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Assignment No.: 02 (HCI)

Title: Design user persona for the users of selected product / system.

Problem Statement: Design user persona for the users of selected product / system.

Objective:

- To design user persona for the Interactive system.
- To understand your users' needs.

Theory:

What is a Persona?

Personas are fictional characters, which we create in order to represent the different user types that might use service, product, site, or brand in a similar way. Creating personas will help us to understand users' needs, exp eriences, behaviors and goals. Persona answers the question "Who do we design for?" It is a powerful tool based on research findings in helping product function creation. It not only represents a specific user but all of them, it can be understood as a typical character of the behavior, attitude, skills and contexts of all potential users.

Why we use Personas?

Numerous research data for product design are quite difficult to handle. Therefore, Persona will be a relatively more realistic and concrete object, although not a real person, it is the most typical image of many real Personas. And it can remind us of the users' needs and help us make a better user experience model because of which real users will feel more comfortable while using product.

The classification of Persona

Personas can be classified into 2 types in general: Marketing Persona and Design Persona.

1. Marketing Personas are typical characters of the customers of a product or a company; they have similarities in buying preference, social relations, mode of consumption and ages. Personas help the company determine how their customers will be;

2. Design Personas refer to the representatives of users of a product or service that have similar points in usage customs, product requirements, preferences and goals. They can describe the needs of potential users and help developers put their focus back on users during the function design, and make products conform to user requirements. Each persona should include:

Name: Could be realistic, could be taken from an actual customer, or it could be a descriptive handle like "Sally the Thrift-shopper."

Photo: It always helps to put a face to a name. Stock photos are fine, but avoid photos of celebrities, co-workers or other familiar faces that may come with built-in connotations and assumptions. The idea is create a new, original identity. Personal quote/motto: Just like a photo, this helps flesh out the persona to make them seem more real.

Bio: Give a little backstory to make the person relatable. What was their childhood like? Why did they choose their current job? How do they spend their free time? These tiny details could influence strategic choices down the road. Demographics: Age, sex, income, location—whatever attributes are relevant to your industry. Job title is particularly important, considering its business and financial implications.

Personality Traits: People with low attention spans want faster site designs. Cautious people are most likely to comparison shop. Personality traits are one of the most useful features of personas, so choose these with care.

Motivations: Like personality traits, this helps you get inside the customer's head and understand how they think. For example, would a customer be more

likely to buy a product that improves their career or their personal life? It depends on which motivates them more.

Goals and frustrations: The scope of these is in direct relation to your needs. A lifestyle company would keep to general life and career goals, while a tech company could hone in on more specific goals like tasks they hope to accomplish with their software.

Preferred brands and influencers: You can tell a lot about a person based on which brands they like and what kind of people influence their decisions. You can also look at those brands' marketing strategies to see if their tactics might apply to you as well.

Characteristics of a good Persona
- Sufficiently reflect the data and conclusions of investigations;
- Show the current state of the interviewees instead of their expectation of the future;
- Be more realistic than idealistic;
- Propose a challenge to the group (but it is not impossible);
- Help the group understand the users better.

Conclusion: Thus we have designed user personas for users of selected system/product.