

# AGE OCCUPATION

**LOCATION**

**TIER ARCHETYPE**

45

Software Programmer Suburbs

Power User Likes Technology

# MOTIVATIONS PERSONALITY

Extrovert Introvert

Incentive

Fear

Avoid paying for expensive sleep study in lab Fear

Achieve better health and sleep

Growth

Able to be alert at key times Social

Sensing Intuition

Acheivement

Growth

Thinking Feeling

Power

Social

Judging Perceiving

# GOALS

Outgoing

Techie

Easygoing

Improve his sleep time and quality Be more awake during the day



“ I don’t want to have to pay for an expensive sleep study; this app replaces that and helps me improve my sleep pattern”

Be healthier

# FRUSTRATIONS

Current app lacks sleep diagnostics

Need helpful tips to sleep based on sleep diagnostics Need sleep app more customized to me

# TECHNOLOGY

IT and Internet Software Mobile Apps Social Networks

**NAME**

**LOGO**

**FULL NAME PERSONA TEMPLATE**

**FIRST** LAST **PERSONA TEMPLATE**

**AGEAGE** 1-100 **MOTIVATIONSMOTIVATIONS** (Shade bar to desired level) **PERSONALITYPERSONALITY**

**OCCUPATIONOCCUPATION** What they do for a living Incentive ExtrovertExtrovert IntrovertIntrovert

**STATUSSTATUS** Single or Married Fear

Acheivement SensingSensing IntuitionIntuition

**LOCATIONLOCATION** Where they live/work Growth

Power ThinkingThinking FeelingFeeling

**TIERTIER** Enthusiast/Prosumer/Pro Social

**ARCHETYPEARCHETYPE** Character model JudgingJudging PerceivingPerceiving

**GOALSGOALS** (The(Theobjectivesobjectivesthisthispersonpersonhopeshopesto toacheive)acheive)

Adjective 1 Adjective 2 Adjective 3

Goal 1 **TECHNOLOGYTECHNOLOGY**

Goal 2

ITIT andand InternetInternet

**IMAGE** Goal 3

SoftwareSoftware

**FRUSTRATIONSFRUSTRATIONS** (The(Thepainpainpointspointsthey’dthey’dlikeliketo toavoid)avoid)

Frustration 1 MobileMobile AppsApps

Frustration 2 SocialSocial NetworksNetworks

IMAGE Frustration 3

(235 x 205px) **BIO BRANDSBRANDS**

A paragraph to describe the user journey. Should include (A collection of greyscale some background leading up to a current use case. brand logos representing

the users favorite brands)

*“Personal quotation” (Should capture the essence of this persona’s personality)*



**Karl**

**BIO**

**BIO**

Software programmer; analytical; likes to experiment with new technology - mobile sleep apps - e.g. Muse Headset/ companion app - especially when it replaces older, expensive and more cumbersome study overnight

**QUOTE**

**PERSONAL QUOTE**



in a sleep lab

Pain point: current sleep study/sleep apps - do not provide the sleep diagnostics/feedback that he requires. He needs a custom app like Sleep Analyzer to improve the duration and quality of his sleep”

*Persona by: Anne Farrelly UI Designer for Sleep Analyzer Mobile App - Technical Skills Share Group*