# Optional - Activity Exemplar: Create personas

## ⭐ Exemplar

Here is a completed exemplar of a persona for the Tee's Shirts clothing store example we began following in the previous activities. This exemplar is a completed version of the activity we asked you to do earlier in the exercise. We have provided an exemplar so that you can compare your own work with an example that meets all the criteria. We also include an explanation of how the example fulfills the expectations for the activity that we outlined.
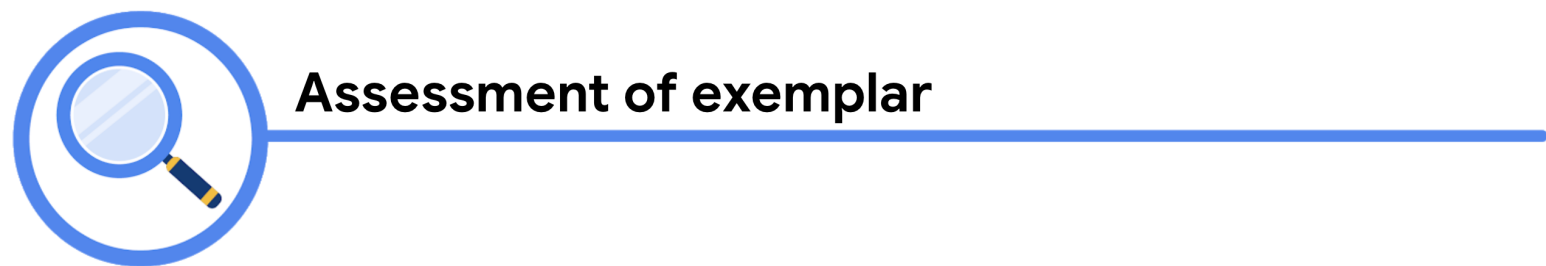


To see the completed persona for Mahalia, click the link below and select "Use Template."

Link to persona: **Mahalia persona** ↗

**OR**

If you don't have a Google account, you can download Mahalia's empathy maps directly from the attachment below.

📎 **Google UX Design Certificate - Mahalia persona [Example]**
PPTX File

## 🔍 Assessment of exemplar

Here's how we created the persona for Mahalia.

Step 1: We added Mahalia, the user name from our example aggregate empathy map, to this persona.

Step 2: Under the name, we filled in a few basic details about Mahalia. This helps to build a picture of the persona's experience and what daily tasks or responsibilities they have.

Step 3: At the top, we included a defining quote that helped to frame the persona.

Step 4: We included Mahalia's primary goals, which included improved button accessibility, simplified page navigation, and introducing more inclusive clothing sizes.

Step 5: We added a few quotes that summarized Mahalia's pain points connected with their online shopping experience. Also, we included some recommendations they have about how to improve their experience.

Step 6: We created a story for Mahalia. This included their daily schedule, their experience with clothing websites, and motivations for visiting those websites.

Now compare your personas to the matching exemplar above. As you compare, ask yourself:

- Did you include enough basic details about your personas?
- Did you create persona descriptions that express their goals, interests, and potential pain points?
- Did you include quotes that summarize the personas' experiences or needs?

What did you do well? Where can you improve? Take this feedback with you as you continue to progress through the course.

**Mark as completed**