

## **Personas: Their purpose, creation, and use**

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### ***Abstract***

The fundamental commandment that underlies effective product design is “Know thy users,” and its corollary “Build products that satisfy users’ needs and can be understood with the knowledge, skills, and tools the users possess.”

This is easier said than done, especially in the area of communicating complex statistics on the economy, demographics, and other social phenomena. One tool that an increasing number of NSOs are using in human-centered design are personas. Personas are research-based fictional characters who represent the different user types that will access and utilize a service or product in a similar way. Personas provide meaningful archetypes to guide and evaluate design and implementation.

This presentation will describe how statistical organizations are developing personas and using them to disseminate more effective products to our customers.