PERSONAS

A persona is a representation of a user, typically based off user research and incorporates user goals, needs, and interests.

WHY PERSONAS

Useful for building empathy

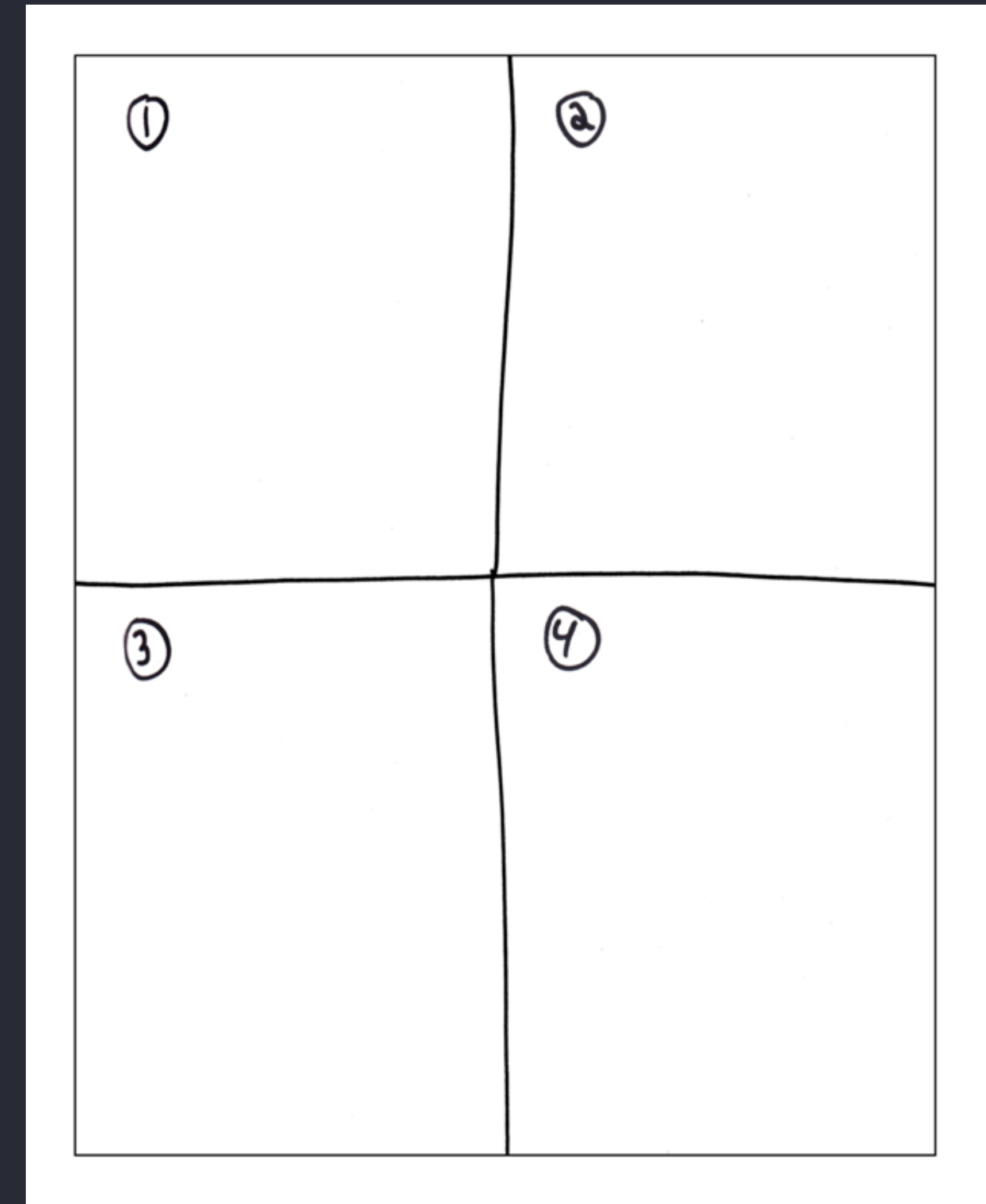Understanding the potential users of your website or product

Develop products that better suit your users needs

Always reference personas during the creation process

CREATING PERSONAS

A templated approach

Split a page into 4 quadrants

Sketch or image that is representative of the user

Name and role (job)

Should feel real

Don't use Jane Doe

Demographic information

Focus on information that will help you understand their behaviour

Personal life (single, married)

Education

Values

Interests

THIRD QUADRANT

Pain points and needs

Needs and frustrations **relevant** to your product or website

Focus on current problems

Potential solutions

Solve pain points and needs

Potential elements to include in low fidelity wireframes

QUESTIONS?