

User Persona

TIP: Duplicate these pages to repeat the exercise for another persona.



Persona 1
Curious Caleb

Key Attribute

Add adjectives to describe this persona

Curious, Open-minded, Time Conscious, Visual Learner

Short Description

Add phrases to bring this persona to life

Caleb is an environmentally curious individual exploring the world of environmental data for the first time. Alex is not an active advocate but has a genuine interest in understanding the impact of daily choices on the environment. With a busy lifestyle, Alex seeks a user-friendly dashboard that simplifies complex environmental information and makes it easy to comprehend.

Needs

Add the persona's reasons for taking this particular journey

Alex would like a dashboard that provides easy to comprehend information on environmental factors. The goal is to gain a basic understanding of how personal choices contribute to larger environmental issues without delving into overwhelming details. Alex is on a journey of self-discovery, looking for convenient ways to incorporate eco-friendly practices into everyday life.

Challenges

Add pain points or potential frustrations

The abundance of environmental data can be confusing for someone with limited background knowledge. The complexity of environmental issues may feel overwhelming, potentially discouraging further exploration. Additionally, with a busy schedule, Caleb needs a solution that delivers insights without requiring extensive time investment.

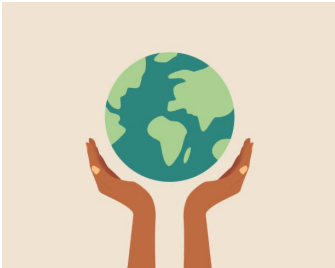
Opportunities

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

A user-friendly dashboard with a clean design that caters to individuals with limited environmental knowledge. The dashboard can also incorporate features that provide explanations and context for environmental metrics, helping Caleb grasp the basics. The dashboard could also tailor suggestions based on Caleb's lifestyle, making it easy to adopt small, meaningful changes. It could also utilize engaging visualizations to communicate complex information in a way that resonates with Alex's visual learning preference.

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Persona 2
Environmentalist Emily

Key Attribute

Add adjectives to describe this persona

Passionate, Analytical,
Proactive, Curious, Tech-savvy

Short Description

Add phrases to bring this persona to life

Emily is a passionate environmental advocate with a love for exploring data. Emily believes in the power of informed decisions and is on a mission to understand and communicate the intricacies of the environment. Whether it's tracking carbon footprints, monitoring air quality, or advocating for sustainable practices, Emily is always eager to use the latest technology to advocate for the environment.

Needs

Add the persona's reasons for taking this particular journey

Emily would like a dashboard that consolidates environmental statistics and provides actionable insights. She wants a user-friendly interface that allows her to track and analyze key metrics related to climate change, pollution levels, and biodiversity. Emily's journey is fueled by a desire to make informed decisions and educate others.

Challenges

Add pain points or potential frustrations

Sorting through large amounts of environmental data can be overwhelming and time-consuming. Additionally, understanding the relationships between the different environmental factors can be difficult.

Opportunities

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

The dashboard offers an intuitive design, making it easy for Emily to navigate and derive insights without feeling overwhelmed. The dashboard can have tailored features that allow Emily to focus on specific environmental factors that are relevant to her advocacy goals. The dashboard could also provide information and resources that Emily can use to enhance her understanding and effectively communicate with others. There could also possibly be opportunities for connecting with like-minded individuals and organizations.