As per the today schedule we watched videos ,

Creating personas:

A persona is a fictional character that represents a subset of the market we want to address. A persona typically has a name, a picture, relevant characteristics such as age or income group, behavioural traits, common tasks, and a goal that describes the problem the persona wants to see solved or the benefit the character wants to achieve. This information is traditionally based on direct observation, interviews, and other qualitative market research.

Personas should help us develop sympathy for our users and customers. They encourage us to embrace a user-centred approach: Putting the users first, and building a product that that does a great job for the users by meeting the goals of the personas.

Alan Cooper pioneered personas in product development in the 1990ies. Today they are a technique every product manager and product owner should be familiar with.

A Persona Template:

While personas are a powerful technique to capture our knowledge about the users and customers of a product, it can be tricky to write effective personas: Some persona descriptions I have seen were too detailed and bloated; others lacked important information. That’s particularly true when agile and lean practices are applied, and good enough persona descriptions are appropriate, which are updated and refined as more knowledge about the users and customers and their needs becomes available.

Using personas for my now products and in my client-facing work, I have found that there are three pieces of information that are particularly valuable to creating effective personas: the persona’s picture and name, the persona’s details, and the persona’s goal. I therefore use the template below to write personas.

An Example

Here is an example of how the template can be applied. It features one of the personas of a new book I have recently started to work on:

Pic/name details goals

sam details about sam what type of work done.

Notice that I have tried to make the persona description as relevant as possible. I have left out information that is not essential to understand who the character is and why the person would want to read the book. For instance, I decided not to include Peter’s marital status.

At the same time, I have tried to be as specific as I can right now about the persona, so I can validate my assumptions. As I find out more about the target readers of the book.

While refining your persona, ensure that the character is believable and that its description allows you to develop empathy for it. You can do this, for instance, by adding pictures, likes and dislikes to the characteristics.

Personas are a great technique to describe the users and the customers. Employing the persona template introduced in this post helps you create effective personas by describing what matters while leaving out the rest.

Make the most of your personas, and use them in the scenarios, the storyboards, the workflows, and the user stories you discover. The following format helps you connect your personas with your user stories:

As <persona>

I want <what>

So that <why>

And we watched telecommunication that’s it for today.