

## Users Groups

List different user groups and prioritize one as your target audience.  
More user groups create design challenges

## User Profiles

Characteristics of the user group or groups.

**Such as:**

- Health
- Age
- Gender
- Education
- Language
- Platform Experience
- Domain Expertise
- Expectations

## Task Profiles

Which tasks are performed by which type of user

## Personas

A characterisation of a user group based on the profiles.  
Describes a fictitious user that represents the information from all the profiles.  
Create one persona per user group.

## Environmental Profiles

Different environments call for different design decisions.

**Such as:**

- Location
- Workspace
- Lighting
- Hardware (System, Screen Size et.c)
- Software (connects to technological constraints in the UCD Canvas)