



Week 3

**DECO 1400/7140 Intro  
to Web Design**

University of Queensland

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Semester 1, 2022



# Persona

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- Personas are about creating products with a specific, not generic, user in mind
- It describes what motivates the user, why are they using your website, what they are trying to accomplish
- Help us think of users as real people
- Usually, a persona is presented in a one or two-page document
- 1–2-page descriptions include behaviour patterns, goals, skills, attitudes, and background information, as well as the environment in which a persona operates

<https://xd.adobe.com/ideas/process/user-research/putting-personas-to-work-in-ux-design/>



# Why are user personas important?

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- A deep understanding of a target audience is fundamental to creating exceptional products.
- User personas help a product team find the answer to one of their most important questions, “Who are we designing for?”
- By understanding the expectations, concerns, and motivations of target users, it’s possible to design a product that will satisfy users’ needs and therefore be successful.

Three wooden figures representing personas: one red and two white. The figures are simple, rounded, and standing on a white surface. The red figure is in the center, and the two white figures are on either side of it.

# Benefits of using personas in UX design:

## 1) Build Empathy

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Personas help designers to create understanding and empathy with the end-users. Thanks to personas designers can:

- Gain a perspective similar to the user. Creating user personas can help designers step out of themselves and recognize that different people have different needs and expectations.
- Identify with the user they are designing for.



## 2) Provide direction for making design decisions

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- User personas help designers **shape product strategy** and accompany during the usability testing sessions.
- A deep understanding of user behavior and needs makes it possible to define who a product is being created for and what is necessary or unnecessary for them from a user-centered point of view.
- This allows product teams to prioritize feature requests (for example, features can be prioritized based on how well they address the needs of a primary persona).
- They can also help settle arguments around design decisions – instead of saying, “I think the ‘Send’ button is too small,” a designer might say, “Since our primary persona, Carolyn, always use mobile on a go, we need to design bigger tap targets in our app to **minimize the interaction cost**.”



### 3) Communicate research findings

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- Most designers work in multidisciplinary teams that have team members with varying expertise, experience, and points of view.
- All team members should be on the same page in terms of design decisions.
- Personas encapsulate the most critical information about users in a way that all team members and stakeholders can understand and relate to.





# Characteristics of a Good Persona

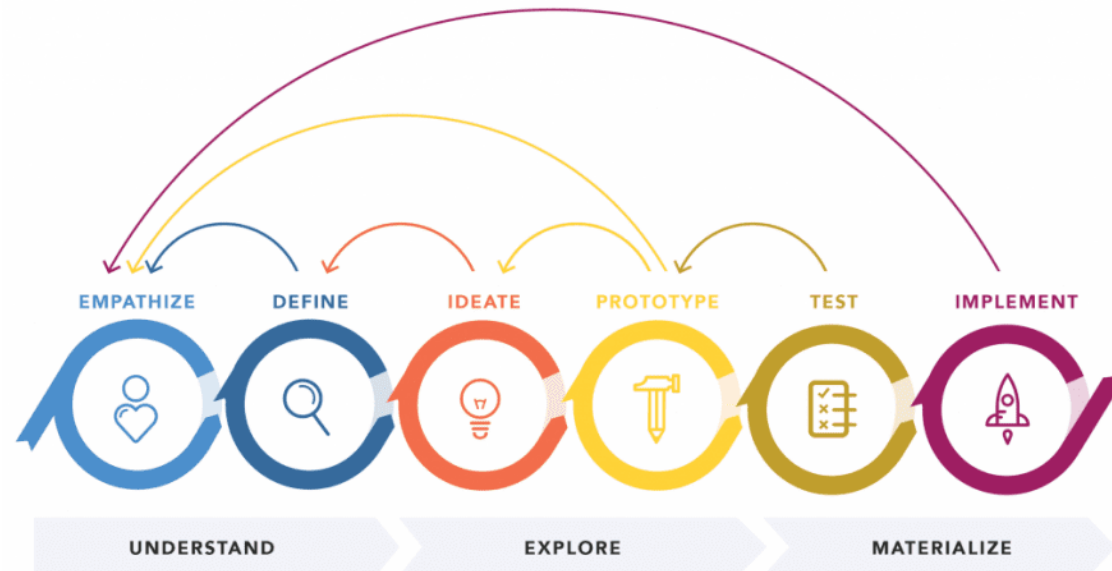
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1. Personas aren't fictional guesses at what a target user thinks. Every aspect of a persona's description should be tied back to real data (observed and researched).
2. Personas reflect real user patterns, not different user roles. Personas aren't a reflection of roles within a system.
3. A persona focuses on the current state (how users interact with a product), not the future (how users will interact with a product).
4. A persona is context-specific (it's focused on the behaviors and goals related to the specific domain of a product).

# Creating user personas in design process

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Designers often start creating personas during the second phase, the Define phase



DESIGN THINKING 101 NNGROUP.COM



# when creating a user persona template you should include the following information:

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- Generally, when creating a user persona template you should include the following information and communicate with the rest of the team:
  - Persona name
  - Photo
  - Demographics (gender, age, location, marital status, family)
  - Goals and needs
  - Frustrations (or “pain points”)
  - Behaviours
  - Bits of personality (e.g. a quote or slogan that captures the personality)





# How to Collect Information

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- User interviews
- Focus groups: Moderated group discussion
- Think aloud protocols
- Questionnaires/surveys: cheaper and easier to distribute
- User experience testing

http://www.url.com

— Another website

a filename (e.g. *about.html*,  
*brochure.pdf*)

— Another page on this site or  
a file that can be downloaded

# Hyperlink Types

#position

— Another position on this page

mailto:me@myemail.com

— Create an email, addressed to the specified address (opens email client)

# Hyperlink Types

# Create anchor point:

```
<h2 id="moreinfo">More Information</h2>
```

# href specified in opening tag:

```
<a href="#moreinfo">Jump to More Information</a>
```

# Anchors

```
/* Style for 2nd Level Heading */
```

Comment

```
h2 {
```

Selector

```
color:  #ff8a5f;
```

Style Declaration

```
font-size: 24px;
```

Property

Value

```
}
```

Style Rule



`font-family` — what typeface to use

`font-size` — size of the text — ***px, em, or pt***

`font-weight` — heaviness of the text — ***normal, bold***

`font-style` — style of text — ***normal, italic, oblique***

`text-align` — alignment of text — ***center, right, left, justify***

`text-decoration` — additional decoration — ***underline, overline, line-through***

`text-transform` — capitalisation of text — ***uppercase, lowercase, capitalize***

`text-indent` — indentation of block of text — ***px, em, pt, %***

`letter-spacing` — space between characters — ***px, em, pt, %***

`line-height` — space between lines — ***px, em, pt, %***

# Common Text Properties

id

- Identifies element, more for recognition

class

- Defines element, more for styling

title

- Adds a title to an element, shows up as tooltip

# Common Attributes

src

- Specifies file source for an element

href

- Specifies destination for hyperlink

# Common Attributes

alt

- Specifies alternative text for an image (i.e. description of image)

action

- URL of where to send form data

# Common Attributes