This portfolio is created by

| Name | *Dithara Perera* |
| --- | --- |
| Student Id | *4056824* |
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## Instructions & Information

This notebook template has been provided to get you started on your portolfio. It's required that you use and edit the notebook correctly.

**Erase the “text answer”, “image answer”, etc. and insert your own answer.**

## Studio Class 2: Personas

### Preparation Activities

**Question 1:** Why is User Centred Design important?

Because it puts the requirements, preferences, and experiences of users first throughout the design process, user-centered design is crucial for ensuring that the finished product lives up to user expectations and offers a satisfying and productive user experience.

**Question 2:** What are users bad at expressing?

Users frequently struggle to articulate the reasons behind their behaviors or reactions, as well as their hidden requirements, aspirations, or preferences. Furthermore, users could find it difficult to describe or imagine answers to design issues.

**Question 3:** How should we go about observing users?

Utilizing techniques like usability testing, user interviews, and contextual inquiry are all part of the process of observing users. To properly understand the habits, preferences, and challenges of the users, these observations must be made in their natural surroundings.

**Question 4:** Why should we put down Direct Quotes from users?

Users' direct quotes offer genuine, first-hand perspectives into their ideas, emotions, and experiences. These quotations provide strong supporting data for design decisions, assisting designers in maintaining empathy with users' viewpoints and guaranteeing that the finished product meets user expectations.

**Question 5:** What are the purpose of the following elements of an Experience Map?

| Element | Answer |
| --- | --- |
| Task | An Experience Map's tasks aid in pinpointing the precise objectives or actions that users hope to achieve in a certain situation, offering a thorough comprehension of their trip. |
| Activity | Activities provide a complete view of the user experience throughout time by representing the broader actions or task sequences that users perform. |

**Question 6:** What are the purpose of the following elements of an Experience Map? After completing an experience map, what 2 things should we gather?

Once an experience map is finished, designers should learn about the feelings and problems that users are experiencing. These two components offer a sophisticated comprehension of the user experience that directs the process of improving and refining the design.

**Question 7:** What are the purpose of the following elements of an Experience Map?List the elements of a Persona

* Name
* Age
* Occupation
* Goals
* Needs
* Pain Points
* Behaviors
* Background Information

### Studio Class Work

**Question 8:** My groups experience map

**Question 9:** Write a 1-sentence statement to describe each stage of the User Centred Design Process.

| Stage | Description |
| --- | --- |
| User Data | To inform the design process, data regarding the intended audience is collected and examined during the User Data stage. |
| Pain Points & Goals | Understanding user difficulties and aspirations is necessary to identify pain points and goals, which will direct design toward meeting user demands. |
| Personas | Persona creation is the process of crafting fictitious characters that represent essential qualities and attributes of the intended audience, serving as a point of reference for design choices. |
| Ideation | Creative brainstorming sessions produce a range of design thoughts and solutions to meet user needs during the ideation stage. |
| Scenarios & Storyboarding | Using scenarios and storyboarding, you can visualize the user experience by crafting tales that show how consumers interact with the product. |
| Prototyping & Building | Creating and testing physical prototypes of the design allows for iterative product refinement based on user input throughout the Prototyping & Building stage. |

**Question 10a:** Your group's Australia Post Personas (Persona picture **ONLY**)



**Question 10b:** Your group's Australia Post Personas (Persona Text)

| Element | Contents |
| --- | --- |
| Name | Diana |
| Attributes | 32 Years old |
| Background | An individual who works for Australia post Melbourne. |
| Needs | Timely Information |
| Goals | Technological Use |
| Skills & Experience | Has a moderate understanding of technology, mostly as it relates to her laptop and smartphone. She appreciates using technology for the greater good and has expertise with community involvement initiatives. |