ONE PAGE SUMMARY

IT & Software › Product Design › User Personas

Introduction to User Personas

User Personas: Your Guide to Understanding Users Better

DEFINITION

> User personas are fictional characters that represent different user types for a product. They help designers understand user needs, behaviors, and goals.

KEY CONCEPTS

Demographics

Demographics include age, gender, income, and education level that define a user persona.

Goals

Goals are the objectives users want to achieve while interacting with a product.

Pain Points

Pain points are challenges or frustrations users face that the product can address.

User Scenarios

User scenarios describe how personas will use the product in real-life situations.

Empathy Mapping

Empathy mapping helps visualize what users think, feel, say, and do, enhancing understanding.

EXAMPLES

→ A busy professional needing a time management app to organize tasks efficiently.

→ A college student looking for affordable software solutions for graphic design projects.

MEMORY TIPS

★ Remember 'D-G-P-S-E' for Demographics, Goals, Pain Points, Scenarios, Empathy.

★ Think of personas as 'user avatars' to visualize their needs.

COMMON MISTAKES

✗ Creating overly generic personas that don't reflect real user diversity.

✗ Neglecting to update personas based on user feedback and changing trends.

QUICK RECAP

User personas are essential tools in product design that help understand users. They encompass demographics, goals, pain points, and scenarios to create effective user-centered designs.