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UX & Design Trials

Part 1: Create User Personas



Using the notes from the Planning lecture and the user research from today’s exercise, create 3 user personas for your app.

Parts of a User Persona

- Name of person
- Image of person (can be drawing or stock image)
- Description of person (age, location, personality, feelings, biography)
- Motivations
- Goals
- Frustrations or Problems

Inspiration

Review Spotify’s [Customer Personas](#) to get some good ideas for how to talk about your users.

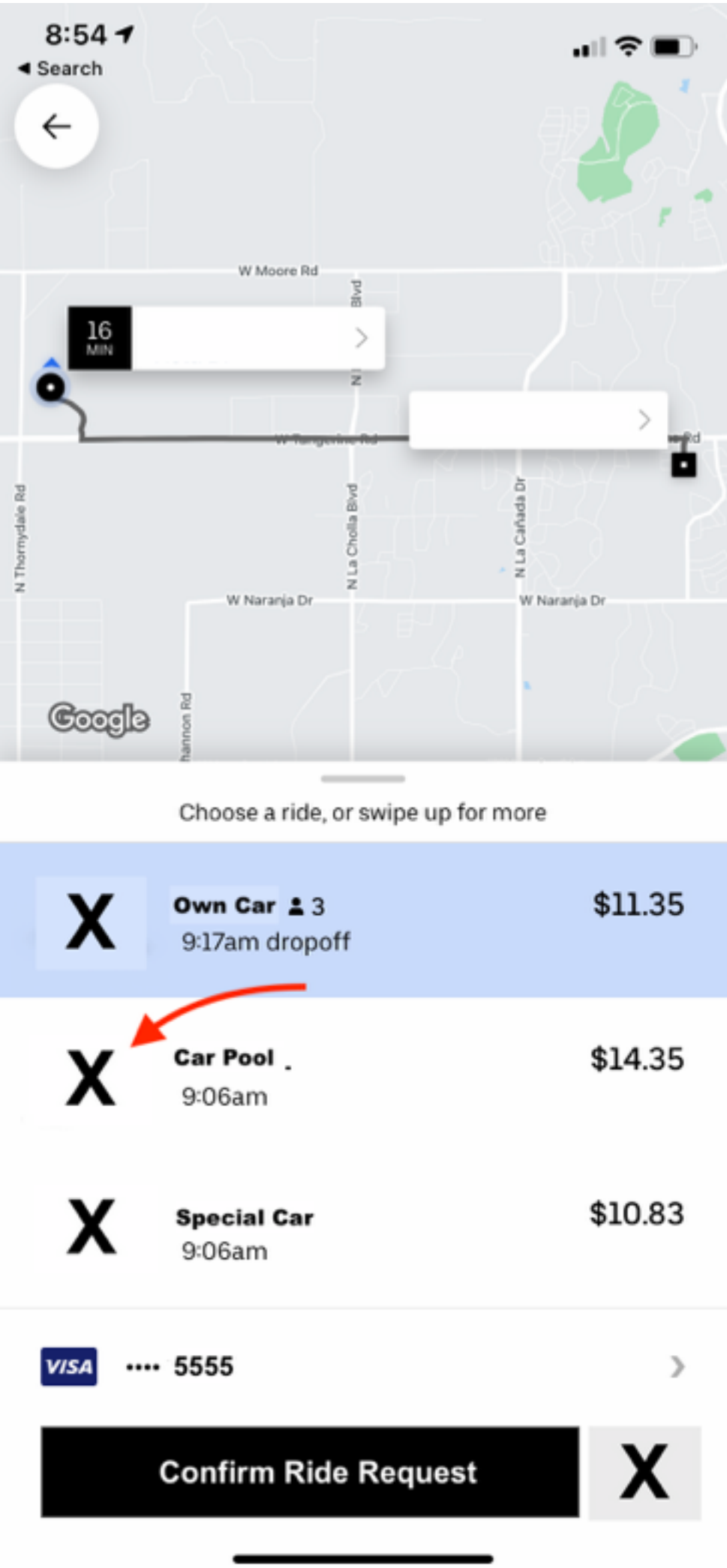
Part 2: Icon Sketch

Designers use sketching to quickly generate effective visual communication for applications. In this exercise, you’ll try your hand at the 10x10 sketching technique. This will give you first-hand experience with learning about the often difficult process of arriving at the most memorable or visually-pleasing icon.

The Icon

Imagine that you’re a designer on a team trying to design a set of icons for a Uber or Lyft type ride-sharing app. The icon that you’ve been assigned to create is going to be used on the page where users can either request a “carpool” ride or a ride that is not going to be shared with other riders. **You need to design a small icon that visually communicates the idea of a carpool.**

The red arrow below shows how the icon will appear within the app.



The Sketching Exercise: 10x10 Method

Setup: Gather your materials– a pen, and a few sheets of paper.

Warning: Your drawing skills are not important

This is an **idea generation** activity, not a artistic skill activity. These sketches are going to be used to decide on the **content** of the icon

Do not worry about the quality of your sketches, and don’t spend time trying to make the sketches look good. The idea here is to communicate an idea for an icon, not to draw the actual icon that will be used on the app.

1. Set a timer for 1 minute.
2. Using the icon below as a starting point, generate one alternative visual representation of the idea of a “carpool”. It can resemble the starting point, but should have some new or changed element.
3. Repeat steps 1-2 **9 times**. For each round, feel free to use previous sketches or the icon below as a starting point.
4. Once you have 10 unique sketches, review the group, and choose the most compelling sketch.

Starting Point

