

## USER PERSONAS AND INFORMATION ARCHITECTURE

### ***PROMPT used for generating personas***

I am working on a web application called Honey Heaven. Honey Heaven is a web application created to represent a small family beekeeping business that produces and sells natural honey and other bee products. The project aims to give the farm a modern online presence where customers can easily explore products, learn about the beekeeping process, and stay connected through blog stories and updates.

Target Users are:

- a) Local customers looking for natural raw honey and bee products
- b) Wholesale buyers such as cafés, bakeries, and local shops
- c) Visitors interested in beekeeping workshops or farm activities
- d) Bee-curious readers who want tips, recipes, or to follow the farm's season

Create a set of user personas (3) relevant to this project. Personas are representations of our users, who represent the goals, behaviors and motivations of real users. These personas should represent the target audience for the web application. Include variety of demographic details, personality traits, and context-specific information.

Personas should have name and last name, age, gender, occupation, marital status (household), location, tech comfort level, Background, Personality Traits, Motivations, Pain Points, Goals on the WebApp, how she/him interact with the website.

Include their PRIMARY GOALS (Why those are their primary goals, What they're hoping to achieve through our solution or product), BEHAVIOURS (What are they doing before and after interaction with our solutions), CREDIBILITY (Ensure that the personas are believable and liked as much as possible, DO NOT give personas unpleasant or dubious habits). Add lifestyle interests, hobbies, as they apply to their motivations, keep to the details that are relevant to the problem.

### ***PROMPT used for generating images***

Generate image of persona:

- Name: Ana
- Age: 33
- Occupation: Nutritionist & Health Blogger

Image should be frontal with background theme of occupation. Image is taken from waist upwards.

## Persona 1:



**Name:** Ana

**Surname:** Tolić

**Age:** 33

**Gender:** Female

**Occupation:** Nutritionist & Health Blogger

**Marital Status:** Married

**Household:** Spouse & 1 child

**Location:** Split, Croatia

**Tech Literate:** High

### **Background**

Ana is a licensed nutritionist and lifestyle blogger focused on healthy, natural foods. She shares recipes, wellness tips, and promotes local Croatian producers. She prefers small, sustainable farms over big commercial brands and enjoys telling authentic local stories through her content.

### **Personality Traits**

- Health-conscious, curious, and friendly
- Values honesty and sustainability
- Enjoys connecting with people and sharing local success stories

### **Motivations**

- Wants pure, locally sourced honey for her family and for creating recipes
- Looks for genuine producers to feature on her blog or Instagram
- Loves discovering the story behind traditional food-making

### **Pain Points**

- Hard to find authentic local honey producers online with good storytelling
- Distrusts mass-produced “organic” products in supermarkets
- Prefers websites that combine e-shop, education, and storytelling

### **Primary Goals**

- Looking for producers she can personally stand behind
- Learn about Honey Heaven’s farm and sustainable beekeeping
- Purchase raw honey and unique bee products online
- Explore recipe ideas or health tips on the blog

## Persona 2:



**Name:** Marko

**Surname:** Radić

**Age:** 46

**Gender:** Male

**Occupation:** Café Owner & Pastry Chef

**Marital Status:** Married

**Household:** Spouse & 2 teenagers

**Location:** Šibenik, Croatia

**Tech Literate:** Medium

### **Background**

Marko owns a café and bakery in Šibenik known for using local ingredients. He constantly seeks reliable suppliers of authentic Croatian products, olive oil, cheese, and honey, for his pastries and beverages.

### **Personality Traits**

- Practical, hardworking, loyal to local producers
- Focused on quality and consistency
- Appreciates personal communication and transparency

### **Motivations**

- Needs high-quality, raw honey in bulk for his café
- Wants a trustworthy local supplier near Šibenik
- Interested in seasonal honey varieties for product differentiation

### **Pain Points**

- Small producers often don't have professional online shops
- Difficult to order wholesale quantities easily
- Limited information about origin and harvesting methods on many sites

### **Primary Goals**

- Browse products and check for wholesale pricing or delivery
- Learn about the types of honey (flower, forest, sage, acacia, etc.)
- Contact the farm directly for samples or collaboration
- Looking for a consistent partner for long-term business.

### Persona 3:



**Name:** Petra

**Surname:** Banić

**Age:** 26

**Gender:** Female

**Occupation:** Primary School Teacher

**Marital Status:** Single

**Household:** Friend

**Location:** Zadar, Croatia

**Tech Literate:** High

#### **Background**

Petra is a young teacher passionate about nature, sustainability, and hands-on learning. She enjoys spending time outdoors and is fascinated by bees and ecology. She often integrates environmental topics into her classes.

#### **Personality Traits**

- Enthusiastic, caring, environmentally conscious
- Enjoys learning and sharing knowledge
- Community-oriented and socially active

#### **Motivations**

- Wants to attend beekeeping workshops or visit the Honey Heaven farm
- Looks for handmade bee products (candles, propolis, balms) as eco gifts
- Enjoys following blogs about nature, sustainability, and local crafts

#### **Pain Points**

- Struggles to find local workshops that are well-organized and informative
- Many websites don't provide enough event details or easy booking options
- Prefers mobile-friendly websites with visual content and updates

#### **Primary Goals**

- Discover upcoming workshops or farm tours
- Wants real, local experiences tied to sustainability
- Read educational blog posts about bees and nature
- Buy small honey jars or natural products as gifts

## Persona 4:



**Name:** Josip

**Surname:** Marić

**Age:** 41

**Gender:** Male

**Occupation:** Beekeeper & Owner of Honey  
Heaven Farm

**Marital Status:** Married

**Household:** Spouse & 2 children

**Location:** Unešić, Croatia

**Tech Literate:** Medium

### **Background**

Josip grew up in a family of beekeepers in Unešić, where he continues the family tradition with modern, eco-friendly practices. Together with his wife, he runs Honey Heaven, a small family business producing raw honey, propolis, beeswax, and other natural bee products.

He enjoys educating others about bees, sustainability, and the importance of local farming. He also writes blog posts about beekeeping, seasonal changes, and life on the farm.

### **Personality Traits**

- Passionate, humble, hard-working
- Honest and community-oriented
- Nature lover and lifelong learner

### **Motivations**

- Wants to share his love for beekeeping and nature with others
- Hopes to build trust and a loyal customer community through transparency
- Aims to grow the Honey Heaven brand while keeping its authenticity

### **Pain Points**

- Managing both farm work and digital promotion can be overwhelming
- Limited time for maintaining the website and social media
- Difficulty reaching younger audiences or urban customers directly

### Primary Goals

- Use the website to connect directly with customers and share his story
- Maintain an online shop that reflects the farm's values
- Post blog articles about beekeeping, honey types, and sustainable farming
- Wants people to understand the effort and care behind every jar of honey
- Increase online visibility and direct sales without losing authenticity

### PROMPT used for generating information architecture

Play the role of every persona, take on its traits. Develop an information architecture for Honey Heaven based on the card sorting method.

### Sitemap:

