

RESEARCH

Personas & Work Roles

UX PROCESS SIMPLIFIED
A course by : Muhammad Ahsan Pervaiz

What are Personas?

Personas are **fictitious user** with fake image and name but it shows the goals and behaviors of your real users.

Normally personas are extracted from User Interviews. There could be multiple personas based on work roles. But we will deal with 1-3 personas

UX Process Simplified

Muhammad Ahsan
UI/UX Interaction Designer

Why do we need Personas?

It helps to shape the design towards the **goals** and **personality of the user** while keeping in mind the pain points of user.

Personas are printed and hanged in front of design and development team for better alignment with user goals

UX Process Simplified

Muhammad Ahsan
UI/UX Interaction Designer

Work Roles

Work Roles are different types of interested parties who are you going to use your system/product.

So the major work roles for my FrokLand Store are Buyers(Users) , Administrator , Courier Company, CEO and might be Stock Manager

UX Process Simplified

Muhammad Ahsan
UI/UX Interaction Designer