Putting Personas into Practice
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How to conduct a project using personas

• Gather information about the potential or actual users
• Identify users’ needs and requirements
• Identify the typical knowledge and goals of users
• Design the various personas and primary personas
• Work with your personas
• Optimize system design for the personas
• Achieve an optimized product design
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Analysis of target group

Marketing

Customer care

Focus groups with users

Interviews with users

Observation of users

Identifying user needs

Persona concept

Persona 1
Persona n

Typical characteristics, needs and goals

User-oriented designs for personas

User-oriented product
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Steps in working with personas (1 of 2)

• Develop a cast of characters for your project
• Identify the primary personas
• Identify the personas who are not users
• Define the tasks the personas want to do with the product
• Define the goals the personas want to reach
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Steps in working with personas (2 of 2)

• Define the devices the persona uses
• Define the constraints the persona faces
• Write a scenario for each persona that explains how the persona will use the product (be goal-oriented not specific)
• Role-play the scenario taking the role of the persona
• Use the findings to design the product
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Explanations for persona work (1 of 2)

• Every design project gets its own cast of characters
• It consists of 3 to 12 unique personas
• They represent the user population
• The major players are primary personas
• Every cast of characters has at least one primary persona. A primary persona is the individual who is the main focus of design
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Explanations for persona work (2 of 2)

• A primary persona is someone who must be satisfied, but who cannot be satisfied with an design for any other persona
• Identifying the primary personas is a vital step in the design project
• The practical problem is identify the primary personas and narrow them down
• For each primary persona exists always an interface designed especially for him or her
Conclusion

• Personas have to be unique and different in order to be useful
• Contrasting personas show the range of difference between the groups of prospective users
• All personas are equal but some are more important and called “primary personas”
• Personas are used with other techniques such as scenarios and role-playing