

## Personas\_BirdsAI

Personas help to develop a product from the perspectives of users. Therefore, it is beneficial that all stakeholders (all departments and clients) give feedback on personas and consider their perspectives, needs, and pain points while building and developing a product.


Based on the [user research](#) and the [online research](#), three personas are created. They represent the biggest groups of potential users of our product. (However, more personas can be created for getting more users and for promoting inclusion.)

The main criteria of differentiation between them are motivations and goals, pain points, and basic demography. The common points are: inhabitation in Europe, possession of a smartphone, and the ability of speaking English.

### Persona Card - Sandra

PROJECT: untitled PERSONA: Sandra

NAME <b>Sandra</b>	TYPE <b>Guardian</b>
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**Goals**  
Being able to present new strategies and the result of her research successfully  
Being able to collaborate with her teammates efficiently and in a friendly way  
Knowing social trends and trying new digital tools for her work





**Quote**  
*I want to receive new information about deforestation.*

**Demographic**  
No Comm... 36 years  
☐ Rotterdam  
☐ Married  
☐ Marketer  
☐ High income  
☐ A Master's degree







**Background**  
Sandra is a marketing manager and is responsible for marketing strategies. She does market research, industry analysis, brand audit, and implementation. She often has meetings outside.  
When she has time, she tries to take part in online workshops.

**Motivations**  
I am already aware of many environmental issues. I am highly interested in knowing the current state of the deforestation of the Amazon, as well as the methods for slowing it down.

**Frustrations**  
I always have lots of things to do and I am a workaholic. How can I have the motivation to find the information regarding deforestation?

**Technology**  
  


**Browsers**

**Channels**  
  


**Skills**  
Digital Skills 0 25 50 75 100  
Empathy 0 25 50 75 100  
Research 0 25 50 75 100  
Presentation 0 25 50 75 100

UXPRESSIA  
This persona was built in uxpressia.com

### 1. [type\*: Idealist] Claudine, 24

female, no comment on gender, single, Marseille, living in a four-story building with a friend, French with immigration background, university student (communication science), part-time job, hobby: jogging and traveling, iPhone 11, sometimes bad and slow wifi connections at home, loves her mobile phone, not especially engaging for the environment, but wants to do something for it and her future.

"I am a little bit worried about my future due to the environmental issues. I have many years to live. If I can do something for nature, I would probably try to do that."

"What should I do?"

### 2. [type: Guardian] Sandra, 36

female, hetero, married, Rotterdam, living in an apartment with her husband, Dutch, office worker in a marketing company, a master's degree, high income, hobby: flower arranging and making natural wax candles, Samsung Galaxy S21, uses her mobile phone everywhere, also in transit, having no problem using digital tools, high interest in environmental issues, especially ones related to trees, keen to receive new information about deforestation, she would like to know all the relevant information as well as measures against deforestation. But as she is very busy due to her excessive work, she is not sure if she would (actively) search for information on this theme.

"I am already aware of many environmental issues. I am highly interested in knowing the current state of the deforestation of the Amazon, as well as the methods for slowing it down."

"I always have lots of things to do and I am a workaholic. How can I have the motivation to use this website (web app)?"

### 3. [type: Artisan] Toni, 68

male, hetero, divorced, Leipzig, living alone in a small house in the outskirt and green area, German, retiree, a high school diploma, appropriate income, hobby: walking in the forest, iPhone 5, usually uses his mobile and internet indoors, not confident how to use the internet and digital tools, he is generally interested in the environmental issues and he has visited a country in South America. When he reads or hears news related to the (illegal) deforestation of the Amazon, he wants to search it on the internet and get some new and relevant information. However, he is not sure how to do it.

"I want to know about deforestation. I read a news article about it."

"How can I find your website with my mobile? And how do I search for the information I want?"

### \* Keirsey Temperaments

Four types of personalities.

Artisan vs Guardian vs Idealist vs Rational.

<https://brandongaille.com/keirsey-temperaments/>