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WEB321

Discussion 4.2

User Personas

In order for a design team to effectively understand how people will react and interact with a software, user personas are created. According to Interaction Design Foundation (IDF), “personas make the design task at hand less complex, they guide your ideation processes, and they can help you to achieve the goal of creating a good user experience for your target user group.” Designers seem to have to constantly check themselves when it comes to maintaining the scope of a design. As design methodologies focus is on the use experience, user personas give project requirements an identity and a purpose. According to an article in ux247, some of the benefits of using user personas are that they help to understand the user's motivation, needs and perceived obstacles. The article also adds that user persona help communicate a vision throughout the organization and lastly give the designers a better idea of an acceptable design. The following are some questions to ask during the requirement elicitation phase.

* What is the job of each persona?

This question helps to understand the necessities of each stakeholder, their concerns and attitudes towards a certain feature.

* What are you trying to accomplish with this feature?

This question is key to understand what the stakeholder expects from the feature.

* What are some challenges performing the specific task?

This question aims to understand what kind of solution will solve the stakeholder's problem.

* Are there any better ways to completing the task?

This question serves to allow the stakeholder to talk about any alternatives they may have used in the past to perform the task.

* What outcome should occur when interacting with a specific component?

This questions should help to get an idea of where components are supposed to take the user.

References

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