**UXD. Lesson: Personas**

**OBJECTIVE**

* Create personas to define users
* Identify benefits and challenges of using personas

**OPENING FRAMING**

**5 min**

Go over the learning objectives. Get students excited about personas by sharing an example, chatting about why they are useful, or providing some other sort of hook to intrigue them.

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**I DO (Introduction to New material)**

**15 min**

Instructor explains what a persona is, why they are important, what they should include and examples. The instructor hones in on user stories as a piece of the personas

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**WE DO (Guided practice)**

**15 min**

Students take one of the sample personas and separate its components into a persona building template.

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**YOU DO (Independent practice)**

**30 min**

Students build personas using the provided template and information from their user interviews. .

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**CLOSING FRAMING**

**10 min**

Instructor reviews some of the challenges with using personas.

Q & A

Students fill out UXD Exit Ticket

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**PRACTICE / HOMEWORK**

Students create the personas for their final projects using the synthesized research from their user interviews.