Assignment 2

Title : User Persona

Problem Statement :Design user persona for the users of selected system

Objectives :
- To understand the concept of user persona with respect to HCI
- To develop user personnel for a selected system/ product.

Outcomes :
- We will understand the concept of user personal with respect to HCI
- We will be able to develop a user persona of the selected system / product.

Theory :
- User Persona
    - A user person is a fictional representation of an ideal consumer. As a UX designer, we will start the design process by conducting user research, building empathy with your target users and identifying what they need.
    - A person is usually based on the user research and incorporates the needs, goals and observed behavior patterns of your target audience.
    - A persona clarifies the following questions -

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

- Step 1 : Add header
    - Header includes a fictional name, image and quote that summarizes what matters the most to the person.

- Step 2 : Add demographic profile

- Demographic details are factual and based on user response.
- Include 4 sections
- Personal Background
- Professional Background
- User Development
- Psychographics

- Step 3 : Add End goals
  - End goals are motivating factors that inspire action and answers to the questions - what do users want or need to accomplish by using your product.

- Step 4 : Add a scenario
  - It is a day in life narrative that describes how a persona would interact with your product in a particular way.

Example :

Ishan Chavan, lives in Pune,
Imdb is a great application for me. You can easily search for information on movies, TV shows and people (celebrities), and get suggested relevant content in which you are interested. I can explore my curiosity to watch new genres of movies. I can easily consult for the upcoming cinemas and get along with the latest trends in movies. I never have to waste my time and money on movies which I won't enjoy.

Background:
-22 years old
- He is a college student and a big hollywood fan.
- He also owns a smartphone which he uses for web browsing, social media and gaming.

Goals

To build a most authoritative source of entertainment information, with features designed to help fans explore the world of movies and shows and decide what to watch.

Scenario:
Ishan Chavan, a Generation Z member, 22 years old college student, goes to the cinema every weekend and wants to know which movie he should spend some money to watch. He Never wants to miss a single blockbuster movie, and uses the Imdb website.

Conclusion:
We successfully understood the concept of user persona with respect to HCI and developed a user personal for the imdb website.