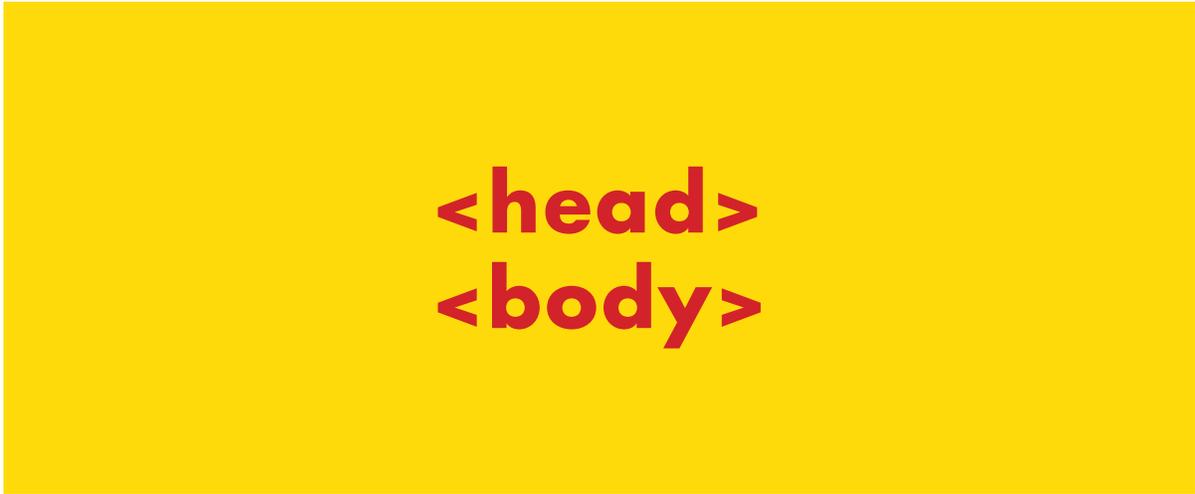


personas

P.01



<head>
<body>

OVERVIEW

UX design is a term that describes the strategy to better interact with brands, products, and services – in other words, the goal of UX design is to create a **good user experience**. As its main guiding principle, UX design states that the user should be the center of all things. Therefore, understanding the user is key to any UX design process.

Design Thinking describes this stage in which we seek to comprehend the user as 'empathy'. Amongst some of the methods that can be used during this phase, there is the creation of **personas: fictional characters that should represent different user types**. In this project, we will borrow from this UX idea: personas as guiding principles of design.

OBJECTIVE

In this project you will design a profile page featuring a fictional character. The characters will be picked randomly from classic books. Although some of the characters may have lived many years ago, I want you to imagine it as realistically as possible as somebody that exists today. Hence, stay away from stereotypical and commonplace representations of the character.

PROGRAMMING BLOCKS

Each week, during the course of the assignment, a block of code

will be created in class. They form the basic structure of the page with (1) header, navigation, feature area; (2) content; and (3) footer. You can see an example of the built model [here](#).

Some other useful information:

- Design first, code later: make a static prototype (pdf); Suggested size for prototype: is 2000px wide with a 980px safe area for small monitor screens (in other words, keep important graphics and content within a 980px area – check reference file given as example)
- Customize the page as you desire, you can change both css and html, as long as the basic the structure is kept.
- Pay attention to type selection (google fonts) and how it can be used to better represent your character
- Be selective in choosing the color palette, consider how it can describe the mood of the persona
- Design a logo for the persona
- Make icons that describe: 3 characteristics of the persona, plus one for allies/enemies
- If working with jpeg, png, or gifs: size your images to the size they must appear on the screen
- Prefer to use .svg for icons and logos
- Navigation buttons should link to parts of page
- Include one external link so the visitor can purchase the

character's book

A FEW WORDS OF UX ADVICE

Steve Krug is a usability consultant who has written extensively about user interactions. Here's a few of the most basic things you should remember about UX:

- **Don't make me think**
 This is Krug's first law of usability. "It's the overriding principle—the ultimate tie breaker when deciding whether a design works or it doesn't. (...) as far as humanly possible, when I look at a webpage it should be self-evident. Obvious. Self-explanatory. I should be able to 'get it'—what is it and how to use it—without expending any effort thinking about it."
- **We don't read pages, we scan them**
 We tend to spend very little time reading webpages (with some exceptions, of course). Instead, we scan looking for words, phrases, and elements that catch our eye. So when designing your page, make it easily scannable using hierarchy (emphasize and differentiate) and breaking up the content into clearly defined areas.
- to the user and are harder to scan), use lists, and highlight key terms.

SUBMISSION

1. **Digital:**
 Upload directory (project folder with .html and images) to the google drive folder

CALENDAR

- Group 1 (Wednesday)
- 02/08 Project assigned
 - 02/15 Work
 - 02/22 Work/Review
 - 03/01 Project due (google drive folder before class at 12pm)**
 - ...
- Group 2 (Friday)
- 02/10 Project assigned
 - 02/17 Work
 - 02/24 Work/Review
 - 03/03 Project due (google drive folder before class at 3pm)**

