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## Activity introduction

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Personas are fictional users whose goals and characteristics represent the needs of a larger group of users. For this activity, you'll need to identify two distinct user groups to create two personas. In larger projects, you may identify and develop several personas.

You can identify a user group by analyzing user interviews and grouping them into user groups that share similar interests, goals, or concerns. To get started with this activity, you will conduct interviews with potential users for your portfolio product.

If you've created empathy maps for this project, which is optional, you should've already conducted interviews with user groups. If this is the case, you can skip Steps 2 and 3 and move directly to creating personas from your research data and empathy maps. If you haven't conducted interviews and created empathy maps, make sure to complete the full activity.




## Step-by-step instructions

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### 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 \[Template\]](#)  
[PPTX File](#)

### Step 2: Develop interview questions for potential users of your product

Here are a few examples:

Can you describe your experience using the product? (Or visiting the website?)

Is there any way in which you feel you can resolve these challenges?

You can also consider gathering some demographic information, such as:

Location

Age range

Education Levels

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, and race in your personas, too. Make sure the information you gather isn't used in your persona to reinforce stereotypes. These identifiers give you a well-rounded idea of who your users are. They also help get you thinking about why these people need your product.

### Step 3: Conduct 4-6 user interviews representing two different groups of users

For this activity, we would like you to focus on two types of customers:

- . One who needs or prefers a dedicated mobile app
- . One who will be accessing the platform from a web browser on a computer, tablet, or similar device

As a reminder, a dedicated app is a program that is designed for and installed exclusively on a mobile device. A responsive website can be viewed in a browser on many different devices and will need content that responds to the device's screen size.

Starting from these two basic user types, build two personas by gathering additional information from your user research. You can do this by interviewing family or friends.

Note: Typically, you should have at least 4-6 interview subjects for each segment of users (so 8-12 total). Since you are working on your own, we've reduced the number required for this exercise.

Step 4: Build two personas based on your user research for your product

While doing your user research in Step 3, you'll begin to form images in your head about who your users are. These will become your personas. With these images in mind, use the persona template from Step 1 to build a persona for each of the two user types indicated above. Your goal is to create a realistic representation of a user you can empathize with as you think about the design solutions that other users might need!

Instructions

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

It is 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 interview or 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 in 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 persona two. Use the  persona template to make a new slide to fill out for this persona.

Step 5: Reflect on the completion of this activity

As you reflect on the completion of the activity, ask yourself the following:

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