

# User Personas and Profiles

Designers and developers make the best decisions when they engage meaningfully with the target users.

User Profiles and Personas are effective tools that provide designers and developers with ongoing access to the intended users, their goals, needs, and motivations in using the product or service.

## Our Service

Akendi's Human Factors experts incorporate User Personas and Profiles as key tools in the Akendi design process. These "proxies" are used throughout the project lifecycle to ensure that target users guide design, content and feature decisions. This process stimulates ongoing communication regarding the end users among all stakeholders.

## Tools and Techniques

Our established process enables us to collect knowledge about target users from within your organization. We also conduct Ethnographic Field Research to better understand user needs, then develop a Persona, a detailed character sketch, for each user segment. In cases where Ethnographic Field Research is not conducted, we create a simplified character sketch called a User Profile.

## Duration

On average, the development of User Personas and Profiles ranges from three to six weeks in duration.

## About Akendi

Akendi is a human experience design firm, leveraging equal parts user experience research and creative design excellence. We provide strategic insights and analysis about customer & user behaviour, combine this knowledge with inspired creative design, and architect the user's experience to meet organization goals. The result is intentional products and services that enable organizations to improve effectiveness, engage users and provide remarkable customer experiences to their audiences.

## Our User Personas and Profiles Process

### Define User Segments

- Determine users, their actions and the context in which they act

### Conduct Field Research

- Study actual users
- Analyze data

### Develop Personas/Profiles

- Develop detailed character sketches with name, photo and other details

### Present Findings

- Present findings through posters, Power Point slides or web pages

## Benefits

- Wins over customers by providing a compelling experience that is on-target with their needs and expectations
- Provides in-depth understanding of user segments, goals, needs and motivations
- De-risks design from its early stages by ensuring it aligns with the intended human experience
- Provides concrete data on which to base decisions about design and features
- Prevents the need for costly changes late in the development cycle or post-launch

## Call for a Consultation

Learn how our user centred approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

**1.866.585.1660**  
**contact@akendi.com**

Akendi

Intentional Experiences

WWW.AKENDI.COM



# User Personas and Profiles

## Our Approach

User Personas and Profiles are richly detailed character sketches that represent real users. Each end-user segment is given a name, face, age, personality, context of use, and other details that help bring it to life for project stakeholders.

For each product, service or website we typically create three to eight personas or profiles. Based on your organization's needs and style, the User Personas and User Profiles can be presented in formats such as posters, PowerPoint slides, pages on your corporate intranet and life-sized cardboard cut-outs.

Personas and Profiles become an even more powerful tool when combined with **Usage Scenarios**. These are descriptions that identify the actions taken by each persona as he or she interacts with a product or service interface.

User Persona sample