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Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai

COURSE NAME : 19CSE315 – UI/UX DESIGN

III YEAR/ VI SEMESTER

UNIT – 3 UX & ITS ELEMENTS OF DESIGN

Topic: Big picture , Persona in UX Design

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BIG PICTURE

- In UI/UX design, the “BIG PICTURE” refers to the overall vision and goals of a project.
- It's about understanding the purpose and context of the design and ensuring that every detail contributes to achieving that purpose in a meaningful way for the users.
- It encompasses the entire user experience and interface, including how users interact with a product or service from start to finish.
- It involves considering factors like user needs, business objectives, branding, aesthetics, usability, and functionality to create a cohesive and effective design solution.



USES OF BIG PICTURE

- 1. DRIVING INNOVATION:** By focusing on the big picture, designers can identify opportunities for innovation and improvement.
- 2. MAINTAINING CONSISTENCY:** The big picture ensures consistency across different parts of the user interface and experience.
- 3. GUIDING DESIGN DECISIONS:** It provides a roadmap for designers, helping them make informed decisions throughout the design process.
- 4. SYSTEM INTRACCTIONS:** Recognizing how various components within a system (e.g., interfaces, features, platforms) interact with each other to fulfill user needs and goals.



PERSONA IN UX

- a persona refers to a fictional character created to represent a group of users who exhibit similar behavior, goals, needs, and characteristics.
- Designers use personas to understand their target audience better and to design products or services that meet the needs of specific user groups effectively.
- In UX, personas are an important tool for understanding and empathising with your target audience.
- Personas comprise a mixture of text and icons/graphics and you can also give them a face.
- Although personas are fictional, they should be based on facts and data about real users



PERSONA IN UX

A UX persona includes:

The persona's name and an image (e.g. an illustration, avatar, photo or stock image)

Demographic information such as your persona's age, gender, family/living situation, employment status and anything else that's relevant to your product or problem space their needs and goals in relation to your product

EXAMPLE:

Name: Sarah Miller

Age: 32

Occupation: Marketing Manager

Location: Urban area, Seattle, WA

Background: Sarah is a marketing manager



PERSONA IN UX

TYPES OF PERSONA:

- User persona
- Buyer persona
- Primary and secondary persona
- Proto persona
- Qualitative persona
- Statistical persona

USER PERSONA:

These personas represent the primary users of the product or service.



PERSONA IN UX

NEGATIVE PERSONA:

Negative personas represent individuals who are not part of the target audience. Identifying negative personas helps in refining the target audience and avoiding design decisions that might cater to the wrong audience.

PRIMARY AND SECONDARY PERSONA:

Primary personas are the main focus of the design process, representing the core user group. Secondary personas represent additional user segments that may interact with the product but are not the primary focus.

PROTO PERSONA:

Proto personas are based on assumptions and existing knowledge about users, often created at the early stages of a project when detailed user research data may not be available.



PERSONA IN UX

BUYER PERSONA:

Buyer personas focus on the individuals or entities involved in the purchasing decision-making process. They help understand the motivations, needs, and concerns of those who influence or make purchasing decisions related to the product or service.

QUANTITATIVE PERSONA:

Quantitative personas can be particularly useful for large-scale digital products or services with extensive user bases.

STATISTICAL PERSONA :

statistical persona in UX design is a representation of a user group based on statistical data and analysis



*Thank
you!*