

User Persona

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



Persona 1
Kelly Brooks

Key Attribute

Add adjectives to describe this persona

Smart, pretty, considerate, meticulous, feisty, quiet, curious

Short Description

Add phrases to bring this persona to life

Kelly Brooks is a woman who is passionate about technology and loves to play around with data and show off her brilliant work with friends.

Needs

Add the persona's reasons for taking this particular journey

Kelly is the type of person who needs a service that enables her to explore and learn more about various data that she can make use of for her data science projects. Her fascination for UI/UX further enhances her curiosity towards interesting and fun web designs.

Challenges

Add pain points or potential frustrations

Kelly gets put off by too many metrics being displayed on the screen and would prefer neutral colors over flashy ones. She also does not like empty spaces on websites and likes it when the space is fulfilled to its liking, especially if it's relevant to what she is looking for.

Opportunities

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

To simplify the process of looking into data, the metrics used for the data can be filtered to only focus on certain variables important to the user. The UI design will also incorporate neutral colors and ensure that no empty space is left behind.

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Ryan Chen

Key Attribute

Add adjectives to describe this persona

Chill, reserved, modest, funny, knowledgeable, friendly, cool

Short Description

Add phrases to bring this persona to life

Ryan is a salesman who is known for his sense of humor with his customers and having a reputation for his entertaining services.

Needs

Add the persona's reasons for taking this particular journey

Ryan is interested in looking into data regarding peoples’ sense of humor as he believes that it will help him sell better. With his mind geared towards business, he wants to be able to have access to data that effectively evaluates certain factors that would benefit his sales.

Challenges

Add pain points or potential frustrations

Ryan is not the best with technology and has trouble figuring out how to use user interfaces that incorporate lots of complexity, such as having to click on certain features multiple times and needing straight-to-the point visual Information that can help him intuitively and effectively make use of various features.

Opportunities

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

The dashboard will be designed to be more minimalistic to make it easier to understand certain functionalities and the controls/functionality of the dashboard will be intuitive and straightforward for use. The functions will also require less clicks to display certain graphs and data right at the user’s fingertips. There will also be more information on how to use a particular feature with text and other visual aids.