Personas

Persona-1 –

- Name – Michael
- Role – Client of helpmyusers.com
- Behavior –
  1] Posts messages on his website for new products, promotions.
  2] Conducts surveys on his website for better understanding of visitors of his website.
  3] Analyses the performance of his website based on no. of visitors visiting his website.
- Goals –
  1] Should be able to send in-app promotional messages to the visitors of the website instead of promotional emails.
  2] Should be able to highlight parts of his websites which are often ignored by the visitors.
  3] Should be able to conduct smart in-app surveys which reach maximum number of visitors.
  4] Should be able to provide guided tours to his website visitors for functionalities that involve multiple steps.
  5] Should be able to analyze performance of his website based on clickstream analysis and hover analysis.

Persona-2 –

- Name – Dave
- Role – Visitor of the client website
- Behavior –
  1] Checks different features of the client website.
  2] Responds to surveys posted by the client.
  3] Performs different functionalities available on the website.
- Goals –
  1] Should be able to receive in-app promotional messages so as to have a better interaction experience.
  2] Should be able to respond to in-app surveys so as to avoid opening the survey link from email and then responding.
  4] Should be able to receive guided tours for multi-step functionalities in the website so as to have a better interaction experience.