Understanding User Classification & It's Importance

Level of Importance to Design

Primary User



Individuals directly affected by design

Designers Main Focus:

- What current pain points does this user have today?
- Why are they pain points?
- What design concepts can we prioritize to address them?

Secondary User



Individuals in someway benefit from the design, may have influence with primary user

Designers Next Focus:

- Is this user purchasing the design?
- What level of influence does secondary user have over primary user?
- Are primary and secondary user needs in conflict?

Tertiary User





Those affected by design use – either by creating or influencing design

Designers Minor Focus:

- What regulations or compliance does this user have?
- How does cost and scale factor into design decisions?



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