UXD
User Experience Design

Lesson 1: Personas
Objective: Establishing Personas
Explore the basic principles of UX Design, get started identifying and understanding your users.

Persona
A user persona is a semi-fictional character based on your current (or ideal) customer. Personas can be created by talking to users and segmenting by various demographic data to improve your product marketing.

Why we need user personas:
User personas are extremely useful to grow and improve a business: they help uncover the different ways people search for, buy, and use products, so you can focus your efforts on improving the experience for real people and use cases.

Identifying your target audience is essential to your Mobile App solution. We will begin by understanding your audience by creating personas. Persona's help you understand the needs and motivation of your user. What is the problem you are trying to solve with your Mobile App?

Create 3 Personas
• Introduce Persona's through instructor lecture, show examples
• Engage the students - create a hypothetical persona together
• Assign small teams of 2/3 students for duration
• As a team come up with an idea for an App (show examples) — **Determine problem statement (objective)?**
  (I am looking for a higher order of thinking - develop an App that is solving a problem — Think outside the box!)
• Explore identifying your users, and getting to know their problems (show examples)
• Design a creative and original template for your persona's using InDesign (templates should have continuity)
• Upload 3 final templates to google classroom for final critique

Your personas will include:
• Photo of user
  (take the photo yourself or use one from the internet)
• Age, sex
• Behaviors
• Objectives
• Frustrations/Concerns
• Backgrounds
• Scenarios
• Quote
• Ideal features

Other factors to consider that you may include:
• Problems your persona faces
  (ex. prioritizing goals, making sound decisions)
• Strengths/Weaknesses
• Education
• Languages
• Skills
• Work Experience
• Recognitions
• Interest
• Journey *(personal goals)*
• Social Media
(Factors are based on what your app objective/goal is)

Persona Example for Travel App