

Personas

Introduction

Persona refers to a fictional character or archetype that represents a group of users who share common characteristics, needs, and behaviours.

A persona typically includes information about the user's demographics, such as age, gender, and occupation, as well as their motivations, goals, and pain points. The persona may also include details about the user's preferred methods of communication, device usage, and browsing habits. By creating personas, designers can gain insights into the user's perspective and design interfaces that meet their specific needs and preferences.

Personas can be based on user research, such as surveys, interviews, and usability tests, or they can be created using existing data about the target audience. Ultimately, the goal of creating personas is to create user-centred designs that address the needs and goals of the users, resulting in a better user experience.

Process

Conducted user research

The first step we did is gathering information about the target audience through user research methods like interviews and surveys. This helped us to identify common characteristics, needs, and behaviours among our users.

Identified user goals and behaviours

Based on the research data, we began to identify the primary goals, motivations, and behaviours of our target audience.

Created user personas

Using the data gathered in the previous steps, we created fictional characters that represent the different user types. We gave each persona a name, photo, and a brief description of their characteristics, goals, and behaviours.

Developed scenarios

Developed scenarios that describe the user's goals and how they interact with your clients' product. This helped us to understand how our design can meet the needs of each persona.

Refined personas

Reviewed our personas with a client and stakeholders, and refined them based on feedback. Ensured that they accurately represent our target audience.

Main challenges

The main challenge we faced was a lack of user research. Our product is mostly made for people who live in Greece or interested in Greek culture. That is why we couldn't make personas as accurate as we wanted. Of course we did some interviews and surveys, but since we study in the Netherlands we got feedback only from international people who mostly neither lived in Greece nor interested in Greek culture.

Results

Improved understanding of users

By creating personas, we gained a better understanding of our users' needs, behaviours, and goals. This understanding allows us to create user-centred designs that better meet the users' needs and preferences.

Possibility to make more effective design decisions

Personas provide a clear and tangible representation of the users, allowing us to make more informed design decisions. We also can refer to the personas throughout the design process to ensure that the design decisions align with the users' needs and goals.

Enhanced empathy

Personas helped us to develop empathy for our users by humanising them and highlighting their needs, goals, and pain points.

Future usage

We plan to use personas for guiding design decisions because we got a clear understanding of our users' goals and needs.

One more thing personas can help us is prioritising features. Using personas we can identify which features are most important to our target audience. This ensures that the most critical features are included in the design and helps to create a more effective product.

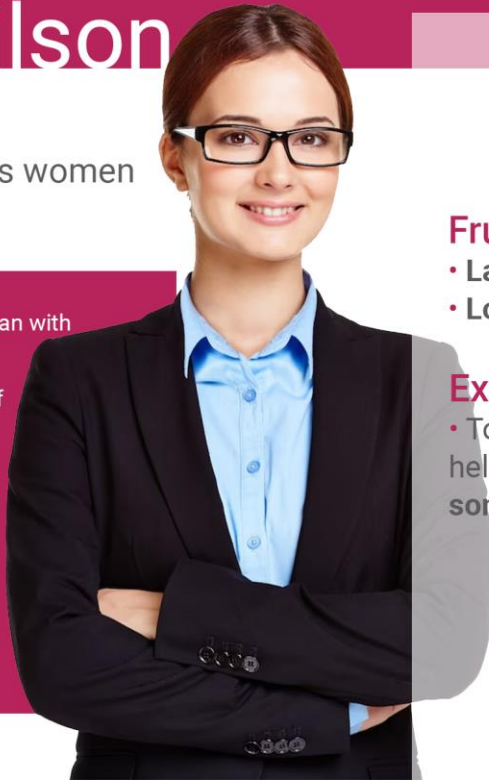
Maria Nilson

Age: 40

Occupation: Bussiness women

Gender: Female

Maria is a married business woman with little to no free time that she can spend with her family. Because of that she often buys her children (6 and 10 years old) toys to play with while she's not home. She likes buying them toys that can both keep them entertained while also helping them learn something new.



Frustrations:

- **Lack of educational toys**
- **Low quality toys materials**

Expectations:

- To get **nice toys** which will help her children to **learn something new**.

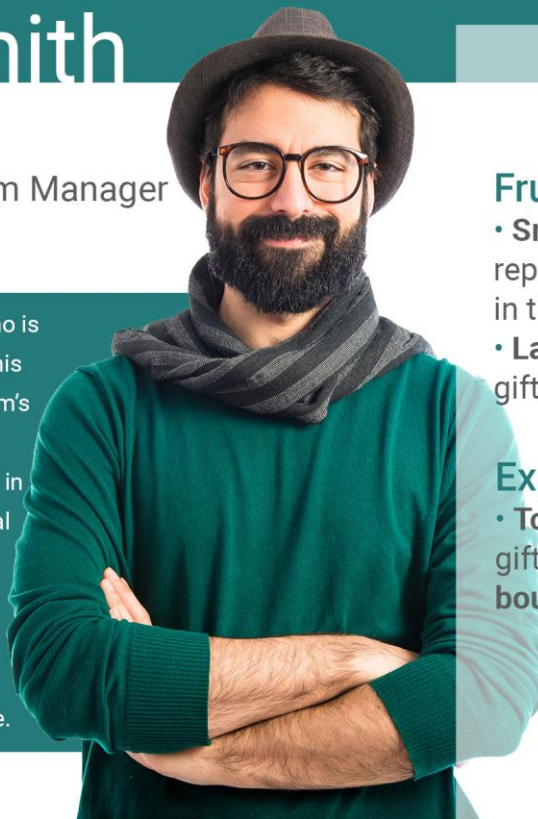
Alex Smith

Age: 34

Occupation: Museum Manager

Gender: Male

Alex is a museum manager who is looking for products to sell in his gift shop related to the museum's current exposition of Ancient Greek Culture. He is interested in selling something more original and playful outside of the typical magnets, posters, etc. That is why he is looking into the prospect of selling toys related to ancient greek culture.



Frustrations:

- **Small amount of products** representing **Greek history** in the museums gift shop
- **Lack of varieties** in the gift shop market

Expectations:

- To get **nice product** for his gift shop, which will be **bought by people**