1. **User personas**

A user persona is an archetype or character that represents a potential user of the website or app. In user centered-design, personas help the design team to target their designs around users. Personas have been around since the mid-1990s in marketing. Now they are an integral part of the user experience research phase of software development. In user research, UXers will gather data related to the goals and frustrations of their potential users. Then, they create personas to put that data into context. There is usually more than one type of user who will interact with your website or app, and creating personas helps to scope out the range of users. User personas are essential in helping the design of website or app to meet the needs of users.

Example: user personas from Game of Thrones

|  |  |
| --- | --- |
| **Status** | de facto King of House Stark |
| **Archetype** | dashing hero |
| **Personality** | humble, loyal, brave |
| **Motivations** | fear, honor, peace |
| **Goals** | remove the threat of the White Walkers from the North, incidentally become King of the Iron Throne |
| **Frustrations** | he knows nothing, he’s not a true Stark |
| **Bio** | Jon has a clear moral compass and a true sense of honor, having learned from a series of difficult life events.  He has a legitimate claim to the Iron Throne and is a great leader. He is also one of the only people to take the White Walker threat seriously. |

***Simple user persona template***

|  |  |  |  |
| --- | --- | --- | --- |
|  | Who are they? | What is their main goal? | What is their main barrier to achieving this goal? |
| Simple user persona | < Write your user persona’s key demographic here > | < Write your user persona’s main goal here > | < Write your user persona’s main barrier here > |

Example:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Who are they? | What is their main goal? | What is their main concern/barrier to achieving this goal? |
| Administrative assistant persona | Administrative assistant working for large companies. | They want to create Word documents from printed documents handed over to them or PDF documents where the source has been lost. | They struggle to do so because converting printed docs or PDFs docs to fully editable Word documents is super difficult without Optical Character Recognition (OCR). Most of them end up manually recreating them. |

*references*

* *https://www.justinmind.com*
* *https://www.justinmind.com/blog/user-personas-which-game-of-thrones-character-is-yours/*