Personas:

Personas means different types of users working in our product, a fictional character that represents a user of the application. In personas we give each character a name, picture a face and a back story which were more for the developed team…

The persona is not equals to Roles.

Roles represent the groups of users and persona represents a individual users, creates a backstory for the role, it differentiates between similar roles.

For example we take a local sales person his intension improve their sales is local area as the regional salesperson has may extend their business..

Before starting a project to develop user personas, you should check whether or not they already exist within your organization, they might be archived with other documents produced the last time your site had a redesign, or they may sit with another team such as design or development.  Either way, this could be a great time saver.

Which role on persona?

Not all roles are same.

Relationship mapping:

Who are the key users for the project.

* Identify the new users in the project.
* Interaction between the users and the products in the organization .
* Influence the different users may have in the organization.. these are the stake holders.

*Choosers vs. users:*

*Choosers those who are actually paying for the system, users who are using the system on to the day to day basis*

*Creating a persona:*

*Information that you might want to use as part of your user persona includes:*

* *Who – age, location, gender, education, job title*
* *Environment – when and where are they using your site?  What device are they using?*
* *Tasks – what tasks are they trying to complete on your site?*
* *Motivation – what is their broader desired outcome?*
* *Name or nickname*
* *A photo*