

UX IMMERSION EXERCISE 2.4

DESIGN USER PERSONAS

by: Sam Carlson

Surfing Samara

Photographer

26, Single
San Louis Obispo, CA



"Sometimes I'll cancel all my plans and go sail or surf if the conditions are good."

Persona Story

Samara is an adventurous person trying to live her best life in California. Being single and a photographer gives her the flexibility to spend the majority of her time outside surfing, kayaking, paddle boarding, or sailing. She struggles to balance a job and steady routine with her spontaneous nature but feels her need for adventure is more important. Unpredictable weather contributes to her desire to chase the wind. She likes meeting new people and trying new things and almost always goes to the water with other people or will meet up with others.

Needs

- accurate radar
- quick viewing
- customization
- forecasts
- social

Personality

- extrovert
- sensing
- thinking
- judging
- introvert
- intuition
- feeling
- perceiving

"I have my main spots I go to but I follow the weather or try new places with friends."

Goals

- Get a quick weather report in the morning when she wakes up so she can start planning her day.
- Wants to share her time and experiences with friends as well as strangers on the water.

Motivations

- Living on the coast in a beach town, she wants to make the most of her time while her lifestyle and work schedule allows her to be adventurous.

Frustrations

- Annoyed that her collection of weather apps don't offer enough customization for her variety of activities.
- Some of her apps aren't easy to use. It takes quite a bit of time to find locations, look at the conditions, and then compare.
- Forced to bounce back and forth between multiple apps to find all of the information she needs before making a decision.



Fishing Freddy

Project Manager

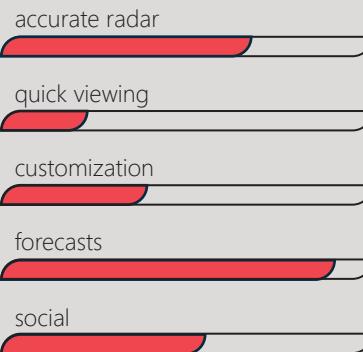
31, Married
Denver, CO

"I can't wait for fishing season and love the process of planning all my finishing trips for the year."

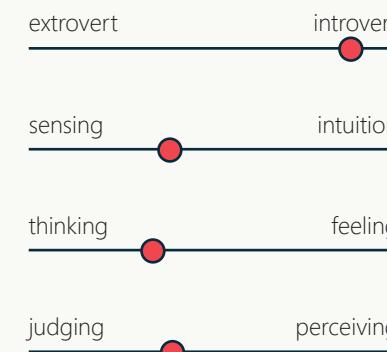
Persona Story

Freddy is an avid fisherman and will actually compete in tournaments occasionally. His day job as a Construction Project Manager limits his time outdoors and is forced to plan short trips or long weekends to go fishing. He takes his fishing seriously and values his precious time while on the water. He is annoyed by distractions and the unpredictable nature of weather since it can ruin his trips. About half his time fishing is spent solo while the other half is with small groups. Freddy is also married but doesn't have kids yet.

Needs



Personality



"I struggle to find enough resources when I go to new locations. That is the biggest challenge."

Goals

- Wants to plan his fishing trips down to the last detail.
- Likes to see what others have done on similar bodies of water.
- Needs to practice in new areas to learn best techniques when he enters tournaments.
- Values the solitude and peacefulness while fishing.

Frustrations

- Lots of research is required ahead of time when he goes to new locations. But the weather can change quickly and ruin his plans.
- Relies on good information from friends when checking out new spots. But there is a lack of good resources about lake, river, and fishing conditions.
- Forced to use multiple apps for fishing, weather, and water conditions.



Boating Bob

Retired

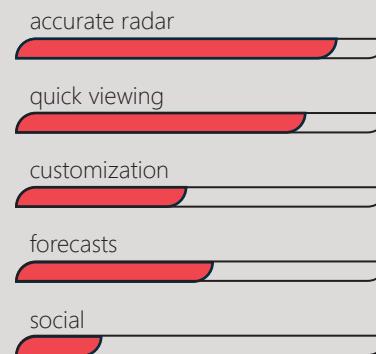
59, Married with adult children
Minnetonka, MN

"I'm really not too worried about the weather in the summer unless I'm out on the boat."

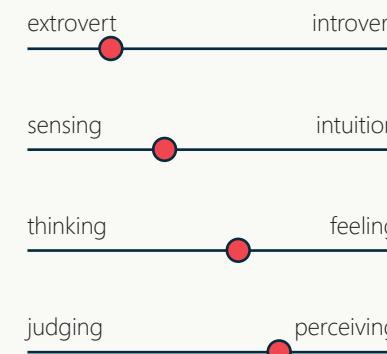
Persona Story

Bob is recently retired and has all the time in the world to cruise around the lake. He lives on the lake and owns a fishing boat as well as a speed boat. He's a casual fisherman but likes tinkering with new gear and gadgets to get the best experience. His adult children visit frequently during the summer and the whole family spends the day on "Bob's Boat". Bob feels a certain responsibility to make sure everyone is having a good time while being safe. Because he lives on the lake and summer is short, Bob tries to take advantage of good weather as much as possible.

Needs



Personality



"I love taking people out on the boat to show them a great time. Especially when our kids visit."

Goals

- Enjoys spending time with others while getting to do what he loves. Boating!
- Find the best fishing spots on the lake.

Motivations

- Looking to engulf himself in new hobbies.
- Makes the most of Minnesota summers and retired life by relaxing on the water.

Frustrations

- Annoyed of apps with lots of advertisements. But those are usually the ones with better reports.
- Has a hard time navigating his more robust weather app. Has to swipe through lots of information and layers just to get to a radar map.
- Hates when a good summer day gets ruined by poor weather. Or worse when a storm rolls in while he's still on the water.