

# Personas/Scenario

## Henry the Grumpy

For my personas I decided to create 4 different ones of very different users. The first user is a 64 years old retired newspaper editor that likes to complain and lead conversations.

Therefore, he needs to know a lot of things making him knowledgeable, but he is slow and has bad eyesight. His stubbornness makes him able to continue headstrong despite these traits. I decided to put him in a scenario where he finds a bug on site and wants to complain about it. The process should go smooth and he should receive a fast reply so that he can feel good about his complaint.

### Persona

**Age:** 64

**Occupation:** Retired newspaper editor

### Attributes & Interests

Bad eyesight

Stubborn

Likes to complain and find faults

Knowledgeable

Takes things at his own pace

Interested in space travel

Low technology proficiency

### Goal

Know everything so he can talk back and discuss anything.

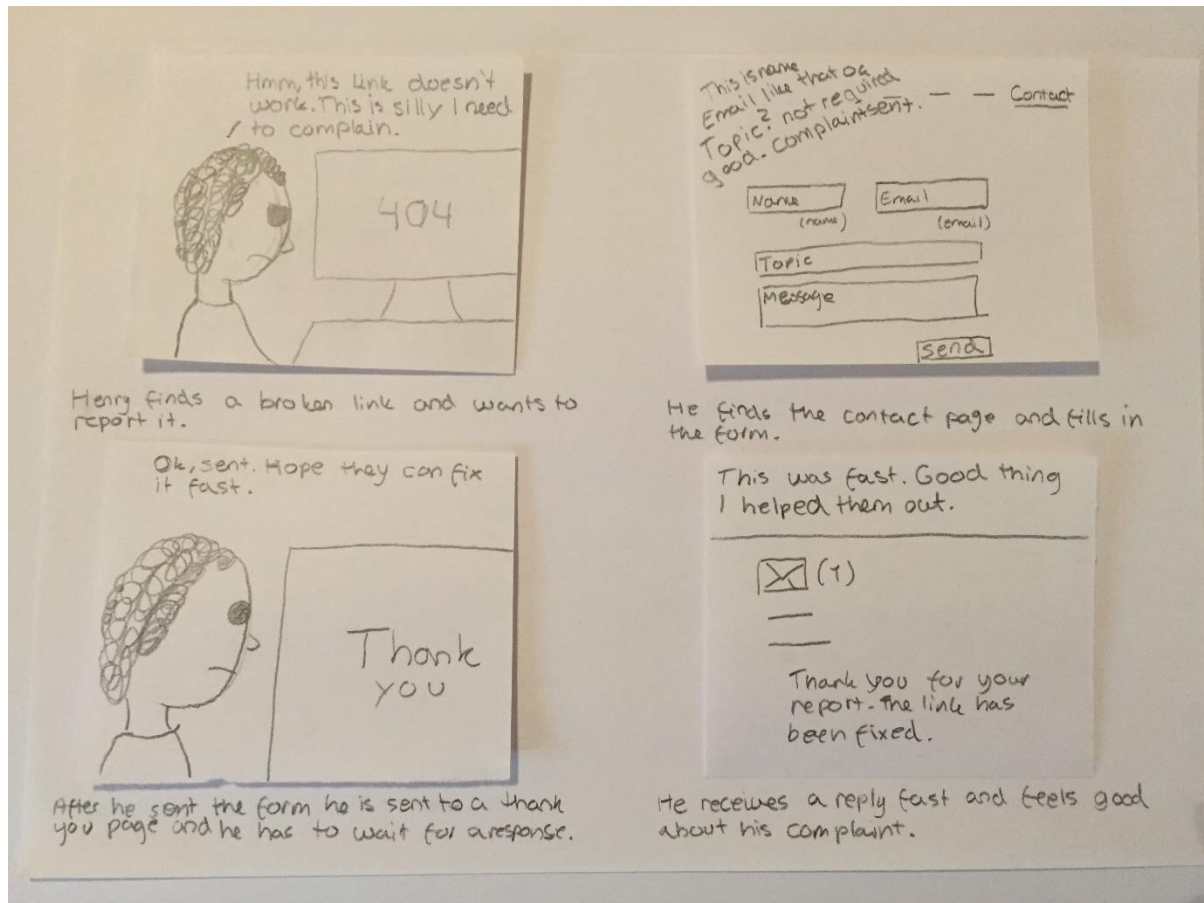
### Quote

“This is silly, I need to complain.”

### Concerns

Not knowing a topic so that he cannot lead the conversation.

## Storyboard



## James the Curious

The second user is a 15 years old student that is very interested in space. He likes reading and learning new things, but he gives up easily. He wants to find information about space to learn more, but worries about not being able to find it. He has medium technology proficiency so navigating a website is not his best trait. I put James in a scenario where he finds information about Mars interesting and curiously reads his way through the information. He meets no discouraging interrupts which leaves him informed and content.

## Persona

**Age:** 15

**Occupation:** Student

## Attributes & Interests

Friendly

Quick to give up

Reading

Interested in space

Medium technology proficiency

## Goal

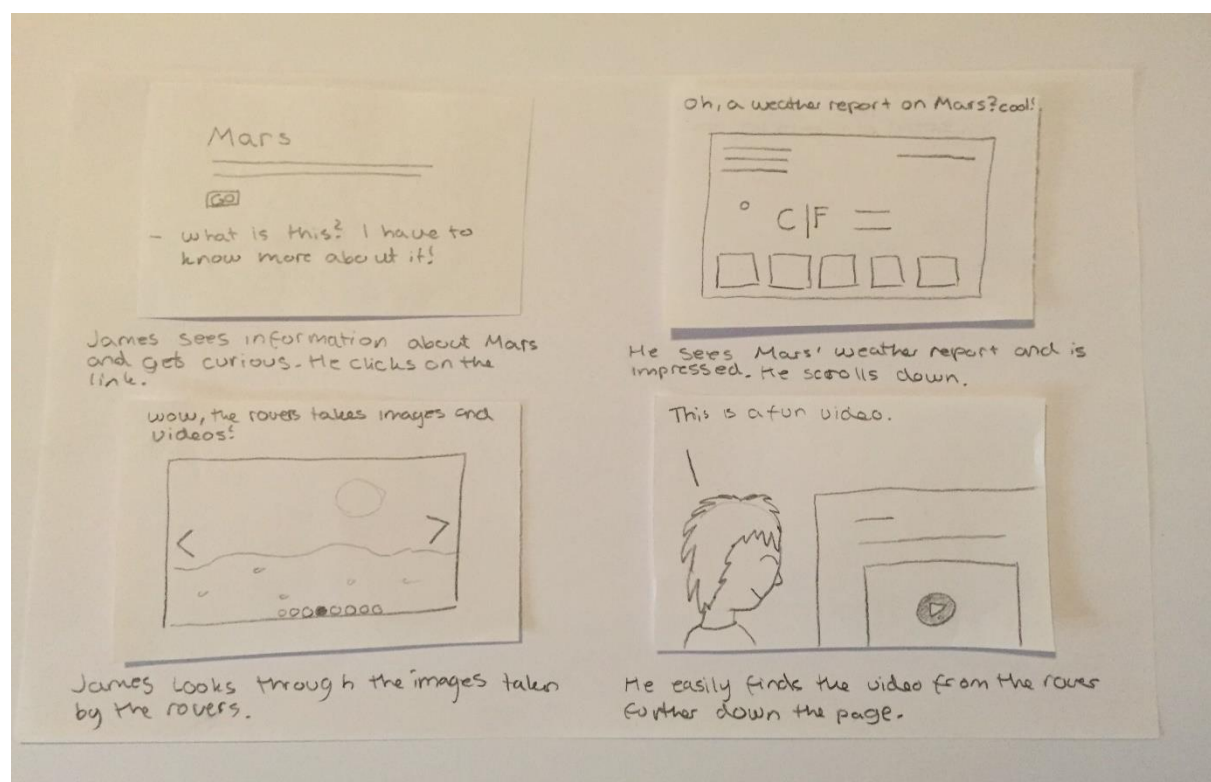
Find information to read so that he can learn more about space related topics.

## Quote

"I have to know more about this!"

## Concerns

Not finding the information he wants and get discouraged.



## Storyboard

## Betty the Beautiful

The third user is a 45 years old beautician that cares mostly about looks and design. She is

social, active and likes to know what is going on in the world on all fronts. She has friends from every occupation so there are a lot of things she needs to know. If it looks good, she will bother with it. She fears engagement with things that do not look good and has bad design. I put Betty in a scenario where she is outside on her phone and needs to find information on launches to discuss them with her new friends. She finds the timeline pretty, therefore she bothers to read more and finds information she can discuss with her friends.

## **Persona**

**Age:** 45

**Occupation:** Beautician

### **Attributes & Interests**

Cares about looks and design

Fashion

Social

Active

Medium technology proficiency

### **Goal**

Look fashionable and always have something new to share with friends.

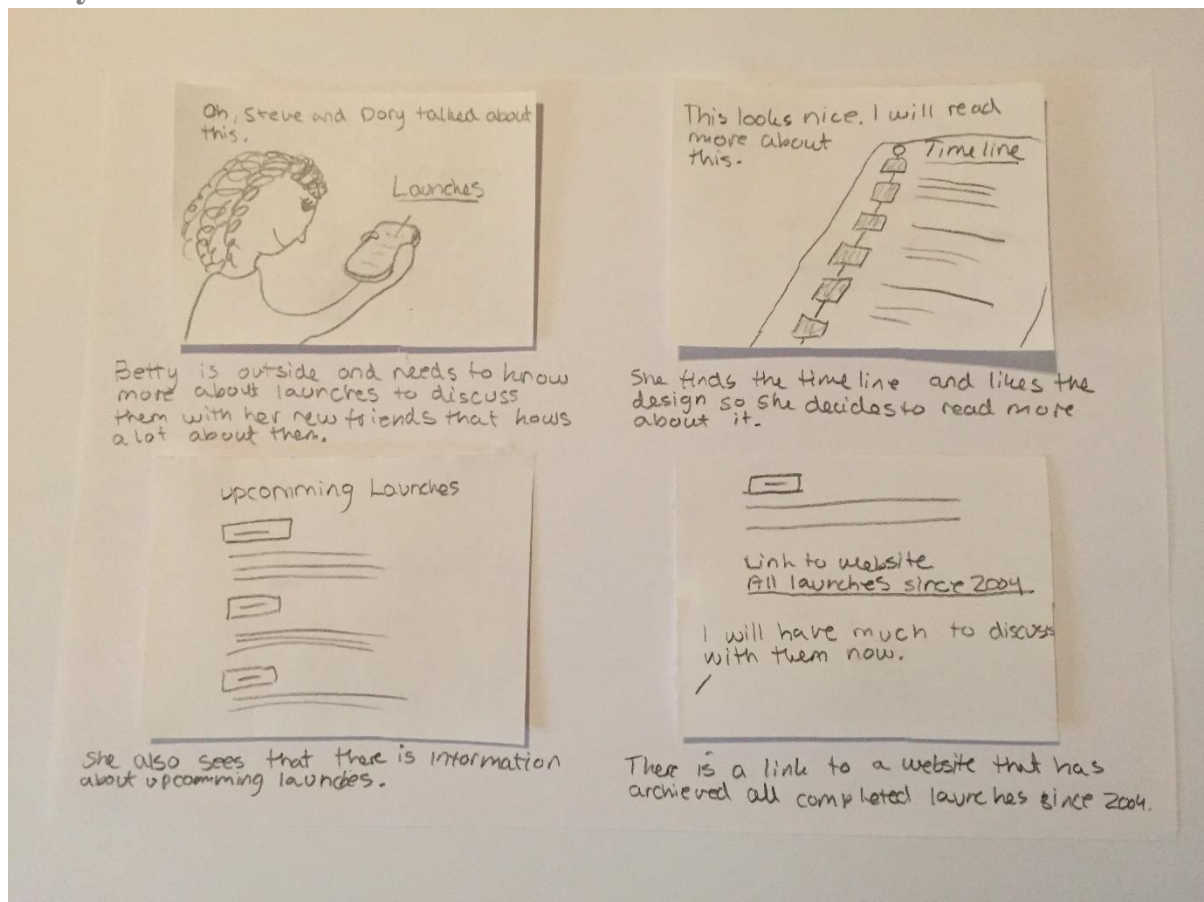
### **Quote**

“This looks nice I will read more about this.”

### **Concerns**

Something she needs looks bad and therefore she cannot engage with it.

## Storyboard



## Sofia the Practical

The fourth user is a 27 years old engineer that likes technology and spacecrafts. She is logical and wants everything to be practical. She does not mind anything looking bad as long as it works efficiently. She has very high technological proficiency and wants to see and learn more about space activity going on around the world. I put Sofia in a scenario where she wants to look at videos of events going on now.

### Persona

**Age:** 27

**Occupation:** Engineer

### Attributes & Interests

Logical

Leader

Spacecrafts

Technology

Effective

High technology proficiency

### Goal

Look at live footage of space events.

## Quote

"This was easy to find, I like it."

## Concerns

Something not working efficiently enough.

## Storyboard

