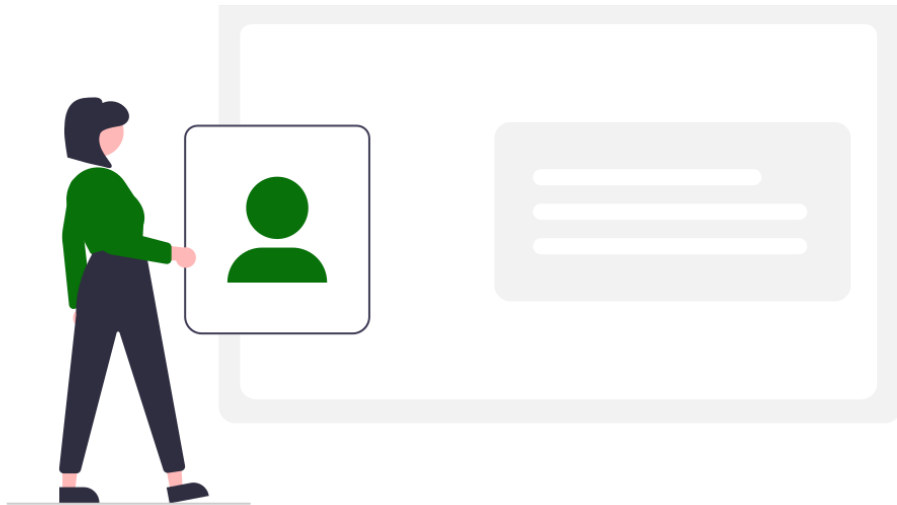


Persona

IT IS 3130-6400-8400

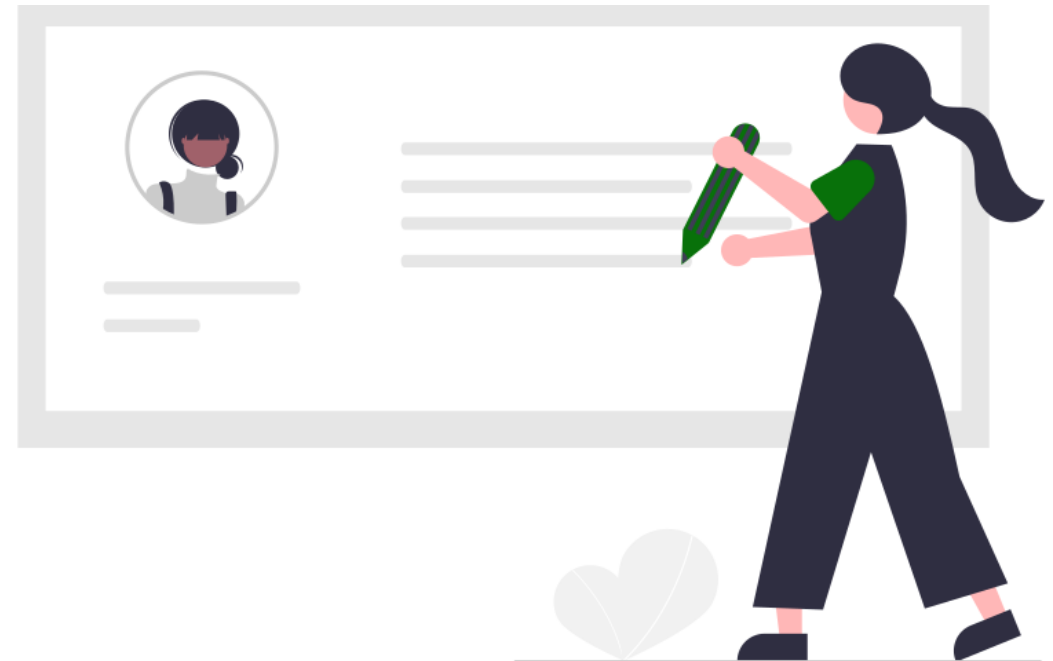
Fall 2023



What is a Persona & why is it used?

Fictional characters representing a **group** of the (potential) users. Personas are used to:

- Understand different user types
- Create empathy with them
- Remember them through out the design process
- Facilitate conversations with project partners



How are personas created?

There are a variety of approaches to create personas. Personas can be created following:

- Statistical methods (Surveys, online footprint, etc.)
- Qualitative methods (interviews, ethnography research, etc.)
- Proto-personas

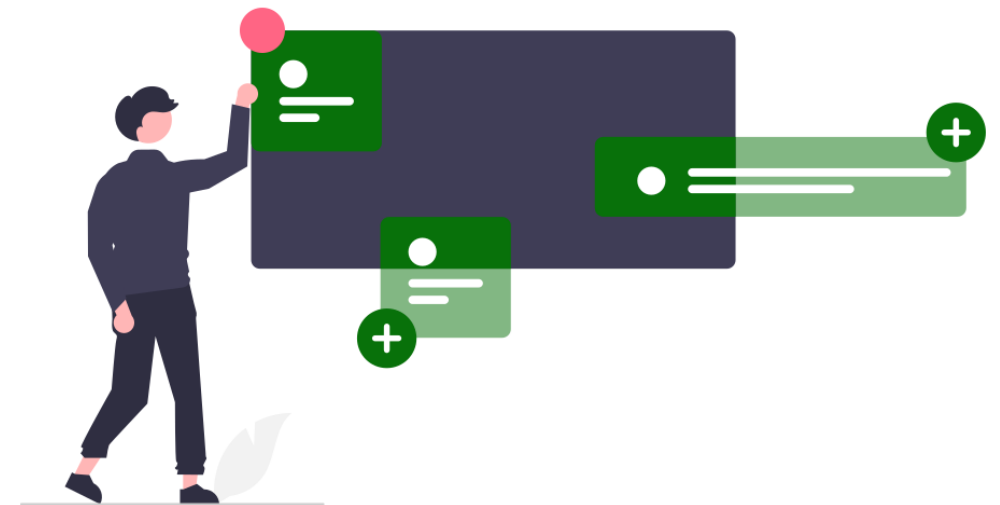
Each one of these approaches comes with benefits and shortcomings. What method you select depends on many factors including available time, resources, access to participants, etc.



What is included in a persona?

Typically, a UX persona includes:

- The persona's name
- An image (e.g. an illustration, avatar, photo or stock image)- image is recommended to create more empathy
- Demographic information such as your persona's age, gender, family/living situation, employment status and anything else that's relevant to your product or problem space
- Their needs and goals in relation to your product
- A summary of their challenges, frustrations and pain points in relation to your product or problem space
- Quotes from real users whom the persona should represent





Solo Traveler Persona

Name: Jasmin

Occupation: IT Programmer

Age: 26

Gender: Female

Backstory:

Jasmin recently got a full time job that allows her take vacations and spend on trips. She likes to explore and see other places and culture but doesn't feel as comfortable because she doesn't have a travel buddy and hasn't traveled much before.

Motivations:

To see and explore both for the personal joy and also to have more to present in social setups. She also likes to make memories and take a lot of pictures while traveling.

Frustrations:

Jasmin doesn't feel safe or confident to travel alone, but she doesn't have people with similar interests to travel with. She has tried a few tours recently but not all activities in the package were aligned with her interests.

Ideal Experience/Goals/Aspiration:

To have a safe group to travel and engage with while having the opportunity to get the type of activities that are interesting to her.

"It was nice to connect and go around with this group of solo travelers, but the tour spent too much time in the shopping centers and museums...wasn't all the things I liked to do"

Problems with personas

Note that like most other UX methods personas are also critiqued for their shortcomings. Some of which can be address with **high quality work** and proper choice of methodology while some others have to be accepted as a **tradeoff**. Some of such critiques include:

- Personas don't get leveraged during the design process (when team lacks maturity, band width, ...)
- Included demographic data are not helpful (when not selected properly)
- Personas are not being built from actual data (when proto personas are created)
- And more!