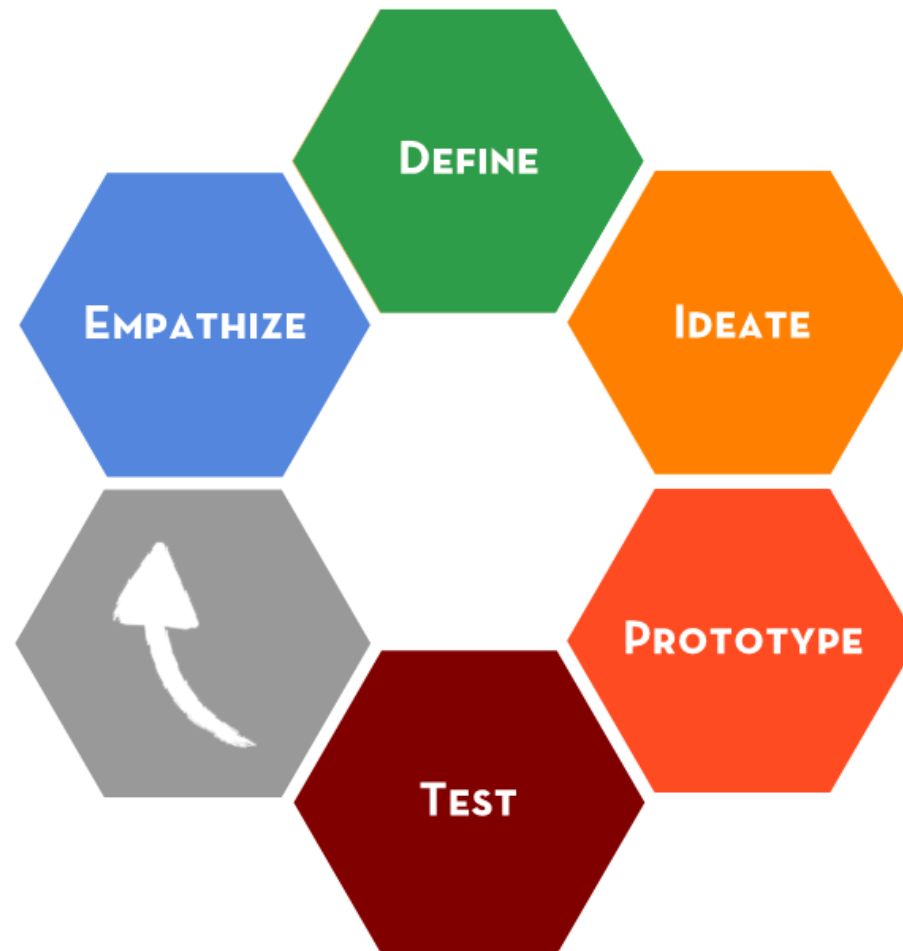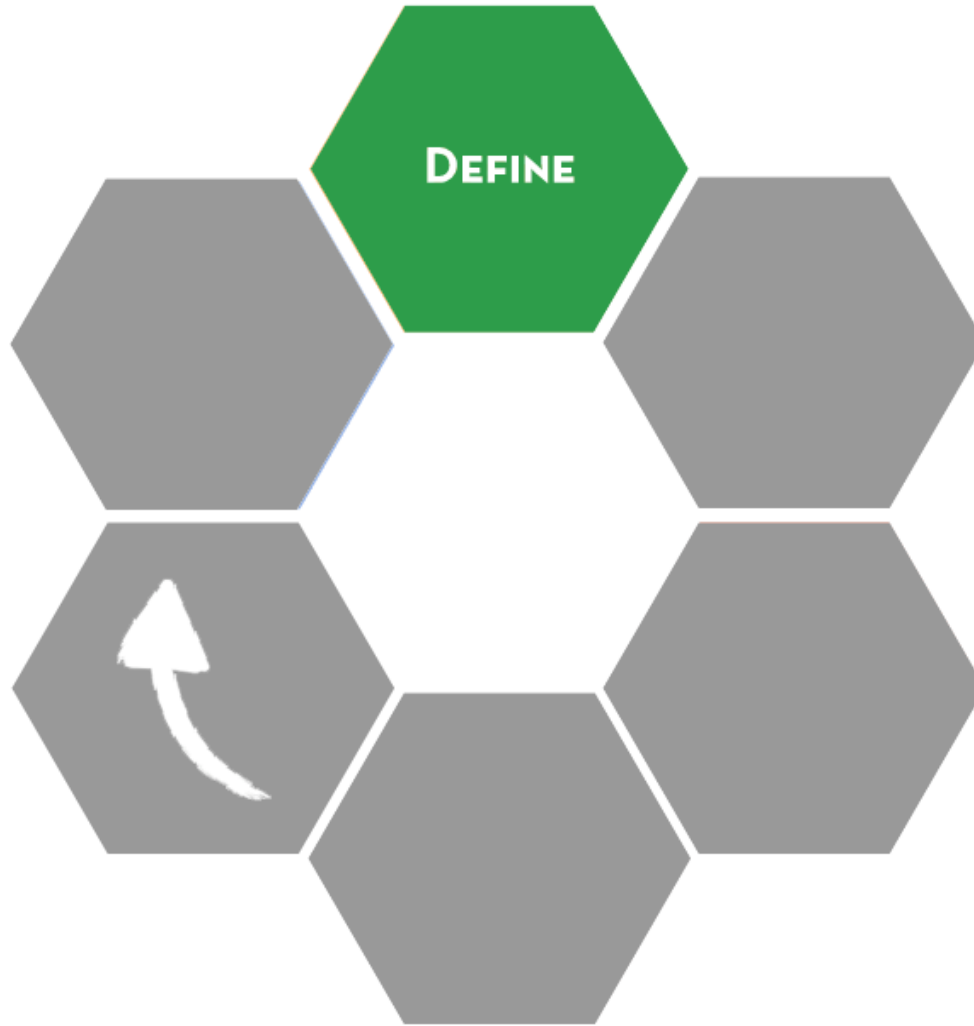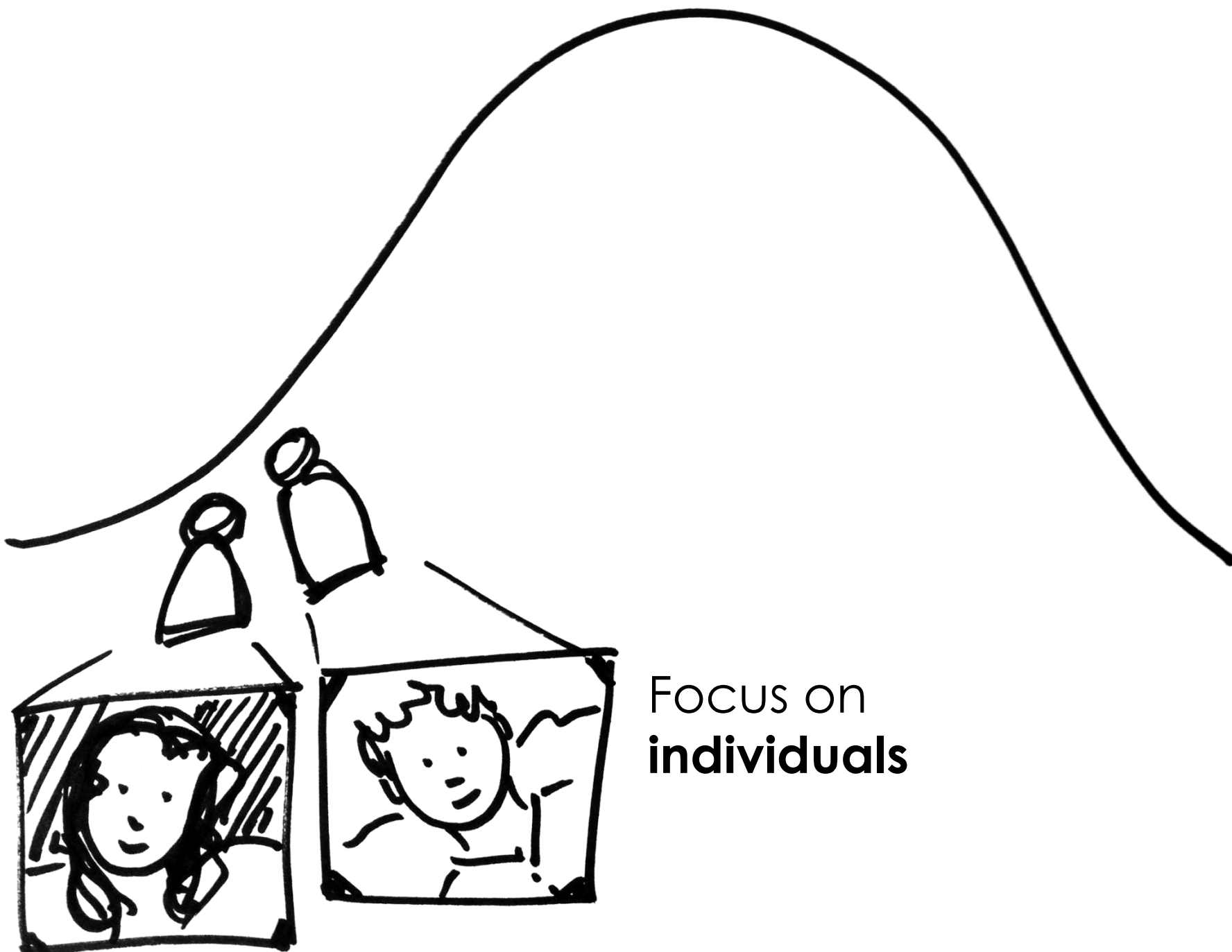# The Design Thinking Process

- 5 Activity Modules

2. Define and Synthesize

Focus on **individuals**

"A persona is a user archtype you can use to help guide decisions about product features, navigation, interactions and visual design"
– Kevin Goodwin

Persona = *person + story* =
composite character profile that might include:

typical characteristics (age, gender, occupation)
quotes
hopes, fears
feelings, emotions
trends and other patterns

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semi-fictional
ideal user of your product (who are you designing for?)
embodies human observations you have made in the field
he/she is the additional member of your team!

Personas are Beneficial For

- Defining a specific user's goals and needs

- Giving design teams a focus with a common understanding

- Identifying opportunities and product gaps to drive strategy

- Concentrating on designing for a manageable target who represents a larger group

- Replacing the need to canvas an entire user community, significantly reducing time and cost needed to obtain user requirements

- Helping designers empathize with users (designers can actually walk a mile in the persona's shoes) to understand behaviors, motivations and expectations

Building your User Persona

- 1. Using a large piece of paper & mixed materials (collage), build at least one persona to represent your target user group.

  - Information to include for each persona:
    - Picture of hypothetical users (from magazines, newspaper clippings)
    - A description of the persona:
      - o Demographic Information
      - o Their job, technology usage
      - o Any pressures they experience while using a product or system
    - Needs, goals, and features
    - A large key 'quote' from the persona
    - Frustrations a persona might encounter
    - Any information the persona needs when trying to accomplish their goal
    - Behaviors – typical behaviors the persona exhibits
    - Scenarios – typical use cases the persona may perform or exhibit