

User centred design

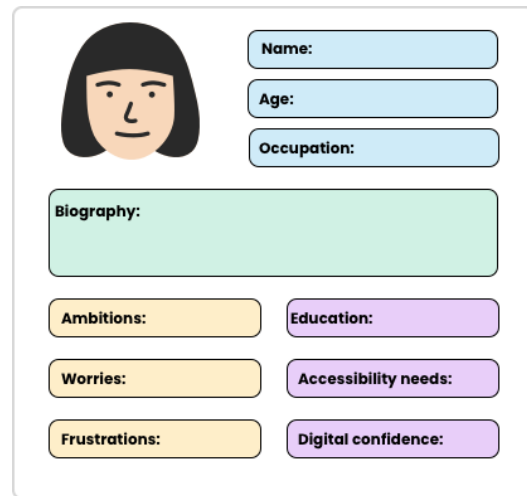
Bitesize learning workshop



Localise

Personas

- Fictional representations of your users, grounded in real research data and insights.
- Used to create a clear picture of a typical user.
- Capture key information including:
 - **Demographic information**
 - **Goals and Motivations**
 - **Behaviours**
 - **Pain Points**
- Developed through user research methods like interviews, surveys, and observation.



A template for creating a user persona. It includes a placeholder for a user's photo, fields for Name, Age, and Occupation, a Biography section, and several colored boxes for Ambitions, Worries, Frustrations, Education, Accessibility needs, and Digital confidence.

Name:

Age:

Occupation:

Biography:

Ambitions:

Education:

Worries:

Accessibility needs:

Frustrations:

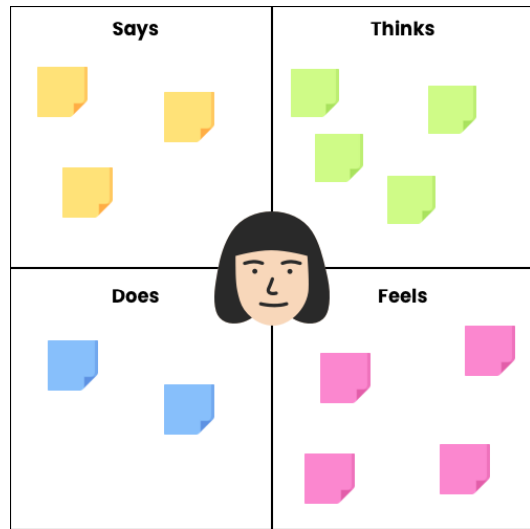
Digital confidence:



Localise

Empathy mapping

- A simple, visual tool used to better understand a user's thoughts, feelings, and behaviours.
- Typically organized into four key quadrants:
 - **Thinking**
 - **Feeling**
 - **Saying**
 - **Doing**
- Helps teams identify innovation opportunities and prioritize design decisions based on real user needs.



Localise

Task 1 – 10 minutes

On your tables, create a user persona. They will need:

- Name
- Staff/resident/other
- Occupation
- Age
- Location
- Digital confidence
- Goals and motivations
- Frustrations and pain points
- Needs and expectations

Add anything else you can think of. Maybe a picture?



Localise

Task 2 – 5 minutes

Decide on something your persona needs to do. Some ideas:

Internal personas

- Pick up a laptop
- Do their GDPR training
- Reset a password
- Understand what they are meant to do with their calendars

External personas

- Find out some information
- Use a service
- Chase something up
- Report something

Task 3 – 10 minutes

Produce an empathy map for your persona as they deal with this thing.

- Divide a bit of paper into four squares:
 - Says
 - Thinks
 - Does
 - Feels
- In each box, note down the things your persona will be experiencing in relation to the activity you've given them.

Task 4 – 10 minutes

Let's turn this insight into actionable improvement.

Knowing what you know about your persona, what changes could be made to the service, process, or product in question to make their lives easier?

This could include thinking about: access channels, website content, communications, process and service design, accessibility, and so on.

Make a note of your recommended changes.



Localise

Reflection

People don't intend to do the wrong things. Like us, they have a lot going on, and maybe the thing we want them to do isn't their top priority right now.

Empathising with our users helps us understand where they are coming from and how we can make things better for them.

Remember – this didn't take very long! Time constraints are not an excuse for not being user centred!

Credits

This workshop and the accompanying slides were designed by Dave Briggs from Localise for Luton Council.

You are free to adapt and use these slides as you see fit, but a credit would be nice 😊

Email me: dave@locali.se

Our website: <https://locali.se/>

My blog: <https://da.vebrig.gs/>

Me on LinkedIn: <https://www.linkedin.com/in/davebriggs/>