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CUNY Academic Works

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Personas, Scenarios and Storyboards

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Personas, Scenarios and Storyboards

Refer to the user research and needfinding that you conducted and create user *personas* that represent your user base.

Recall that user personas:
- builds empathy for the users of your product
- allows the designers and developers to focus on the core needs of a specific subset of the population
- facilitates communication by allowing designers to refer to specific personas ("Hey, have we made sure that Bob will be able to use this?")

To create the personas, look through the data that you have amassed about users. Segment the users into groups based on product needs, motivations, or roles.

Then actually create three user personas. I recommend [this template by Roman Pichler](#) but you are welcome to find other templates (or not to use a template at all).

- **Photo** (do not neglect or use cartoon figures; this step aids in empathy-building)

- **Name**

- **Quote** that describes the user goals with the product

- **Goals**, including:

  o life goals: personal aspirations

  o experience goals: how the user wants to feel while using the product

  o end goals: outcomes that the user desires from using the product

- **Biographical profile** and **personal information** that affects usage

In addition, write one *scenario* that involves at least one of your personas as a "character" to convey your persona's feelings and frustrations with the current technology or lack thereof.

Finally, begin thinking about the product that you will create and create a *storyboard* that depicts the user using your product. Sketch it (here, cartoon or star figures are fine) in 4-6 frames. Keep in mind the three s's of storyboards:

- **Setting**: people and environment
- **Sequence**: What task is being executed? What leads someone to use your product? What are the high-level steps involved?
- **Satisfaction**: What's the motivation of the user and what are the end results? How are you satisfying their needs?

Do *not* get bogged down in the nitty-gritty details of your product, just the high-level idea behind it.