

Building user personas off your interviews



LECTURE
SUMMARY

Covered in this lecture:

Taught by:

Centralizing the information you gathered
and making a general customer profile



- ▶ The companies usually already have user personas, but sometimes you might need to make them yourself as a product manager
- ▶ User personas are fictional people that represent groups of similar users that behave in certain ways
- User personas help increase empathy towards your users
- User personas are profiles that include:
 - name, age, photo/sketch
 - what is most important to them about your product
 - what they want to be able to do easily

See you next lecture!