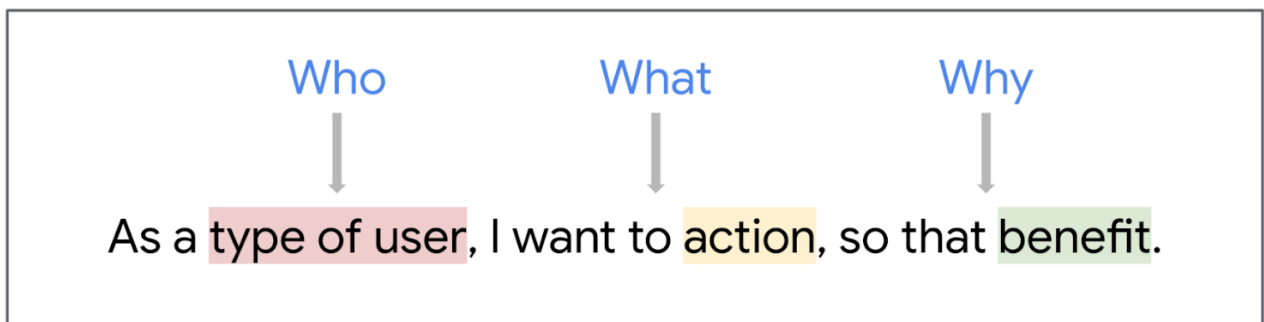# Learn more about user stories

Now that you've created personas to empathize with the users you're designing for, it's time to give those personas a story. Just like how every person in the world has personal experiences and life stories, so do your personas! As a designer, it's up to you to create those stories about your personas' experiences.

Remember, a **user story** is a fictional one-sentence story told from the persona's point of view to inspire and inform design decisions. User stories are short and impactful, with a clear action and benefit.

You can use this format to write user stories:

As a _type of user_ (who), I want to _action_ (what) so that _benefit_ (why).

Use your imagination as you create the stories that capture the needs of your users!

To learn more about user stories, check out this video about <u>crafting user stories</u> ☐ and this reading about <u>user stories</u> ☐ from earlier in the certificate program.

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