## **UX Personas**

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

# **UX Process**

#### STRATEGY

Stake/holder Discussions Project Vision/Goals Brand Strategy Measure of Success Project Priority

#### **DISCOVERY**

Competitor Analysis
Analytics Review
Content Audit
User Interviews
Surveys
User Testing

#### **ANALYSIS**

Use Cases
Persona Creation
Story Boards
Red Route Diagram
Experience Map
Workflow Diagram

#### DESIGN

Mood Board Site MAp Sketching Wireframing Prototyping USer Testing

#### **PRODUCTION**

Prototyping BETA Launch User Testing

# **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.



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MARRIED

· 2 KIDS

· FOCUSED ON KID'S HEALTH & SCHOOL

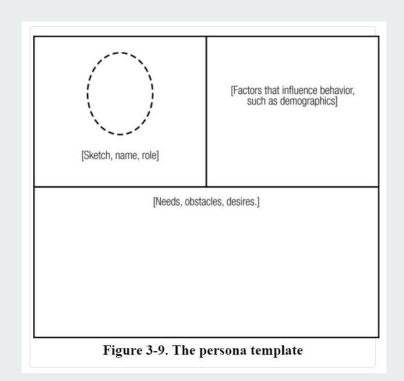
· DISPOSABLE INCOME

#### HELDS/OBSTACLES

- HEEDS TO UNDERSTAND WHAT KIDS
  DO IN SCHOOL
- NEEDS A CLEAR, ONGOING ASSESSMENT OF KID
- OBSTACLS : ALCESS TO TEACHERS
- · OBSTACLS: OUT DATED SCHOOL TECH HOUS
- · WANTS TO HELP CHILD LEARN

# 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.



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## **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

### References:

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

https://leanuxbook.com/