

UXD

User Experience Design

Create a persona and objective activity

For this activity you can assign students to a group or have students pick their own group.

Since getting to know your user is the most important aspect of UX design lets do a quick activity.

- First, create a persona for a hypothetical concert Mobile app. Fill in the blanks below.
- Next, as a group sketch your persona — have some fun with this - create your persona character!
- Lastly, what is your problem statement (app objective - solution to users problem)?

Look to your persona's frustrations and needs to help develop your objective. *Review activity as a class.*

Name	Age	Hobbies
Loves	Favorite genre	Frequency
Frustrations	Needs	Goals

example

Name

Lynne

Age

50

Hobbies

Reading
Walking
Biking

Loves

Music
Friends
Adventures

Favorite genre

Country

Frequency

2-3
times a year

Frustrations

Expensive
Venues too big
late Starts

Needs

Fun concerts
Cost-effective
Day concerts
Smaller venues

Goals

Empty nester
wants to get out
be sociable