Persona

瞭解使用者

Persona 人物誌

透過研究得到的代表性人物

一個服務3-5個 Persona

協助討論聚焦

Persona 內的資訊

Name

Type

Demography

Behavioral

- Goals
- Frustrations
- Technology

Psychography

- Personality
- Motivation

Nicky Parker, 28
The Advocate

MARRIED	Yes
KIDS	Sarah 3, Jamy 10
EDUCATION	College Degree in Mathematics
OCCUPATION	9th Grade Math Teacher
LOCATION	San Francisco

ANALYTICAL   CARING
INTELLIGENT   CAUTIOUS

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Bio or Scenario

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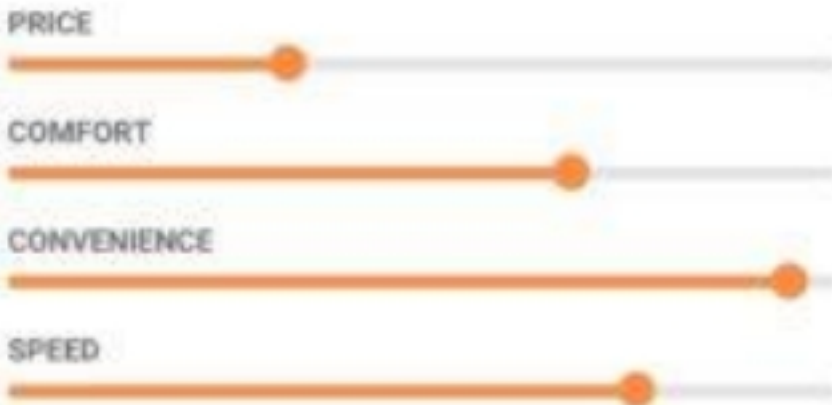
Technology

DESKTOP

SMARTPHONE

SOCIAL MEDIA

Goals

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Motivations

PRICE

COMFORT

CONVENIENCE

SPEED

Brands

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Frustrations

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Personality

INTROVERT   EXTROVERT

ANALYTICAL   CREATIVE

LOYAL   FICKLE

PASSIVE   ACTIVE

Software & Apps

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如何得到 Persona


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                          ┌─────────────────┐
                    ┌─────│      常識        │
                    │     └─────────────────┘
                    │     ┌─────────────────┐
                    ├─────│    人口學統計     │
                    │     └─────────────────┘
┌──────────────┐    │     ┌─────────────────┐
│   Persona    │────┼─────│   現有使用者分析   │
└──────────────┘    │     └─────────────────┘
                    │     ┌─────────────────┐
                    ├─────│    使用者研究     │
                    │     └─────────────────┘
                    │     ┌─────────────────┐
                    └─────│    使用者歷程     │
                          └─────────────────┘
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