
UX Personas

- What are they?
- How to make them
- Why use them?



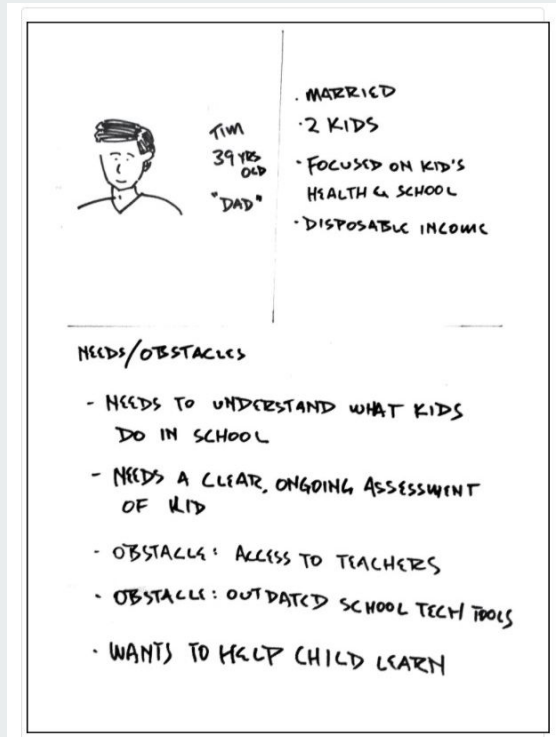
UX Process



User Personas

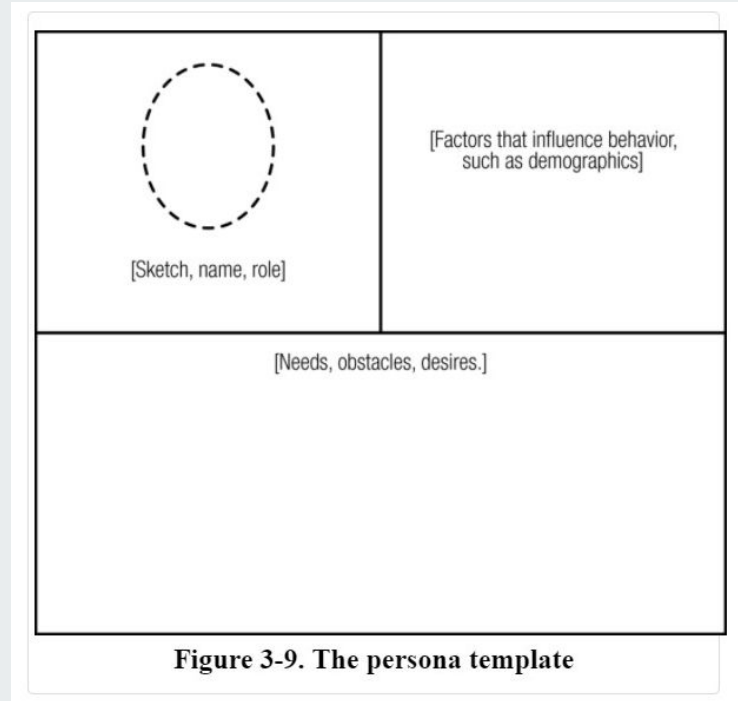
Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way. Creating personas will help you to understand your users' needs, experiences, behaviours and goals.

Creating personas can help you step out of yourself, and it can also help you to identify with the user you're designing for.



Persona Format

1. *Sketch, name, age, role*
2. *Demographics*
3. *Needs and obstacles*

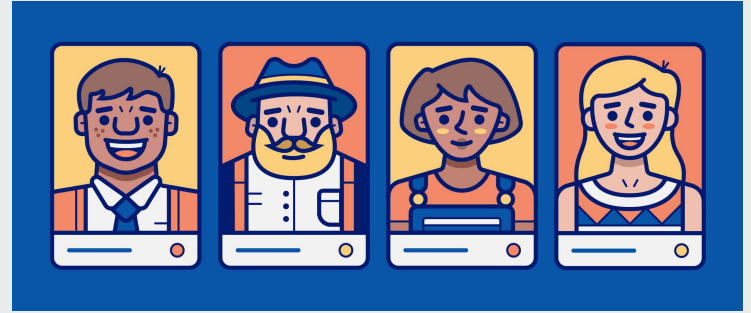


Persona Creation

Does the customer exist?

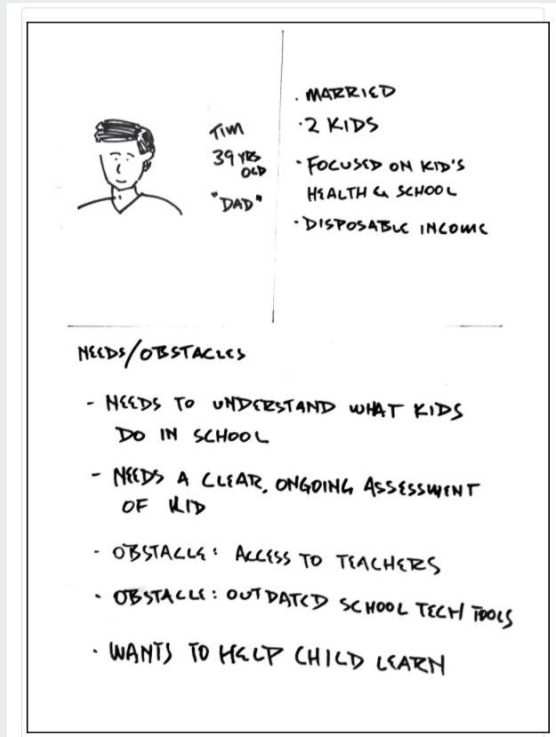
Do they have the needs and obstacles you think they do?

Would they value a solution to this problem?



Why use Personas?

- Creates a shared understanding of who our user might be.
- Helps us to remember that we are not the user.
- Can be used as a living document, updating and evolving as we find out more about our users over time and through continued research.
- Can lead to further insights and ideas about our target market and users.



Activity:

1. Create a persona for a student who uses the Yoobee common Room.

Get into your team and study your geolocation for 20 minutes live on-site.
Develop a product persona for your location/business.

- Dunbar Sloane
 - Cellar Vate
 - Mary Potter Hospice Thorndon
 - Home Cafe - 70 Molesworth Street Wellington
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References:

<https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>

<https://leanuxbook.com/>

