



# UXer's guide to user

FREE TEMPLATE

By Justinmind, the software  
prototyping tool.



JUSTINMIND

CHARLOTTE WALKER

27, Los Angeles

UX DESIGNER

• STATUS

SINGLE

• TIER

MID-LEVEL

• SALARY

\$50K

• ARCHETYPE

PERFECTIONIST



## PERSONALITY

- Prototyping
- Interviewing
- Design Thinking
- Empathy
- Coding



## BIO

Charlotte recently started a new job as a UX design in a mid-size bank. She moved over from the start-up world and is still getting used to all the changes, particularly the paperwork. She's excited to bring a user-focused perspective to the design department but nervous because she's the bank's first UXer.

Outside of the office she's a sports-mad psychology grad. She enjoys reading UX blogs and will sometimes go to UX-related conferences if they're nearby. She's also tuned into design channels like Dribbble.



## Motivations

IMPACT



TEAMWORK



PROMOTION



USER NEEDS



## Goals

- Introduce user focused mentality and methods into traditional company landscape
- Improve usability of bank's customer facing interfaces
- Grow the UX team



## Frustrations

- Getting buy-in for the new department's activities
- Dealing with more bureaucracy than in her old job
- Communicating necessity for change to development team

“Want to help my team deliver great user experiences”

## Behavior

Overseeing builds



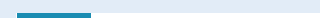
Writing specs



Designing features



Meetings



User testing



## Influences

- CREDIBILITY
- BLOGS/ FORUMS
- COLLEAGUES
- PSYCHOLOGY
- TECHNOLOGY
- UI TRENDS

## Frequently used apps



Justinmind



Google Calendar



PocketGuard



The hi-fi prototyping tool

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