

## Introduction to Course 2

### Empathize with users

Optional: Learn about empathy maps

### Identify user pain points

### Create personas

### Week 1 review

Take this quiz, highlighting with users and defining pain points (4/20)

Reading: Discovery (1/10)

Reading: Peer Review Success (1/10)

New graded Assignment: Priority Challenge 1: Create personas for your portfolio project (1/1)

Review Your Name: Priority Challenge 1: Create personas for your portfolio project (1/1)

## Peer-graded Assignment: Weekly challenge 1: Create personas for your portfolio project

Deadline: Jul 9, 11:59 PM -08

Ready for the assignment?

You will find instructions below to submit.

### Instructions

Now that you've practiced creating personas for the Coffeehouse project, you'll use what you learned to create personas for your ongoing portfolio project. In this exercise, you'll create two personas for the app you're designing based on the [shared scenario](#). (If you selected...

As a reminder, personas are fictional users whose goals and characteristics represent the needs of a larger group of users. UX designers typically identify user groups by analyzing the data from user interviews and grouping the responses into users who share similar interests, goals, or concerns. To get started, you'll use the notes you took during the activity [Build empathy with users to inform your research](#), and then create two personas based on these notes.

When you review your classmates' work, consider how personas might help a team better understand and define their users' experiences, struggles, and needs.

### Review criteria

Your submission will be assessed out of 15 points using the following criteria:

- 2 points:** Two personas were created, with each persona representing a different group of users.
- 1 point:** Personas are an image to represent the persona.
- 1 point:** Persona one has personal and demographic information (age, education, etc.).
- 1 point:** Persona one has a relevant quote to communicate the person's attitude and personality.
- 1 point:** Persona one has a list of goals the persona wants to complete.
- 1 point:** Persona one has a list of frustrations for issues they encounter or try to avoid.
- 1 point:** Persona one has a brief scenario that conveys the person's user journey with goals, frustrations, and other relevant content.
- 1 point:** Persona two has an image to represent the persona.
- 1 point:** Persona two has personal and demographic information (age, education, etc.).
- 1 point:** Persona two has a relevant quote to communicate the person's attitude and personality.
- 1 point:** Persona two has a list of goals the persona wants to complete.
- 1 point:** Persona two has a list of frustrations for issues they encounter or try to avoid.
- 1 point:** Persona two has a brief scenario that conveys the person's user journey with goals, frustrations, and other relevant content.
- 1 point:** There are key differences between the two personas to demonstrate that they represent different groups of users.

### Step-by-step Assignment instructions

#### 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 \(Template\)](#)

#### Step 2: Analyze your user notes and identify user groups

Review the work you did in the activity [Build empathy with users to inform your research](#). In that activity, you chose four fictional users and imagined how they would respond to the interview questions you created in an earlier assignment. You should have a set of notes for each "interview" you conducted.

When reviewing your notes, consider gathering some demographic information, such as:

- Location
- Age range
- Education level
- Employment
- Household/family composition
- Other key personal identifiers

A great persona includes relevant information about your target user's life, such as age, education, location, family situation, occupation, goals, and frustrations. You should also consider ability, gender identity, sexuality, and language in your personas, too. Make sure the information you gather isn't based in your personal or cultural stereotypes. These stereotypes give you a window into the life of your users as they also help get you thinking about why these people need your product.

Note: Remember that for the [Build empathy with users to inform your research](#) activity, we reduced the workload associated with real-life interviews by providing you with an written user basis so you could familiarize yourself with the process of thinking through interview questions and empathizing with users. For a real project, you would have at least 4 real interview subjects for each group of users (at least 8-12 total). Since you're working with a smaller sample size, you won't have as much data as you would with a full user study — that's why! The goal is to practice empathizing with your users better and creating personas to help you design a great user experience with your app.

#### Step 3: Build two personas for the Sharpen prompt in your portfolio project

After studying your notes, decide on at least two distinct user groups. A **user group** is a set of people who have similar interests, goals, or concerns.

Once you've decided on your two user groups, sort your interview notes under one of the groups depending on which group they match with the best. In the next step, you'll use each group's notes to create a composite of all the users who fit into that group.

With these two user groups from your portfolio project in mind, use the persona template in Step 1 to build a persona for each of your user groups.

Your goal is to create a realistic representation of a user who you can empathize with as you think about the design solutions that you might need. For additional guidance, you may refer to the reminder from the activity [Goals, frustrations](#).

### Instructions

For persona one, fill out all the template elements to get a sense of who your user is and what drives them.

- It's fine to imagine details for the purposes of this activity; however, when constructing personas in real-life design projects, your personas need to be grounded in the reality of your research. As you're distilling information from multiple sources into one persona, you can create specific details about your persona, so long as those details make sense based on the research you've done.
- Remember that your persona is a fictional representation inspired by a group of interviews and not an exact reflection of any single individual.
- The goals and frustrations sections of the template should highlight the trending goals and frustrations across all of your "interviews."
- Provide a breakdown of the persona's demographics. You can make these up based on the type of users your group of interviews.
- Include a quote that summarizes your persona's personality, along with a paragraph describing their life.
- Include an image or avatar so you have a visual representation. This image or avatar can be an illustration or a stock photo that captures specific attributes representing the group of users you based your persona on. Be careful to avoid stereotyping your persona with the image you choose.

Next, complete the same steps above for your second persona.

### Your submission

As you work through creating your personas, ask yourself:

- Did the demographic information match the characteristics derived from the user groups represented in your original notes?
- Does your quote showcase each person's personality?
- Were the goals and frustrations aligned with the personas and the activity scenario?
- Were you able to give more information about the personas, such as their goals and frustrations, as well as their names?
- What were the key identifiable differences between your two personas that ensured you were thinking about different user groups and why did you choose them?
- Did you include a picture or avatar representing each of the personas for your activity?

When you have completed both personas, upload the files through the My Submission tab at the top of the page.

After you've submitted your own personas, review the work of two of your peers.

### Example submissions

Here is an example using personas we created for a scenario that asked us to design an app for a restaurant called Zia's Pizzeria. You can read more about Zia's Pizzeria below.

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

Link to scenario: [Zia's Pizzeria business scenario](#).

OR

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

[Google UX Design Certificate - Zia's Pizzeria \(Example\)](#)

In our interviews with people who said they were very busy to use a service like Zia's Pizzeria app, we were able to identify the following user groups:

**Group 1:** Thinking adults who would like a healthy dinner during the workweek but are not able to cook most work nights. These users:

- Tend to be more advanced in their careers.
- Often work later hours or have a commute that prevents them from getting home from work early enough to cook.
- Have additional obligations, interests, or challenges that make it difficult for them to get groceries for cooking.
- Would use an app to save time when they can't "log in" and pick up the order from away from home.

**Group 2:** Non-native language speakers who strongly prefer to pick up food rather than eat at a restaurant due to a language barrier. These users:

- Tend to be new residents in the areas that Zia's Pizzeria serves and are unfamiliar with local shopping options.
- May be single, occupation, and number of family members in their home.
- Often feel uncomfortable dining in their local restaurants or shopping in their local grocery stores.
- Would like an app that does not demand advanced English language experience.

### Persona examples

Below are two examples of the personas that were created for Zia's Pizzeria. The first is a working adult who would like a healthy dinner during the workweek but is unable to cook most work nights. The second is a user who strongly prefers food pickup over dining in restaurants due to a language barrier.



**Ying**

Age: 45  
Education: Juris Doctor degree  
Homeowner: Denver, Colorado  
Family: Single, lives alone  
Occupation: Lawyer

"I live an active lifestyle so I need healthy and hearty meal options. I just don't have the time to cook them myself."

**Goals**

- To be a great advocate for their clients.
- To maintain a healthy work-life balance.
- To maximize the energy they have to get to the bank, meet, so they can focus on their business and personal life instead.

**Frustrations**

- Therapist and service providers are often poorly prepared to accommodate my visual impairment.
- There are things I'd like to do, such as cooking, that I simply don't have time for.
- It's difficult to find fast and healthy pickup options near me.

"I'm a lawyer with a busy and demanding schedule. They work as a litigation specialist in mid-size city law firm, and work for several semi-professional teams. Ying has a visual impairment for which they use screen reader technology. This technology makes online shopping much more convenient for Ying, but not all patterns are effectively equipped for screen reader usage. Ying specifically would like for there to be an easier way to order food to pick up on the go."



**Jordan**

Age: 18  
Education: Currently attending college credits online.  
Homeowner: Louisville, KY  
Family: Lives with mother and a younger sibling.  
Occupation: Full-time student.

"I love trying new types of food instead of cooking it myself to better experience this new culture!"

**Goals**

- To experience all the great food my new diverse community has to offer.
- To help other try something while my mother is at work.
- Time to focus on my studies.

**Frustrations**

- It's annoying when people won't have time to read the words to speak with them in English.
- Lack of translation help is sometimes overwhelming or requires too much time from me.

Jordan is a recent immigrant to the United States who's partially conversant in English. They're able to speak many phrases and read well when given adequate time to translate text. Jordan sometimes encounters difficulty at restaurants, where they often think to leave only drinks and bottled condiments options are available. Jordan wants to experience all new foods and experiences his new neighborhood has to offer!

### Add to Your Case Study

After you receive feedback from peers and make revisions, you're ready to add personas to your portfolio case study slide deck! Fill out slide #6 with a summary of your user research and slide it with the pain points you extracted during the research.

If you need access to the template for the case study slide deck introduced at the beginning of [Case 2](#), click the link below and select "Use Template."

Link to template: [Case study slide deck template](#).

OR

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

[Google UX Design Certificate - Case study slide deck \(Template\)](#)

For slide #6, add the personas you want to focus on as you move forward in the design process. Keep in mind that as you move forward in the process, you'll need to demonstrate how your design solves the person's pain points. You'll come back to this slide later in this slide to a later activity.

To help you get a sense for how slides #6, #7, and #8 might come together, here are examples of completed slides for Zia's Pizzeria.

## User research: summary

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I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to cook meals.

This user group confirmed initial assumptions about Zia's Pizzeria customers, but research also revealed that time was not the only factor limiting users from cooking at home. Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in person.

Google

## User research: pain points

1

Time

Working adults are too busy to spend time on meal prep.

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies.

3

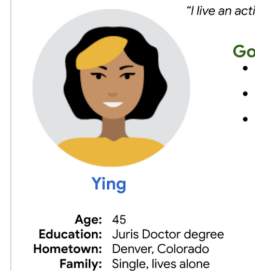
IA

Text-heavy menus in apps are often difficult to read and order from.

Google

## Persona: Ying

**Problem statement:**



"I live an active lifestyle so I need healthy and hearty meal options. I just don't have the time to cook them myself."

**Goals**

- To be a great advocate for their clients.
- To maintain a healthy work-life balance.
- To maximize the energy they have to get to the bank, meet, so they can focus on their business and personal life instead.

**Frustrations**

- Therapist and service providers are often poorly prepared to accommodate my visual impairment.
- There are things I'd like to do, such as cooking, that I simply don't have time for.
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"I'm a lawyer with a busy and demanding schedule. They work as a litigation specialist in mid-size city law firm, and work for several semi-professional teams. Ying has a visual impairment for which they use screen reader technology. This technology makes online shopping much more convenient for Ying, but not all patterns are effectively equipped for screen reader usage. Ying specifically would like for there to be an easier way to order food to pick up on the go."

Example: Ying

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Homeowner: Denver, Colorado  
Family: Single, lives alone  
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