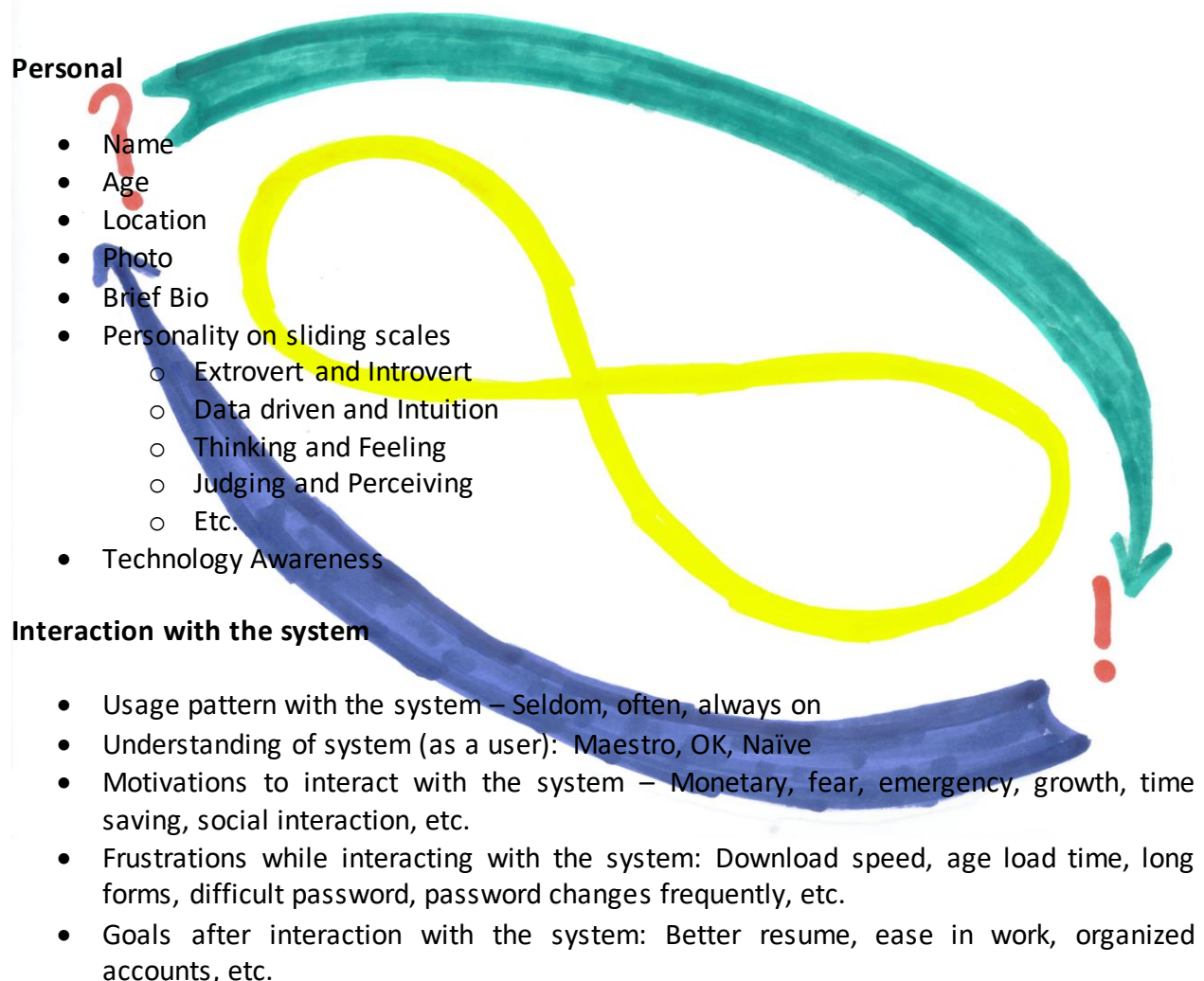# Persona

A persona represents a typical fictitious person which is based on perceived knowledge of a real user, an example of the kind of person who would interact with it. The concept of persona based on idea - an effective system is designed for a specific person

Unlike the **actor**, a persona is not a role which people play. A persona is different because it describes a typical instance of an actor. In a use case model, Customer is an actor while in persona we would describe several different types of customers from the system's usage perspective.

A typical persona may have following attributes:

Personal

- Name
- Age
- Location
- Photo
- Brief Bio
- Personality on sliding scales
    o Extrovert and Introvert
    o Data driven and Intuition
    o Thinking and Feeling
    o Judging and Perceiving
    o Etc.
- Technology Awareness

Interaction with the system

- Usage pattern with the system – Seldom, often, always on
- Understanding of system (as a user): Maestro, OK, Naïve
- Motivations to interact with the system – Monetary, fear, emergency, growth, time saving, social interaction, etc.
- Frustrations while interacting with the system: Download speed, age load time, long forms, difficult password, password changes frequently, etc.
- Goals after interaction with the system: Better resume, ease in work, organized accounts, etc.

To identify personas for a system, following steps may be helpful:

1. **Identify the users**

a. Questions
      - Who are the users?
      - How many users are there?
      - How do they interact with the system?
   b. Methods Used
      - Quantitative data collection

2. **Building a hypothesis**
   a. Questions
      - What is the difference among various users
   b. Methods Used
      - Grouping of users

3. **Verifications**
   a. Questions
      - Data collection for personas
      - Data collection for situations and scenarios
   b. Methods Used
      i. Quantitative data collection

4. **Finding Patterns**
   a. Questions
      - Is initial grouping sufficient?
      - Is there any groups?
      - Are all groups equally important?
   b. Methods Used
      - Categorization

5. **Constructing Personas**
   a. Questions
      - Characteristics of the personas
   b. Methods Used
      - Categorization

6. **Defining Situations**
   a. Questions
      - What are the needs of this persona?
      - What are the situations?
   b. Methods Used
      - Data analysis for situations and needs

7. **Validation and Buy-in**
   a. Questions
      - Do you know someone like this?
   b. Methods Used
      - Review of personas written

8. **Dissemination of Personas**
   a. Questions
      - How personas can be shared with stakeholders?
   b. Methods Used

- Communication

9. **Creating Scenarios**
    c. Questions
        - In a given scenario, with a given goal, what happens if a persona uses the system?
    d. Methods Used
        - Narration to create scenario
        - System analysis

10. **Go to step-1 to create new personas on regular basis (or as and when new knowledge is discovered)**