

Introduction to Course 7

Design across devices

Start the UX design process:
Empathize

▶ **Video:** Begin the empathize phase
57 sec

📖 **Reading:** Learn more about
empathizing with users
20 min

▶ **Video:** Develop personas
2 min

📖 **Reading:** Learn more about
personas
20 min

📖 **Practice Quiz:** Self-Reflection: Avoid
bias in personas
1 question

📖 **Practice Quiz:** Activity: Develop
personas
1 question

📖 **Reading:** Activity Exemplar: Develop
personas
10 min

🗣️ **Discussion Prompt:** Share your
personas
10 min

Continue the UX design process:
Empathize

Continue the UX design process:
Define

Continue the UX design process:
Ideate


Week 1 review

Activity Exemplar: Develop personas



Exemplar

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the previous activity.



Cam

Age: 38
Education: BS in HR Mgmt
Hometown: Sugar Land, TX
Family: Spouse and child
Occupation: Caregiver, HR Contractor

“Cooking for my family is a delight- I just want to know it will all get eaten”

Goals


- Cook fun, new, GF recipes that challenge and entertain
- Limit food going in the compost

Frustrations

- Too many recipe suggestions can be overwhelming
- Forgetting leftovers in the fridge: smelly and wasteful

Cam has many responsibilities. They take care of a toddler and contract as an HR admin part time. Cam enjoys cooking and pays close attention to food waste, but can use more tools to help cook and eat more efficiently. They are gluten intolerant, so finding recipes can be a little tougher.

Cam works mostly from home, but goes into the office occasionally. They set aside time each week to put together a shopping list and find inspiring recipes. They are a wheelchair user and prefer certain grocery stores to others. Cam wants to make great food for their family and gets frustrated when even a little bit goes to waste.



Thierry

Age: 23
Education: Student
Hometown: Portland, OR
Family: Single
Occupation: CS Rep

“Who has time to cook- I barely have time to eat”

Goals

- Get into a rhythm where they can cook at least once a week
- Save money for goals down the road
- Reduce food waste if it is easy

Frustrations

- Fresh ingredients are expensive and go bad quickly
- Ordering out results in a lot of waste, due to excess packaging and large portions

Thierry is a student at a local community college and holds a full-time job as a customer service representative. They live alone and find that it is easier to order take out or buy ready to eat food, but this is expensive and wasteful. Thierry would like to cook more, but there isn't a lot of spare time for it right now.

Thierry works from home and mainly uses a mobile device to get on the internet. That's also where they occasionally put together a grocery delivery if they can't go in person. Thierry doesn't worry too much about food waste, but does worry about the environment and wants to make choices that are good for the earth and their budget.



Assessment of exemplar

Notice how the exemplar fills out all of the worksheet elements, so we get a sense of who our user is and what drives them. Goals and frustrations are highlighted, as well as a breakdown of their demographics. Lastly, a quote featured at the top summarizes their personality, along with a paragraph describing their life at the bottom. Our goal is to have a realistic persona to empathize with as we think about the type of design solutions our users might need!

Now compare the exemplars above to your completed personas. Self-assess what you've done using each of the criteria used to evaluate the exemplar.

As you compare, ask yourself:

1. Demographic information: Did the demographic information match the characteristics derived from the user groups represented in your interviews?
2. Quote: Were you able to imagine a quote that is relevant to the persona and their background?
3. Goals/Frustrations: Were the goals and frustrations aligned with the persona and the activity scenario?
4. Brief story/scenario: Were you able to give more information about the persona, tying in their goals and frustrations, as well as their quote?
5. What were the key identifiable differences between your two personas that ensured you thought about different user groups? Why did you choose them?
6. Did you include a picture or avatar representing the personas for your activity?

What do you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

Mark as completed

