# User Analysis

UX methods for understanding your user's context, needs, and goals to drive your design

Before designing and building an application, it is helpful to understand the user scenarios that drive the decisions about what, why, and how the application is being built. By understanding who the audience is, the context in which they will use the application, as well as their goals and motivations for using it, one can then identify the priorities, features, and considerations that should be taken to ensure the application's usability. Here are recommended steps for establishing user scenarios for your project.
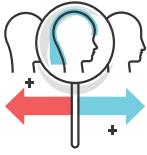
1 User Personas

Begin creating a persona by identifying target users, collecting feedback, and communicating with key stakeholders. Learn about the user's context, goals, and limitations that will shape the project. To get started, generate a list of potential users.

Select one persona to develop with user interviews or by brainstorming on the following questions:

- What brings users to this site or application? What is the user's goal?

- Describe the user and their professional context.

- What is the user's technical background? How would they most likely be using this site?

- What is the goal of the site (stakeholders) for the user? What do you want users take away from the visit?
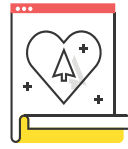
2 User Stories

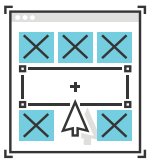A user story describes the user and their goals in a very concise way. This helps to focus a project's direction.

User Story Example:

*As a [**role**], I want [**feature**] because [**reason**].*

*As an **art historian**, Janet wants a **map feature** that **visualizes photography collections** based on where the images where taken.*

Practice writing three user stories for your selected persona:

1. _____

2. _____

3. _____

3 User Scenarios

User scenarios detail how the users navigate and perform tasks on your site. It is a way to develop the user stories from the context of each user and map out the steps they would take to accomplish their goals (also known as user flows). One simple way to map out these scenarios is to write out each step on post-it notes, detailing the user's process for accomplishing their goal. These key steps can be annotated with working questions that help the team iterate on features and anticipate the requirements to support them.

While exploring a map of the United States, Janet sees clusters of hotspots in different colors. *Q. What are the key facets for organizing the image hotspots on the map?*	*Janet filters map based on photographer. She clicks onto a hotspot location. Reads modal info then clicks to photo gallery.* *Q. What metadata will be displayed for each hotspot?*	*Janet views results page with all images taken in that location. She clicks on an individual image and wants to the capture info.* *Q. What image assets are available and what permissions are required?*	*Janet clicks Cite This to capture citation data for this object.* *Q. What information and metadata are available for citations?*

Ideate, Get Feedback, Map It Out

Share the scenarios, get some feedback, and refine. With these tools under your belt, you are ready to generate sketches that will serve as a foundation for page wireframes. It is a good idea to sketch a lot of ideas collaboratively so that you can bring the best insights into your design before committing them to code. Use the **Ideation** sheets to sketch user flows or key interfaces.

If the interface has a lot of complexity, you might want to unpack your user scenarios with a more detailed **Journey Map**, which allows you to annotate each step based on user goals, process, experience, pain points, and opportunities.