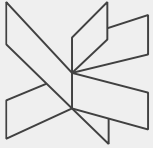


Bring ideas to life
VIA University College



IDX

Interaction Design
Beyond human-computer interaction

Personas

What is a persona?

- Reliable and realistic representation of your key audience segments for reference
- Describe real people with backgrounds, goals and values

Source: <https://www.usability.gov/how-to-and-tools/methods/personas.html>

Why make personas?

- Gives you a specific user to design to
- Helps you design the right functionality
- Gives you a clear understanding of the user's expectations

Example

Tom Brodie



**Tom Brodie,
Shop Manager**

"Sometimes I'm so busy fighting alligators that I forget about draining the swamp."

Tom has 8 years of experience in lube shop operations. He's married with two young kids, and his wife jokes that the last time his hands were completely free of grease was on his honeymoon 5 years ago. At the shop he manages, Tom constantly puts out little fires. He works on the floor most of the day, trying to be everywhere at the same time although he prefers to act as greeter and cashier.

Most shop trends get measured on a monthly basis, since Tom has to meet sales targets defined by the owner, Eddie, in order to get his manager's bonus. On a daily basis, Tom frequently monitors car counts, ticket average and employee productivity (especially individual service statistics). Sometimes his team needs a kick in the pants, but he tries to lead by example.

Tom's Goals:

- **Keep the cars coming.** Tom has to rely on Eddie's marketing efforts but car count is his make-or-break figure; he focuses on customer service to generate repeat customers.
- **Reduce labor percentages without sacrificing customer service.** Staffing is a tricky balance between keeping the shop's labor costs down while ensuring employees get enough hours and bay times stay low.
- **Meet or exceed last year's numbers for this month.** The Owner's sales targets aim for year-on-year increases across the board, but in the current business climate Tom is happy simply meeting last year's numbers.