



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

BA COMPUTER GAMES DESIGN

USER EXPERIENCE DESIGN

User Personas



User Personas

Lecture Contents

- ① What Are User Personas?
- ② What are Personas used for?
- ③ Different Types of Personas
- ④ How To Create a Persona
- ⑤ Examples of Personas
- ⑥ Persona Exercise



USER EXPERIENCE DESIGN

User Personas

User Personas

What are User Personas?



USER EXPERIENCE DESIGN

User Personas

WHAT ARE USER PERSONAS?

A persona is a **fictional character** which represents certain traits and qualities of real users. In UX, personas are an important tool for **understanding and empathising** with your target audience.

Personas are usually captured in a **document or presentation deck**, providing an easily digestible visualisation of your target user(s).
[1]





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WHAT ARE USER PERSONAS?

Personas comprise **a mixture of text and icons/graphics** and you can also give them a **face**. For example, you might get a **custom-drawn illustration or use a stock image**.

Although personas are fictional, they should be **based on facts and data about real users**. This is obtained through **user research** and any behavioural data you may have gathered in relation to the product you're designing. [1]



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WHAT ARE USER PERSONAS?

Typically, a UX persona includes [1]:

- The persona's **name**
- An **image** (e.g. an illustration, avatar, photo or stock image)
- **Demographic information** such as your persona's **age, gender, family/living situation, employment status** and anything else that's **relevant to your product** or problem space
- Their **needs and goals** in relation to your product
- A summary of their **challenges, frustrations and pain points** in relation to your product or problem space
- **Quotes from real users** whom the persona should represent



USER EXPERIENCE DESIGN

User Personas

Demographic information

Quotes from real users
that the persona should
represent

Persona image

Persona name

Needs and Goals

Summary of challenges,
frustrations and pain points

Taylor is a Business Analyst based in San Francisco. She loves cooking, spending time in outdoor activities such as hiking, mountain biking, rock climbing, and traveling. She travels internationally three times a year and nationally five times; her most recent trip was to Iceland. She has visited 16 countries and aims to visit 30 before the age of 30.



TAYLOR CARTER

AGE	OCCUPATION	LOCATION
26	BUSINESS ANALYST	SAN FRANCISCO

GOALS
To save money on accommodations, want an authentic experience, and find a host that provides safety.

"I love that I get to experience the area like a true local."

MOTIVATIONS	OFTEN USED APPLICATIONS	FRUSTRATIONS
Easy to find accommodations globally		The images provided by hosts can be inaccurate representations of their property
Clean, organized layout with big buttons and helpful images		Sometimes hosts do not speak proper English
Being able to chat with the host in a secure space		The host may cancel the users reservation
Using maps to choose an accommodation near desired location		The cancellation policies tend to be inconsistent

TAYLOR CARTER: AIRBNB'S USER PERSONA [2]



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WHAT ARE USER PERSONAS?

If you're creating **multiple UX personas** to represent different segments of your user base, you can also **assign each persona a tagline or label**. This helps to distinguish between the different personas and to make them **memorable**.

It also clearly and succinctly captures **which user group your persona represents**. For example, if you create two UX personas who each have very **different spending habits**, you might dub them “The Spender” and “The Saver” [1].



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User Personas

What are Personas used for?



USER EXPERIENCE DESIGN

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WHAT ARE PERSONAS USED FOR?

Personas in UX design are a **great tool for building empathy** and keeping the **user at the centre of the design process**.

To create a persona, UX researchers and designers must **pull out and capture the most important, valuable information they have about their users**. In doing so, they're compelled to **step into the user's shoes** and dig deep into **who they are** and **what they need**.

As such, the persona creation process alone fosters a **deeper understanding of your target audience** [1].



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WHAT ARE PERSONAS USED FOR?

Once you've created a UX persona (or personas), you've got a **clear point of reference** which you can turn to at any point in the design process. Personas will **help you to make user-focused design decisions** and to **shape the overall direction** of the product [1].

You should always ask yourself:

- *What would Persona X **need or want** here?*
- *What would be **their preference**?*
- *What would **help them the most**?*



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User Personas

WHAT ARE PERSONAS USED FOR?

At the same time, UX personas make it **easier to communicate** and share your user research findings with others - especially **those outside of the design team**.

Anyone can glance at your personas and immediately understand **who you're designing for and why**. This makes it **easier to justify your design decisions** [1].



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User Personas

Different Types of Personas



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DIFFERENT TYPES OF PERSONAS

There are **different types of personas** in UX design. The type of UX persona(s) you create will depend on the **resources** you have available, as well as the specific **purpose you want your persona to serve**.

There are generally **3 different approaches** you can take to creating a UX persona [1]:

- ① **Proto Personas**
- ② **Qualitative Personas**
- ③ **Statistical or Mixed-Method Personas**



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DIFFERENT TYPES OF PERSONAS

① Proto Personas

Proto personas are **created rapidly**, based on **existing knowledge about the target audience**. When creating proto personas, **you don't conduct any new user research**. You use any research/data you've already got or rely on your own (and your team's) guesses and assumptions.

Proto personas tend to be created within the context of a **workshop**. They're a good way to externalise and capture people's implicit assumptions about the target audience - but, of course, the fact that **they're not informed by real data or research is a big drawback**.

Still, proto personas are a **good option if you're short on time and resources** and they're a better alternative to having no personas at all [1].



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DIFFERENT TYPES OF PERSONAS

② Qualitative Personas

Qualitative personas are based on **qualitative research** (such as interviews), usually involving a **small-to-medium sample of users**. These are a step up from proto personas as they're **informed by real data**.

Because these Personas are based on small-scale user research, you don't need endless time and resources to create qualitative personas [1].



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DIFFERENT TYPES OF PERSONAS

③ Statistical or Mixed-Method Personas

Statistical personas are the **most comprehensive and thorough** UX persona type. They rely on both **quantitative and qualitative research**. Typically, they involve a **much larger sample of users**.

To create statistical or mixed-method personas, you'll first **conduct qualitative research** (much the same as with qualitative personas) to **identify commonalities and themes that repeatedly come up**. From there, you'll **create a survey to collect quantitative data from a much wider user sample** in order to validate (or invalidate) your initial findings.

Statistical personas are **comprehensive but time-consuming**, so they may not be an option for every team.

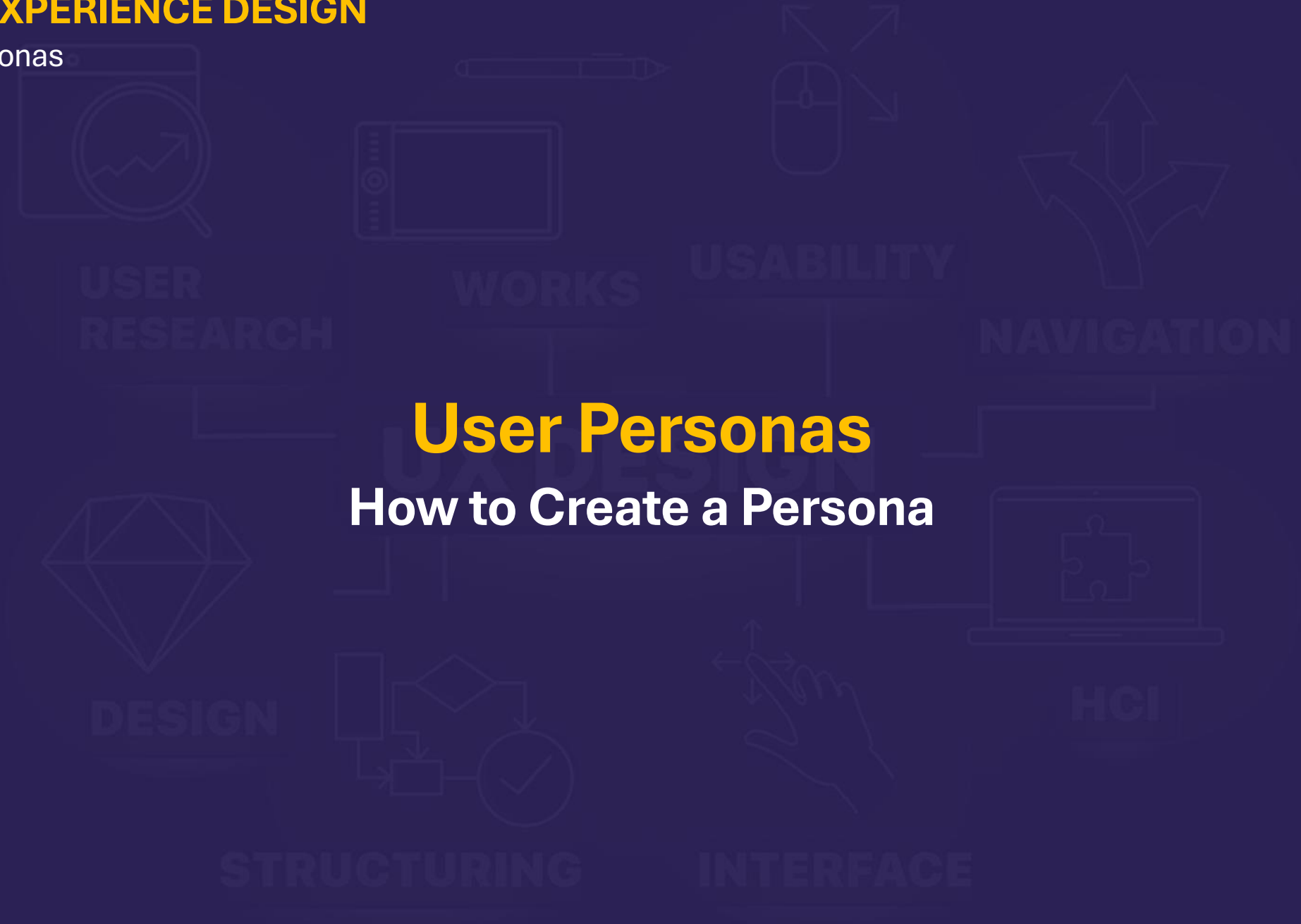


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How to Create a Persona





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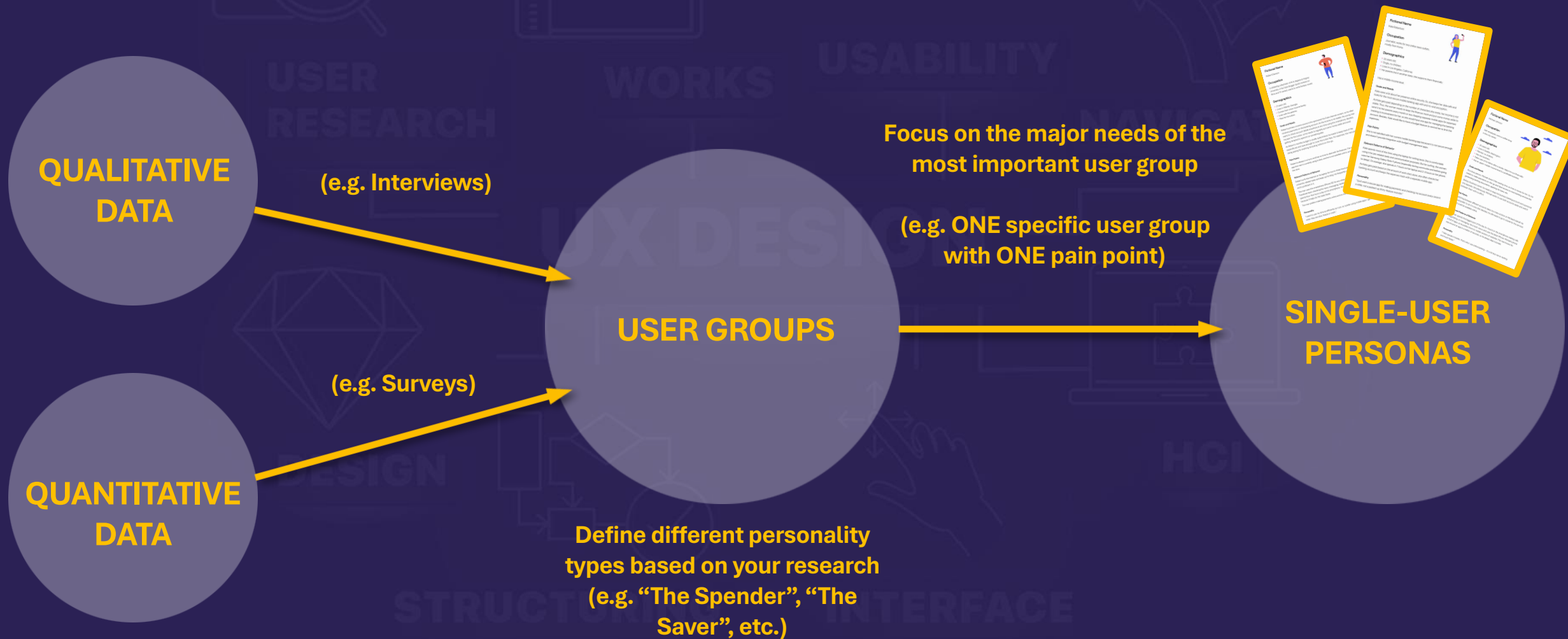




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User Personas

HOW TO CREATE A PERSONA





USER EXPERIENCE DESIGN

User Personas

HOW TO CREATE A PERSONA

A well-defined user persona contains **four key pieces of information**:

- **Header**
- **Demographic profile**
- **End goal(s)**
- **Scenario**

Before you create a persona, **conduct plenty of research** to make sure your personas accurately represent your users. After you gather an adequate amount of **both qualitative and quantitative data**, organize the information into **user groups** that **represent your ideal customers**.

Remember to focus on the **major needs of the most important user groups** - you cannot be everything to everyone!



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HOW TO CREATE A PERSONA

Once you've got your **user groups**, you can turn them into user personas. CareerFoundry state on their blog that there are **four steps** that go into creating a user persona [4]:

Step 1: Add a header

Step 2: Add a demographic profile

Step 3: Add end goal(s)

Step 4: Add a scenario



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Step 1: Add a header

The header includes a **fictional name, image**, and **quote that summarizes what matters most to the persona** as it relates to your product. These features aid in **improving memorability** and keeping your design team **focused on the users** they are building the product for.



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Step 1: Add a header

Let's imagine you're designing a travel app. The foundations of your **user persona** could look like this:

Name: Savannah Rodriguez

Summary quote: "Take me to undiscovered holiday destinations away from the tourist traps."



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Step 2: Add a demographic profile

While the name and image can be **fictional**, demographic details are **factual and based on user research**. The demographic profile includes **four main sections**:

1. **Personal background**
2. **Professional background**
3. **User environment**
4. **Psychographics**



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1. Personal background

The personal background includes details such as **age, gender, ethnicity, education, persona group** (e.g. working moms), and **family status** (e.g. single, married with children, widowed, etc.).

Savannah's personal background might be described as follows:

Savannah, 52 years old, a divorced mother of two, has a Master's degree in chemistry.



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2. Professional background

The professional background includes details such as **job occupation, income level**, and **work experience**.

Here we might add that Savannah works full-time at a pharmaceutical company and earns around \$65,000 per year.



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3. User environment

The user environment represents the **physical, social**, and **technological context** of the user. This section is used to answer questions like:

- What technological devices do users have access to?
- Do they spend most of their time in a corporate office or a home office?
- How often do they collaborate with others?



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3. User environment

Savannah's user environment could be in her office, mostly on a laptop, but also on her iPad when commuting to and from work.



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Step 2: Add a demographic profile

4. Psychographics

Psychographics include details such as **attitudes, interests, motivations**, and **pain points**. Creating a psychographic profile enables you to **better understand why your user behaves in a certain way**, including why they use your product.

Overall, the demographic profile **adds an additional layer of realism** to a user persona, **boosting empathy** when exploring **user needs and goals**.



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4. Psychographics

Some useful psychographic information to include in Savannah's holiday-booking user persona could be:

- *Savannah enjoys luxury spa retreats, hates tourist traps*
- *Appreciates an element of exclusivity*
- *Enjoys trying authentic local cuisine*
- *Prefers to travel alone or with one other person*
- *Tends to favor quality over economy*



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Step 3: Add end goal(s)

The end goal is **the motivating factor that inspires action**, and answers the question: **what do users want or need to accomplish by using your product?** End goals are the main driving forces of your users and determine **what the persona wants or needs to fulfill**.

In Savannah's case, **her end goal** when using your holiday-booking app is to **discover and book luxurious, off-the-beaten-track holiday destinations**.



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Step 4: Add a scenario

A scenario is a **“day-in-the-life” narrative** that describes **how a persona would interact with your product** in a particular context to **achieve his or her end goal(s)**.

The scenario usually defines **when, where, and how** the narrative takes place. They are typically **written from the perspective of the persona** and describe **use cases that may happen in the future**.



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Step 4: Add a scenario

For example, **Savannah's scenario** could start off like this:

“At least once a year, I like to go away on a luxury holiday. I try to discover places I’ve never been to before and to stick to destinations that aren’t yet overrun with tourists. I work full time, so I don’t have that much time to browse and book each individual element of my holiday. Ideally, I’ll find some kind of package deal that comes with local restaurant recommendations...”



USER EXPERIENCE DESIGN

User Personas

HOW TO CREATE A PERSONA

Each **user persona is typically one page**, which requires you to focus on the **essential elements**. As a rule of thumb, **avoid adding extra details that cannot be used to influence the design**. If it does not affect the final design or help make any decisions easier **it does not need to be included**.

Personas are also key to **finding ideal customers in real life** so you can test and validate your product with real people. Therefore, **make sure each persona is specific and realistic**.



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- ▶ **Avoid exaggerated caricatures**



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Personas are also key to **finding ideal customers in real life** so you can test and validate your product with real people. Therefore, **make sure each persona is specific and realistic**.

- ▶ **Avoid exaggerated caricatures**
- ▶ **Include enough detail to help you find real-life representation**



USER EXPERIENCE DESIGN

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User Personas

Examples of Personas



USER EXPERIENCE DESIGN

User Personas

EXAMPLES OF PERSONAS

Fictional Name

Michael Johnson

Occupation

Self-employed, owns a coffee shop in the city center

Demographics

- 30 years old;
- Lives in Seattle, Washington;
- Married, no children;
- Has two brothers;
- Takes care of his father after a stroke, helps him out financially;
- Has an upper-middle-income level & a profitable business.

Goals and Needs

As a busy person, Michael doesn't like wasting time, as time is money for him. So, he needs to make payments on-the-go and have access to most banking services like generating banking documents, applying for loans, etc.

Being a business owner, he needs to keep his business banking account and a personal one separate. Simultaneously, Michael wants to use both accounts easily and switch between them with no effort.

Pain Points

Switching between different accounts takes too many actions on Michael's behalf. He would prefer to do it in one click. Besides, he still needs to go to a bank for the services that could be available online.

Relevant Patterns of Behavior

The man spends the biggest part of the day (5+ hours) on the smartphone making calls, negotiating, or messaging. He is tech-savvy and uses the latest iPhone. Michael's phone is full of apps, as he prefers them to mobile versions of websites. The man knows his way around an app in a matter of seconds, so he always skips tutorials.

Personality

"I hate queues in banks. That's why I use online banking – it's a lot less nerve-racking and much faster."



Fictional Name

Jennifer Smith

Occupation

Unemployed

Demographics

- 51 years old;
- Lives in Austin, Texas, with her 57-year-old husband;
- Has two daughters, living in other states separately;
- Has a low-income level.

Goals and Needs

Jennifer uses online banking primarily for checking whether payments from her daughters reached her banking account. She doesn't need any additional online banking services, as it is often too difficult for her to get how to use them. However, the woman would like to keep track of her expenses to put some money aside.

Pain Points

Jennifer doesn't always have a stable Internet connection on her smartphone. Besides, she struggles with using complicated apps with many features, providing no explanation or tutorial.

Relevant Patterns of Behavior

Jennifer is not tech-savvy, so she rarely uses her smartphone (iPhone 5) for surfing the Internet – it takes her up to an hour per day. She is comfortable with browsing the web and doing simple tasks like googling something or logging in.

The woman rarely uses mobile apps and prefers mobile versions of websites or her PC when going about something more complicated. Jennifer uses only the online banking service desktop version to manage payments from her daughters.

She rarely makes payments online or uses her credit card. Instead, the woman prefers withdrawing cash and using it to pay for groceries or medicine.

Personality

"I am not into all the modern technologies. I prefer something reliable and easy-to-understand."



Fictional Name

Robert Dawson

Occupation

Is obtaining a Bachelor of Arts degree at Argosy University, a YouTube blogger (posts reviews on films and TV series), wants to write fantasy novels

Demographics

- 21 years old;
- Lives in Atlanta, Georgia;
- Comes from a low-income family;
- Lives with his parents;
- Pays for his tuition.

Goals and Needs

Robert's primary income source is the sponsored YouTube channel content, so he often receives payments on the banking account. As the income is not stable, the young man wants to check account details anywhere at any time using the smartphone. Besides, he pays for the tuition, so he needs to regularly put some money aside and avoid getting tempted to spend it on something else.

As Robert's monthly budget is usually quite limited, he needs to keep track of the expenditures and save enough to cover the tuition fees. For expenses, the man prefers doing paying for anything (including tuition) on-the-go.

Pain Points

Robert is always in a hurry and has no time to deal with his finances. The mobile banking app the man is currently using is slow, and he is not satisfied with it, as he appreciates the time.

Relevant Patterns of Behavior

Robert surfs the Internet on his laptop for two to three hours per day, mostly to do university-related tasks and keep up his blog. He frequently uses video editing software and is proficient in it.

The man uses the smartphone (iPhone SE) for any other tasks, like scrolling the Facebook feed, checking the news, messaging, banking, etc. On average, Robert spends four-five hours a day on his smartphone. He prefers a smartphone to a laptop because it helps do the tasks faster.

The man prefers making payments online and on-the-go using his smartphone.

Personality

"I want to use my time as efficiently as I can, so I prefer using mobile apps. I get irritated when they are slow, freeze or crash."



Fictional Name

Kate Robertson

Occupation

Journalist, works for two online news outlets, mostly from home

Demographics

- 26 years old;
- Single, no children;
- Lives in Los Angeles, California;
- Her parents live in another state, she supports them financially;

Has a middle-income level.

Goals and Needs

Kate cares a lot about her presence online security. So, she keeps her data safe and looks for the most secure mobile banking app with end-to-end encryption.

As Kate gets paid depending on the number of characters she wrote, her income is not stable. Thus, the woman needs to keep the finances track and put some money aside to send it to her parents every month or two. Keeping separate mobile apps for expenses tracking is inconvenient for her, so she would have one app for managing the banking account. Besides, Kate would like to have a budget feature to remind her to limit the expenses.

Pain Points

She is not satisfied with her current mobile banking app because it is not secure enough and doesn't provide integration with budget management apps.

Relevant Patterns of Behavior

Kate spends most of the time using the laptop for writing texts. She is comfortable using it for job-related tasks and communication purposes. But for surfing, the woman uses her Samsung Galaxy Note 9 phone (especially during commutes and before going to sleep). On average, she spends 6-7 hours on her laptop and 2-3 hours on her phone.

As Kate gets paid based on the amount of work she's done, she often checks her banking account and keeps the expenses track with a separate mobile app.

Personality

"I just want a secure app for making payments and checking my account every once in a while, not a packed-up thirty-feature monster."





USER EXPERIENCE DESIGN

User Personas

EXAMPLES OF PERSONAS: Michael, an Entrepreneur [5]

Fictional Name

Michael Johnson

Occupation

Self-employed, owns a coffee shop
in the city center

Demographics

- 30 years old;
- Lives in Seattle, Washington;
- Married, no children;
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- Takes care of his father after a stroke, helps him out financially;
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Goals and Needs

As a busy person, Michael doesn't like wasting time, as time is money for him. So, he needs to make payments on-the-go and have access to most banking services like generating banking documents, applying for loans, etc.

Being a business owner, he needs to keep his business banking account and a personal one separate. Simultaneously, Michael wants to use both accounts easily and switch between them with no effort.

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Personality

"I hate queues in banks. That's why I use online banking – it's a lot less nerve-racking and much faster."



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EXAMPLES OF PERSONAS: Jennifer, A Housewife [5]

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Occupation

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Demographics

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Jennifer uses online banking primarily for checking whether payments from her daughters reached her banking account. She doesn't need any additional online banking services, as it is often too difficult for her to get how to use them. However, the woman would like to keep track of her expenses to put some money aside.



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Jennifer is not tech-savvy, so she rarely uses her smartphone (iPhone 5) for surfing the Internet — it takes her up to an hour per day. She is comfortable with browsing the web and doing simple tasks like googling something or logging in.

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Personality

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EXAMPLES OF PERSONAS: Robert, a Student & YouTube Blogger [5]

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User Personas Persona Exercise



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PERSONA EXERCISE

In groups of 2-3, **develop three separate Proto Personas** for **university website users**.

- **Why** do they use the university website?
- **What** information do they need?
- **How** do they access the website?



USER EXPERIENCE DESIGN

User Personas

User Personas Summary



USER EXPERIENCE DESIGN

User Personas

SUMMARY

Ultimately, UX personas [1]:

- Capture your user research in a **digestible, visual format**
- Build **user empathy** and make sure the design process **prioritises the target audience's needs**
- **Steer, inform** and **justify** design decisions
- Enable **others to understand** who you're designing for



USER EXPERIENCE DESIGN

User Personas

SUMMARY

Personas are helpful throughout the **entire product development phase**: from deciding on **which features to have** in a prototype to **evaluating the end product**.

When combined with additional user experience design methods such as **usability testing** and **task analyses**, personas are vital to launching a **useful and usable solution** [2].



USER EXPERIENCE DESIGN

User Personas

User Personas Bibliography



USER EXPERIENCE DESIGN

User Personas

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Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

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