User Persona

Persona 1
John Schmidt

Key Attribute

Add adjectives to describe this persona

Old-school, friendly, dedicated

Short Description

Add phrases to bring this persona to life

John isn't the best at using computers, so he often has a hard time with software. In his work, he often needs to use modern tools that are difficult for him to understand, but he is dedicated to doing a good job, so he tries his best.

Needs

Add the persona's reasons for taking this particular journey

Needs an application with a smooth user experience, easy to understand

Challenges

Add pain points or potential frustrations

John gets confused if software has too many options

Opportunities

Add ways that your product or service can address the pain points

The application should provide good functionality in a way that is easy for the user to figure out. The user experience should be simple and streamlined without compromising functionality.

User Persona

Persona 2
Bartholomew Jones II

Key Attribute

Add adjectives to describe this persona

Ambitious, hardworking, resourceful

Short Description

Add phrases to bring this persona to life

Bartholomew is an ambitious businessman who looks for whatever resources he can to make himself more effective. Data visualization is one of the tools he uses daily.

Needs

Add the persona's reasons for taking this particular journey

Wants to be able to visualize data to drive sales, may need to view complex relations in data

Challenges

Add pain points or potential frustrations

This user is impatient and wants to get the information they need quickly; he will try other resources if one doesn't work well

Opportunities

Add ways that your product or service can address the pain points

The interactive dashboard should be able to provide relevant data quickly and effectively. Too many UI elements will make the dashboard too confusing to get value out of, even if it technically provides more information. However, this cannot be at the expense of available information – the app should still provide lots of useful options.