

# Personas

## Idea/Introduction

Personas are a great empathy-building activity that expands a developer's mind to the users of the app.

## Learning Outcome

Participants should have a working knowledge about how to create personas. Participants should be able to use their personas to look at their app through someone else's perspective.

## Time

20 min

## Definition

Personas are a way to walk a mile in your user's shoes.<sup>1</sup> They allow you to consider who is using your app.

## Activity

For this activity, participants will make three different personas for people who might use their app.

Participants can either imagine 3 different users or you can give three person types (for example, “Imagine your grandma/mom/friend using your app”). They should think about the behaviors, needs, and facts about each person.

This can be done on paper or using this online resource, <http://personapp.io/>.

After participants make the three personas, they should walk through their app with each of these personas in mind, thinking about what this user may or may not understand about the app. It would be useful to come together as a group and talk about what they experienced during the exercise, or work with a partner to reflect.

## Framing for slower-paced participants

If participants are struggling with this concept, have them design their ideal user, a user that would already know how to use the app that they are building.

## Framing for faster-paced participants

For faster paced participants, challenge them to create personas for people that may have a harder time empathizing with - like their friend's parents or their younger cousin.

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<sup>1</sup> Buley, Leah. *User Experience Team of One: A Research and Design Survival Guide*. 2013. Print.