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Learn more about personas

Before you begin designing a product, knowing the characteristics and struggles of the product's intended users is essential. You can create personas based on the research you conduct to help you get to know these users!

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 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](#) ↗.

