

Personas 101

What is a persona?

Personas are fictional characters based on our research. They represent different user types that might use your service, product, site, or brand in a similar way.

What are personas

- A persona summarizes the **story of users** you want to address, their background, day-to-day, and how they use or might use your tool.
- Personas **help empathize** over the users and are useful to **validate our assumptions** as we proceed into product development
- By creating personas, we were able to **move away from distinct user groups** and instead think about our **user behaviors**

Why do we use personas?

Creating personas will help us understand our the CAMD suite's users' needs, experiences, behaviors and goals.

How to use the personas

- **Post it by your desk** and refer to it often!
- Personas help identify **product-market fit**
- Keep the personas in mind when building your product so that it works for *actual* users
- Personas can help with recruiting for future user research

When we have personas, we can use them to help us determine the highest value pieces of functionality to build first.

Reminder: Personas are not real individual users that we know.

A person who uses CAMD suite now, may not be using it in a year.

→ We build for user needs rather than for specific individuals.

We can keep them simple . . .

Martin on a Mission



GOALS

- Wants to use AMPD data for dissertation purposes
- Dives deep into data to look for trends and patterns to help craft petitions, effect regulations or change policy
- Has a specific goal in mind before they get data from AMPD - exploring a problem, identifying a trend, etc

"I want a big mountain of data without any interpretation. I just want the raw data, and then whatever I need to do, I'll do. "It's just the way I am."

PAINS

- Time and effort wasted with data irregularities
- Missing context around data being provided in AMPD. Not having metadata to explain data
- Substitute and default data are misleading, causing massive errors
- Limitations with downloading large datasets - can only download 30 days worth of data at a time

BEHAVIORS

- Looks at large datasets at any given time for a huge period of data
- Don't like AMPD to interpret data for them. They prefer seeing raw data
- Don't use prepackaged datasets. They don't want someone else's context with data
- They generally use AMPD data in conjunction with other datasets
- Don't have the time/ interest in reporting issues back to EPA

Erica the Explorer



GOALS

- Work with other states, legal/ policy experts and other experts to translate data into understandable formats
- Wants to use data to lobby for non- profit reasons
- Use public data sets to help teach students identify trends and patterns.
- Use data to understand air quality, emissions and facilities in particular locations

PAINS

- Not having enough context about the data - plain language data definitions
- Poor design and too much jargon.
- Website not designed with accessibility in mind

"I am not an air person. I don't know what I am looking at"

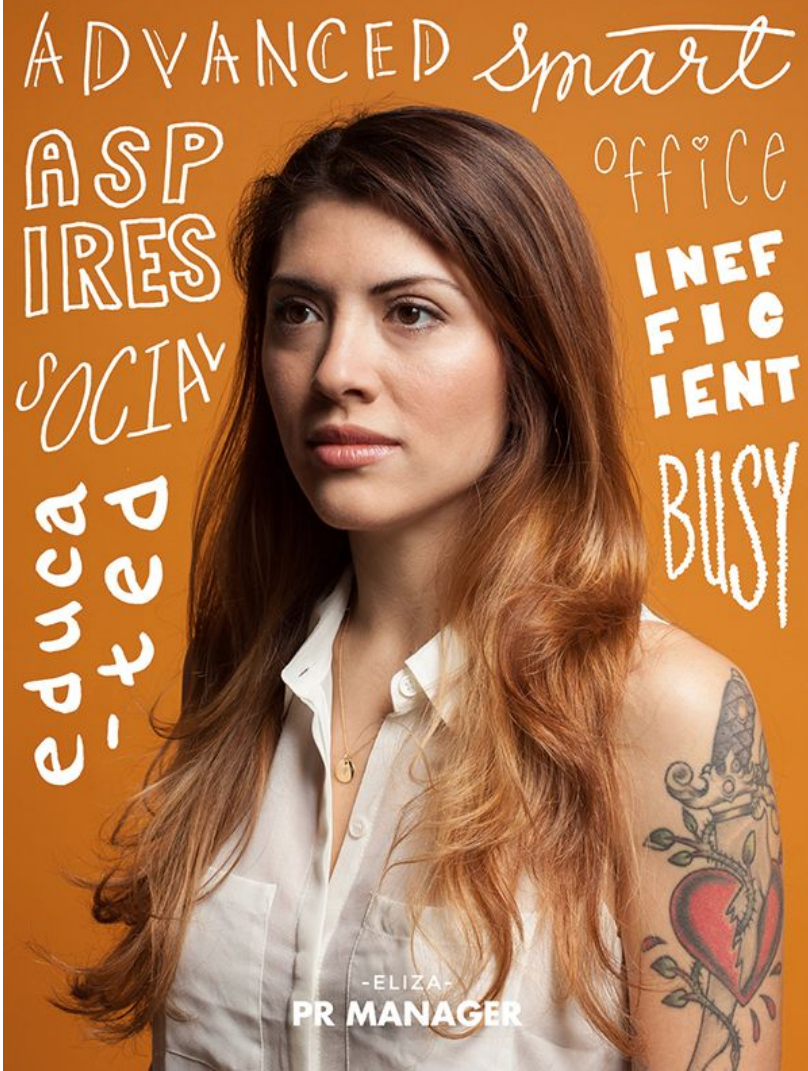
"There is an inherent trust in going to the EPA"

BEHAVIORS

- Wants datasets that are easy to understand and readily available. They also direct students and others to use public data for their projects
- Don't like to work in large datasets.
- Usually prefer to work with data in csv format
- They end up exploring a bit before they land on the data that they are looking for.
- Pre-packages data that identifies common uses of data with visualization is extremely useful for them

18F

Examples of persona pitfalls



Vague

Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 29
OCCUPATION Regional Director
STATUS Single
LOCATION Portsmouth, NH
TIER Frequent Traveler
ARCHETYPE The Planner

Organized

Practical

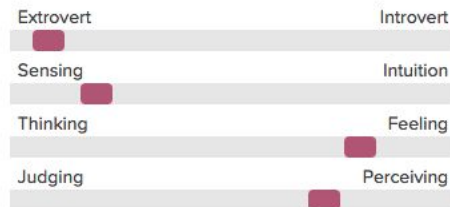
Protective

Hardworking

Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

Personality



Brands



Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

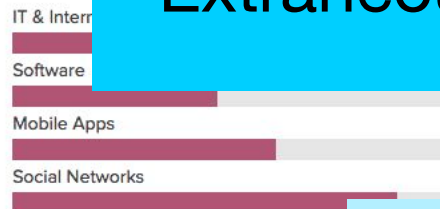
Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech saavy - doesn't like the process

Motivations



Technologies



Extraneous

NAME Jane Garnick
 AGE 38
 OCCUPATION Work-at-home mom
 LOCATION Buckinghamshire, UK
 KIDS Lily, 7 years old
 CLIENTS 3 agencies
 DEVICES Smartphone, Laptop
 INCOME £22K
 LANGUAGES English - native
 French - lived abroad 12 years



flexible
schedule



does technology
really help?



keep life
comfortable :)

What do I
push now?...

I rather spend time on translating than researching software,
since this brings in the money.

This motivates me. 😊

- Feeling in control of the quality of my translation.
- Finishing a project in due time. Or even earlier, to keep clients happy.
- Being able to estimate how much I will earn vs. time investment.
- Bringing a good stable income.
- Would be nice to earn more while being flexible with time.

This does not!

- How do I know if I need a software tool?
- So many CAT tools available. Which one is for me?
- Where should I start or get trained?
- How long before I see results?

Jane Garnick | New Freelance Translator

LEARNING style & needs



BILINGUAL NON-TECHNICAL, SEEKS FLEXIBLE INCOME

Jane has lived and worked in France for 12 years in a consumables company. She has since moved back to the UK. Because she is fluent in French and English and likes the flexibility, she decided to become a translator. She translates from French into English. Jane only has a few clients, which she likes. It keeps her life simple and they provide enough work.

She's not a techie and does not seek out technology by herself. So far she has been able to work with two windows of Word side by side. She knows there are tools out there that would allow her to translate faster, but she did not have the time to invest in this yet. She rather spends time on translating, since this brings in the money. Jane has a 7 year old daughter and does most of her work while she is in school.

NEEDS



versus... PAIN-POINTS



RESPONSIBILITIES

Jane manually translates subtitles. Average from 3 hours to 2

COMMUNICATION

Email. Occasionally phone. Rarely instant messaging.

TOP GOAL

Jane just wants to focus on translating at her own pace while respecting deadlines and quality requirements.

Overwhelming



MARY

Pragmatic
user of services

patient
conscientious
optimistic
measured
in comfort zone
stable
considered
approachable



CHRIS

Overloaded
seeker of support

burdened
frustrated
self-critical
fatigued
worried
dedicated
pessimistic



JULIAN

Confident
navigator of services

driven
analytical
early adopter
informed
positive
resourceful
expects the best
savvy



SHONA

Disenfranchised
critic of the system

disengaged
sceptical
anxious
struggling
jaded
resistant
headstrong



NING

Unfamiliar
seeker of services

daunted
achiever
determined
willing
adaptable
new
hopeful
unsure
unassuming



NIKKI

Self-focused
maximiser of services

under the radar
aimless
social
unfocused
ingenious
fickle
self-centred
casual



AMIIR

Isolated
user of services

hopeful
insular
stunned
anxious
bewildered
grateful
un



Reluctant
navigator of the system

in crisis
pressured
confused
overwhelmed

Alienating

Again, we can keep them simple . . .

Martin on a Mission



GOALS

PAINS

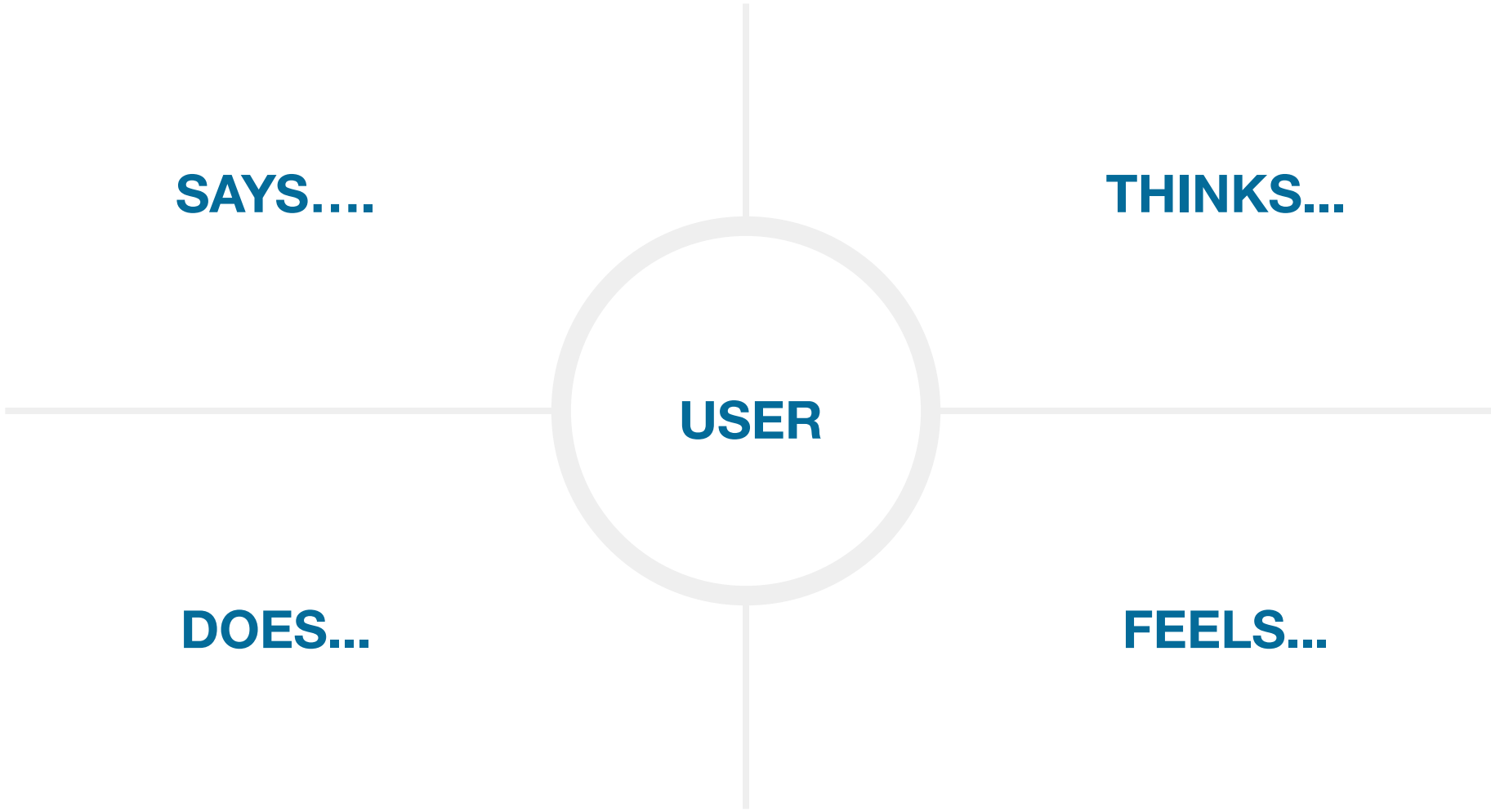
"Quote."

BEHAVIORS

Let's try it.

Exercise 1

Let's start to make personas based on our existing use cases



SAYS....

THINKS...

USER

DOES...

FEELS...