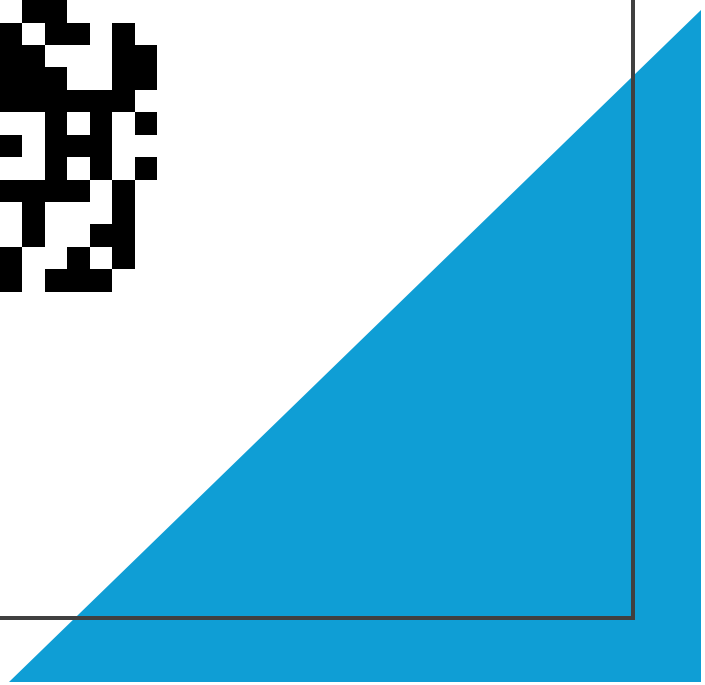# Crafting personas for UX/UI work

Annabel Rothschild

she/her

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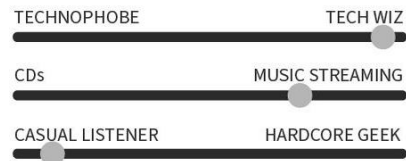
What is a user persona?

Rebecca
Casual audiophile

Age	26
Occupation	Frontend developer
Education	Bachelor degree
Marital status	Sigle
Location	Mountain View
Online locations	Work and mobile
Computer(s)	iPhone and Macbook Pro
Internet usage	8-9 hours

TECHNOPHOBE — TECH WIZ

CDs — MUSIC STREAMING

CASUAL LISTENER — HARDCORE GEEK

Music is essential to Rebecca's life. She is listening to tunes almost every second of her life, particularly while working.

Obstacles Rebecca faces:
· Too busy to explore new music artists she might like
· Streaming music consumes a lot of data

How will Rebecca interact with Spotify?

Questions Rebecca will ask:
· How do I keep updated on new releases by artists I follow?
· How do I learn of new artists I haven't heard of?
· Can I listen to music in a data-efficient manner?
· How can I listen on both my MacBook and my iPhone?

Who influences Rebecca?

Ads · Her own tastes · Friends · Music charts · Co-workers

Rebecca's situation

Goals, motivations:
· Listen to great music to keep her productive at work
· Relax and unwind at the end of the day
· Superior music quality for full enjoyment of tracks
· Expand the circle of music artists she listens to

Key words
Music, jazz, r&b, pop, artists, new releases, top charts, background music

Rebecca's story

Music is a big part of my life; I like to think that I always have a "background music" running in each scene of my life. I love working while listening to music; somehow, it gives me a lot of focus on my task.

I regularly talk to my co-workers about music and singers - that's what we like to talk about over lunch. We're constantly looking for new artists to inspire us and to expand our music library, but lately it seems a little tough to do that. Everything seems to have a "filter bubble" effect, and we keep listening to the same genres and artists.

I really enjoy finding new artists that match my subjective taste, and most of the times I get those from my close friends. I wish there were a way to find more music and artists without having to rely on the serendipity of life!

Example of a persona that shows the six main elements you should include. Name, age, gender, tag line, experience and skills are placed on the left-hand side. The middle column focuses on the context to indicate how they would interact with a product or service. Finally, on the righ-hand side some goals and concerns are shared, as well as a short scenario to indicate the persona's attitude.

Interaction Design Foundation
interaction-design.org

What is a user persona?

"A persona is a model of a user that focuses on the individual's goals when using an artefact. The model has a specific purpose as a tool for software and product design. The persona model resembles classical user profiles, but with some important distinctions. It is an archetypical representation of real or potential users. It's not a description of a real, single user or an average user. The persona represents patterns of users' behaviour, goals and motives, compiled in a fictional description of a single individual. It also contains made-up personal details, in order to make the persona more "tangible and alive" for the development team."

Blomkvist, S. (2002). *The User as a personality: Using Personas as a tool for design*. Department of Information Technology, Human-Computer Interaction, Uppsala Universitet.

SWABTs ("students will be able to...") for today's meeting

- ...identify appropriate use cases for user personas and determine key delineating persona features
- ...create a basic user persona card reflecting the needs and challenges of a persona character
- ...critically reflect on the context and limitations of personas

Lesson plan

Introduction and SWABTs (~2 min)

Quick background on utility of personas

Creating a user persona

- Activity template: here
  - Also canva options, figma options, Miro

Personas in the age of AI

A brief review of user persona history

- First wave HCI: making things usable
- 1983: Alan Cooper (creator of Visual Basic), small group interviews—but what about a specific user?
- 1993/4: Angus Jenkinson & OgilvyOne, 'CustomerPrints'
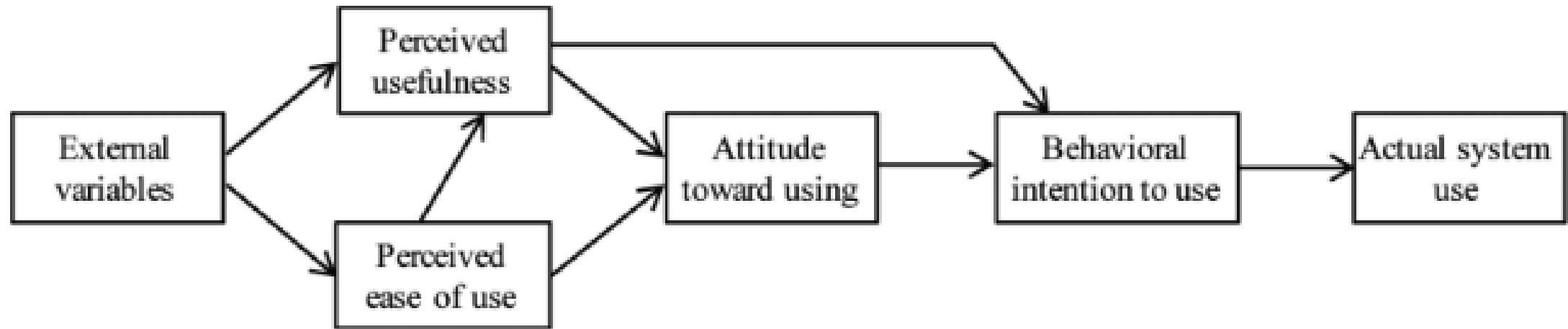- User personas = empathy
- Downsides?

Fig. 1. The original technology acceptance model, from Davis et al. (1989). Used with permission.

What makes a user?

Hornbæk, K., & Hertzum, M. (2017). Technology Acceptance and User Experience: A Review of the Experiential Component in HCI. *ACM Transactions on Computer-Human Interaction*, *24*(5), 1–30. https://doi.org/10.1145/3127358

Technology Adoption Lifecycle
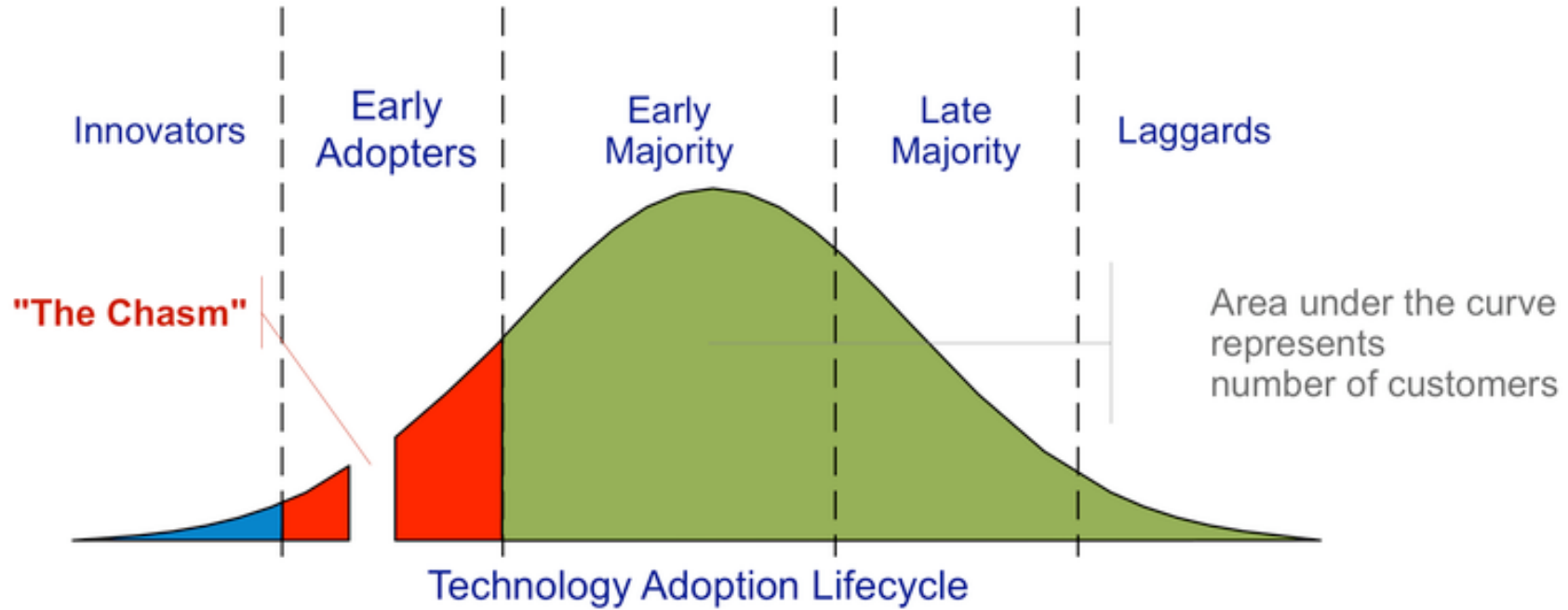
Who will be a user?

Bartley, T. (2023, July 26). Navigating the Technology Adoption Curve: The vital role of visionaries, innovators, and early.... *Medium*. https://tom-bartley.medium.com/navigating-the-technology-adoption-curve-the-vital-role-of-visionaries-innovators-and-early-85df39b6e390

Personas for online safety interventions: more than direct user

Co-Designing User Personas and Risk Scenarios for Evaluating Adolescent Online Safety Interventions

Authors: Zainab Agha, Kelsey Miu, Sophia Piper, Jinkyung Park, Pamela J. Wisniewski | Authors Info & Claims

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Abstract

Adolescent online safety research has largely focused on designing interventions for teens, with few evaluations that provide effective online safety solutions. It is challenging to evaluate such solutions without simulating an environment that mimics teens online risks. To overcome this gap, we conducted focus groups with 14 teens to co-design realistic online risk scenarios and their associated user personas, which can be implemented for an ecologically valid evaluation of interventions. We found that teens considered the characteristics of the risky user to

Product user, or desired user?

Categorizing Open Government Data Users by Exploring their Challenges and Proficiency

Authors: Fanghui Xiao, Khushboo Thaker, Daqing He | Authors Info & Claims

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Abstract

Developing user personas has been a crucial aspect of human-centered system design for decades as it helps in understanding and segregating users based on their prominent characteristics. However, such a technique has not been applied in developing and improving systems for supporting open government data (OGD) users. Therefore, this paper explores OGD users' characteristics and creates relevant personas for them. Open coding-based content analysis and k-means clustering were performed on posts of an online community managed by a U.S. local-level

Using Personas for Accessible Design

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Keywords: Personas, scenarios, web development, web design

Track/Theme: Governance and implementation of testing in the systems development life cycle

Abstract

There are a few steps that developers and designers can take to incorporate accessibility from the beginning of a solution's design. One way of doing this is to create additional personas that are users with disabilities. Also, having a primary persona with a disability means that disability will never be far from developers' and designers' minds. Another way to keep accessibility present is to include it in scenario design. There are multiple benefits to including characteristics of users with different disabilities and their needs in persona and scenario development. First, it saves time and money that would otherwise be spent remediating accessibility issues. It makes the solution available to all demographics, not inadvertently losing the users with disabilities market. It also aligns with organizational values of diversity and inclusion. Finally, it minimizes legal risk.

Weber-Hottleman, K. (2020). *Using Personas for Accessible Design*.

Making our first user persona

USER IMAGE

NAME

QUOTE

DESCRIPTION

ROLE / USER TYPE
What role do they have or what user type are they?

ORGANISATION / BACKGROUND
What type of organisation or background does your user have?

OBJECTIVES
What does your user want to achieve?

TRAITS
What are the characteristics of this user?

KEY ACTIONS
What are the main things your user does before, during and after using your product?

CHALLENGES
What are your users main pain points?

NEEDS AND EXPECTATIONS
What are the requirements of this user?

User persona activity: iPod Nano

There are plenty of people who hang onto their old iPod Nanos. I met one just yesterday! They have various reasons for continuing to use an anachronistic (outdated) piece of technology.

With a small group, come up with a persona that represents members of a group who might still choose to use the iPod Nano.

Focus on 1) identifying *why* they choose to use this piece of technology and 2) how they will react to a product that offers to transfer all their music to a smartphone app in one click.

And in the age of AI?

Deus Ex Machina and Personas from Large Language Models: Investigating the Composition of AI-Generated Persona Descriptions

Authors: Joni Salminen, Chang Liu, Wenjing Pian, Jianxing Chi, Essi Häyhänen, Bernard J Jansen | Authors Info & Claims

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Abstract

Large language models (LLMs) can generate personas based on prompts that describe the target user group. To understand what kind of personas LLMs generate, we investigate the diversity and bias in 450 LLM-generated personas with the help of internal evaluators (n=4) and subject-matter experts (SMEs) (n=5). The research findings reveal biases in LLM-generated personas, particularly in age, occupation, and pain points, as well as a strong bias towards personas from the United States. Human evaluations demonstrate that LLM persona descriptions were

Where to next?

Preparing Future Designers for Human-AI Collaboration in Persona Creation

Authors: Toshali Goel, Orit Shaer, Catherine Delcourt, Quan Gu, Angel Cooper | Authors Info & Claims

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Abstract

This paper presents findings from an exploratory study investigating the use of AI text-generation tools to support novice designers in persona creation. We conducted a workshop with 22 undergraduate students enrolled in an introductory human-computer interaction course, who were instructed to use GPT-3 in the creation of personas. These novice designers were able to use GPT-3 to iterate to produce satisfactory personas, particularly when providing detailed prompts. Our findings suggest that personas created with GPT-3 assistance were mostly comparable to those created manually but rated lower on some evaluation dimensions. The study also reveals

27