PERSONAS

PERSONAS

Alan Cooper

Founded in 1992 by Alan Cooper, American software designer, and programmer.

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

SOURCE
http://www.uxbooth.com/articles/creating-personas/
https://en.wikipedia.org/wiki/Alan_Cooper
https://www.smashingmagazine.com/2014/08/a-closer-look-at-personas-part-1/
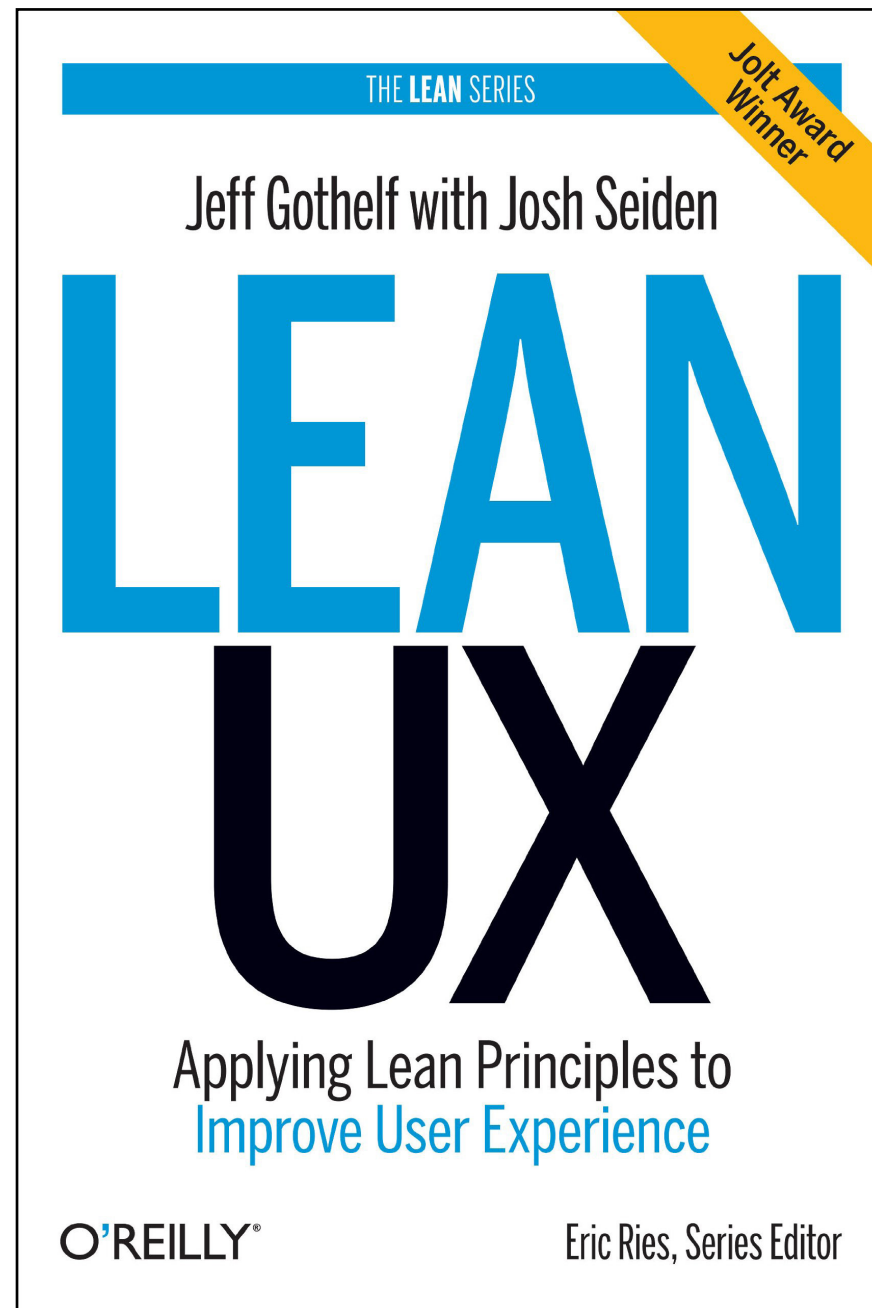
PERSONAS

Personas are useful for building empathy, understanding the potential users of your website, and ultimately developing a site that better fit your users needs.

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There is several ways to generate and ideates persona outcome. A typical persona is done on paper with pen.

Jeff Gothelf and Josh Seiden suggest inside the Book Lean UX, a template approach in order to generate idea and brainstorm session.
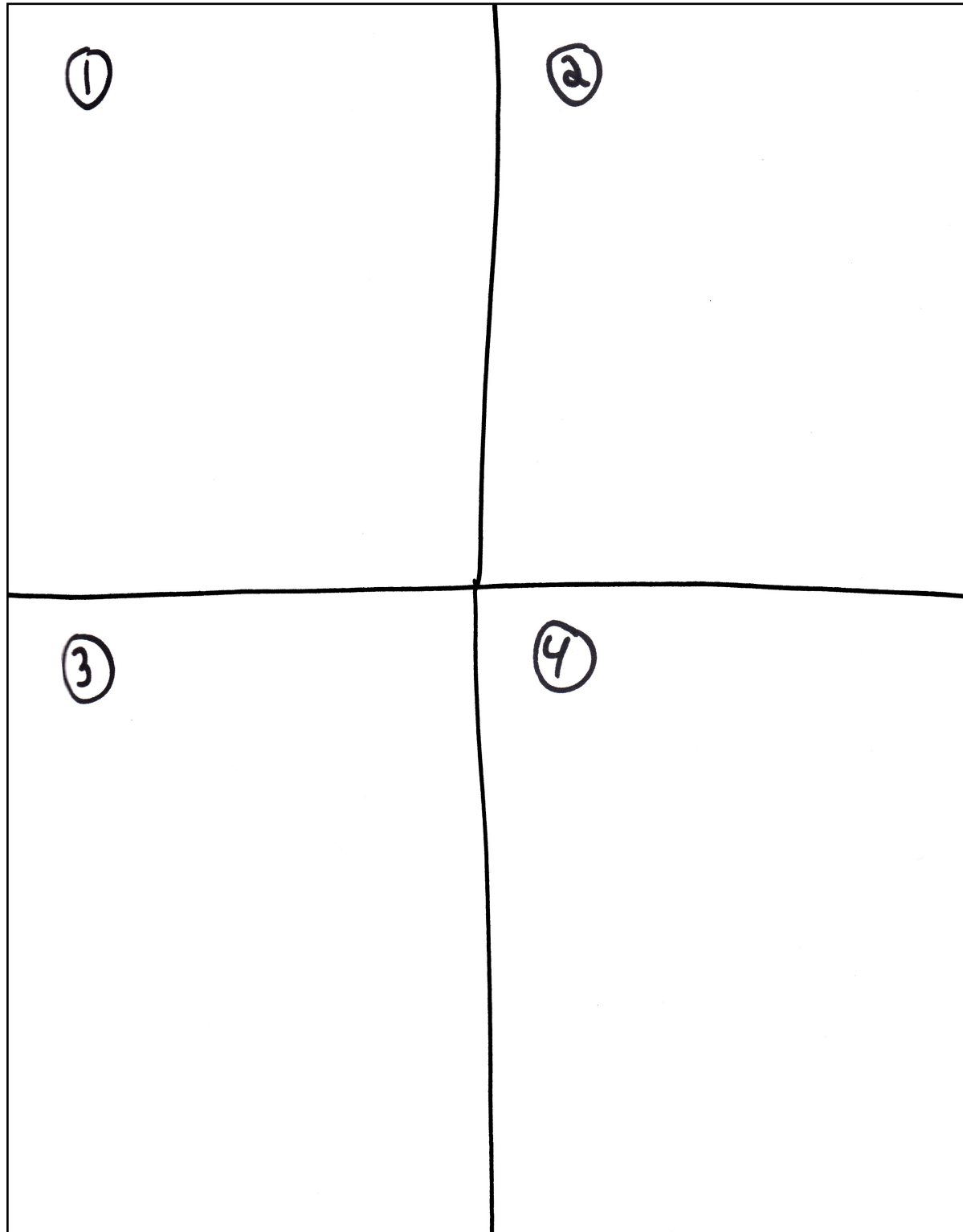
Here the step by step process...

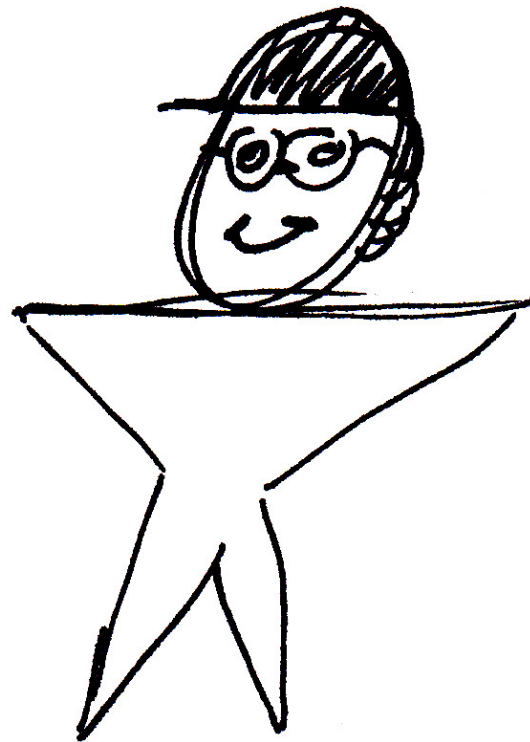Gothelf, Jeff, and Josh Seiden. *Lean UX: Designing Great Products with Agile Teams*. O'Reilly Media, 2016.

PERSONAS

Their proposition suggests splitting a letter empty white page into 4 quadrants.

① ② ③ ④

① Sketch and Name

- Marc Lemay;
- Loves coffee and good food;
- From Montreal.

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FIRST QUADRANT - SKETCH NAME

Inside this quadrant, sketch a quick icon that is representative of the main users of your site.

You will also need to give your persona a name and a role (job). Please be original when naming 'them', feel free to do a quick online search in name databases.

② Behavioural and
demographic information

- 21 Years Old:
- College Educated;
- Main communication tool is mobile and laptops;
- Lives in Montreal but is moving to toronto to study;
- Loves the small neighbourhood vibe
- Always curious to try new restaurant and coffee shops in his area;

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SECOND QUADRANT - DEMOGRAPHIC INFORMATION

For this section, imagine the demographic information of your persona. This data can include details such as their personal life (single, married), whether they have kids or not, where are they working, what are their values, what are their interests, etc.

Make sure that you focus on demographic information that will help you understand their behaviour and usage of the site.

③ Pain points
and needs

- New in toronto and wants to discover the city in a different way;

- Doesn't like the main tourist attractions;

- Wants to discover toronto per neighbourhood;

- Loves to understand an area's authentic lifestyle, especially in terms of food and activities.

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THIRD QUADRANT - PAIN POINTS AND NEEDS

Define what you think would be the needs and frustrations of your persona related to your website idea.

Make sure that you focus on current problems.

④ Potential Solutions

- Using a large map to allow users to discover the city per neighbourhood;
- Having a top five list for "must go" places in each area;
- Focusing on an epicurean language in order to get users excited;

- Having a "you might also be interested in" option in order to browse similar places in different areas.

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FOUR QUADRANT - POTENTIAL SOLUTIONS

In the last quadrant, focus on potential solutions to solve all pain points and needs identified in the third quadrant.
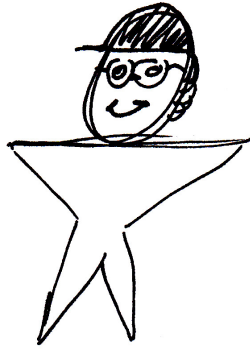
These ideas will become potential elements to include in/ideas to help develop your low fidelity wireframes.

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Make sure that you always have your persona nearby during the creation process.

This paper acts as a reminder to always keep the user in mind!