

English II

Unit 01

GLOSSARY

In the following extract, which words would be part of a glossary? Read the text, identify them and write them down in your notes to start creating your own glossary.

Designing Personas with Empathy Map

The software development focuses on users' needs and emotions while interacting with the product is critical for the software product success. According to Sproll, as the field of User Experience (UX) explores these needs and their fulfillment, it gains in importance against the background of the wish for human-oriented products and services. In order to develop usable systems it is necessary to understand the users that will interact with the system.

One technique that can be used to better understand the user' needs is the Personas technique. The Personas technique provides an understanding of the system user in terms of his or her characteristics, needs and goals to be able to design and implement a usable system. The user modeling technique known as personas has obtained excellent results over the last years. Furthermore, the Personas technique gathers data about users, gains an understanding of their characteristics, defines fictitious users (called personas) based on this understanding and focuses on these personas throughout the software development process. Through the collected data using the Personas technique we can obtain greater knowledge of the user for which we are designing.

However, the creation of personas involves much creativity. It is also difficult to verify if a persona really reflects the user's data. The Persona technique is used in order to aid designers to create empathy with the users and identify users' characteristics. Empathy has been employed as a defining characteristic of designer-user relationships when design is concerned with user experience entails. Furthermore, to guide designers to describe personas, we adopted the Empathy Map (EM). The EM is a method that helps designing business models based on the client's perspectives. The EM template has a visual organization. This

organization simplifies the template implementation. Furthermore, the EM has guide questions. This guide questions aid the designers during creation of personas, making this process more systematically.