MAX CIPICCHIA

UXDI Instructor Lead position

Lesson Simulation

MAX CIPICCHIA

LEARNING OBJECTIVES

By the end of this lesson students will be able to:

- Comprehend the definition of personas and the benefits they offer.
- Create, personas throughout the UX design process.
- Incorporate user data into user interfaces.
- Exercise with your classmate.

MAX CIPICCHIA

PERSONAS

DEFINITION&BENEFITS

MAX CIPICCHIA

PERSONAS

DEFINITION&BENEFITS

MAX CIPICCHIA

PERSONAS

MAX CIPICCHIA

PERSONAS

PROCESS&CREATION

MAX CIPICCHIA

PERSONAS

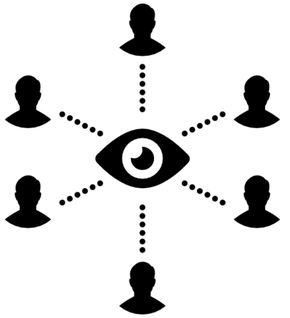
كارفور
Carrefour

Interviews

Surveys

Analytics

Observation



MAX CIPICCHIA

PERSONAS

Mike Rice

Freelancer

29, In a relationship, Video Producer, California, USA

BIO

Isaac Rice is a freelance Video Producer working remotely from home. He Works during production and post-production phases in film, TV and video projects. He has a home internet connection with an average speed.

TECHNOLOGY

IT & Internet ●●●●●
Software ●●●●○
Mobile Apps ●●●○○

GOALS

Collect material effectively from customers.
Deliver dailies and output to customers effectively, reliably and fast showcase portfolio online.

PAIN POINTS

Travel to customers' location to collect material.
Use regular mail to receive and deliver content.
Limited file size uploads.
Long time to upload huge files Restarting interrupted uploads from scratch

WANTS & NEEDS

Secure, fast and affordable way to collect and deliver huge media files Easy way to showcase portfolio securely online

BRANDS

Dropbox Google Drive vimeo We YouTube

MAX CIPICCHIA

PERSONAS

Interview 1

Nya

"I feel my time is valuable and I do not want to waste it by submitting questions to health experts that go left unanswered."

Age: 34
Work: High School Teacher
Family: Married with kids
Location: Sacramento, CA
Archetype: The Caregiver

Reflective | Empath | Patient | Leader

Activities

Nya is a high school teacher. She prefers to stay at home on the weekends and she spends a good portion of her free time helping her children thrive and grow. Her hobbies include making ceramics, cooking, and volunteering.

Needs and Goals

Looking for eastern and western health expert recommendations provided to me.

I need a way to post what I am looking for and have qualified experts respond in a timely manner.

It would be amazing if I never have to re-enter new patient forms with the same information I have already provided again.

Instead of calling an expert, I would like to book appointments using my phone.

Frustrations

Being upselled and pressured to buy things I don't need.

Expert keeping me on the phone longer than needed to upsell me on things I did not ask for.

I find it difficult to schedule appointments that work with my schedule.

Behaviors and Attitudes

Calm and collective.

Nya does not enjoy the process of searching for an expert, but she's happy when the job is complete.

Nya will browse through ratings she see's on Google and Yelp, and will contact the first 3 highly rated experts.

Motivations

She believes one the best investments you can make is in your health and yourself.

Her children often come down with a cold or show other health symptoms that Nya would like advice on how to treat naturally.

Nya is interested in learning more about alternative therapy.

Nya is motivated to contact an Expert through google and yelp ratings.

Brands

Medium | twitter | Dropbox | YouTube

MAX CIPICCHIA

PERSONAS

RECAP

- WE UNDERSTAND WHAT ARE PERSONAS AND THEIR BENEFITS

- LEARN HOW TO CREATE PERSONAS THROUGHOUT THE UX PROCESS.

MAX CIPICCHIA

PERSONAS

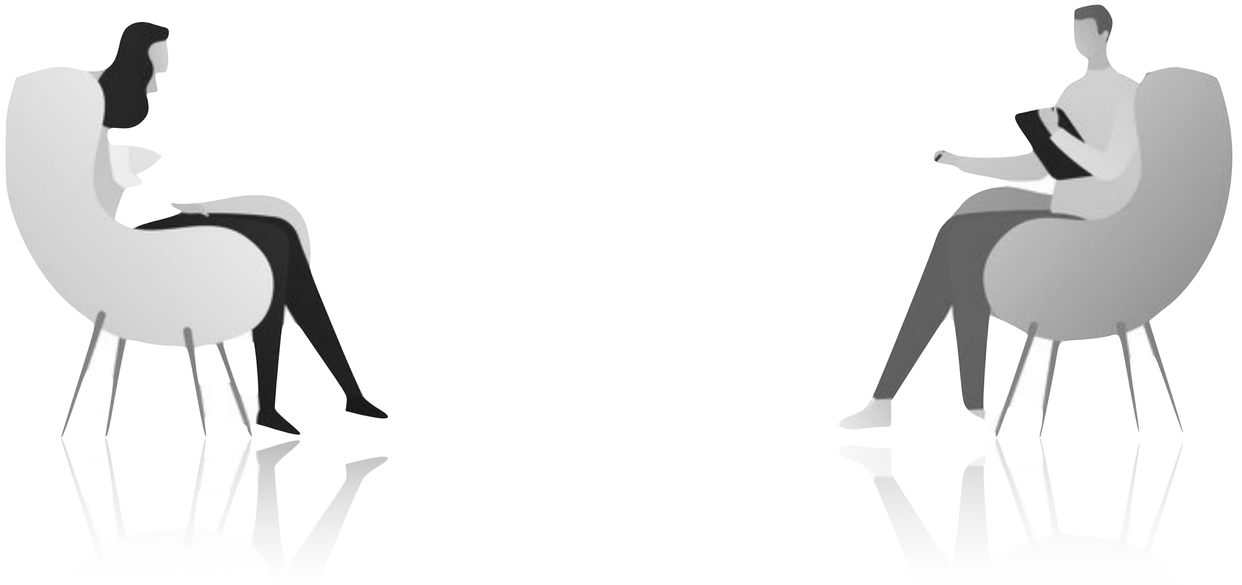
VALIDATE&INCORPORATE

MAX CIPICCHIA

PERSONAS

INTERVIEWING EXERCISE

- Social Networks
- Shopping online



MAX CIPICCHIA

PERSONAS

How to Conduct Interviews

- Ask permission to use the recording
- Set goals for the interviews
- Avoid leading questions
- Listen more, talk less
- Say thank you

MAX CIPICCHIA

PERSONAS