TUTORIAL 3

PURPOSE

Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way. Creating personas will help you to understand your users 'needs, experiences, behaviours and goals. Creating personas can help you step out of yourself. It can help you to recognize that different people have different needs and expectations, and it can also help you to identify with the user you're designing for. Personas make the design task at hand less complex, they guide your ideation processes, and they can help you to achieve the goal of creating a good user experience for your target user group. — https://www.interaction-design.org/

BEFORE THE TUTORIAL

You may want to watch the following videos on personas:
  • https://www.youtube.com/watch?v=B23iWg0koi8
  • https://www.youtube.com/watch?v=GNvLpfXCge8

ACTIVITY

Develop **two personas** for a group travel organizer app that supports a group of people, perhaps a family who are exploring vacation possibilities together.

In groups of 2-3, prepare two PowerPoint/Keynote slides for each personas and include the common persona structure of a photo/drawing of person, name, plus key goals, user quotes, behaviours, and some background information. Personas are based on real people, since we will not be doing interviews and research, talk to your group members and think of friends or relatives that you know well to help construct them.

The personas can be drawn by hand, or they can be in Canvas, for example. There are also several tailorable persona templates available on the Internet that can be used instead.

P.S.: You will use these personas in the upcoming tutorials.