

Persona Worksheet



1. Tim Cook

Basic Bio (Age, Occupation, General Experiences)

33 years old

Lawyer at Pace Law Firm

Over five years experience of dealing with civil legal cases

Regular traveler in the region, both work and personal

Reads The Economist Online

Motivations & Anxieties

- Tim is a bit of perfectionist and want to get the most precise information
- Recently he received a case regarding financial conflicts and needs information
- He could find most of the information on other chatbots but no all

Immediate Goals

- Read about a financial report regarding the case he is working on
- Search for financial data
- Need a very intelligent chatbot to perform the search by vague keywords

User Goals

- Improve debating skills
- Improve writing skills
- Become more popular and earn more reputation

Experience Goals

- Satisfied that he can find the resource that would be helpful for his case
- Confident that he could use the site afterwards for all related financial issues
- Willing to share the site to other colleagues

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2. Lily Wang

Basic Bio (Age, Occupation, General Experiences)

21 years old

Undergraduate Student studies in Business Administration
at University of Toronto

Worked at TD bank for 8 months as a coop

Interested in reading financial related articles

Motivations & Anxieties

- She is writing a research paper on comparison between two companies financial status
- She wants to work in a financial institution after graduation and would like to know more about the company

Immediate Goals

- Research on the financial status on two companies
- Know more about the financial company that she wants to work for
- Need the search scope to be detailed to get a precise result

User Goals

- Improve interpersonal skills
- Finish school as soon as possible and get hired
- Get a high GPA

Experience Goals

- Confident that she has everything she needs to know the company
- Satisfied with every aspects she found about comparing the two companies
- Happy that she finds another place that she could read related financial articles