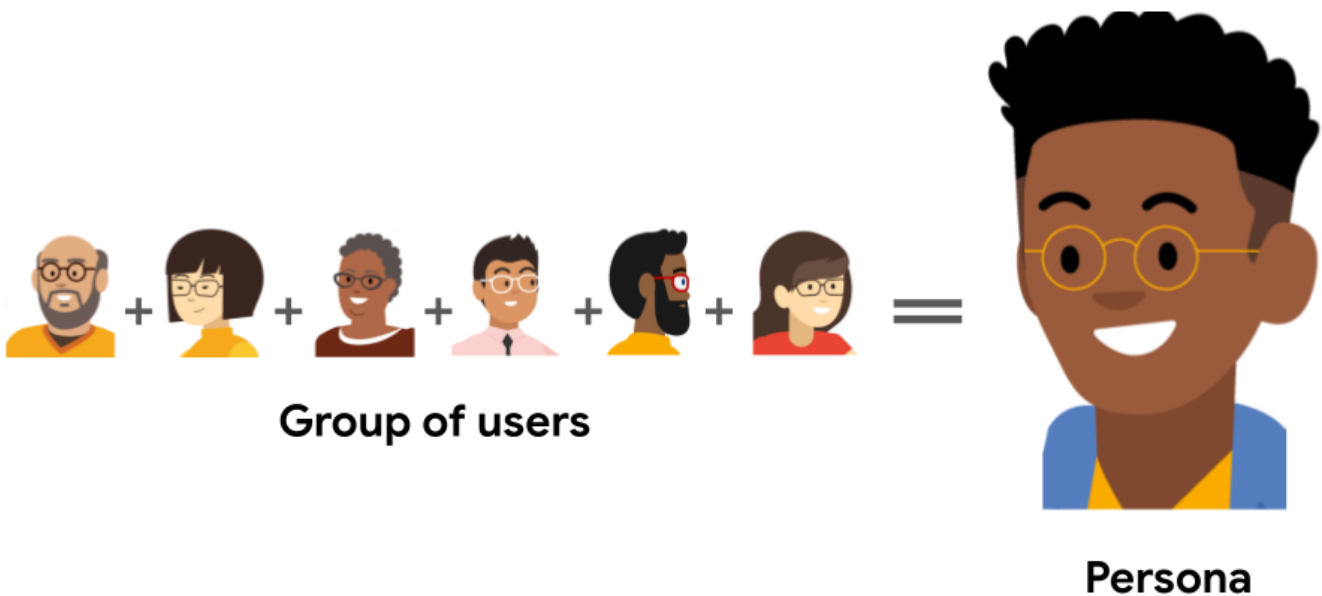


≡ Item Navigation

Optional - Learn more about personas

It's time to start personifying the users you'll design for! Using the research you've conducted so far, you're ready to create personas. As a reminder, **personas** are fictional users whose goals and characteristics represent the needs of a larger group of users.



Each persona that you create represents a group of users with similar characteristics, demographics, and pain points that you've learned about through research. Personas are key to the design process because they reflect the lifestyles of your real target users and give your team an idea of how to meet your users' needs or challenges.

If you want a quick refresher, check out this video about [understanding personas](#) [↗] from earlier in the certificate program. You might also want to review this reading to [learn more about personas](#) [↗].

If you'd like a reminder of all the information a good persona should include, you can download this [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

