



Diseño UX / UI: Design Thinking

User Persona



Persona



Edad 36

Trabajo Fisioterapeuta

Ciudad Madrid

Laura Carrasco

"Tengo 36 años y no he tenido demasiada suerte en las relaciones. Después de mi "novio de toda la vida", he conocido a muchas personas, amigos de amigos o a través de tinder, pero a la nada de quedar descubro que no somos compatibles. Me gustaría formar una familia y siento que se me acaba el tiempo. Estoy muy ocupada y además no me gusta ir a una discoteca a ligar. Me siento incomoda y puede ser hasta peligroso para una chica."

OBJETIVOS

- Conocer a su alma gemela.
- Tener una relación estable.
- Poder formar una familia.

FRUSTRACIONES

- Sus citas nunca cumplen su expectativa.
- Cuando voy a una primera cita soy muy positiva, pero el entusiasmo suele apagarse en seguida.

PERSONALIDAD



INFLUENCIAS

Los productos o servicios que la influencian



MOTIVACIONES

- Necesita sentir que "conoce" una persona antes de quedar por primera vez.
- Le gusta poder filtrar a distancia para no tener que rechazar en persona.
- No puede dedicar demasiado tiempo a "buscar" pareja.

TECNOLOGÍA



- 3 horas/día
- Usuaria experta

- 1 hora/día
- Usuaria media

Persona



Edad 34

Trabajo Desarrollador informático

Ciudad Madrid

Pablo Jímenez

"Después de romper con mi ex, me apunté a varias apps de citas. He llegado a quedar con varias chicas, y con un par de ellas empecé una relación, pero no duró mucho tiempo. En general estas apps están construidas como un 'catálogo' de mujeres y hombres, que invitan a hacer swipe y pasar al siguiente sin haber podido ni siquiera presentarte. Una foto no es suficiente para que una chica sepa si eres interesante: si no eres Brad Pitt, no tendrás mucha suerte."

OBJETIVOS

- Conocer a chicas interesantes.
- Empezar una relación de pareja.

FRUSTRACIONES

- Ser valorado por su aspecto físico le parece injusto. Siente que su punto fuerte es la simpatía, que es difícil expresar en una foto.
- No siente que las apps de cita proporcionen una experiencia "natural"

PERSONALIDAD

Introvertida Extrovertida

Analítica Creativa

Atareada Desocupada

Desordenada Organizada

Independiente Team player

INFLUENCIAS

Los productos o servicios que lo influencian



TECNOLOGÍA



- 4 horas/día
- Usuario experto
- 10 hora/día
- Usuario experto

MOTIVACIONES

- No es muy bueno "ligando" en persona, así que una app le facilita las cosas.
- En una app puede encontrar a chicas que no pertenecen a su círculo social, que nunca hubiera podido conocer en la vida "real".
- Valora mucho el poder hablar con una chica antes de quedar, para que se confirme el interés mutuo en conocerse.

Plantillas para User Persona

Figma

User Persona Free Template, by NOIN

<https://www.figma.com/community/file/875250087821192410>

The persona canvas can be used to give a customer segment a face and name.

Client Name: [redacted]
Project Name: [redacted]

Persona: John Doevisch

Age: [redacted]
Job Title: [redacted]
Status: [redacted]
Location: [redacted]

GOALS
Reasons to use our service

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NEEDS
Reasons to buy our service

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PERSONALITY

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player

INFLUENCERS
What products or services are influencing

BEHAVIOR TRAITS

PASSIONATE EMPATHETIC
CURIOS ADVENTUROUS

PAIN POINTS
How can our service help

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INTERESTS
Interests that can influence decision

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UX Persona Template, By Saroj Shahi

<https://www.figma.com/community/file/881830156311997001>

Kristin Watson

Bio
She currently lives in Sydney. She finished her master in businesss and has just been promoted to Sales Manager. She is currently single and like to go out with friends on long holidays.

Core needs

- Need to find people with similar skills that can help her tackle company goals.
- View all her hirings in an overview
- The price of the service is very important

Frustrations

- Price is high related to quality they provide
- Currently finds perect people from past work relations, family, friends and within my circle and online which is tedious
- Not much choice and comparison not available

Brands

NASA HUAWEI facebook YouTube Instagram BELLE

“ I am used to with online service and I usually do my online shopping from Instagram

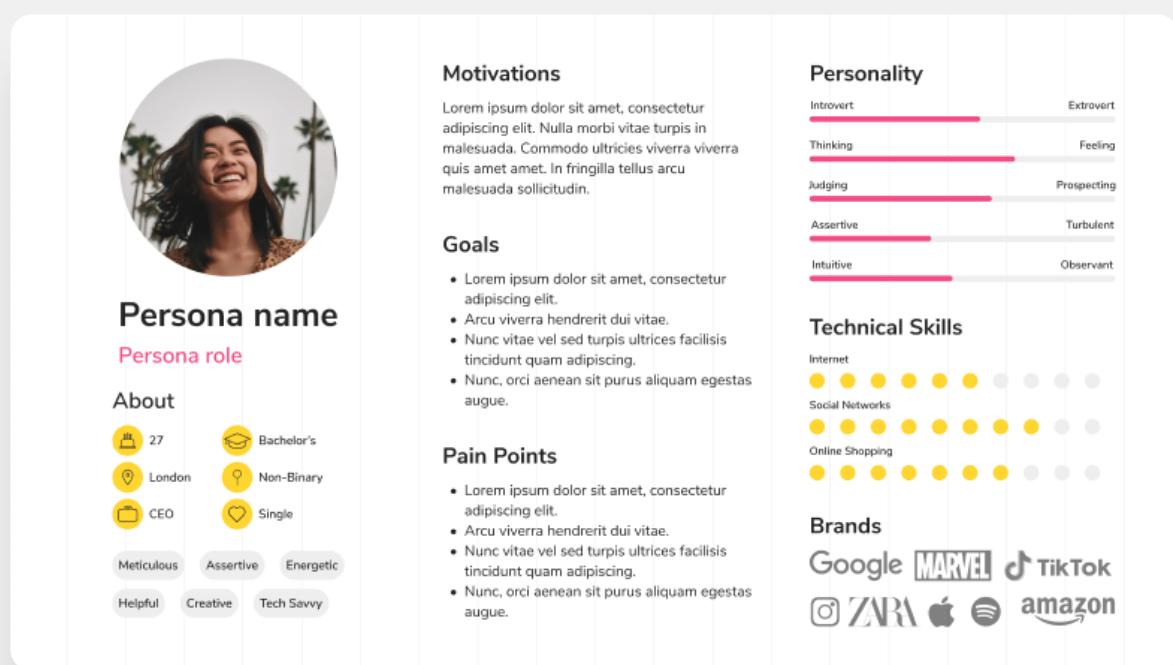
AGE: 27
EDUCATION: Masters in Business
STATUS: Single
OCCUPATION: Sales Manager
LOCATION: Sydney
TECH LITERTE: High

Plantillas para User Persona

Figma

User Persona Template, by Cheniece Manning

[https://www.figma.com/community/search?
model_type=hub_files&q=user%20persona&fuid=509136078562209998](https://www.figma.com/community/search?model_type=hub_files&q=user%20persona&fuid=509136078562209998)

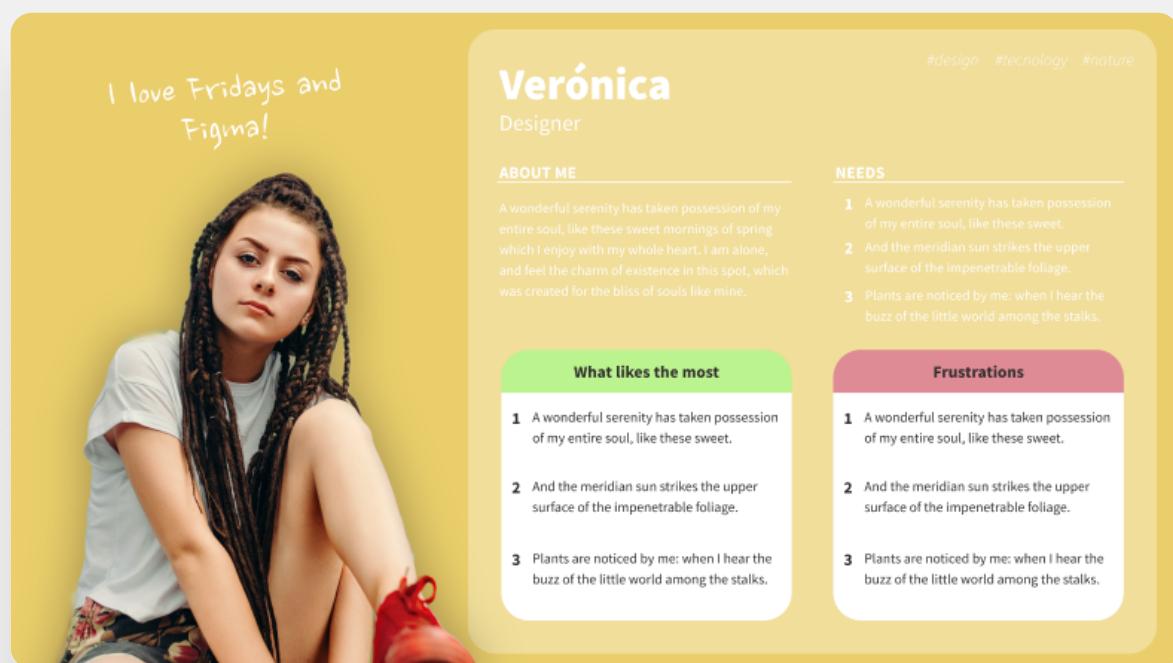


This template provides a comprehensive overview of a user persona. It includes:

- Profile Picture:** A circular portrait of a smiling woman.
- Persona name:** Personna name
- Persona role:** Personna role
- About:** Includes icons for age (27), education (Bachelor's), location (London), gender (Non-Binary), occupation (CEO), and relationship status (Single). Below these are personality traits: Meticulous, Assertive, Energetic, Helpful, Creative, and Tech Savvy.
- Motivations:** A paragraph of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla morbi vitae turpis in malesuada. Commodo ultricies viverra viverra quis amet amet. In fringilla tellus arcu malesuada sollicitudin."
- Goals:** A bulleted list of goals: "• Lorem ipsum dolor sit amet, consectetur adipiscing elit. • Arcu viverra hendrerit dui vitae. • Nunc vitae vel sed turpis ultrices facilisis tincidunt quam adipiscing. • Nunc, orci aenean sit purus aliquam egestas augue."
- Pain Points:** A bulleted list of pain points: "• Lorem ipsum dolor sit amet, consectetur adipiscing elit. • Arcu viverra hendrerit dui vitae. • Nunc vitae vel sed turpis ultrices facilisis tincidunt quam adipiscing. • Nunc, orci aenean sit purus aliquam egestas augue."
- Personality:** A grid of six personality traits with a sliding scale from Introvert to Extrovert, Thinking to Feeling, Judging to Prospecting, Assertive to Turbulent, and Intuitive to Observant.
- Technical Skills:** Icons representing various skills: Internet, Social Networks, and Online Shopping, each accompanied by a series of colored dots indicating proficiency levels.
- Brands:** Logos for Google, MARVEL, TikTok, ZARA, Apple, Spotify, and Amazon.

User Persona Templates, By CarlUX

<https://www.figma.com/community/file/890735262593011799>



This template features a yellow background with a photo of a woman with long braided hair sitting on the floor. Handwritten text on the left says "I love Fridays and Figma!"

Verónica
Designer

#design #technology #nature

ABOUT ME
A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.

What likes the most

- A wonderful serenity has taken possession of my entire soul, like these sweet.
- And the meridian sun strikes the upper surface of the impenetrable foliage.
- Plants are noticed by me: when I hear the buzz of the little world among the stalks.

NEEDS

- A wonderful serenity has taken possession of my entire soul, like these sweet.
- And the meridian sun strikes the upper surface of the impenetrable foliage.
- Plants are noticed by me: when I hear the buzz of the little world among the stalks.

Frustrations

- A wonderful serenity has taken possession of my entire soul, like these sweet.
- And the meridian sun strikes the upper surface of the impenetrable foliage.
- Plants are noticed by me: when I hear the buzz of the little world among the stalks.