# PERSONAS

- Rich descriptions of typical users of the product under development that the designers can focus on and design the product for.
- They don't describe real people, but are realistic rather than idealized.
- Usually represent a synthesis from real users who have been involved in data gathering.
- Each persona is characterized by a unique set of goals relating to the particular product under development.

# PERSONA

- A description of the user's skills, attitudes, tasks, and environment.
- Each persona has a name, often a photograph, and some personal details such as what they do in their leisure time.
- Precise, credible details that helps designers to see the personas as real potential users, and hence as people they can design for.

**Personas** are fictitious characters that are created to represent the different user types within a targeted demographic that might use a site or product.

# What should a user persona consist of?

- Who are you?
- What's your main goal?
- What's your main barrier to achieving this goal?

Think about it: even though they're buying or using the same product, your users and customers have different needs and are drawn to different things

# Who are they?

- You're looking for details like "B2C marketer who works for a large company" or "office admin who manages digital and print correspondence," which sum up a lot about your persona's perspective when it comes to choosing and using your product.

# What are their goals?

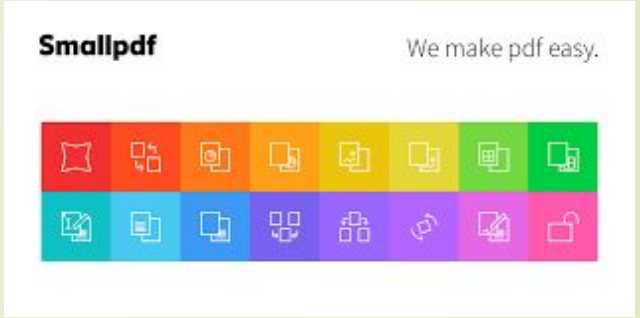
- This is so you can understand how your product/service actually fits into your users' and customers' lives. Why are they buying/using it? What job are they trying to get done with it, what problem are they trying to solve?

# What are the barriers preventing them from achieving their goals?

- Now that you know who your users and customers are and what they are trying to accomplish, there's one more thing to find out: what is stopping them from buying your product, or using it more often/better/more expertly?

# The 5 questions Smallpdf used to build user personas

- What are you using Smallpdf for right now?
- What kind of documents do you process with Smallpdf?
- What is your profession?
- Are you a Pro (paying) user?
- What was the last PDF-related task you struggled with?

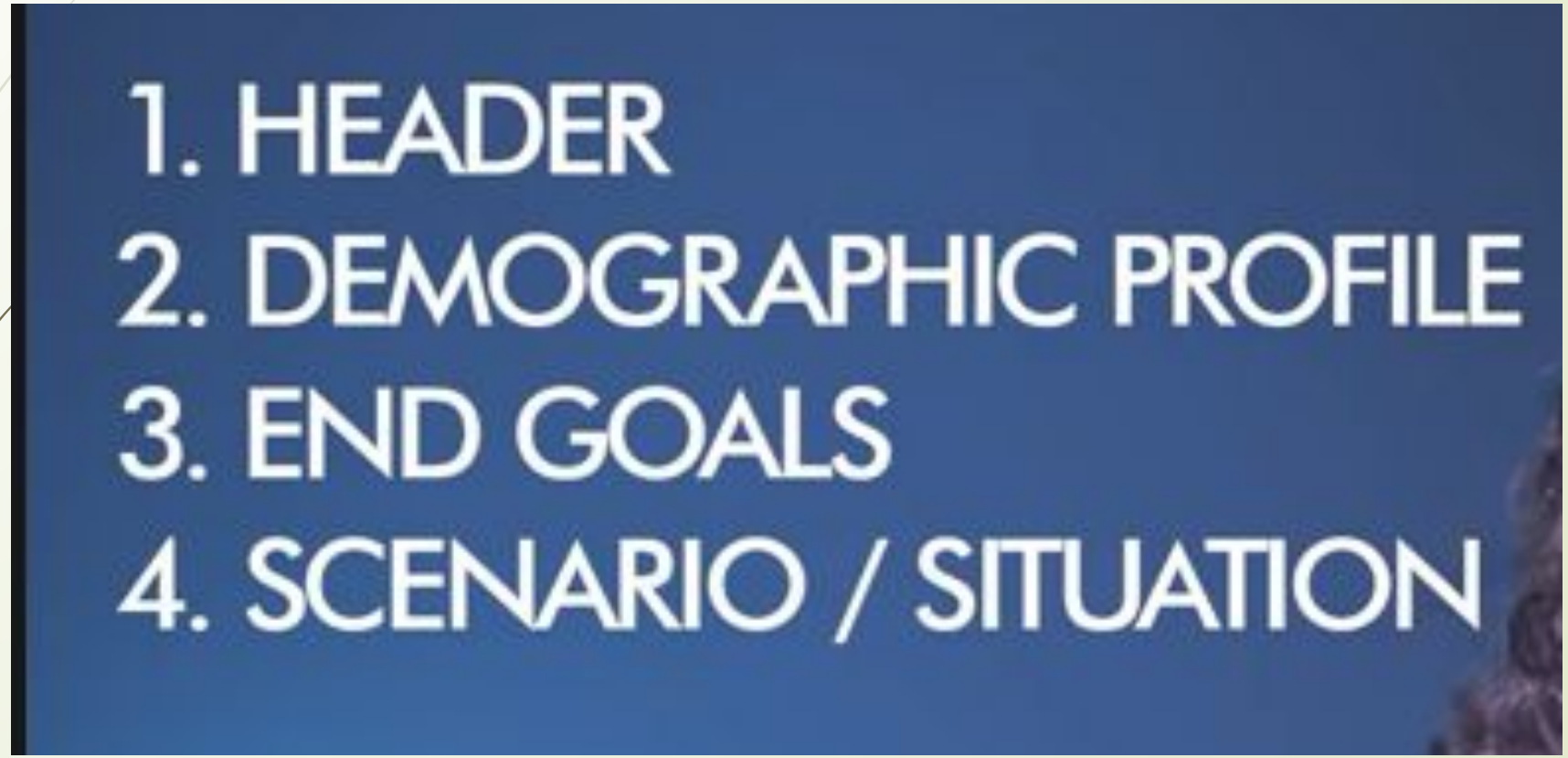


# A simple user persona example

This is an example of the simple persona Smallpdf came up with on the back of their research:

| | Who are they? | What is their main goal? | What is their main concern/barrier to achieving this goal? |
|---|---|---|---|
| Administrative assistant persona | Administrative assistant working for large companies. | They want to create Word documents from printed documents handed over to them or PDF documents where the source has been lost. | They struggle to do so because converting printed docs or PDFs docs to fully editable Word documents is super difficult without Optical Character Recognition (OCR). Most of them end up manually recreating them. |

# User Persona:



# Header

*"I want to live a hassel free life style with ease of technological advancements"*

Muhammad Ali

# Demographic profile

"I want to live a hassel free life style with ease of technological advancements"

## Muhammad Ali

- 21
- Karachi, Pakistan
- Student
- Single

### Bio

Originally from Hyderabad but currently living in Karachi in an area of North Nazimabad for his bachelors degree. Studying in a private university. Loves to listen EDM, After a long day after university and study at home, he loves to enjoy online gaming with friends.

### Pain points

. Multiple apps for different type of foods
. Complicated menus / apps to use.
. Not so reliable services.

### Choice of Food

Burger
Mutton Karahi
Pasta

### Technology

Internet: ●●●●●
Software: ●●●●●
Mobile Apps: ●●●●●
Social Networks: ●●●●●

# End goals

- Interviews, surveys and research help us to identify from users…..
- so it is easy to answer

## BIO

Corey is a foodie who owns a small restaurant, but wants to grow and do things well. He wants to promote his business, but has little budget for it. He believes that good communication is essential to reach your potential audience and to be able to fill his restaurant with more and better customers every day.

*"Eat an experience"*

# USER PERSONA

## COREY R. COOL

35

Single

Restaurateur

New York

## GOALS

- Publicize his restaurant
- Communicate in the best way
- Focus his your main objective: the restaurant's service and food.

## FRUSTRATIONS

- Not knowing how to design
- Not having time to design
- Not having a budget for these designs

## SKILLS

SKILL 1

SKILL 2

SKILL 3

## MOTIVATIONS

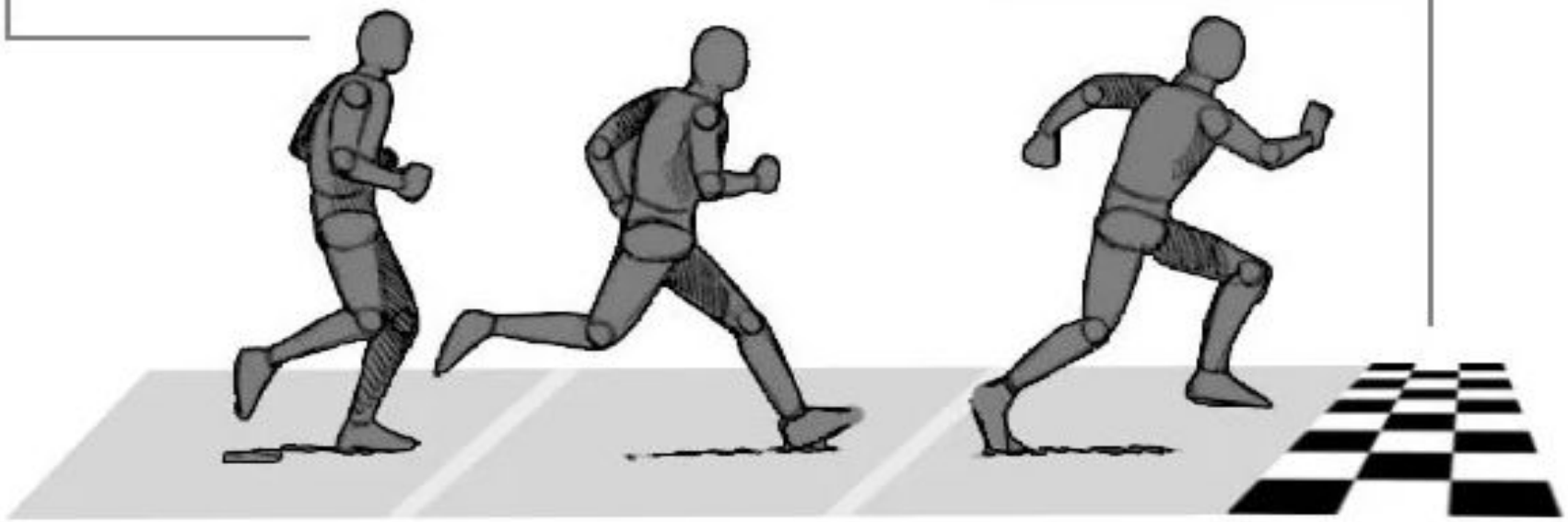
- Create menu designs, offers and promotions for his restaurant
- Affordable alternatives for creating these designs
- Used this User Persona example template for his business. Customized it online in the graphic editor EDIT.org"

## 1. Persona

Defines who the story is about. This main character has attitudes, motivations, goals, and pain points, etc.

## 3. Goal

Defines what the persona wants or needs to fulfill. The goal is the motivation of why the persona is taking action. When that goal is reached, the scenario ends.



## 2. Scenario

Defines when, where, and how the story of the persona takes place. The scenario is the narrative that describes how the persona behaves as a sequence of events.

## Introduction to Scenarios

**Scenarios** are short, detailed, fictional stories you write describing typical visitors to your Web site, the challenges they face and the information they need to be persuaded to buy your firm's product or service.

The more details included in your scenarios, the better you'll be able to satisfy your visitors' needs.

# Scenario - Example

"I just changed my address and now I need to inform the Elections Department"

Free lance Photographer, Singapore
**Kwok Wai Tour**

| | |
|---|---|
| Age | 30 |
| Gender | Male |
| Location | Singapore |
| Education | High School Diploma |
| Social Life | Lives with his wife d in a flat in Bedok |
| Work Life | He is a free lance photographer and travels a lot for his photography shoots. Prefers to finish most of his work online since he is always busy travelling. |
| Hobbies | Playing Guitar, Travelling |

Scenario: The Government of Singapore has announced two weeks of revision period for its Register of Electors. Since Kwok has changed his address, he has to update it. However, he is currently in Brunei for his photo shoot and the only way he can update address is by accessing the online eservice

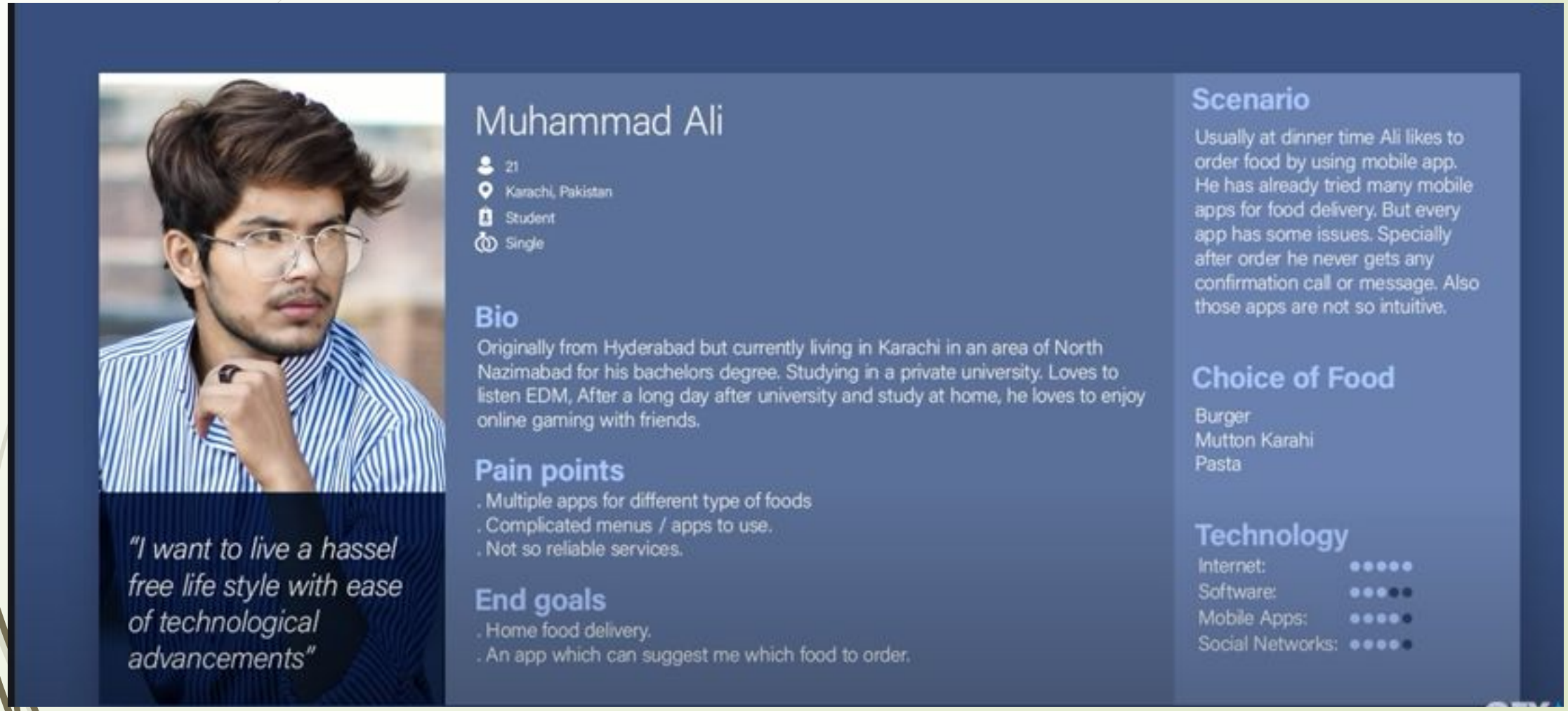
Task: Updating the new address in the Register of Electors using the online service.

## Benefits of Scenarios

**Scenario building helps in:**

- Understanding actions taken (both online and offline)
  - Goes online to www.circuitcity.com to check out mini stereo systems.
- Frustrations, Emotions, Questions that arise
  - I don't understand all these features and benefits. How can I weigh between them and get the system that's right for me?
- Information needs
  - How big is this stereo really? Will it fit into my bookshelf?
  - What does the play exchange function do?
  - Can I return the system to a Circuit City store or do I have to ship it back?
- Features and Functionality to Address needs
  - Online product manuals
  - Visual size guides
  - 360 degree product views
  - Compare functionality

# Scenario :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Pain points
. Multiple apps for different type of foods
. Complicated menus / apps to use.
. Not so reliable services.
End goals
. Home food delivery.
. An app which can suggest me which food to order.
"I want to live a hassel free life style with ease of technological advancements"
Scenario
Usually at dinner time Ali likes to order food by using mobile app. He has already tried many mobile apps for food delivery. But every app has some issues. Specially after order he never gets any confirmation call or message. Also those apps are not so intuitive.
Choice of Food
Burger
Mutton Karahi
Pasta
Technology
Internet:
Software:
Mobile Apps:
Social Networks: