

Persona 1: Busy Professional

Demographics:

Name: John Reynolds

Age: 31

Gender: Male

Occupation: Project Manager at a tech company

Education: Bachelor's Degree in Business Administration

Marital Status: Married, no children



Technology Usage: Moderate, uses smartphone and laptop daily for work and personal tasks

Personality Traits:

Time-conscious: John is always on the go, juggling multiple projects and meetings. He values efficiency and dislikes wasting time.

Goal-oriented: He likes to complete tasks quickly, especially when it comes to personal activities like booking a court for sports.

Tech-savvy: Comfortable with technology but prefers tools and apps that are simple and user-friendly. He doesn't want to spend time learning complex systems.

Sociable: John enjoys socializing with colleagues after work, often organizing games like tennis or squash.

Context-Specific Information:

Sports Preferences: John plays tennis and padel regularly. He's not a competitive athlete but enjoys playing as a way to de-stress and stay fit.

Booking Behavior: He typically books courts after work, between 6–8 PM, for spontaneous sessions with friends or colleagues.

Pain Points: John gets frustrated when booking systems are slow, cluttered, or require too many steps to confirm a reservation. He prefers minimal input—just select the court, time, and pay.

Persona 2: Competitive Player

Demographics:

Name: Maria Sanchez

Age: 23

Gender: Female

Occupation: Tennis Coach and Semi-Professional Player

Education: Sports Science Degree

Marital Status: Single



Technology Usage: High, uses smartphone and tablet for work-related bookings, coaching apps, and performance tracking.

Personality Traits:

Ambitious: Maria is driven and focused on improving her skills, both as a coach and a player.

Detail-oriented: Maria pays attention to specifics such as court surface, lighting, and weather conditions.

Tech-savvy: Maria frequently uses apps for tracking her workouts. She's comfortable navigating advanced tools.

Resilient: She's used to facing challenges and doesn't easily get frustrated by minor inconveniences, but she expects precision and clarity in the systems she uses.

Context-Specific Information:

Sports Preferences: Maria primarily focuses on tennis. She spends around 20–25 hours a week on court, split between coaching and practicing.

Booking Behavior: She books courts regularly, often for multiple hours at a time. She also makes recurring bookings to ensure her students have consistent practice schedules.

Pain Points: Maria needs to see specific court details before booking. She also struggles when apps don't offer recurring booking options or multi-hour reservation blocks.

Persona 3: Event Organizer

Demographics:

Name: Liam Jackson

Age: 47

Gender: Male

Occupation: Local Sports Club Organizer

Education: High School Diploma

Marital Status: Married with two teenage kids



Technology Usage: Low; uses a computer for emails and basic tasks but isn't comfortable with complex software or apps.

Personality Traits:

Traditional: Liam grew up organizing local sports events manually with paper schedules and face-to-face meetings. He isn't quick to adopt new technology.

Dependable: He's highly responsible and takes his role as a community organizer seriously. He's good at making sure everything runs smoothly.

Collaborative: Liam often works with volunteers to organize local sports events for kids and adults, and he values clear communication.

Cautious: He prefers step-by-step guidance and reassurance that he won't accidentally cancel or misbook an event. He appreciates clear instructions and isn't afraid to ask for help when something isn't clear.

Context-Specific Information:

Booking Behavior: Liam organizes sports events, such as youth soccer tournaments or community basketball games, a few times a month.

Pain Points: He struggles with overly technical terms, complicated multi-step processes, or anything that looks cluttered. He's likely to avoid using an app if it feels too overwhelming or requires too much manual input.

Chat-gpt prompts

Here are some of the main prompts used to get these ai generated personas:

1. Need your assistance with a web app about renting courts. At this stage I am focused on UX aspects. My plan was to start with a set of personas. Then I would like you to develop information architecture for my app (based on the previously defined personas). Please provide some guidance.
2. I will use the first, second, and fourth persona you generated, now if you could be more specific about them and give me demographic details, personality traits, and context-specific information.
3. Ok, i only have one slight problem, all the personas understand technology well, i want you to pick one, and redo them with less skill in modern technologies

Prompts used to get the idea for the sitemap:

1. I would like you to demonstrate a card sorting method as follows. First, you propose a set of topics related to my renting courts web app. Then, assume the role of persona 1 and categorize and label the proposed topics. Repeat this for all the personas above (1-4). Finally, based on the output by the above card sorting experiment, combine the results for all personas and output the resulting categories.
2. Based on the combined categories from card sorting, design a detailed sitemap for my web application. Clearly display the structure and hierarchy of the information on my site.

Pictures are AI generated using the <https://www.unrealperson.com/> website.

Note: the personas are not the same as originally generated by AI, some things are changed to fit our application better. Also, no elderly persona was used even though you advised us to during the lecture, because they are not our target audience.