

# Define

## PERSONA BUILDING

Personas represent the user types that may use your product or service. A persona is built by giving a user type a personality (including a name, photo, hobbies...) and describing their goals, values, fears and painpoints.

PEOPLE	PREP. TIME	TIME	DIFFICULTY LEVEL
1 - 2	1 day min.	1 day	● ○ ○



### USE THIS METHOD / TECHNIQUE TO

- Personify the needs and requirements of the users.
- Better understand a using context.
- Help the project team to keep in mind user's habits and to ideate on the best solution.

### THIS IS WHY YOU NEED IT

You would need persona if you want to create or improve a product, service or process. Persona would help you to define the best design opportunities according to the real needs. Persona would then help you in the decision making process of a product development.

### MATERIALS

- Sheet of Paper
- Pens

### WHO SHOULD BE INVOLVED

- Target Users
- UX Researcher
- UX Designer
- Product Owner

### TOOLS

- Xtensio.com
- Sketch
- PowerPoint

There are several variations of Personas :

#### Goal-directed personas

It focuses on what would do a typical user with one product. Goal-oriented personas are based upon user research and lead to understand the workflow and process the users would prefer to use one product.

#### Role-based personas

Role based personas are mainly data driven and incorporate both quantitative and qualitative data. It focuses on the user's role in the organisation, regarding specific using context and regarding specific business objectives.

#### Engaging personas

These personas encompasses emotions of users, psychology and background to make the personas more relevant as possible. It aims to deeply involve the design team in the development process and makes the designers more engaged with them.

#### Fictional personas

It emerges from the experience and knowledge of a UX team. It is made of assumptions based upon passed interaction between users and your services and products. Fictional personas will drive the first steps of a UX design process but won't be trusted as a guide in the full process of development.



## STEP 1 - Data collection

You need to collect as much knowledge as possible about your users, their habits and using context. You can run interviews, focus groups, shadow sessions to form a general idea about your users within the focus area of the project.

## STEP 2 - Persona description

Based on the knowledge you previously gathered, you need to decide the final number of personas to create. Afterwards, you can start to describe your personas. The main objective of persona is to support designing process in product and service development by focusing on users needs and goals. So make sure your persona provides a great understanding of users. For doing that, we advice to describe your personas according to:

- User's education, lifestyle, interests, values, goals, needs, pain points...  
All information that must giving a strong knowledge of your users
- Fictional personal details to make the persona more realistic
- A fictional name
- 1-2 pages of persona

## STEP 3 - Using personas for ideas development

With the personas you just created, you can start ideate on what solutions or services you want to provide to your users types. For doing that, you must describe specific situations in which your users must have problems that want to be solved. You must include stakeholders and various team members to make sure your scenarios are consistent and viable. You can also decide to represent your personas according to their global journey to identify and prioritize design opportunities according to specific needs.



## How to use the template?

Download the canvas template and start fill in the template according to the different information about your ideal user “types”. Move interactive modules around to adjust the layout of your own persona. Add your project team as collaborators of your persona and build the template in a collaborative way.

## Pro tips to run the template

Make sure you get enough knowledge about the users you want to represent before creating them! You can conduct interviews, get data from analytics but you can also base upon the previous knowledge you have collected about interactions feedback of users with your products.

## Related methods or techniques

Personas are related to Research techniques to collect sufficient knowledge of user’s habits and goals. Personas are also related to ideation techniques such as user scenarios, storyboards, Experience map or Journey mapping.