User Experience Design

Lesson 2 Introduction

▶ Image description

"Group of People Sitting Inside Room" by Jopwell, Pexels License Agreement/Image has had graphics and text added

In this lesson you will learn more about creating useful persona profiles and designing usable information architectures. Some of the questions that will be answered in this lesson are:

- Why are personas important?

- When should we develop personas?

- Who are persona profiles created?

- How are personas useful?

- What does information architecture encompass?

- Why is information architecture important?

- What approach should be taken when designing a usable information architecture?

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