

# Section 5 Review

In Section 5 you looked at persona profiles and the user behavior used to create them. By now you should be able to identify stakeholders (both internal and external) and their needs, as well as using behavior to determine interesting/important steps that a user takes when completing a task. You should be able to use this information to create useful persona profiles as well as describe their value in user-centered design.

You read or reviewed the following chapters:

- Chapter 1 Understanding the User-Centered Design Process
- Chapter 2 Planning UX Projects
- Chapter 8 Using Analytics to Uncover Interesting User Behavior
- Chapter 14 Creating Useful Persona Profiles

In looking back on this learning, what do you remember about the virtuous circle? In the research phase, what is your goal? What does user centered design mean and what are some of the benefits? Chapter 2 lists eight - can you recall four or five?

How can you use analytics to uncover user behavior? What are some of the areas you should look at when it comes to how your users complete their tasks? What are your objectives? What should you be measuring?

Why are personas important and when do they NOT work? When should you develop personas during the design process? Where can you gather the information to create personas? And once you have your HUGE PILE of user information, then what? How do you now narrow that down to create a persona? What should you include in your personas?

If you feel confident in this learning, test your knowledge in the upcoming knowledge check.

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## Attributions and References

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