

Introduction to Course 2

Empathize with users

Optional: Learn about empathy maps

Identify user pain points

Create personas

Video: Understand personas
6 min

Reading: Learn more about personas
30 min

Practice Quiz: Practice Activity: Create personas for the CoffeeHouse project
1 question

Reading: Exemplar: Create personas for the CoffeeHouse project
15 min

Week 1 review

Exemplar: Create personas for the CoffeeHouse project

Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the previous activity.

Below you'll find two examples of created personas. The first persona is the busy junior employee seeking quick and efficient pick-up service. The second persona is the in-store customer who wants to enjoy CoffeeHouse items and its atmosphere in a way that is still favorable to being connected and productive. Both personas are based on aggregated user interviews and represent specific user groups, rather than individual interview participants.

Persona 1: Anika, ambitious intern: Busy junior employee seeking quick and efficient pick-up service.



"I'm on my way to the top and searching for the tools that can help me get there!"

Goals

- Increased responsibilities in the office where they work.
- Complete less challenging tasks (like filling office coffee orders) with maximal efficiency.
- To demonstrate care and attention to detail in every task, big and small.

Frustrations


- "It's difficult to make sure the timing is right. If I arrive too early, I have to wait. If I arrive too late, my hot items get cold."
- "Sometimes large orders are incomplete or incorrectly filled."
- "When the shop is busy, I have to wait in line to get things like napkins, cup sleeves, or extra sugar."

Anika Samuelsson

Age: 22
Education: University student, 4th year
Hometown: Copenhagen, Denmark
Family: 1 cat
Occupation: Marketing intern for a large international firm

Anika is about to complete a B.A. in Business Administration and hopes an internship will launch their career in marketing. Even though Anika most enjoys the time spent working with their mentor on a marketing campaign, they also feel that the task of getting coffee for the office is an opportunity to network and to demonstrate being a team player with keen attention to detail.

Persona 2: Ali, remote upskiller: In-store customer who wants to enjoy CoffeeHouse items and its atmosphere in a way that allows them to be connected and productive.



"I'm always working, so I'm grateful for every opportunity to pause and enjoy the world around me."

Goals

- To learn skills that will attract new work opportunities.
- To find a comfortable place to work that maximizes productivity.
- To have access to good food for snacks during breaks.

Frustrations

- "Sometimes, I have trouble finding an adequate work space at the coffee shop."
- "Sometimes, I have to give up my space while I go to look for good food elsewhere."
- "I'd like to order without leaving my table, and not have to get up until I know my order is ready. I wish the shop would bring my order to my table!"

Ali Dalman

Age: 44
Education: Culinary school graduate
Hometown: Fairview, New Jersey
Family: Lives with partner
Occupation: Cook

Ali is a line cook who lives in a small city and mostly works in the evenings. During the daytime, Ali does an online coding bootcamp for 3-4 hours to learn a new employable skill. They usually do the bootcamp from local coffee shops, but sometimes get frustrated at the limited seating, unreliable Wi-Fi, limited food options, and noise level.



Assessment of exemplar

The exemplar has completed all of the worksheet elements, so you get a sense of who the user is and what drives them. Goals and frustrations are highlighted, as well as a breakdown of the personas' demographics. Lastly, a quote that summarizes their personality is featured at the top, along with a paragraph describing their life at the bottom. The goal is to create a realistic persona to empathize with as you think about the type of design solutions your users might need.

Now compare the exemplars above to your completed self-review. Assess what you've done following each of the criteria used to evaluate the exemplars. As you compare, ask yourself:

- Demographic information:** Did the demographic information match the persona characteristics given in the activity directions?
- Quote:** Were you able to imagine a quote that is relevant to the persona and the background you've built for them?
- Goals/Frustrations:** Were the goals and frustrations aligned with the persona and the activity scenario?
- Brief story/scenario:** Were you able to give more information about the persona, tying in their goals and frustrations, as well as their quote?
- Image:** Did you include a picture or avatar representing the personas for your activity?

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

Mark as completed

