

Personas

Marli

age: 27

residence: Sydney

education: Bachelor of Fine Art

occupation: Designer

marital status: Single | No children



Design is a language, an expression and a solution!

Marli prefers to co-design her product with users or customers. She believes good design is the design that users like. She follows best practices in the industry but she is never afraid to learn new technologies.

Comfort With Technology

INTERNET



SOFTWARE



MOBILE APPS



SOCIAL NETWORK



Criteria For Success:

When a project achieves its goals on time and on budget while delighting users.

Needs

- Set crazy goals and make it happen
- Customers are involved in the Design Process

Values

- Detailed communication
- Empowering users
- Decisions backed up by user research

Wants

- Co-design with users
- Review user feedback before any major decision

Fears

- Users unsatisfied
- Fail to meet deadline



Daniel

age: 31

residence: Melbourne

education: Bachelor

occupation: Sales Manager

marital status: Married



I got to where I am today by being me

Previous was a blogger, now is a sales manager and a proud father with two kids. Passionate about sharing success and meeting new clients from different backgrounds. Enjoys football and cooking at home.

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Needs

- To keep track of everything
- Find unique product stories
- Build comfortable relationship with customers

Values

- Bring Happiness to customers
- Cater to different people
- Help customers make informed decisions

Criteria For Success:

Increase the number of customers subscribing to the company newsletter by 5% within three months

Sell 1500 new products in a year after market introduction

Wants

- Long-term loyal customers
- Productive and effective team
- Cozy atmosphere at work

Fears

- Not have enough time
- Data crashes

