

A "persona" refers to a character, personality, or social role, often the one a person presents to others, which can differ from their true self. The word originated from the Latin term for "mask" and is used in psychology (as a Jungian complex representing a public self), user experience (as a fictional user profile), and generally to describe the public image of an individual.

In General Usage

- A public image: It's the aspect of a character presented to other people, a social role, or a fictional character.
- A contrast to the real self: Often, it implies a contrast between the private self and the aspect of their character shown to the public.

In Psychology

- Carl Jung's theory: In Jungian psychology, the persona is the personality an individual projects to others, differentiated from their authentic self. It is a mask that enables individuals to adapt to society's demands and fulfill their social roles.

In User Experience (UX) Design

- A fictional user: A persona is a realistic, fictional description of a typical or target user of a product.
- Empathy and memorability: These personas help product teams empathize with users by transforming data into a single, relatable user profile with details like goals, behaviors, and demographics.

Other Meanings

- Acting: It can refer to a character played by an actor in a play, film, or other performance.
- Video Games: Persona is the title of a series of Japanese role-playing video games known for their intricate story and engaging combat systems.