Human-Computer Interaction

Understanding your user and their needs

Agenda

- **Introduction**
- Personas: Your Imaginary Best Friends
- User Scenarios: Simulations for Better UI
- Prioriting Top Tasks
- Plunging Ahead with a Plan

Introduction

You know how UI and UX are interwoven

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- **Who** are your users?
- **What** are their *motivations*, *fears*, and *aspirations*?
- **What** *goals* do they want to accomplish on your website?