ITI0209: User Interfaces

03. Personas and Flows

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UX DESIGN

ASK, LISTEN, SORT

CREATE, TEST, DESIGN

Problem

Definition of problem

Solution

Phase 1
UNDERSTAND

Phase 2
DEFINE

Phase 3
DEVELOP

Phase 4
FINALIZE
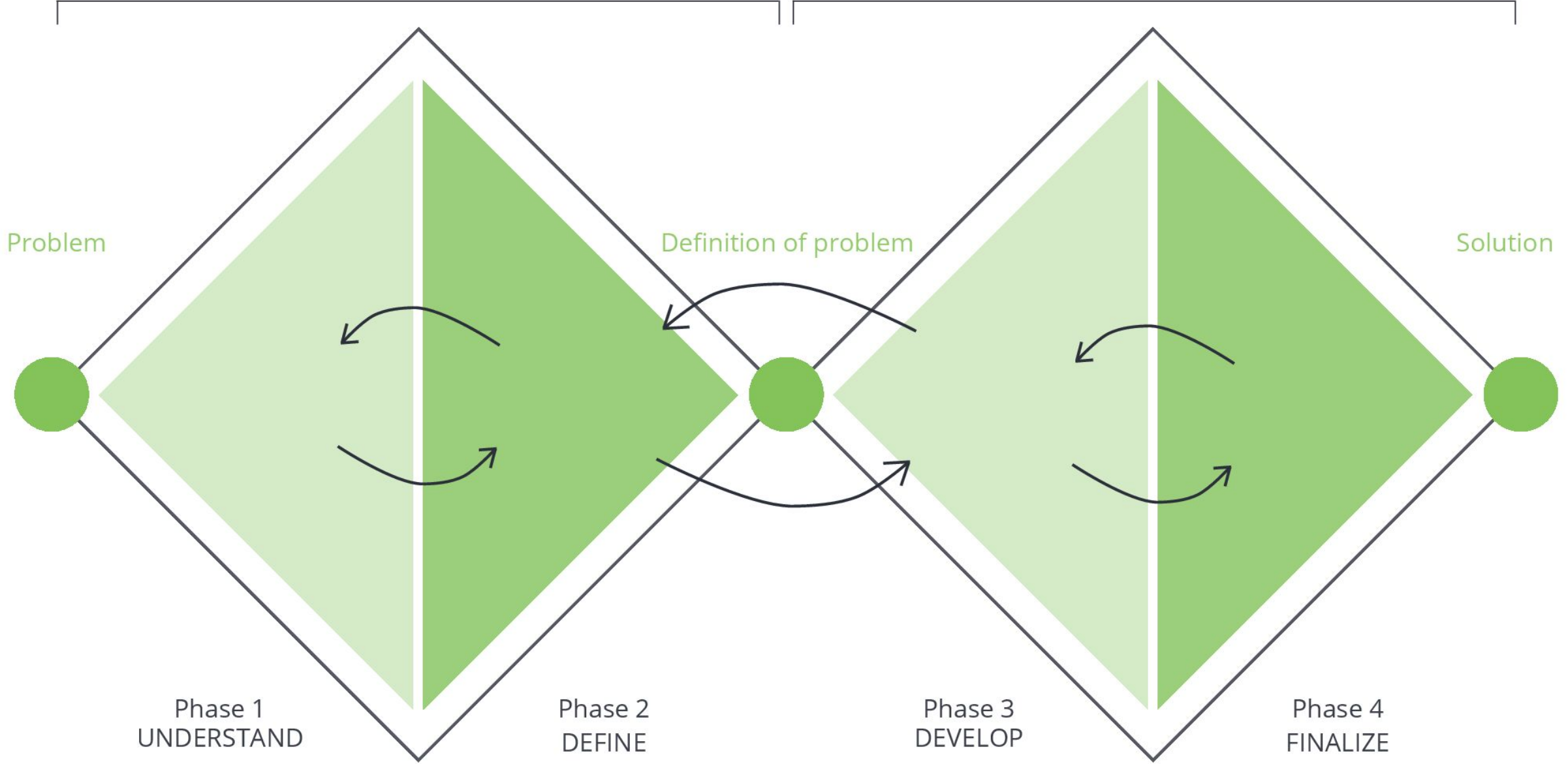
Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way.

Personas Help to Prevent

- **Self-referential design**. This happens when designers design as if they are making the product only for themselves, when in fact the target audience is quite unlike them.

- Design for **elastic users**. An elastic user is a generic user which means different things to different people. Designing for an "elastic user" happens when product decisions are made by different stakeholders who may define the 'user' according to their convenience.

Characteristics of a Good Persona

- Personas aren't fictional guesses at what a target user thinks. Every aspect of a persona's description should be tied back to real data - observed or researched.

- Personas reflect real user patterns, not different user roles. Personas aren't a reflection of roles within a system.

- A persona focuses on how users interact with a product, not the future how users will interact with a product.

- A persona is context-specific - it's focused on the behaviors and goals related to the specific domain of a product.

# What Should be in User Persona

A user persona template you should include the following information:

1. Persona name

2. Photo

3. Demographics (gender, age, location, marital status, family)

4. Goals and needs

5. Frustrations (or "pain points")

6. Behaviors

7. Bits of personality (e.g. a quote or slogan that captures the personality)

Other Deliverables.

User Flow. Sitemap. Wireframe.

The most important role of deliverables is to document your design choices. Deliverables play an important role in the success of the project, helping you to communicate key concepts and the project's direction. They also reduce project risk by recording decisions made throughout the process.
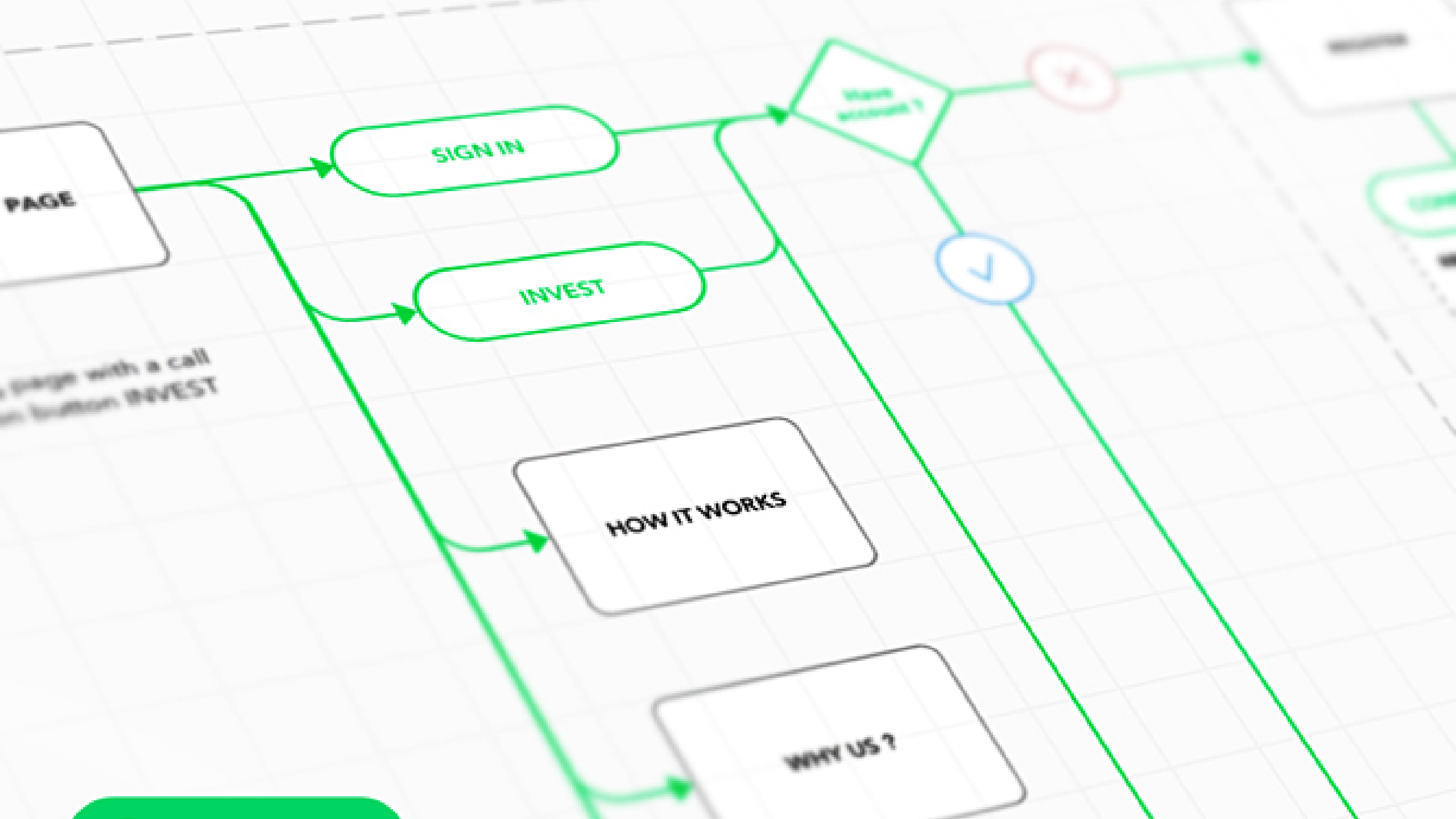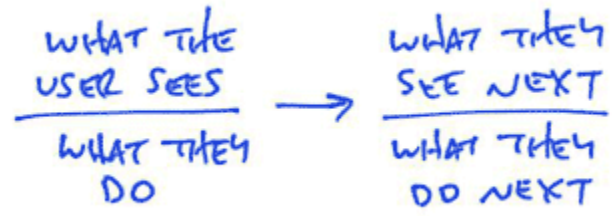
User Flow (Kasutajavood)

A user flow is a diagram that shows at a glance, the path your user will take through your app or website to achieve a certain goal. You can create user flows at any stage of the design phase and this will help determine the information architecture.

Designing User Flows - Considerations

1. Descriptive name.

2. One directional flows.

3. One goal per flow.

4. Always have a legend key for users who are not familiar with such deliverables.

5. Decide and entry point

6. Clearly label each action

7. Use colors wisely.

8. Always make sure your user flows are complete when it comes to a goal.

From: A shorthand for designing UI flows. https://signalvnoise.com/posts/1926-a-shorthand-for-designing-ui-flows

Links

- User Persona Template. https://docs.google.com/document/edit?id=1ipyqFwuog3QnwBX-HdWh03jDT3X-GJ2yImbvVJ9MSys&hl=en

- Putting Personas to Work in UX Design: What They Are and Why They're Important. https://xd.adobe.com/ideas/process/user-research/putting-personas-to-work-in-ux-design/

- Personas – A Simple Introduction. https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them

- A UX designer's guide to user flows. https://uxdesign.cc/a-ux-designers-guide-to-user-flows-bbbc61f8b666

- A shorthand for designing UI flows. https://signalvnoise.com/posts/1926-a-shorthand-for-designing-ui-flows

Thank you!