1.

Activity introduction

This practice activity is an opportunity for you to apply the concepts that you learned throughout the course. We provide a completed example activity so you can compare and contrast your ideas, designs, and grow as a user experience designer.

As a UX designer, you'll need to evaluate, research, and develop personas to represent key user groups. In UX design, personas are fictional users whose goals and characteristics represent the needs of a larger group of users. These user groups are determined by identifying similar responses, behaviors, or characteristics shared among multiple research participants (like interview participants or in the case of this course, the sample users from the earlier underlined empathy building activity ↗). Understanding that multiple users fit into the same general category helps you begin to define what types of people you're designing for. That's where personas come in.

This activity is based on a scenario for a CoffeeHouse business. You will see the CoffeeHouse scenario throughout the course as an opportunity to practice parts of the UX design process.

This activity will help you apply the skills you've learned by creating two personas using the template provided. After completing this activity, you'll have the opportunity to compare your work to an example of a completed persona. The example will be provided in the following course activity.

Step-by-step instructions

Step 1: Review the CoffeeHouse scenario

You're designing an app for CoffeeHouse. You can find the Coffeehouse scenario you've been following in this course below:

To view the scenario for this course item, click the link below and select "Use Template."

Link to scenario: CoffeeHouse Business Scenario ↗

OR

If you don't have a Google account, you can download the scenario directly from the attachment below.

Google UX Design Certificate - CoffeeHouse Business Scenario
DOCX File

Below are a summary of potential customer types.

Customer type one:

A junior employee in a busy professional firm who is typically under 23 years of age.

Several times a week, this customer goes to the CoffeeHouse to pick up an order for themselves and up to twelve coworkers.
This customer is on a tight schedule and needs to order high-quality CoffeeHouse items in advance and pick them up quickly and efficiently.
The most common frustration for this type of customer involves the coordination of their pick-up. Sometimes a large order is incomplete or incorrect. Other times the order sits too long and their coffee or hot food items get cold.

Customer type two:

Someone who enjoys hanging out at CoffeeHouse and wants a place outside of their home and workplace where they can be connected and productive. This type of customer varies in age and occupation.

The most common frustrations for this customer involve poor organization at the checkout counter and their inability to find adequate workspace. Waiting in line to place orders and pick up items interrupts their productivity and discourages them from placing an order. It's also important to this customer that they have access to desirable working conditions like a strong Wi-Fi connection and comfortable seating.

Step 2: 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 3: Create two personas for this activity
Remember: The personas you create should reflect a combination of attributes from a group of users with similar needs.
Persona 1 should represent busy junior employees seeking quick and efficient pick-up service.
Persona 2 should represent in-store customers who want to enjoy CoffeeHouse items and atmosphere in a way that is still favorable to being connected and productive.
Follow the steps below to create the two personas:

. Using the customer information presented above, build a fictional user for each of the customer types described in the template provided.
. For each persona you build, you should give them characteristics that would fall within the general descriptions presented for their customer type.
. Replace the picture and biographical data in the template with a picture and bio that better represents the persona you've created.

Step 4: Reflect on the completion of this activity
Consider the questions below as you reflect on your work:

. Demographic information: Did the demographic information match the persona characteristics given in the activity directions?
. Quote: Were you able to imagine a quote that is relevant to the persona and the background you've built for them?
. Goals/frustrations: Were you able to align the goals and frustrations 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?
. Image: Did you include a picture or avatar representing the personas for your activity?