

UX & UI Design.

Building great UX personas



Outline.

1. What is a UX persona?
2. Examples
3. Your turn!



1. What is a UX persona?

A fictional character representing a type of users.



A UX persona is a fictional character that represent a type of users. It should include:

Basic info 

Detailed goals 

Typical behaviours 



A good UX persona should be

Not too short / not too long

Realistic

Not too “cliché”



You can build a UX persona from

Google search

Specialized blogs

Customer interviews



Why designers need UX personas?

1. Think the design **for their users, not for themselves.**
2. Role-play their persona to get new design ideas / insights



2. Examples

Let's take some famous apps.



Personas from **Typeform**

Of course, personas
are also used in
Marketing.

The screenshot shows the Typeform homepage with a "Get inspired" section. Three persona cards are displayed:

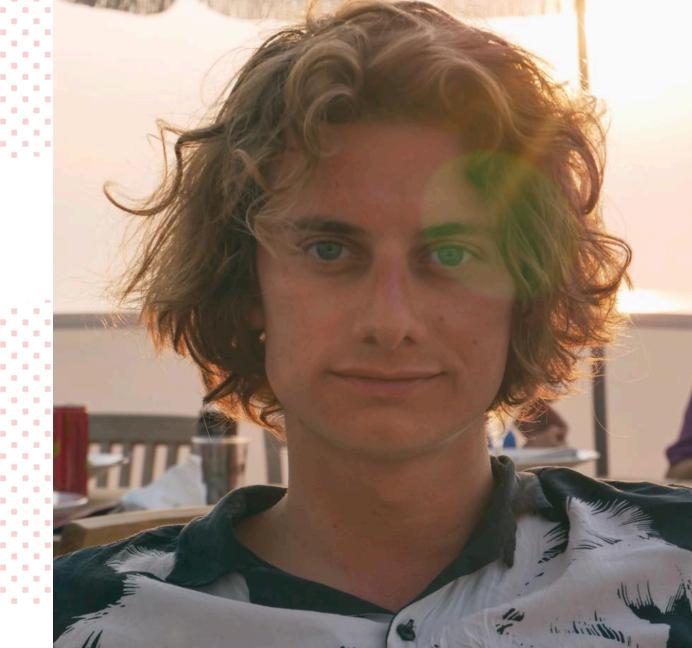
- Marketer**: Jonas generates leads
- CEO/Founder**: Priscilla grows her business
- UX Researcher**: Christina listens to customers

Personas from Airbnb

Basic info



- **Manu**
- 30 years old
- Lives in Paris
- Photographer
- Good income
- Married



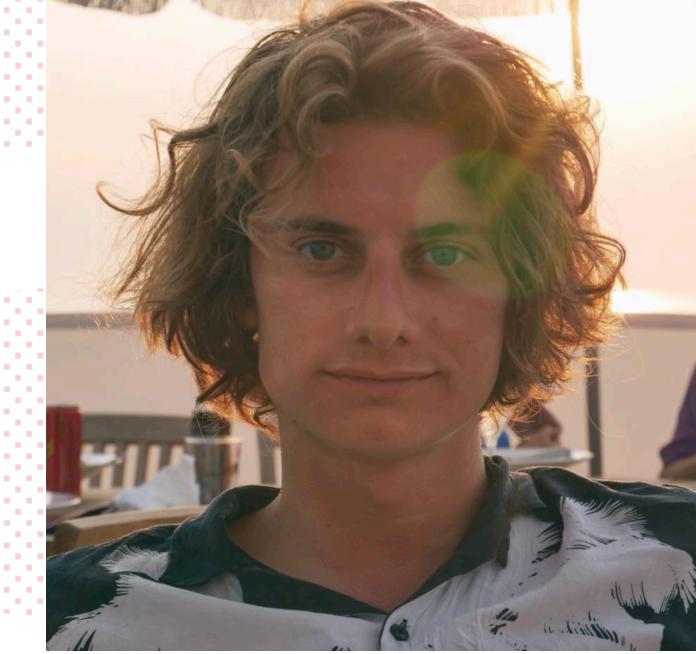
- **Thibault**
- 22 years old
- Lives in Paris
- Student
- On a budget
- In a relationship

Personas from Airbnb

Goals when traveling



- Sleep in unique places
- Meet with locals
- Avoid touristic areas
- Avoid "fake airbnb"



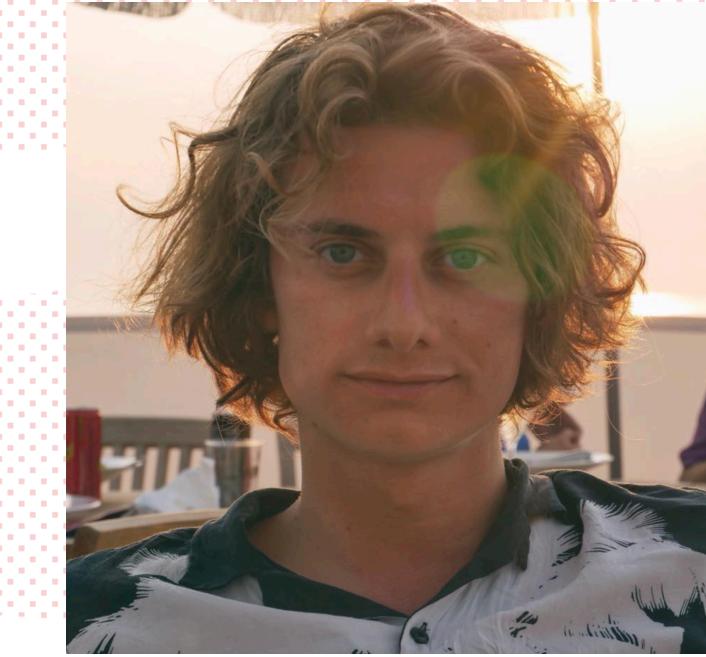
- Have fun with friends
- Check-in quickly
- Have dinner in the flat
- Be close to lively district

Personas from Airbnb

Typical behaviours when booking a place



- 3 weeks in advance
- Use the map a lot
- Check all pictures
- Hate “instant booking”



- Filter by price directly
- Check for basic equipment
- Love “instant booking”

Your **turn**

1. Let's brainstorm on your persona
2. **Submit your persona** on the platform.