- Demographics
- Job title
- Specific skills or competencies
- Goals
- Frustrations
- Role characteristics

# Marketing (Buyer) Persona

**Target market for a specific product or service**

- Demographics
  - Fears and values
  - Industry experience
  - Buying habits
  - Influencers
- 
- Based on market research



**Buyer Persona Name**  
HR Specialist

A few paragraphs to describe the background and reality of this persona in a way that is relevant for the how they would make a purchase decision. Ensure that the description is relevant for the target market represented by this persona -- in this example, high school students.

**LANDSCAPE**

- Describe the general context for this persona as it relates to purchase decisions

**INDUSTRY EXPERIENCE**

- Point 1
- Point 2

**BUYING HABITS**

- Buying habit 1
- Buying habit 2
- Buying habit 3 ...

**FACTORS INFLUENCING BUYING DECISIONS**

- Hobby 1
- Hobby 2

**CHALLENGES/FRUSTRATIONS**

- Pain point 1
- Pain point 1
- Pain point 1

**TASKS**

- Task 1
- Task 2
- Task 3
- Task 4
- ...

**PRODUCT EXPECTATIONS**

- Product expectation 1
- Product expectation 2
- Product expectation 3
- Product expectation 4
- ...

HR Specialist quote 1  
Name, location and age

HR Specialist quote 2  
Name, location and age

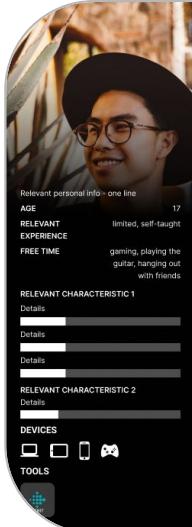
HR Specialist quote 3  
Name, location and age

Image: Laura Olac

# User Persona

A unique group of people who share product goals and needs

- Name
- Personality
- Face
- Relevant personal information
- Based on user research or [proto-personas](#) (use with caution)



**User Persona Name**  
High school student

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**Landscape**

- Describe the general context for this persona

**Motivations**

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- Describes what motivates this persona in relation to your product

**Expectations**

- Product expectation 1
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**Goals**

- Persona goal
- Persona goal
- Persona goal

**Challenges/Frustrations**

- When there is too much new information at once, it is hard to understand how everything is related and what you need to start your assignment
- Finding a strong criteria to decide what career to embrace in the future, which would guide his choice of college or university
- Manage stress, mental health, and part time employment required to fund his undergraduate studies

I would like to be successful and be able to make enough money to live comfortably and be financially stable. Yet I also want to feel like my work is making a difference and improving the lives of others. I want to be challenged and never bored.  
Sarah, a 16-year-old girl from Canada who aspires to be a scientist

High school student quote  
Teenage hacker Sam Curry from Nebraska

High school student quote  
Grace, grade 12 from Canada

Image: Laura Olac

# Persona: Why we need them

Thousands of people located in multiple geographical locations, with various cultural expectations and product demands, with different roles and responsibilities, time investment and levels of expertise and sophistication distilled down to a few user personas.



Image: Danny Howe on Unsplash

## User Persona Name High school student

Relevant personal info - one line  
AGE 17  
RELEVANT EXPERIENCE Limited, self-taught  
FREE TIME gaming, playing the guitar, hanging out with friends

### RELEVANT CHARACTERISTIC 1

Details [redacted]  
Details [redacted]  
Details [redacted]

### RELEVANT CHARACTERISTIC 2

Details [redacted]

### DEVICES

Tools [redacted]

### LANDSCAPE

- Describe the general context for this persona
- Product expectation 1
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I would like to be successful and be able to make enough money to live comfortably and be financially stable. Yet I also want to feel like I am working in making a difference and improving the lives of others. I want to be challenged and never bored.  
Sarah = 16 year old girl from Canada who wants to live a better life.

High school student quote  
Teenage rocker Sam Curry from Nobleski

High school student quote  
Grace, grade 12 from Canada

Image: Laura Olac

# Persona: A Product Team Tool

- Provide focus for product stakeholders
- Refer to the “users” by persona name
- Remove biases
- Keep the number low
- Represent diversity



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Sushil, a 16-year-old girl from Canada who aspires to be a scientist

High school student quote  
Teenage hacker Sushil Curry from Nebraska

High school student quote  
Grace, grade 12 from Canada

Image: Laura Olac

# Personas

## Primary and Secondary Personas

The **primary persona** is the primary user of a product.

SERVICE CONSUMER

The **secondary persona** is another user of the product for whom we will make accommodations as long as the primary persona's experience is not compromised.

SERVICE PROVIDER

[Source](#)

# Personas

Steps to create them

- Identify your users
- Decide what to ask
- Decide how to ask
- Get access to users
- Gain an understanding of the users
- Analyze the data
- Synthesize a model of users
- Produce a persona document
- Socialize the personas with other stakeholders

# Personas

Steps to create them: Identify your users

- Existing user base
- No user base (new company/product)

GEOGRAPHICAL	DEMOGRAPHIC	PSYCHOLOGICAL	BEHAVIOURAL
Continent	Age	Lifestyle	Occasions
Country	Gender	Social class	Degree of loyalty
Region	Family size	Activities	Benefits sought
City	Occupation	Interests	Usage
Density	Income	Opinions	Buyer readiness stage
Climate	Education	Personal values	User status
Population	Religion	Attitudes	
Neighbourhood	Race		
	Nationality		

# Personas

Steps to create them: Decide **what** to ask

- Ask permission to record the session
- Don't ask leading questions
- Ask participants to show more than tell
- Ask participants to describe current/past experiences
- Ask for specific stories, especially about anything you can't observe

[A sample interview script](#)

# Personas

Steps to create them: Decide **what** to ask

- Overview
- Domain knowledge
- Goals and motivations
- Attitudes and behaviours
- Context, Day in the Life
- Pain points (frustrations)
- Tools and technology
- Mental models
- Projecting in the future
- Closing remarks

[A sample interview script](#)

# Personas

Steps to create them: Decide **how** to ask

	Gather data	Analyze data
Card sorting	●	
Contextual Interviews	●	
Focus Groups	●	
Individual Interviews	●	
Persona		●
Usability Testing	●	
Task Analysis	●	●
Use Cases		●
Surveys	●	

# Persona Research

Major project: Week 5 of 9

# Persona Deliverable Preview

Due in two weeks

Create 2 personas:

- One **primary** persona and one **secondary** persona that match your target user.
  - Primary user persona - the browser/consumer of the service/program
  - Secondary user persona - the provider of the service/program
- Use your own back story and persona research document to determine the characteristics.
- You will have structured in-class time to work on them and get feedback

# Today, in class

## Persona research preparation

Form a group of 3-4 people who have the same topic as you

Think of your target audience: primary and secondary personas

Discuss with the group the criteria for selecting participants and how to find them

Discuss with the group what information you need to gather and what questions to ask

Create an interview script

Capture the information from user interviews in the provided table.

Use the structure provided in Figma as inspiration. You can modify the headings to match your needs, but make sure the questions you ask inform the persona document.

# Submission

Persona research

[Details on the course website: Persona Research](#)

# Coming up

## Persona Creation



**Mandatory**

**Submit** your persona research