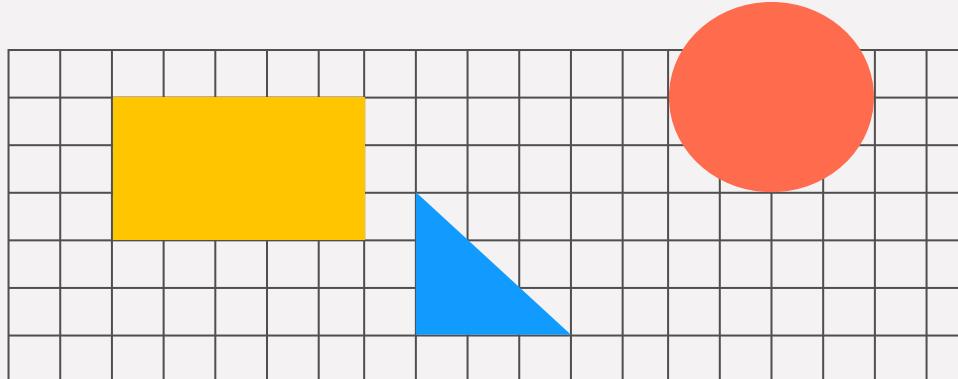


User Personas & Scenario Planning

Designing with Users in Mind

Presented by: Maleeha Sheikh





User Personas



Scenario Planning



Steps to Create



Benefits



Learning Outcomes

User Personas



The UX Research Tools: User Persona interface displays a persona card. The card includes:

- Persona Name:** Sophia
- Age, Role / Title (if relevant):** 25, City, Data Analyst
- QUOTE:** "I spend a lot of time managing multiple projects at once, trying to keep track of deadlines and prioritize tasks."
- Demographics:** Family, language: English, Work Experience: Years, training, staff, Devices: Phone, browser, IoT
- Tech Exposure:** 3 High
- About:** A short description of the user persona.
- Patterns & Behaviors:**
 - Patterns are UX-relevant habits
 - They are often repeated over time
 - They are labeled by "value lines"
 - Look for shortcuts, common phrases and other reused software
- Goals & Motivations:**
 - Goals are the most important aspect
 - They are often repeated over time
 - Motivations are what drive personas
 - Aim to personal KPIs
 - Be careful to avoid assumptions



Definition: A **user persona** is a fictional, detailed profile of a typical user that is based on research. It helps designers understand and empathize with the user's needs, goals, and behaviors.

Key Elements of a Persona:

- Name: Give the persona a realistic name.
- Demographics: Age, job, location, education.
- Goals: What the user wants to achieve using the product.
- Pain Points: Challenges or frustrations they face.
- Behavior Patterns: Habits or preferences related to the product.

Example:

- Name: Sophia, 25
- Role: A busy graduate student managing multiple projects.
- Pain Point: Struggles to keep track of deadlines.



Why Are Personas Important?



Personas help teams focus on **real user needs** rather than assumptions.

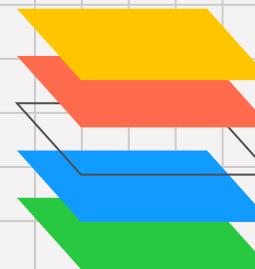


Why Matter?



- **Improved Design Decisions:** Guides designers in creating features that users value.
- **Team Alignment:** Ensures everyone shares a consistent understanding of the user.
- **Prioritization:** Helps decide which features or changes matter most.

Scenario Planning



A **scenario** is a short story that describes how a persona interacts with a system in a specific situation to achieve a goal.

Purpose:

- Explore possible user journeys.
- Understand tasks, challenges, and emotions in context.

Scenario Example:

- Persona: Sophia
- Scenario: "Sophia is on a bus, using a mobile app to check deadlines and add reminders for her assignments."



Steps to Create

Topic

Thursday

Research

Thursday

Create Personas

Description to steps

- Collect data from surveys, interviews, and user analytics.
- Example: Find out users' habits, struggles, and goals.

- Organize your data into key profiles with names, behaviors, and goals.
- Example: Sophia (goal: stay organized, pain point: limited time).

Steps to Create: [Contd.]

Topic

Thursday

Develop Scenarios

Thursday

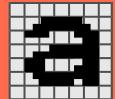
Iterate

Description to steps

- Write realistic stories of how personas will use the system.
- Include tasks, emotions, and challenges.

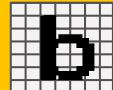
- Update personas and scenarios as you gather more data.

Benefits



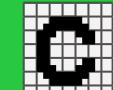
User-Centric Design

Ensures you focus on actual user needs.



Usability Improvements

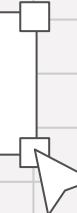
Identifies potential problems early.



Storytelling Tool

Helps teams and stakeholders understand users better.

Learning Outcome



Personas and scenarios are essential tools in HCI to:

- Empathize with users.
- Design better experiences.
- Solve real-world problems effectively.



Always base your personas and scenarios on research for accuracy.

Final Note

Thank you



Any Questions?