**User Research & Personas**

Roles in UX design for university registration system:

Empathy Building: Facilitates designers, developers and stakeholders to learn and empathize with different classes of users (e.g. new students, returning students, academic advisors).

Guided Decision-Making: Makes sure that design decisions (navigation, content layout, workflow) are made using actual user requirements as a basis and not assumptions.

Prioritization of Features: Assists in defining what features are important to certain groups of users - such as: The guidance on the choice of courses to follow should be clear to the first-year students

Design Consistency: Maintains the team focused on meeting the expectations of these defined user types at each stage of development. t-year students.

Example of personas,

**Name:** Malesedi, 19 years, First year student

**Goal:** Registration for first year modules

**Program:** Diploma in Information Technology

**Design implications:** The system must use visual cues or guidance for first time users

**Journey maps in guiding UX decisions**

Discovers Pain points: Discloses the areas that users have a problem (e.g., errors when choosing a course, unclear confirmation messages).

Optimizes Workflow: Assists in streamlining steps to optimize registration procedures.

Provides better User Satisfaction: User mapping of emotions allows designers to provide supportive functionality (such as progress indicators or help tool tips) where the user may feel frustrated.

Aligns Teams: Puts a common view in front of designers, developers and administrators where they get a clear picture of the entire user experience, not isolated screens.

Example for Journey Stages of a Student:

**Login/ Authentication**: frustration in case of failure of credentials.

**Search and Choice of Course**: anxiety and irritation with requirements.

**Conflict Resolution (Time clashes**): worry or irritation.

**Fee Payment and confirmation:** relief on successful registration.