

ITI0209: User Interfaces

04. Deliverables: Personas and Flows

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The most important role of deliverables is to document your design choices. Deliverables play an important role in the success of the project, helping you to communicate key concepts and the project's direction. They also reduce project risk by recording decisions made throughout the process.



Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way.

Personas Help to Prevent

- **Self-referential design.** This happens when designers design as if they are making the product only for themselves, when in fact the target audience is quite unlike them.
- Design for **elastic users.** An elastic user is a generic user which means different things to different people. Designing for an “elastic user” happens when product decisions are made by different stakeholders who may define the ‘user’ according to their convenience.

Characteristics of a Good Persona

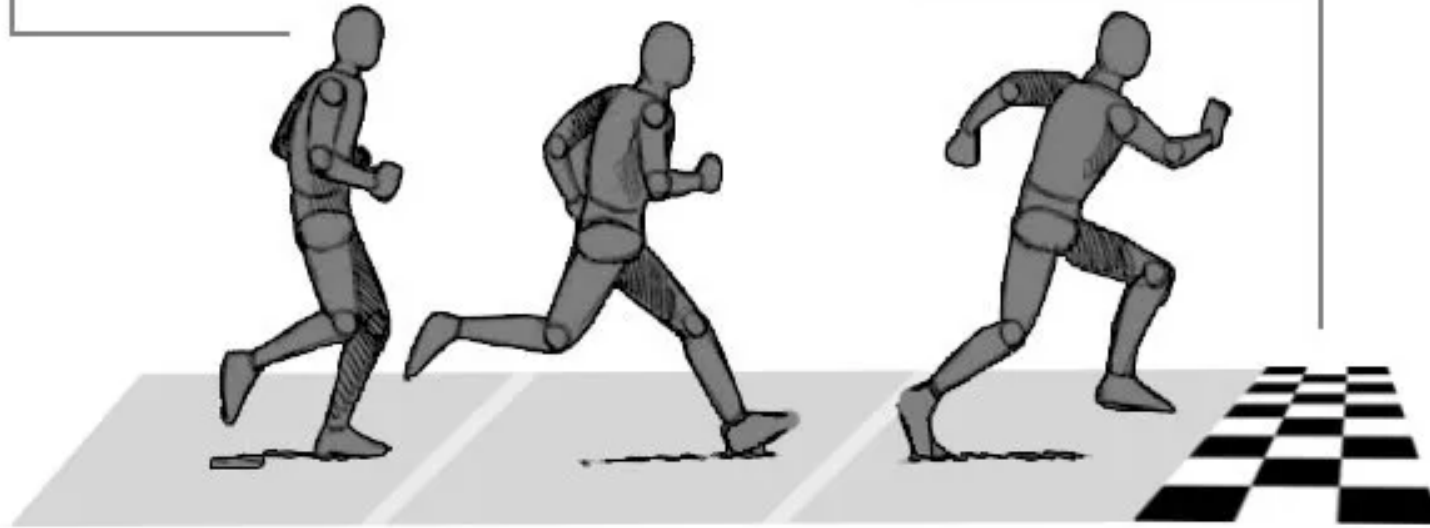
1. Personas aren't fictional guesses at what a target user thinks. Every aspect of a persona's description should be tied back to real data - observed or researched.
2. Personas reflect real user patterns, not different user roles. Personas aren't a reflection of roles within a system.
3. A persona focuses on how users interact with a product, not the future how users will interact with a product.
4. A persona is context-specific - it's focused on the behaviors and goals related to the specific domain of a product.

1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.

3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.



2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

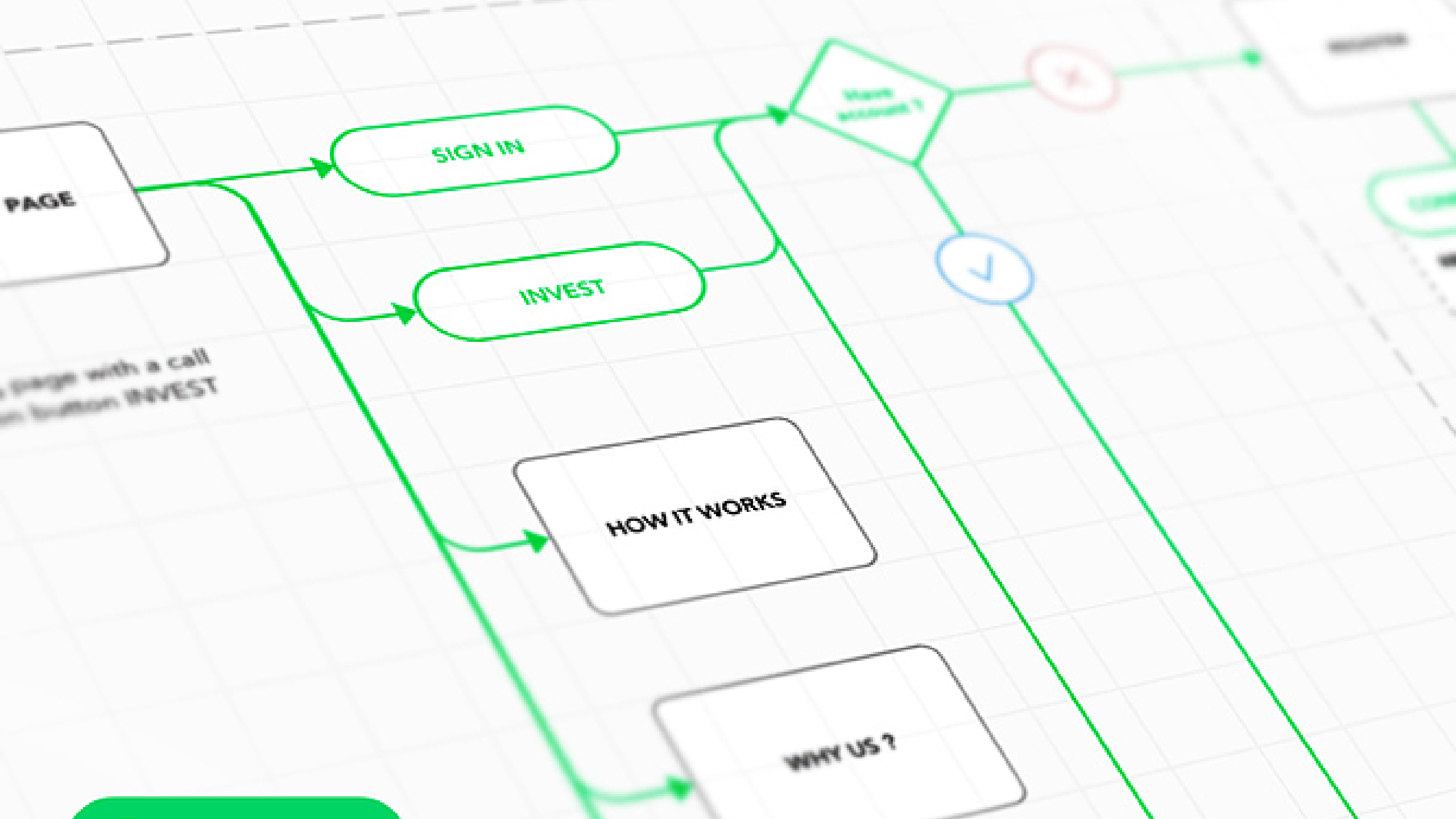
What Should be in User Persona

A user persona template you should include the following information:

1. Persona name
2. Photo
3. Demographics (gender, age, location, marital status, family)
4. Goals and needs
5. Frustrations (or “pain points”)
6. Behaviors
7. Bits of personality (e.g. a quote or slogan that captures the personality)

Other Deliverables.

User Flow. Sitemap. Wireframe.

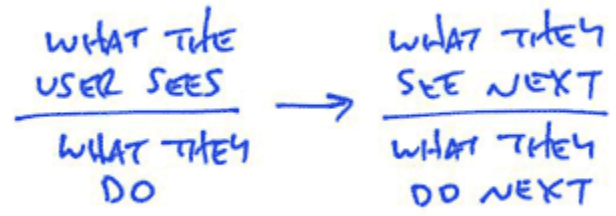


User Flow (Kasutajavood)

A user flow is a diagram that shows at a glance, the path your user will take through your app or website to achieve a certain goal. You can create user flows at any stage of the design phase and this will help determine the information architecture.

Designing User Flows - Considerations

1. Descriptive name.
2. One directional flows.
3. One goal per flow.
4. Always have a legend key for users who are not familiar with such deliverables.
5. Decide and entry point
6. Clearly label each action
7. Use colors wisely.
8. Always make sure your user flows are complete when it comes to a goal.



From: A shorthand for designing UI flows. <https://signalvnoise.com/posts/1926-a-shorthand-for-designing-ui-flows>

Links

- Personas – A Simple Introduction. <https://www.interaction-design.org/literature/article/personas-why-and-how-you-should-use-them>
- User Persona Template. <https://docs.google.com/document/edit?id=1ipyqFwuog3QnwBX-HdWh03jDT3X-GJ2yImbvVJ9MSys&hl=en>
- Putting Personas to Work in UX Design: What They Are and Why They're Important. <https://xd.adobe.com/ideas/process/user-research/putting-personas-to-work-in-ux-design/>
- The Story of Spotify Personas. <https://spotify.design/article/the-story-of-spotify-personas>
- UX Personas are useless. Unless created properly. <https://uxmag.com/articles/ux-personas-are-useless-unless-created-properly>

Links

- A shorthand for designing UI flows. <https://signalvnoise.com/posts/1926-a-shorthand-for-designing-ui-flows>
- A UX designer's guide to user flows. <https://uxdesign.cc/a-ux-designers-guide-to-user-flows-bbbc61f8b666>
- Instagram Redesign Case Study. <https://medium.com/ux-case-study-instagram-redesign/personal-note-4e91fd4386db>

Thank you!