Background on Personas

There are 2 types of personas that are used most often –

1. Marketing which includes demographic information to find the motivations of say a single mom with a college education vs a businessman who is working on his 2nd million and makes $500k per year, how will the product/service help them in their lives? Think about the demographic of those who want to go to the code-up school, what type of people would be motivated to go there, you can learn about those from asking the current students and including the ages, education, previous experience, etc.
2. Role-based persona which focuses on the work to be done by the user. More of a role-based focus where the details and interactions of the user is detailed, and the personal information and education levels are not as important. This of this like a person how is trying to complete a specific job or a series of tasks throughout the day. Who do they interact with, what communication tools do they use, what resources to they need to complete the job? With these questions, you can fill out that information so that when a software application is built for this user, you can check the persona to make sure it will meet their needs efficiently.

Here is an article from IXDF that explains 4 different perspectives and steps to get create one.

<https://medium.com/soundwave-stories/6-tips-for-creating-great-user-personas-e699ffdf28d5>

There is no right or wrong, but you do want to be consistent with them. At iHeartMedia we are working on role-based personas where we are creating several within the sales department that include the AE, the directors, and VP’s, and the assistants. They all have different tasks to complete throughout the day, but they interact with each other and other employees. It’s important that we know how each of them do this, so we interview them about their jobs and then find the common threads/themes and create a persona with a fake name and picture.

Here is the leader of User Research’s website and some videos and articles on personas.

<https://www.nngroup.com/search/?q=personas>

The Encyclopedia of Human-Computer Interaction: Personas

<https://www.interaction-design.org/literature/book/the-encyclopedia-of-human-computer-interaction-2nd-ed/personas>