

Develop Eight Personas

In UX & UI Prototyping, it's important to consider the users carefully. While it may be easy to think of yourself using a product, or even a person in your target market, it's important to remember that your product will likely be used by a wide variety of individuals. In order to do this UI/UX Designers often craft up personas that they can use to help envision their product being used. This helps them remember to test all cases equally which can help catch problems in the product before they cause problems for the users.

For this assignment, you'll be crafting up eight different personas. Your goal should be to represent a diverse, interesting, and realistic group of users that might use your hypothetical product. Each one of your personas will need to include:

- A memorable/endearing name for each persona
- An age
- A sex and/or gender
- A background (think profession, upbringing, &c.)
- An indicator as to how much this persona fits the "target market"
- Any accompanying illustrations/images to help define personality

Goal: Define eight personas that will prove instrumental in product/app testing

Turn in all your gathered materials to the D2L Dropbox in a zip file named:

[Your Name] - Develop Eight Personas

This is due at the start of class (5pm) on April 16.