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ser experience is the way a person feels when they are using a product. When a product has a good user experience, that usually means that a person finds it enjoyable and easy to use. But a good user experience isn't something that just gets built into a product automatically. The best designers think about how to build a great user experience from the very beginning of a project.

One way that designers make sure their product has a good user experience is by thinking like an actual user! Before they even start drawing designs, designers will often hold user interviews to ask real humans about their experiences. The designers might ask about the users' backgrounds or about what kinds of things they want out of a product. After talking to lots of different people, the designers look for trends and make categories of the different kinds of users who are interested in their product. Then, they use those categories to write user personas.

A user persona is like a profile page for a made-up person who matches some characteristics of someone who might use your product. The actual details in the persona vary based on what kinds of details are important to your particular project. It might include a short bio of that person's life, their age, their job, or their level of comfort with different technology. User personas help designers make sure they are designing a product that fits the needs of a specific type of user. For example, it can be hard to think about what kind of design might be fun for children ages 8-12, but it's easier to think about what might be fun for your 10-year-old cousin, Nina. Two different user personas for a mobile app to help students apply to colleges are pictured below:



NAME: Carla
AGE:17

BIO: Carla is a junior in high school. When she's not at basketball practice, she can be found in the computer lab, building cool websites with her friends. She's interested in exploring colleges that offer computer science majors and scholarships for student athletes.

FAVORITE APPS: Snapschat, ESPN, Spotify



NAME: Faatimah
AGE:18

BIO:Faatimah is a senior in high school and is currently applying to colleges. She wants to double major in physics and art history. Her biggest concern is keeping track of all her applications: deadlines, essays, and letters of recommendation.

FAVORITE APPS: Instagram, Angry Bird, Twitter



Nicole Dominguez learned to program when she was 13 by building her own blog about her life and the things she was creating. She started freelancing when she was 15, working with some friends to take on client projects. Now, she is a user interface (UI) designer and front-end developer. That means she builds the parts of websites that users interact with directly. She likes working at the intersection between design and code.

Nicole used to be a digital nomad, which means she worked remotely (doing all her work online from her computer, instead of in a normal office setting) and used the money she earned to travel the world. It gave her space to think about her own goals and what she wants out of life.