

Aim - To design a persona

A persona is a model of a user that focuses the individual goals when the using a certain artifact. The model has a specific purpose as a tool for a software and product design. The persona model resembles classical user profile but some important distinction it is an archotypical representation of real or potential users. It's not a description of a real or single or average user. The persona represents patterns of user behaviour, goals & motives, compiled in a fictional description of single individual. I refer to it as an approach or idea, because it's not a theory about user or interaction, nevertheless it is a complete process for software development. Cooper has introduced an idea of persona and goal directed design in the book. The or running the asylum and in articles. In addition goal driven design is promoted through Cooper consulting firm so he has a commercial interest in it as well. Purpose of the paper Cooper's book & the idea of persona's has been discussed to a certain degree and are often mentioned briefly in HCI courses but has not really made much impact in the academic HCI community.

Teacher's Sign.: _____

The more specific the persona is, the more effective they are as design tools with more specific, idiosyncratic details, the persona becomes a real person in the minds of developers. A real person in the mind of the developer. Cooper emphasises that a persona is a tool for communicating and design and software developers, managers, customers and other stakeholders. The purpose is not to give a precise description or complex theoretical model of a user. Instead, it's aiming at a simple but good enough description of user make it possible to design the system. Personas' goals are dependent on the product, excellent designed or not.

The process doesn't ask the question if the product is needed in the first place.

~~The primary objective of the project is to create Problem statement.~~

The objective of the project is to develop food review website. The food review website will contain reviews of ~~all~~ from users on variety of restaurants. Other people can refer these reviews for choosing best restaurants to dine in.

Conclusion - Thus we have successfully implement personas.

Teacher's Sign.: _____

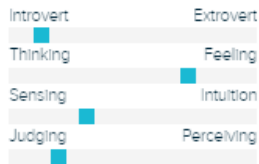
David Jacobs



"Life is short, eat dessert first"

Age: 21
Work: L&T
Family: Single
Location: [Chembur](#), Maharashtra

Personality



Foodie Traveler Adventurous
Enthusiastic

Goals

- Trying all cuisines.
- Dinning in a hot air balloon.
- Amazing flavors dancing in my mouth.

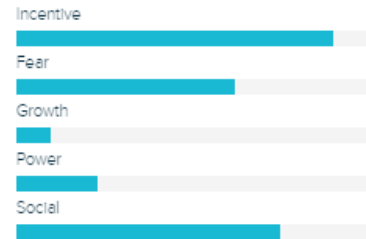
Frustrations

- Expensive cuisines.
- Money.
- Slow service at restaurants.

Bio

I won't be impressed with technology until I can download food. I am a software developer by profession and street food junkie by heart. I prefer veg over non-veg because I hate animal abuse. Chicken sandwich with Peeta bread accompanied with organic cheese and jalapeno sauce with a hint of mint at Cafe de la Rotonde France.

Motivation



Brands & Influencers



Preferred Channels

