



Personas

MSF Phase: Planning

Owner: UX Team Member

Status: Mandatory

Discipline: Visual/Information Design

Receiver: Everyone

What are they?

A persona is a realistic character sketch representing one segment of the targeted audience. Personas summarize user research findings and bring that research to life in a such a way that everyone can make better decisions based on real users, not themselves. Personas create a **shared vision** for exactly whom you're designing and what they want.

Who uses them?

Marketing and business analysts can clarify the major segments in a market, see goals that are most important and understand the benefits to each audience. **Business and systems analysts** can better understand what activities will be supported and how to support them.

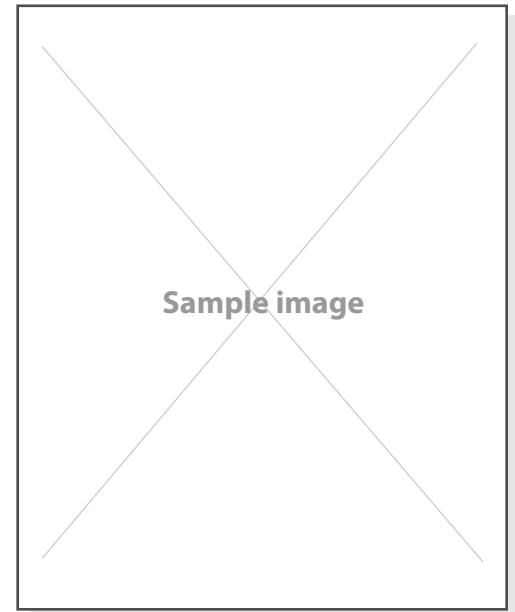
User experience teams use them to structure the system, and collaborate with analysts on developing key scenarios that will guide the system design. **Visual designers** can determine what interaction methods would be most accessible and what effects would be most appealing. **The development team** uses the scenarios to understand how to prioritize feature development, and understand how to more comprehensively meet users' needs.

How It Works

- 1. Conduct qualitative research.** User interviews, field studies and usability testing are used to gather data on actual users.
- 2. If possible, do quantitative research.** Do user surveys and study web site statistics.
- 3. Group users based on cluster analysis.** Based on the resulting information, cluster users into segments.
- 4. Create a persona from each segment.** Build each segment into a single user with a name, profile, goals and objectives and personal information.

Find Out More

Contact [\[internal contact\]](#) to find out more or request a sample.



Relationships with other Deliverables and Activities

Input From

User Interviews
Field Studies
Usability Analysis

Output To

HTML/CSS Templates
QA Testing
User Acceptance Testing
Visual Design
Design Standards Guide

