ASSIGNMENT NO:-2.

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.

b) A person is usually based on the user research and in corporates the needs, goals & observed behaviour patterns of your target audience.

c) A persona clasifies 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?

d) 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 response
  → Include 4 sections.
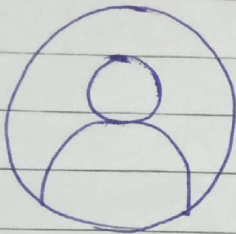   ① Personal Background.
    ② Professional Background.
    ③ User Development.
    ④ Psychographics

step 3: Add end goals

→End goals are motivating factors that inspire action & 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, Student at XYZ university
- GitHub is a great application for me. It can be used to efficiently store code, track versions, make changes & useful for collaborative development of projects & applications.

Background

- 22 year old.
- He is a CS student and owns a Lenovo laptop which he uses for coding, university work, gaming & web browsing.

- He also owns a smartphone which he uses for web browsing, social media and gaming.

Goals

- Looking to take next step in education.
- Wants to obtains a job in software development.

Scenario

John, a 22 year old student, who is about to complete his undergraduate degree & wants to become a software developer at a well known MNC.

Conclusion:

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