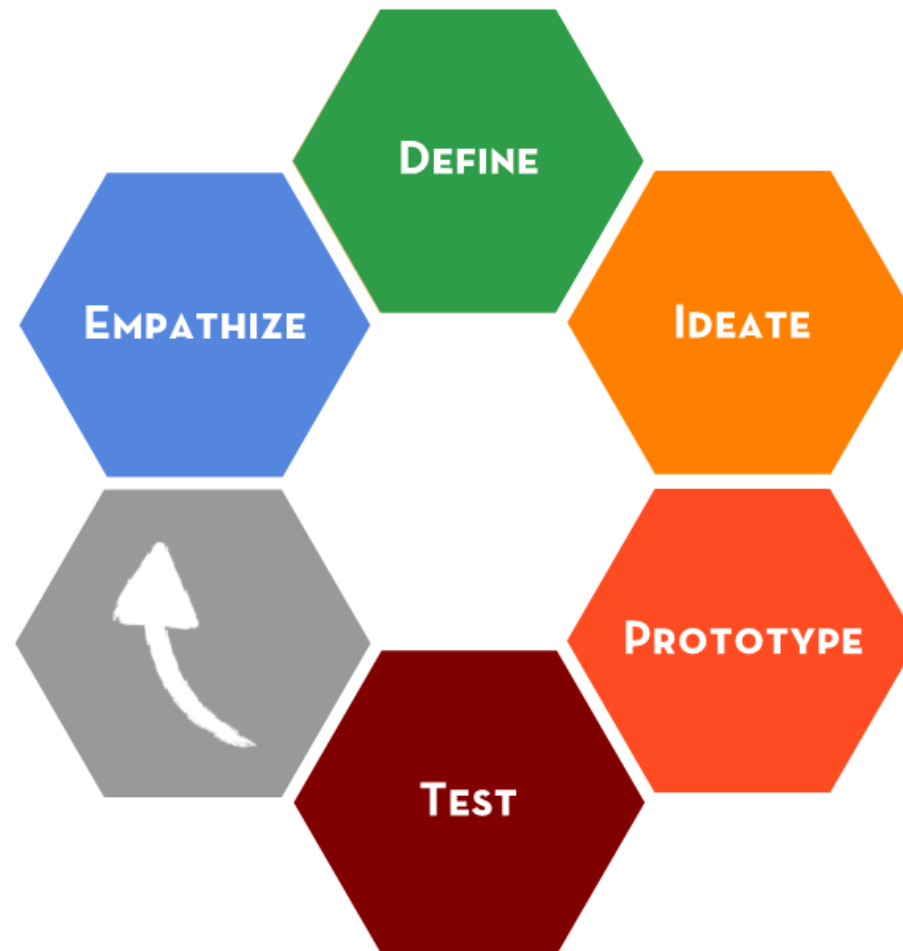
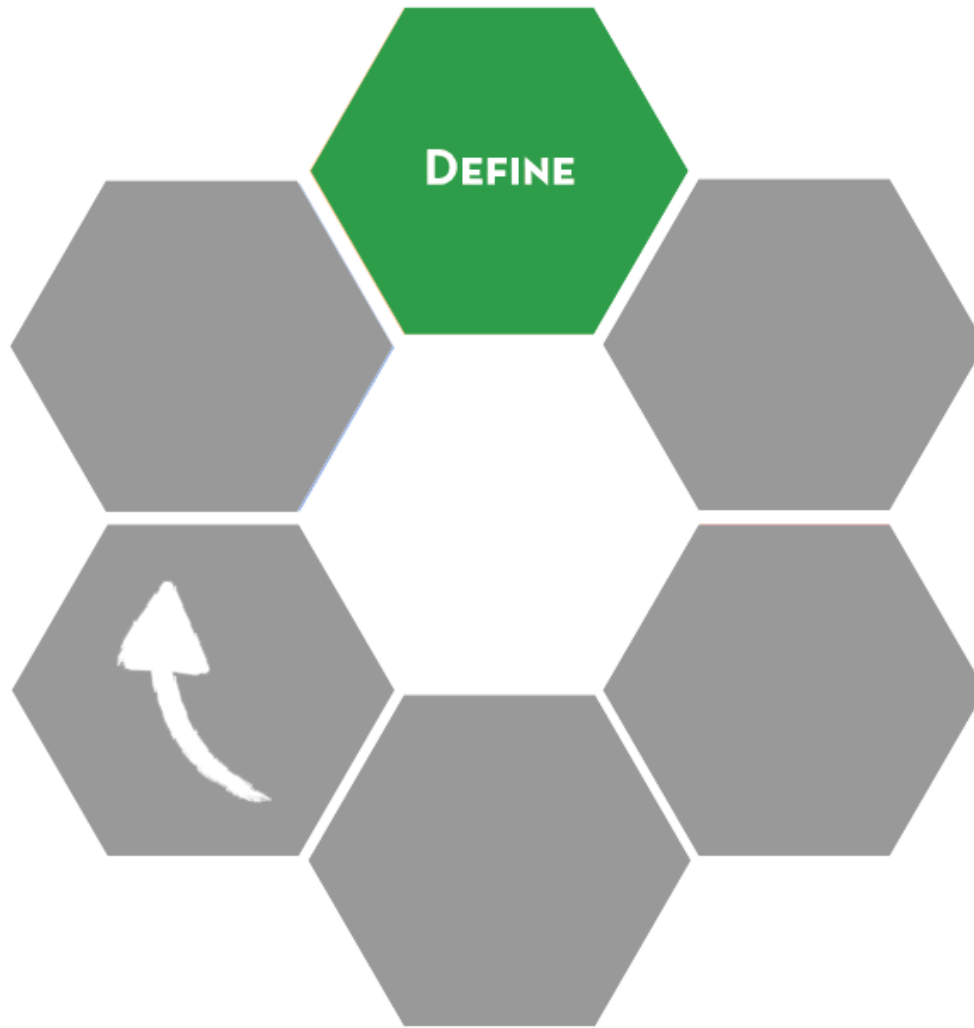


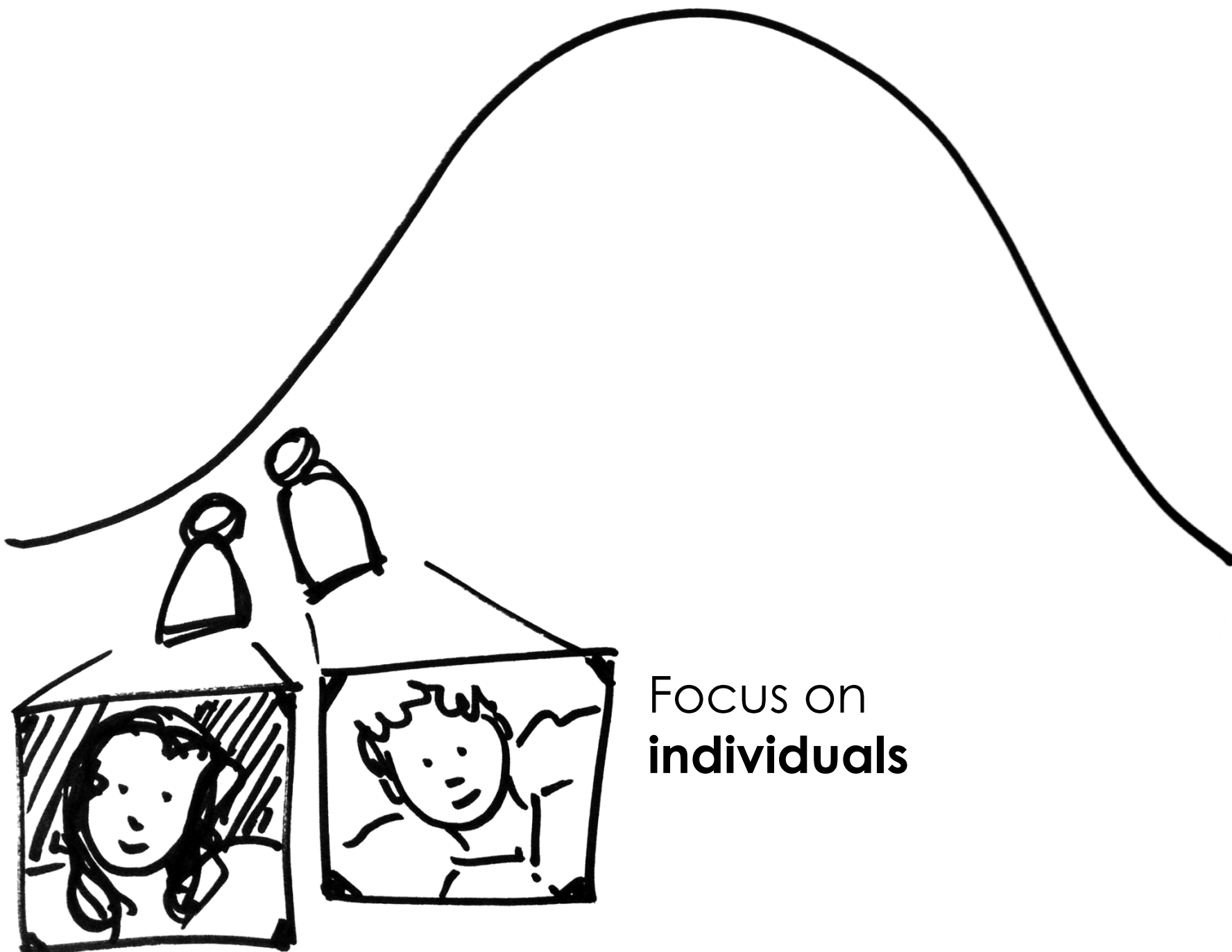
The Design Thinking Process

- 5 Activity Modules



2. Define and Synthesize





Focus on
individuals

“A persona is a user archetype 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

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:
 - Demographic Information
 - Their job, technology usage
 - 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