

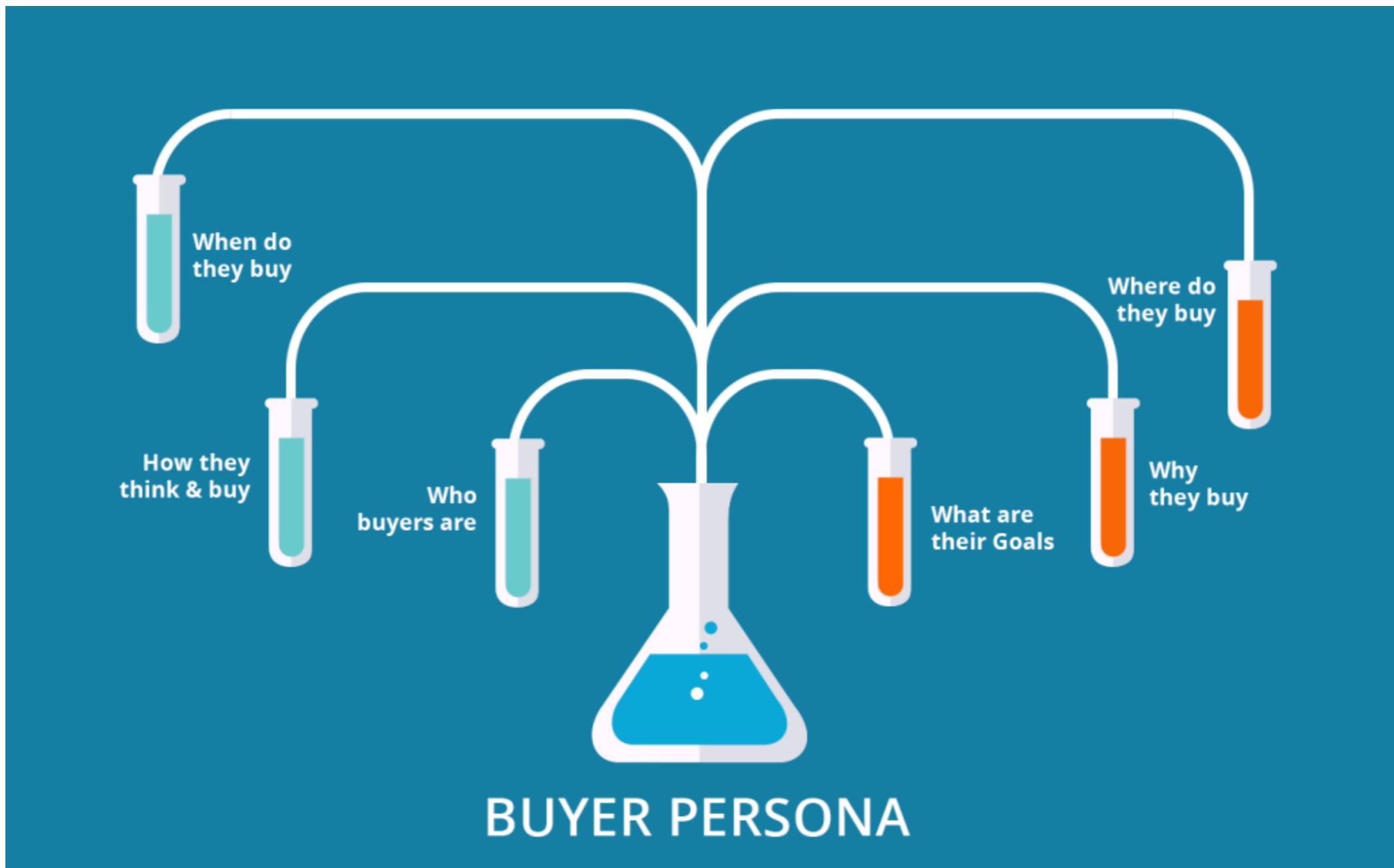


I.T PERSONAS

It's often said that if you design for everyone, you end up designing for no one.

BUYER PERSONA

Knowing who our buyers are is essential to boost the website's conversion rate.



Personas, invented by Alan Cooper and later largely employed until now, are detailed, composite user archetypes that represent distinct groupings of behaviors, attitudes, aptitudes, goals, and motivations observed and identified during the research phase.

Personas provide us with a precise way of thinking and communicating about how groups of users behave, how they think, what they want to accomplish, and why. Personas are not real people, but they are assembled from the behaviors and motivations of the many actual users we encounter in our research.

Personas are derived from qualitative research — especially the behavioral patterns observed during interviews with and observations of a product's users and potential users.

AFFINITY DIAGRAM

We use affinity diagram to organize a large number of ideas and data collected from qualitative research into their natural relationships, thus to help us identify behavior patterns and turn them into useful user archetypes.

**Record each idea on cards or notes. -> Look for ideas that seem related.
-> Sort cards into groups until all cards have been used.**

- Group interview subjects by role.
- Identify behavioral variables.
- Map interview subjects to behavioral variables.
- Identify significant behavior patterns.
- Synthesize characteristics and define goals.
- Check for completeness and redundancy.
- Designate persona types.
- Expand the description of attributes and behaviors.

CREATING PERSONAS

Based on our user research, we analyzed 16 personas, which represent 98% of users.

THE FRUSTRATED

THE LAZY

THE LOST

THE UNSATISFIED

THE HURRY

THE ANXIOUS

THE LOYAL

THE CONNECTED

THE AMBASSADOR

THE BEGINNER

THE COMPARATOR

THE EXPERT

THE IMPULSIVE

THE NUMB

THE ECONOMICAL

THE OPPORTUNIST

THE FRUSTRATED

6% of users

Obviously there is something on your website that a user doesn't like. The frustrated will click everywhere in an untimely way, 3 times more than the average and will spend a little time on the site.

INDICATORS	The frustrated	The average user
Session time	7 min	18 min
Number of clicks per page	16 clicks	6 clicks

THE LAZY

45% of users

The lazy gives up easily when he has to fill out a form or complete fields. Either he gives up immediately once on the form, either he abandons 2 pages after having been exposed to an account creation page.

INDICATORS	The lazy	The average
Average scroll rate	38%	48%
Number of clicks per page	4 clicks	6 clicks

THE LOST

12% of users

The lost doesn't know why he is on your website. This user accidentally arrived there and will only view one page because the content does not meet his expectation. His very fast visit lasts 20 seconds on average.

INDICATORS	The lost	The average user
Session time	20 sec	18 min
Number of viewed pages	1 page	7 pages

THE UNSATISFIED

11% of users

The unsatisfied visits the site very quickly but does not find the information or the element he is looking for. He spends more time on your site than the lost, 2 minutes on average, but the content is not pleasant enough for him to stay and purchase.

INDICATORS	The unsatisfied	The average user
Session time	2 min	18 min
Number of viewed pages	2 pages	7 pages

THE HURRY

23% of users

The hurry spends a very short time on every page and interacts very quickly with the path elements. He hesitates almost twice less than other users: he goes straight to the point.

INDICATORS	The hurry	The average user
Time spent per page	40 sec	1 min 31 sec
Time before first click	25 sec	48 sec

THE ANXIOUS

11% of users

The anxious will check and click on reinsurance elements or check the General Terms and Conditions of sales. He is very timorous on the payment page where he stays twice as long as the average.

INDICATORS	The anxious	The average user
Number of viewed pages	30 pages	7 pages
Time spent on payment page	2 min 4 sec	1 min

THE LOYAL

15% of users

The loyal is a regular user, who comes back very frequently on your site, he knows it well and loves your brand. On average, he comes back 5 times a month on the website and stays as long as the other users. His conversion rate is very high, around 5%.

INDICATORS	The loyal	The average user
Session time	40 min	18 min
Number of viewed pages	9 pages	7 pages

THE CONNECTED

15% of users

The connected prefer to browse on mobile devices. He visits almost 3 times more pages on mobile than the average. With a conversion rate of 1.46% he is also more likely to buy on mobile.

INDICATORS	The connected	The average user
Average spent time	8 min 30 sec	6 min
Time spent per page	1 min 23 sec	54 sec

THE AMBASSADOR

0.5% of users

The ambassador will share or like your product page, mark your product or write a customer review.

INDICATORS	The ambassador	The average user
WeChat like/share utilisation rate	7%	0.02%
Customers reviews utilisation rate	93%	0.28%

THE BEGINNER

9% of users

The beginner seems a little uncertain during his browsing and will hesitate more than the others.

INDICATORS	The beginner	The average user
Number of clicks/ pages viewed	6 clicks	4 clicks
Interaction rate	30%	19%

THE COMPARATOR

49% of users

The comparator is one of the most popular users on e-commerce sites. He comes back several times before buying in order to compare items and to prepare his purchases. The comparator comes back, on average, 10 times on the site, 5 times more than the average.

INDICATORS	The comparator	The average user
Number of pages viewed	6 pages	3 pages
Time spent per page	3 min	2 min

THE EXPERT

20% of users

The expert has a very specific goal in mind and reaches this objective in record time. His session time is 7 times lower than the average. This user, who already came almost ten times on the site before purchasing, also viewed very less pages.

INDICATORS	The expert	The average user
Session time	5 min	35 min
Time spent per page	5 pages	20 pages

THE IMPULSIVE

12% of users

The impulsive, as well as the expert, reaches his goal in record time. However, unlike the knower, he comes on the site for the first time. Often driven by a crush, he is very determined to buy in his first visit.

INDICATORS	The impulsive	The average user
Number of pages viewed	6 pages	20 pages
Time before transaction	10 min	28 min

THE NUMB

13% of users

The numb takes his time and needs almost twice more time than an average buyer to convert. The numb stays between 30 minutes and 2 hours on the site before purchasing. He scrolls and consults a very high number of items before makes up his mind.

INDICATORS	The numb	The average user
Number of pages viewed	42 pages	20 pages
Time before transaction	43 min	28 min

THE ECONOMICAL

69% of users

The economical, above all attracted by prices, is looking for good deals and will either enter a promotional code, or sort out and view the items by price. Very thrifty, his average shopping cart is 25% lower than the average buyers' one.

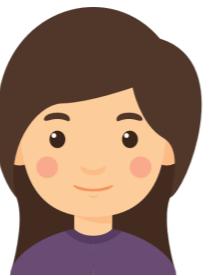
INDICATORS	The economical	The average user
Promo code utilisation rate	2%	1.5%
Sort out rate by increasing order	2.5%	2%

THE OPPORTUNIST *21% of users*

The opportunist waits the sales period to buy on your site. During the sales, he doubles his conversion rate. He revisits the site many times, 5 in average, but will wait for the sales launch to do his shopping.

INDICATORS	Sales	Excluding sales
Conversion rate of the opportunist	3%	1.5%

Personas

			
Name	Lili Huang	Guangming Zhao	Ziwen Zhang
Age	25	30	22
Gender	Female	Male	Female
Occupation	Staff of a multinational enterprise	Account Manager	College student
Interests	American Episodes, Reading, Working Out	Sports	Korean Episodes, Music
Location	Shanghai	Beijing	Zhangjiagang (2-tier city)
User Needs	"I need to buy some casual T-shirts and jeans. I've browsed the online shop for quite some time. And I've picked up lots of them, all look nice."	"I've heard of this global brand. I think I'll take this one."	"I need to refresh my wardrobe. My clothes are almost worn out. I'd like clothes with good quality, and are comfortable to the skin."
User Flows	Spent a lot of time browsing items on the website. The shopping cart was almost full, but she didn't buy anything.	Spotted a fashionable, high-level looking suit on the homepage banner, and bought it immediately.	Read the specifications and reviews on the product detail page carefully. First picked some that look nice to her, and then read their comments. Finally picked the one with good comments.

Personas

			
Name	Xiaoming Xu	Chuchu Chen	Ying Gao
Age	27	29	28
Gender	Male	Female	Female
Occupation	Fashion magazine editor	Interior Designer	School Teacher
Interests	Running	Forums, Movies	Photograph, Handcrafts, Baking
Location	Chengdu (2-tier city)	Shanghai	Anhui (2-tier city)
User Needs	"I'm not particular about the clothes."	"I need a fancy T-shirt of the same style as what I'm wearing now. This one is not perfectly fit, and the quality is not as good as what it writes on the product detail page."	"I think I'll take it if the style fits me. But let me give it a second thought..."
User Flow	Entered the online shop, set several parameters using filter function, found the item, checked out.	Browsing from page to page, read the product detail page, opened lots of tabs, yet still cannot decide which to buy.	Entered the homepage, found the desired item, switched between tabs constantly and hovered over the button before made the purchase.

Lili Huang —— The Wish Lister

This persona suffers from the constant feeling of “I want so many things but I know I can’t buy them all” and is commonly found among females and in e-commerce websites. The Wish Lister devotes a lot of time and effort in carefully picking items and placing them in the shopping cart, but most of the time ends up abandoning the cart.

What prevents the purchase?

An online cart promotes feelings of ownership because the visitor can add and remove items at anytime, and those items will remain in the cart even when the visitor leaves the website. Whenever the visitor returns to the website, this personal cart, with all the virtual property, is visible and accessible. This combination helps the visitor feels as if they own the products and serves as consolation to the fact that the products were not purchased.

The solution

Encourage the Wish Lister to complete the purchase by offering a discount. When the Wish Lister returns to the website, you might greet with them with a pop-up window, such as: “...Your selected item is on sale now.” This type of unexpected personal discount helps enforce the wishful thinking bias that what one wants to be true affects what one perceives to be true; giving a sense that the Universe is sending sign to buy them.

Guangming Zhao —— The Brand-Oriented User

The Brand-Oriented User tends to be an impulse buyer whose main motivation is self-gratification that comes from purchasing a status symbol for social purposes. Since staying up to date with the latest trends is the main motivator, the brand's reputation is the main reason for the purchase. As a result, this persona spends most of the online interaction focusing on the product's external features, such as colors, accessories, etc.

What prevents the purchase?

The Brand-Oriented User acts on emotional stimuli rather than on rational decision-making. Therefore, parameters such as price, the necessity of the purchase or the practicality of the product are less important. Furthermore, overly detailed, technical information on the product can lead to second-guessing the purchase.

The solution

The website should have colorful and captivating images to trigger an emotional arousal. Make sure to keep detailed information, such as product specifications, behind tabs and available only “on demand”.

Ziwen Zhang —— *The Rational User*

The Rational User relies on logic as the basis for action. This persona feels the need to rely on objective observation and factual analysis in the decision-making process.

What prevents the purchase?

The Rational User is characterized by a two-step purchasing decision process that involves rejecting options that do not meet the key criterion, which is usually the price, and using a cost-benefit analysis to choose the best option from the remaining alternatives. If there is not enough information to follow decision making process, the Rational User is likely to feel that a calculated and informed decision is unlikely to happen and in most cases, will prefer to forgo with the purchase.

The solution

Set out as much detailed information on the product as possible. Consider using charts comparing between the different products, plans or services.

Xiaoming Xu —— The Satisfier

This persona is satisfied with the shopping choice and confident in the ability to make a decision that is good enough. The Satisfier usually has limited patience for shopping and no time to waste looking for the best possible option. The type of user is content with the option that meets the criteria set out by immediate, and often minimal needs.

What prevents the purchase?

The Satisfier needs to be able to find the suitable product easily and quickly. The Satisfier usually starts at the top of the page and needs to be able to scroll quickly and easily to reach a match because that will lead to a purchase, regardless of how many other options are still available.

The solution

Filters enable the Satisfier to find the option that is most relevant to their needs. Arrange your listings according to brand, purpose or theme. This is the digital equivalent to an in-store salesperson offering you: "What color and size would you like me to bring to you?"

Chuchu Chen —— The Maximizer

This persona is obsessed with making the absolute best choice out of all the available options. The Maximizer needs to feel that before a decision has been reached, all the options have been considered; that every listing has been read reviewed, from the top of the page to the bottom. Information, rather than price, is the key factor.

What prevents the purchase?

The Maximizer is excessively worried about making a bad purchasing decision. This is the reason the Maximizer will delve into the product information but instead of having it help with reaching a decision, it usually leads to indecisiveness and frustration. Maximizers can become so paralyzed with anxiety that they will not buy anything. Even when there is a purchase, the Maximizer can end up feeling frustrated with the decision reached. The decision does not have to be based on utility maximization; it can be based on any other features or criteria.

The solution

Use filters to limit the number of options that the Maximizer can see.

Ying Gao — The Hesitator

The Hesitator tries to avoid the risk and regret associated with making the wrong decision. This persona can fill out an online registration form or place items in a cart, only to have second thoughts upon reaching the CTA button.

What prevents the purchase?

At this point the Hesitator will spend a significant amount of time clicking on different tabs and hovering over the CTA, waiting for the website to persuade clicking. If a reinforcing motivator doesn't appear, there will be no purchase.

Additionally, since the Hesitator is indecisive, too many steps or opportunities in the purchasing process or forms will cause this persona to doubt the entire purchasing decision.

The solution

Use positive-oriented wording, instead of neutral language, to frame the experience in an optimistic light, making the Hesitator feel good about the purchasing process. Feedbacks and rewards will encourage the Hesitator that the right decision is being made and promote continuing with the purchasing process.