

ASSIGNMENT NO:2.

Page No.			
Date			

Title:- User Persona.

Problem Statement:-

Design user persona for the users of selected system/product.

Learning Objective:-

1> To understand the concept of user persona with respect to HCI.

2> To develop user persona for a selected system/product.

Learning Outcomes:-

1> We will understand the concepts of user persona with respect to HCI.

2> We will be able to develop a user persona of the selected system/product.

Theory:-

-User Persona:

a> A user persona is a Pictorial representation of an ideal consumer. As a UX designer, we will start the design process by conducting user research, building empathy with your target users and identifying what they need exactly from the product & your designing.

- ↳ A person is usually based on the user research and incorporates the needs, goals & observed behaviour patterns of your target audience.
- ⇒ A persona classifies the following questions:
- Who is my ideal customer?
 - What are the needs & goals of my user?
 - What issues & pain-points do they currently face with respect to given context?
- ⇒ A well-defined persona will be able to help you to identify and communicate user needs. Persona will enable you to strategize and make smart decisions when designing the UI & UX.

Step 1: Add Header

→ Header includes a fictional name, image and quote that summarizes what matters the most to the person as it relates to your product.

Step 2: Add Demographic Profile

→ Demographic details are factual & based on user responses.

→ Include 4 sections.

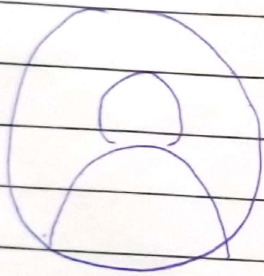
- ① Personal Background.
- ② Professional Background.
- ③ User Development.
- ④ Psychographics

Step 3: Add end goals

→ End goals are motivating factors that inspire action and answers to the questions: What do users want or need to accomplish by using your product.

Step 4: Add scenario.

→ It is a day in life narrative that describes how a persona would interact with your product in a particular way.



John Lee, Works at ABC Pvt
- Coffee vending is a great machine for me. I can get any type of coffee customized as my needs very easily.

Background:

- 22 years old
- He is a corporate worker and requires coffee for being active while work.

Goals:

- Wants coffee as per his needs to be able to be active whole day.

Scenario:

John, a corporate worker, who drinks coffee to be active the whole day. and needs a machine for his custom taste.

Conclusion:

Hence, we have designed user persona for the users of selected product.