

Example User Personas

1:

- Company Name: Duolingo
- Website URL: <https://www.duolingo.com/>

Name: Richard Johnson



- Goals: To learn new languages
- Background: Likes to travel, has a partner and a decently paying job, wants to learn new languages so he can travel to different countries
- Age: 30
- Gender: Male
- Behaviors: goes to work, gets home and spends time with family and plans trips on his free time
- Spending habits: saves money for the future, specifically for travel plans
- Pain points or Frustrations (why would this site solve their problems): Hard to start learning new languages, consistency
- Needs: Constant reminders, ways to keep learning, good platform to start learning

2:

- Company Name: Discord
- Website URL: <https://discord.com/>

Name: James Williams



- Goals: To communicate more with friends, to have a group chat with better functionalities
- Background: College student, likes to communicate with friends through chat and plan outings
- Age: 20
- Gender: Male
- Behaviors: Likes to play games, studies and goes out on the weekends
- Spending habits: spends money on games and outings
- Pain points or Frustrations (why would this site solve their problems): wants a consistent way to communicate with friend group
- Needs: Reliable way to share files and pictures with friends, send class documents

3:

- Company Name: Grain and Berry
- Website URL: <https://grainandberry.com/>

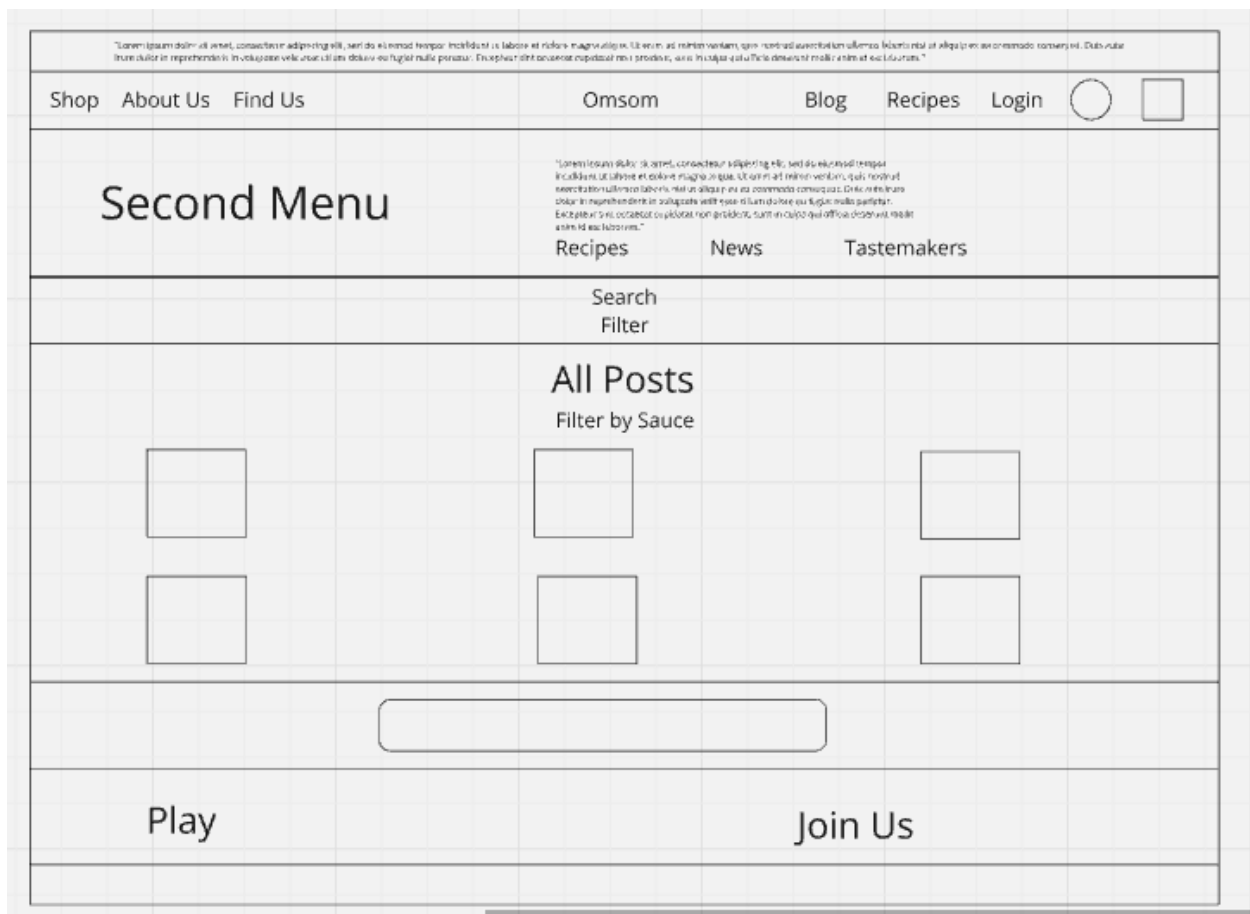
Name: Ariana Small



- Goals: to eat healthier, to get some filling sweets


- Background: vegetarian, likes to walk, goes to college
- Age: 21
- Gender: Female
- Behaviors: reads books and health related websites, exercises and walks
- Spending habits: spends money on sweets and fruits
- Pain points or Frustrations (why would this site solve their problems): gains access to healthier food alternatives
- Needs: Way to order healthier food online





Example Omsom Wireframe



Color Palettes

Vibrant palette

Download 

#00BF7D	#00B4C5	#0073E6	#2546F0	#5928ED
Contrast	Contrast	Contrast	Contrast	Contrast
Black Text 8.75:1 	Black Text 8.33:1 	White Text 4.57:1 	White Text 6.54:1 	White Text 7.12:1 