# Section Introduction



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In the last section, you looked at user journeys. In this section you will take that a step further, to better understand our users with persona profiles. This concept was touched on slightly in the section on Design Plan (Section 2) and again in the section on Wireframes (Section 3, Lesson 2) , but now you will uncover some of the important details such as the reasons we develop personas, as well as when and how they should be developed. Before you can fully appreciate, or build persona profiles, you must first understand user behavior and stakeholder needs.

Section 5 covers the following competencies:

**Competency 4021.2.1: UX Design Processes**
Establishes Timeframes: The learner establishes timeframes for user experience projects based on business requirements.

**Competency 4021.2.2: UX Design Tools & Techniques**
Designs Wireframes and Prototypes: The learner designs application wireframes and prototypes using industry standard tools and techniques.

**Competency 4021.2.3: Usability Testing**
Conducts Usability Testing: The learner conducts formal and informal usability testing as part of application design prototyping.

**Competency 4021.2.4: Data Evaluation**
Updates Application Design: The learner updates application designs based on user testing analysis results.

You'll work through the following two lessons:

- Lesson 1 - Uncovering User Behavior

- Lesson 2 - Creating Useful Persona Profiles

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