1. About Face - Chapter 3
   1. By using personas, we can develop an understanding of our users’ goals in specific contexts—a critical tool for ideating and validating design concepts.
   2. Personas provide a powerful tool for communicating about different types of users and their needs and then deciding which users are the most important to target in the design of form and behavior
   3. The most important purposes or goals to consider when designing a product are the goals of the individuals who actually use the product, not necessarily the goals of its purchasers or its developers.
2. Uxmag.com
   1. However, as the marketplace shifts from a mass manufacturing to a mass customization model, customers needs and desires are more accurately identified through the development of [personas](https://uxmag.com/articles/love-hate-and-empathy-why-we-still-need-personas/) rather than through demographic data.
   2. Demographics are temptingly easy to collect from various sources in an organization, but persona work yields a much deeper understanding of *why* customers do the things they do and *what* they expect from an organization within any given context.
   3. This will not yield full-fledged personas, but it will start to reveal clustering and patterns of behaviors that will inform user types.
3. Smashingmagazine.com
   1. For every designer who uses personas, I have found even more who strongly oppose the technique.
   2. Once I understood why personas were valuable and how they could be put into action, I started using them in my own work, and then something interesting happened: My process became more efficient and fun, while the fruits of my labor became more impactful and useful to others.
   3. Like any other tool in the designer’s belt, personas are extremely powerful in the right time and place, while other times are simply not warranted; the trick is knowing when to use which tool and then using it effectively.
4. Measuringu.com
   1. A persona is intended to focus design thinking by posing the question: Would Marcus do this?
   2. If you don’t know who you’re designing for, you can’t actually design anything.
   3. Observation is key when creating and using personas to understand what drives the user (the “whys”) so you can build around that.
5. Usability.gov
   1. Remember, your personas are only as good as the research behind them.
   2. Remember that it is better to paint with a broad brush and meet the needs of the larger populations than try to meet the needs of everyone
   3. Combine and prioritize the rough personas.