

User Persona #1

TIP: Duplicate these pages to repeat the exercise for another persona.



Persona 1
Martha Johnson

Key Attribute

- Working Mom
- Two kids and a husband
- Busy
- Tired often and cares about her coffee

Short Description

- Martha works a 9-5 in the tech industry
- She is usually in person, with an occasional virtual day
- Her husband also works, and they switch off days who gets their morning coffee

Needs

- Martha loves her morning coffee, but she cares about the nutritional information of what she drinks.
- She would be willing to change her Starbucks order for a healthier alternative to her typical Mocha.

Challenges

- Lack of time
- Love for coffee

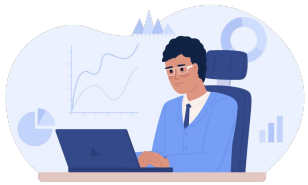
Opportunities

- Comparing the two coffee choices, a Mocha and a Cafe Latte (both short with Nonfat milk), Martha can see that a Café Latte has significantly less calories, but also less caffeine. So she can decide which piece of information is more important to her.

*My idea for the opportunities dashboard is for the user to be able to clearly see different nutritional information of drinks side by side.

User Persona #2

TIP: Duplicate these pages to repeat the exercise for another persona.



Persona 2
Dan Smith

Key Attribute

Hardworking
Busy
Single

Short Description

Dan is a second year at the University of Virginia
Dan loves his coffee
Dan is a full-time student with two jobs
He doesn't care about the nutritional information, but just wants to know what option has the most caffeine.

Needs

Dan wants to know what coffee will get him, through the day
Dan is also lactose intolerant, so he wants to compare the dairy free options

Challenges

Challenged to overcome are:
Low on time
Lack of knowledge on coffee nutrition

Opportunities

With Dan's preferences, he can compare a Caffé Mocha with Soymilk to a Café Americano and see that a Mocha has 180 mg of caffeine, whereas an Americano has 300 mg.

*My idea for the opportunities dashboard is for the user to be able to clearly see different nutritional information of drinks side by side.