



A Designer’s Guide to User Personas

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A Designer’s Guide to User Personas: In this course, you'll discover how to build a successful user profile for any design-related project!

Making personas for users is a critical skill for any designer. It allows you to establish an objective purpose for your design and measure the success of your project, which can help you improve your work and make it easier to communicate with your customers.

You will learn the following:

- What are a User and the components that comprise it
- What are the critical components of your project, and how to begin conducting research
- How do you identify the points of contact of your project to build a user experience
- How do you create an avatar for the user, and how do you select the right images
- How do you share this with your client

This class is for every creative who has worked with clients or would like to sharpen their skills! If you've been interested in why designers create user personas, how they're constructed and how you can utilize them in your work, This class is perfectly suitable for you.

At the end of the course, you'll not only be armed with a greater understanding of the personas of users, but you'll also know how to keep improving your design abilities by developing specific goals and measures for achievement!



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