

## Assignment HCI-2

Title: User Persona

Date of Completion:

Problem Statement:

Design user persona for users of selected system / product.

Learning Objectives and Outcomes:

- Understand concept of user persona with respect to Human Computer Interaction.
- Develop a user persona for selected system / product.

Requirements:

User persona tool, Notebook and pen, Users data, Ethical issues documentation.

Theory:

A user persona is a fictional representation of your ideal customer.

As a UX designer, you'll start the design process by conducting user research building empathy with your target users and identifying exactly what they need from the product you're designing.

A persona is generally based on this user research and incorporates the needs, goals and observed behaviour patterns of your target audience.

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



In order to solve a real user problem, you need to understand your users and their needs.

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

A persona classifies who's in your target audience by answering the following questions:

- Who's my ideal customer?
- What are the needs and goals of my user?
- What issues and pain-points do they currently face within given context?

Understanding the needs of your users is vital to develop 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 with strategizing and making smart design decisions. They make real users memorable for the product team, helping to focus efforts and build empathy.

A well-defined user persona contains four key pieces of information.

- Header
- Demographic Profile
- End Goals
- Scenario



Before you create a persona, conduct plenty of research to make sure your personas accurately represent your users.

After you gather an adequate amount of data, organize information into persona groups that represent your ideal customers.

### Steps:

#### 1) Add header

It includes fictional name, image and quote that summarizes what matters to that persona as it relates to your product.

#### 2) Add Demographic profile

While name and image can be fictional, demographic details are factual and based on user research.

The demographic profile includes four main sections (background).

- |                    |                       |
|--------------------|-----------------------|
| (i) Personal       | (ii) User environment |
| (iii) Professional | (iv) Psychographics   |

#### 3) Add End Gallery

End goal is the motivating factor that inspires action and answers the question, What does the user want or need to accomplish by using your product?

#### 4) Add a Scenario

It's a day-in-the-life narrative that describes how a persona would interact with your product in a particular context.

### Conclusion:

User personas are developed successfully.