

Personas

Created by group 31.

Based on common dairy product users.

PERSONA TEMPLATE



PERSONA
PHOTO

QUOTATION
I want the whole family to have nutritious and healthy milk every day.
NAME
Anna
AGE
Thirty-one
GENDER
Female
LOCATION
Shanghai
OCCUPATION
stay-at-home mom
JOB TITLE
stay-at-home mom
HIGHEST LEVEL OF EDUCATION
Undergraduate college
ANNUAL INCOME

GOALS AND MOTIVATIONS

The whole family has access to safe fresh milk, which can be delivered at regular times every day.

CHALLENGES AND OBSTACLES

Milk is fresh, nutrient-rich, with the right amount of calcium, delivered to your door.

FRUSTRATIONS

There are too many kinds of milk on the website to quickly screen out milk varieties suitable for each family member.

SOURCES OF INFORMATION

BOOKS

Yes

BLOGS

CONFERENCES

EXPERTS

MAGAZINES

WEBSITES yes

PERSONA TEMPLATE



PERSONA
PHOTO

QUOTATION
I am a college student and like to drink a glass of milk every morning to supplement protein, but I need low-fat milk to meet my weight loss needs
NAME
LISA
AGE
19
GENDER
Female
LOCATION
Shaoxing, Zhejiang province
OCCUPATION
College student
JOB TITLE
nothing
HIGHEST LEVEL OF EDUCATION
undergraduate course

GOALS AND MOTIVATIONS

Low-fat nutrition, high calcium content, easy to obtain and easy to store

CHALLENGES AND OBSTACLES

It is difficult to keep the school fresh. If it is not refrigerated, the taste will deteriorate and it will not be fresh.
How long it takes to transport to the city, the quality will decrease,

FRUSTRATIONS

How long it takes to transport to the city, the quality will decrease
Expensive

SOURCES OF INFORMATION

BOOKS

BLOGS

CONFERENCES

EXPERTS

MAGAZINES

PERSONA TEMPLATE



PERSONA
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QUOTATION
我要身体健康，长命百岁。 I have to be healthy and live for a long time.
NAME
胡达克 Hroak
AGE
70
GENDER
女 female
LOCATION
郊区养老院 Suburban nursing home
OCCUPATION
退休 retire
JOB TITLE
退休老人 Retired old woman
HIGHEST LEVEL OF EDUCATION
大学本科 Undergraduate
ANNUAL INCOME
子女抚养且有退休金 10 万左右 The child raises and has a pension of about 100,000.

GOALS AND MOTIVATIONS
补充营养，吃得好睡得香身体棒 Supplement nutrition, eat well, sleep, body stick
FRUSTRATIONS
字够大，排版够清晰，价格够清 楚，买卖无套路 The word of the website page is big, the web page version is clear enough, the price is clear enough, the sale of no means

CHALLENGES AND OBSTACLES
价格，品质，性价比 Price, quality, cost performance
SOURCES OF INFORMATION
BOOKS
1
BLOGS
CONFERENCES
1
EXPERTS
MAGAZINES
WEBSITES