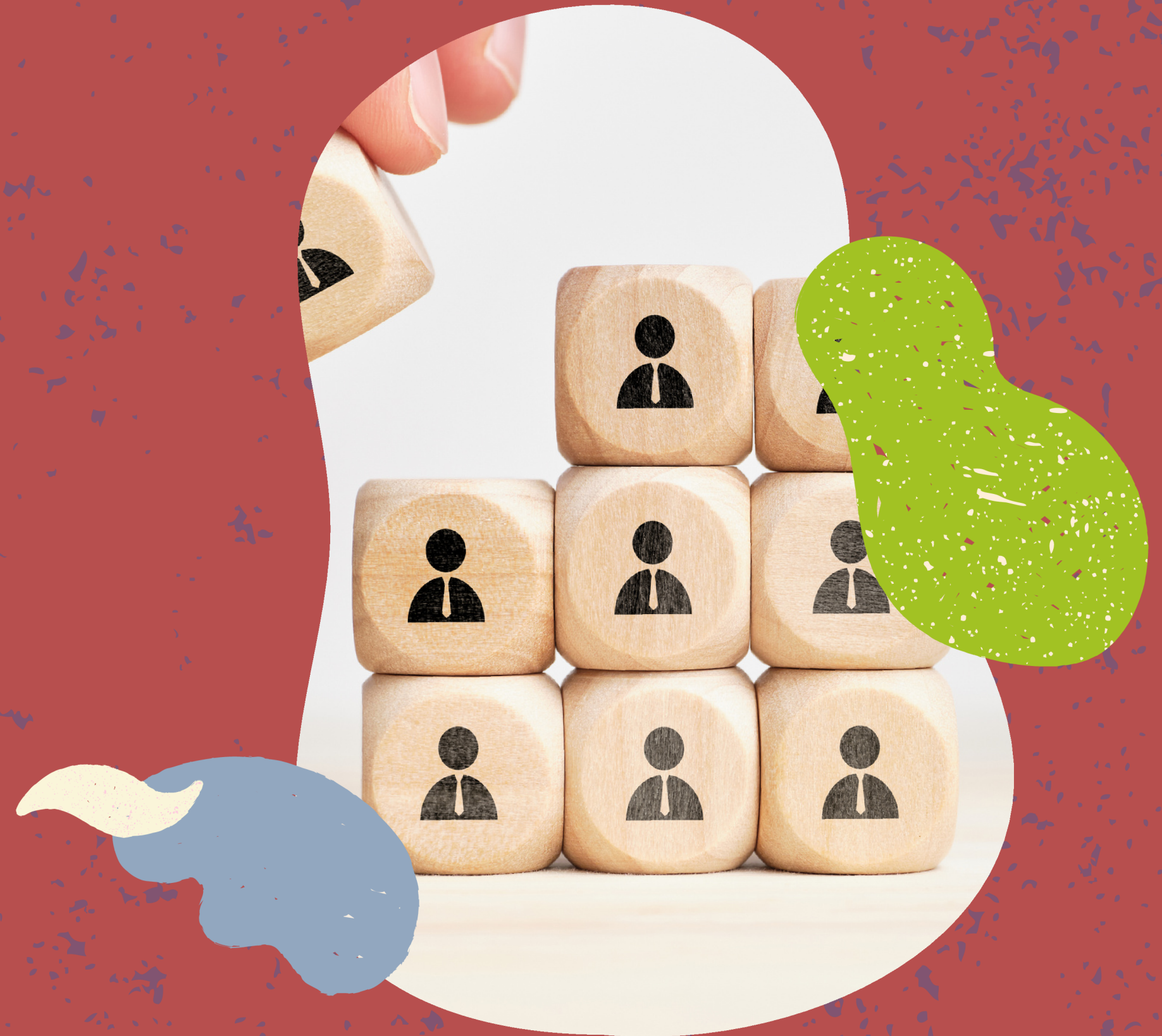


UNDERSTANDING USER PERSONAS

Essential Tools for User-Centered Business Strategy





Personas are detailed archetypal descriptions of typical members of a target group. A persona is the presentation and translation of all sorts of data, facts, and information into one practical format (a poster, for example).

Personas

Personas bridge the gap between business assumptions and user reality

They're not just "nice to have" - they're strategic business tools

Personas are fictional but based on real data

OVERVIEW OF USER PERSONAS

User personas are **fictional characters** representing user types, guiding design decisions to enhance user experience and align with business strategies.

OBJECTIVES

- Understand the **definition of personas**
- Gain insights into **user-centered design**
- Learn how personas **support business strategies**

GOALS

- Align personas with **business objectives**
- Develop a deeper understanding of **user needs**
- Utilize personas for **effective decision making**



STRATEGIC DECISIONS

Data-driven insights lead to **better outcomes**.

Aligns product development with **user expectations**.

Supports effective **resource allocation** strategies.

BUSINESS VALUE

User personas **enhance decision-making** processes.

They enable **targeted marketing strategies**.

Personas help identify **specific customer needs**.



THE BUSINESS CASE FOR DATA-DRIVEN PERSONAS



Establishing Credibility in Business

Build trust with your
audience

Utilize user personas to demonstrate
authentic understanding of customer
needs.



Leveraging Data for Insights

Make informed decisions
based on analytics

Data-driven insights allow businesses
to **tailor strategies** that enhance user
experiences.

TYPES OF USER PERSONAS



Goal-Directed personas focus on user objectives.



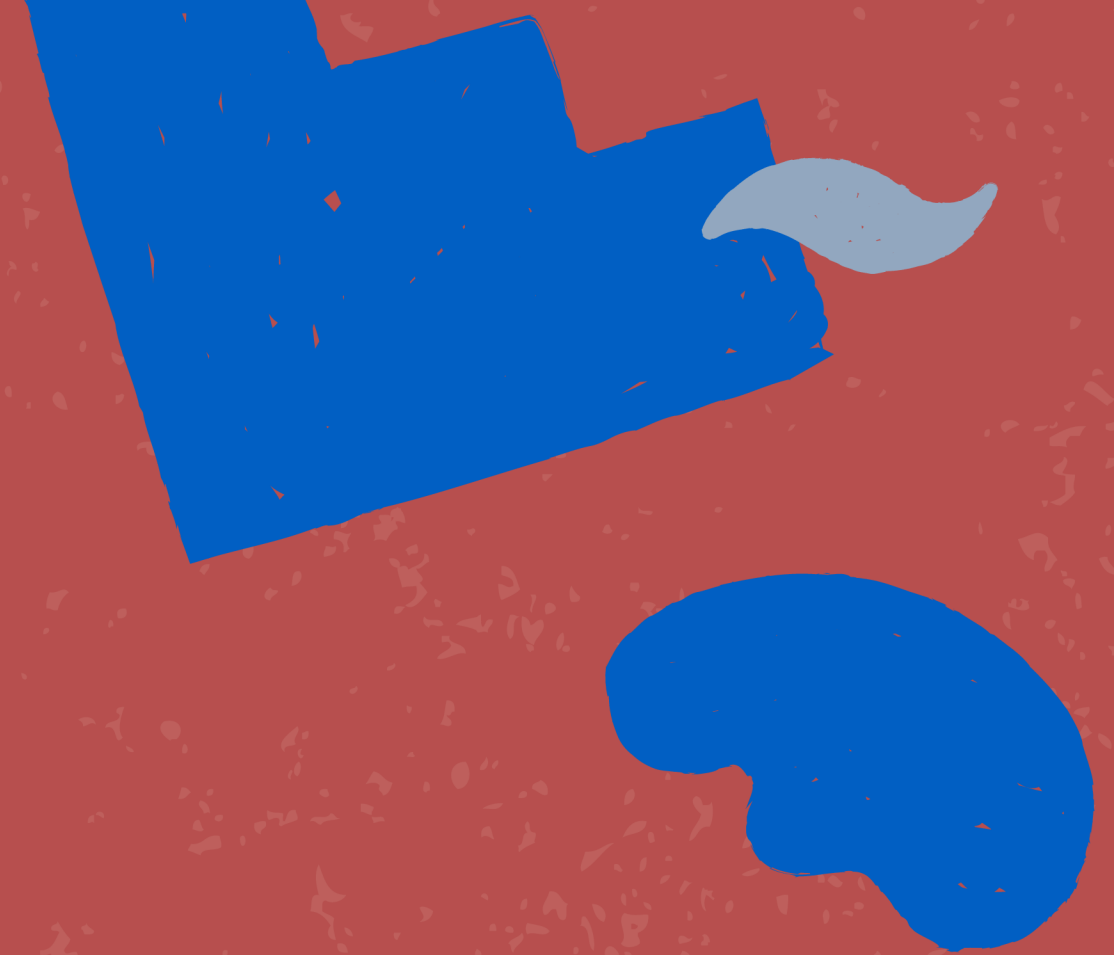
Role-Based personas represent specific user roles.



Engaging personas prioritize emotional connections with users.



Proto personas are quick, initial user profiles.



PROCESS OVERVIEW

Step-by-step development insights

Focus on user needs and goals

Align with business objectives and outcomes

PERSONA DEVELOPMENT

A structured approach to personas

Key actions for effective outcomes

Enhance user-centered strategies effectively

ASPIRATIONAL PERSONAS

a detailed, archetypal description of a brand's ideal customer, consumer, and user. It is based on brand values, brand personality, and guiding principles to assure consistent behaviour and communication from the brand perspective. Often, there is only one Aspirational Persona. It is used to balance the customer's needs (reality persona) and what the brand stands for in constant communication and delivery.

REALITY PERSONAS

Reality personas are based on research facts, updated and validated regularly, and related to the sources (quantitative and qualitative). A reality persona is data storytelling to take action. A reality persona needs a date, a version number, and a list of sources. Use the persona like a mask to put on when you think and look from the perspective of a person with specific attributes, needs, and behaviours.

LEVERAGING KNOWLEDGE

In this step, we focus on utilizing existing organizational insights to **inform persona development** and ensure they align with business objectives and user needs.

EXISTING KNOWLEDGE

- Insights from past projects and initiatives
- Team members' expertise and experience
- Customer feedback and previous research data

RESEARCH SOURCES

- Internal reports and analytics data
- User interviews and surveys conducted
- Industry studies and market research reports



CREATING PROTO-PERSONAS



Proto-personas are initial representations of users.



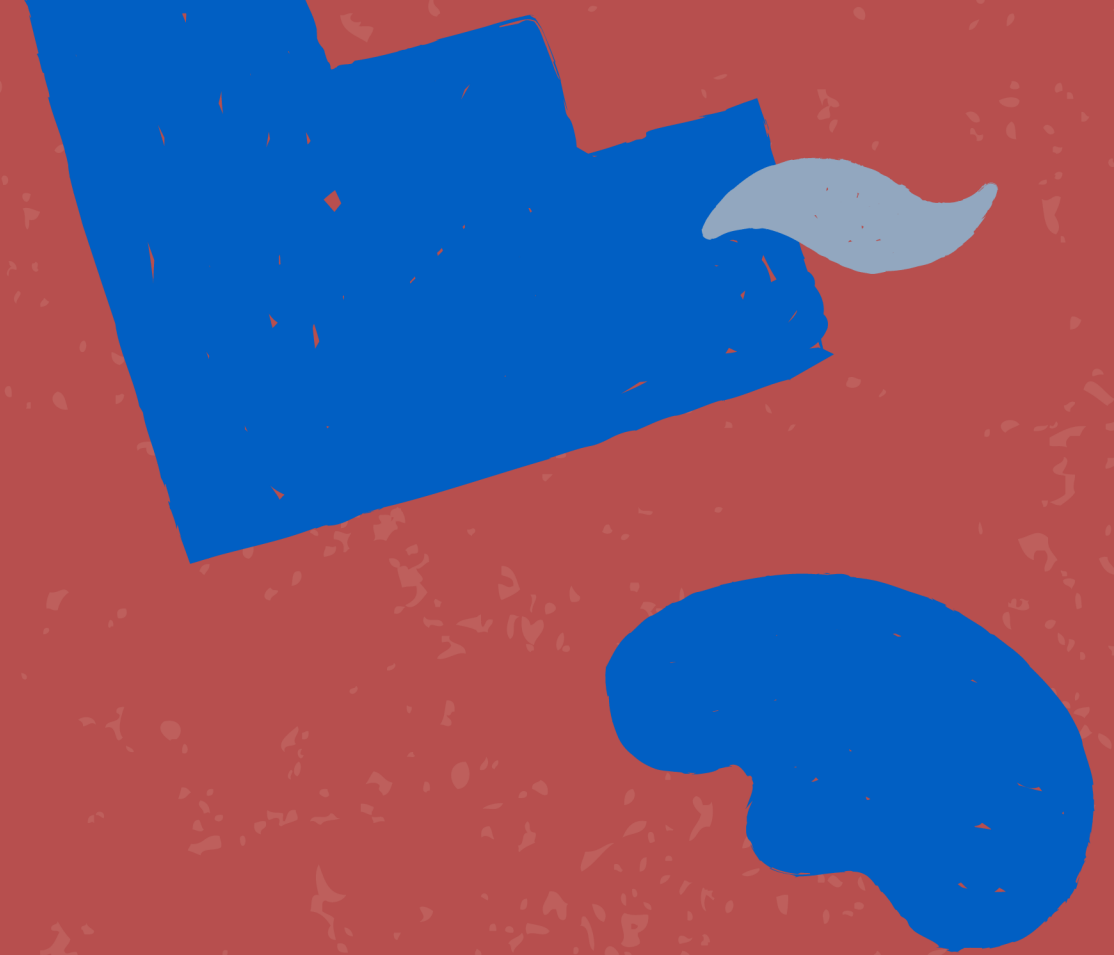
They are based on existing knowledge and assumptions.

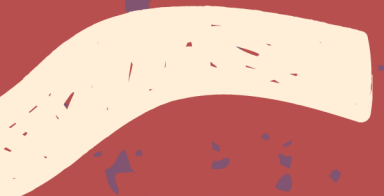


This method helps kick-start the persona development process.



Engage stakeholders to refine and validate these insights.





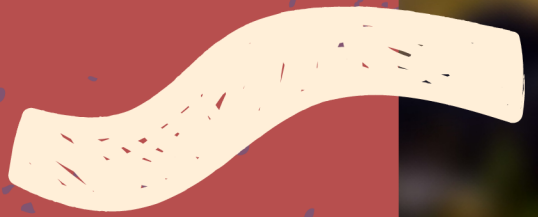
USER JOURNEY INSIGHTS

Understanding the user journey is crucial for identifying pain points and optimizing experiences. **Effective mapping** helps businesses create user-centered strategies that enhance satisfaction and engagement.

KEY TOUCHPOINTS

- Initial awareness through marketing channels
- Interaction during product usage phases
- Feedback collection for continuous improvement

USER NEEDS

- Clarity in navigating the user interface
 - Prompt support during challenges faced
 - Accessibility features for diverse users
- 



Research Methods for Persona Creation

1

Contextual Inquiry: Engage with users in their natural surroundings

2

Ethnographic Research: Observe user behavior in real-world environments

3

User Interviews: Facilitate structured discussions with target users

4

Surveys: Collect quantitative data from a broader user base

5

Competitive Analysis: Analyze users of comparable products or services

Isabel Marques

Guardian

Goals

To find a remote full-time job

Quote

“My work doesn't require a physical presence. I'm doing great from home. I understand that my boss tries to give us an equal work environment, but this is unacceptable for me. At least for now”

Background

Isabel has been working remotely since the pandemic's onset, but recently the owner of the company asked all the workers to get back to the office. Isabel likes to work from home, she doesn't want to change it. That's why she's looking for another job.

She's been working as a technical writer for only 3 years but does it well because she majored in English and loves to write. She worries about her not having an engineer's degree to get a Senior Writer position, many employers prefer such candidates.

Isabel hasn't changed her job in the last 2 years and is nervous about the process.

Demographic

Female 33 years

The USA

Married

Technical Writing Manager

Lives in Florida

Skills

Technical writing



MadCap Flare



Communication skills



Motivations

- Social responsibility
- More time for family and friends
- Saving money
- A wider range of career opportunities
- Possible moving to another city without changing her job
- No stressful office politics
- No rush to catch a train or sit in traffic

Frustrations

- Lack of personal communication
- Needs to re-archive a work-life balance
- Working with teammates in different time zones
- Job search stress

Technology



Channels



Browsers



- Demographics & Background Info
- Goals, needs, motivations related to your project
- Pain Points, Frustrations, Challenges
- Behavioral patterns & preferences
- Direct Quotes
- Context about their environment and frustrations

What Should Be Included in Your Persona?

Research Best Practices

- Interview at least 6-12 users per persona type
- Focus on observing behavior, not just listening to words
- Ask "why" questions to understand deeper motivations
- Look for patterns across multiple users
- Don't ignore outliers – they may reveal unmet needs



**Share across teams
and departments**

**Reference in design
and product decisions**

**Prioritize features and
improvements based
on needs**

**Use your persona in
scenarios**

Make Personas Actionable

Maintain & Update Personas

Living doc - not
static

Update based on
new research and
feedback

Adapt to
changing market
behavior



REVIEW REGULARLY!

Key Takeaways



Data Driven
personas Lead to
Better Outcomes



Invest in User
Research to create
credible, actionable
personas



Use personas to
align teams around
user needs



A persona is a tool
for empathy and
decision making



ANDREA MARTIUS

GRAPHIC DESIGNER

AGE 28
GENDER MALE
LOCATION LAS VEGAS

ABOUT

As a graphic designer, I am passionate about creating designs that not only look beautiful but also effectively communicate the intended message to the audience.

BIO

Andrea has been working as a graphic designer for the past 8 years and has built up a solid portfolio of work. He has a Bachelor's degree in Graphic Design and is always looking for ways to improve his skills. Andrea is married with two children and enjoys spending time with his family.

MOTIVATION

Explore new interests, spend quality time, and give back to the community. Add new experiences and professional friends.

GOALS

- To create visually compelling designs that communicate effectively with clients and their target audience.
- To constantly improve her design skills and stay up-to-date with the latest design trends and technologies.
- To develop a strong portfolio of work that showcases her abilities and attracts new clients.

SKILLS

98%

ADOBE PHOTOSHOP

90%

ADOBE ILLUSTRATOR

80%

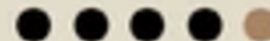
ADOBE INDESIGN

PERSONALITY

Design Thinking



Analytical



Resource



FAVORITE BRAND

