

1.



Activity introduction

This activity will help you to bring your user research to life through personas. You learned about personas earlier in Course 2, so you should already have a pretty good idea of why they're so important for UX designers. If you haven't taken [Course 2](#) yet, consider reviewing the materials in that course.

Creating a group of effective personas offers UX designers a way to identify common pain points, which are UX issues that frustrate and block the user from getting what they need from a product. The goal of UX design is to always put the user first, and creating personas based on potential users is an important step in always making the user's perspective a priority.

In this activity, you'll be generating personas for your portfolio project. In most UX design projects, three to eight personas is an effective number to create because it helps cover a broad range of user needs and perspectives. Because your project is on a smaller scale, you'll only need to create two personas for this activity.

When you create personas, think about your interviews, research, and empathy maps. Keep in mind any goals or behaviors of users who visit the website.

After completing this activity, you'll have the opportunity to compare your work to an exemplar of a completed persona to check your work. The exemplar will be provided in the following course activity.



Step-by-step instructions

To complete personas for your portfolio project, follow the instructions below:


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [persona template](#).

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Google UX Design Certificate - Persona \[Template\]](#)
[PPTX File](#)

Step 2: Review your empathy maps and interview transcripts

Before deciding the story and experiences of the two personas for your portfolio project, you need to review the aggregated empathy maps you completed in the [create an empathy map](#) activity. They will help you identify the goals, pain points, and thoughts that will make up your personas. You can also reference the interview recordings and one-user empathy maps you created to help you fill in the gaps. Personas are fictional, but should always be based on user research.

Step 3: Fill out the persona template

Using your aggregated empathy maps and interview recordings, follow these steps to create your personas:

1. Build the persona.

Start with a few basic details about the persona:

Name

Age

Occupation

Family status

Hometown

2. Write a short description of the persona that builds on these details: In this section, you can begin to tell the story of the persona. Which of their interests, or experiences, potentially attract them to the website?

3. Quotes: Include a few statements that sum up the perspective of the persona. Review your interview transcripts and aggregated empathy maps to get some ideas.

Step 4: Reflect on the completion of this activity

Consider the questions below as you reflect on your work:

Did you use the data from your aggregated empathy maps to create your personas?

Did you include all the basic information about your personas?

Did your persona descriptions summarize their interests, needs, and experiences?

Did you include a few quotes that summarize their interests, needs, and experiences related to the website?