Persona 1: Sandra

First Impression:

A well thought out Persona. This is a detailed profile and a well rounded look at the difficulties an elder women faces when trying to adapt to smart devices. This Persona would be well used by a company trying to sell a barebones smart device, something smart and simple. It can also be used to tailor the actual website to her needs. Keeping a simple UX/UI layout and making the website easy to use and purchase from will be a must.

Final Impression:

The Persona is accurately laid out, it supplies enough information to develop a user profile. It raises possible frustrations and obstacles elderly, and less able users may face. A quality and usable Persona.

Persona 2 : Noah

First Impression:

A comprehensive Persona. Kind of looks like he could be an actor. The Persona accurately describes a young adult who is looking for a smart watch for fitness tracking. From the description, it is well assumed he is at least comfortable with using smart devices and online shopping and will have no trouble using software as a medium to purchase goods. The persona identifies he is already looking for a smart watch which shows there are people out there who are an “easy” sale, but its just a matter of what product suites them best.

Final Impression:

The Persona is a well laid out example of a common user. It could be seen as a little 2 dimensional, homing in on his love of fitness, however there are subsets of people like that in the world that will be using products like these. Another good Persona.

Persona 3: Brittney

First Impression:

A simple and to the point Persona. It addresses one of the biggest consumer bases of smart devices. Young adults that are up to date with technology. The obstacle listed here however raises a very interesting problem, which is, people from sheltered communities branching out with the help of technology. Two very different dynamics that development and Marketing teams can observe to make better calls.

Final Impression:

The Persona is barebones and brief but describes a common and large demographic. The details the persona gives, convey a very likely customer. While oddly specific the challenges and obstacles section raises a very valid concern.