Personas as A Tool For Understanding The Users In Product Design

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Abstract:

The philosophy that is based on humanity; is designed to start with a good understanding of people, their needs, and what the design aims to meet. This understanding comes primarily through observation, because people, themselves, are often unaware of their real needs, even of the difficulties they face. The personality tool, which is used, firstly, in the field of software design in 1998 by Alan Cooper, have an impact on software design and its use, soon it is spread to many different fields such as marketing, health, and media. Cooper uses peoples' personas to focus on users' goals and activities. Designers often have a vague or contradictory sense of their intended users, or they may base their design solutions on people similar to them. What are personas and how can they be created and used to better understand users and obtain better results in product design? What distinguishes personalities and the challenges and obstacles they face in the product design process. A personality is a behavioral model. The most effective behavioral models are extracted from interview data and observations with real users. They typically describe how a certain type of person behaves and what their goals are. The two basic components of a persona are a person's behaviors and goals and they are given a name and image and used in the design process. The persona enables the designer to extrapolate and analyze the user's behavior and uses these inferences and predictions in a better product. Cooper's first persona is based on a single user. Cooper emphasizes the idea of "designing for one person only" and says that personas are user models that are represented as specific individuals. This helps the designers to focus on specific individuals rather than designing one product for everyone.

In developing of the use of characters and the methods of implementing them, it is found that the persona does not necessarily represent a single user. Instead, the designer creates the persona based on a combination of users. Where the characteristics are extracted from different people and collected into one personality. It should collect the behaviors, needs, and weak points in association with the user experience for that group of users. The personas are created according to the goals are defined, potential users are identified, data is collected, information is analyzed, patterns are identified, and the implementation of personas for use. The persona is the core that the scenario and the user's story is based on.

Research problem: The key for design success comes from a deep understanding of users' needs, aspiration ,challenges, how they work, and even how they live and play. According to the foregoing, the inductive problem can be drafted in the following: How personas help to be a tool for understanding and connecting with the group of targeted users and facilitating design decisions ? How can clear steps are put for optimal application of personas in product design? how can personas support connecting users' needs and desires?

How can personas support various design activities? **Research aims**: Put a methodology for characters and how they create it and use it for the product design process.

Research importance: Reaching a better design results by applying personas in the design process.

Research methodology: The analytical descriptive method

The Results Personas are fictional stories of an imaginary user of the product whose characteristics are significant to the designer. Personalities work to provide a better understanding of others by providing contextual and environmental information to the designer. The designer can also refer to the personality whilst making decisions .At the same time, they contribute to focusing on the user and eliminating the negative influence of executives and designers, so that their decisions do not become based on biases and assumptions. Besides, it works to fill the gaps. Traits of Persona are created based on field data arising from contextual interviews, observations or market data. Features of persona are built according to a set of steps: defining critical tasks, clarifying the use environment, identifying common problems and weak points, choosing a name and image, clarifying the goals, motivations, background of the characters, and clarifying the usage scenario.

Keywords:

Persona- user centered design- product design

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