

GPSBud's: User Personas

Joe & Jennifer

Why We Create Personas?

A **persona** is the representation of our target user. It is a fictional representation of the real needs, goals, frustrations, and behaviors of an entire audience of users. The creation of the persona is based on all of the findings recollected until now. When we start talking about our users, we will start referring to Joe and Jennifer.

What will I include in each persona:

- Name, age, gender
- Demographic information
- Needs and goals
- Behaviors
- Quotes from the persona's perspective



Joe

51

Disemployed

Michigan

“I will be willing to look into that (cryptocurrency) if it was made simple. I would not be afraid to use it.”

About

Joe is 51 year old male who lives with his partner in Michigan. He is unemployed for disability, and likes spending time with his friends and partner.

Joe likes spending some time in the computer, but not frequently. But when he does he like to look through some online stores to do shopping. He also reads news.

Motivation

I am willing to purchase online, but something that motivates me to go to the dispensary instead is because they offer me information on what is trending or what they recommend. I also like that they reward me for being their customer. They also give me deals.

Behaviors & Attitudes

- He is a frequent cannabis consumer, so shopping is something he does weekly.
- Like keeping all of his info registered an online store, easy accessibility. He loves PayPal because of that.
- He loves top know what is trending in the cannabis World.
- Although he knows very little about cryptocurrency he is one to get to know about it if provided with proper guidance.

Goals & Needs

- Wants an informative online store that is up to date on what is trending.
- He would love a one time login and easy.
- Needs a cannabis online store that rewards him for being part of their shop or maybe offer him deals from time to time.

Device Usage



Frustrations

It is annoying when I have to login twice or even add my information every time I come to the website.



Jennifer

27

ER Insurance/Waitress

California

“I would enjoy total transparency, do I need to buy 50 bitcoins, how much is it, what percentage are you keeping of that, I like to know if that would be financially good choice.

About

Jennifer is a 27 year old female who work at the ER in the Insurance area. She also works as a waitress on the weekends. She lives in California with her girlfriend, just taking care of there cannabis plant. From time to time they enjoy spending time with friends painting and smoking weed. Oh, and Jennifer loves shopping online.

Motivation

I love the healing properties cannabis has, but I also like that it can be used socially helping me feel at ease. I also like that there is a great variety of strains to choose from. For this reason I like going to dispensaries or buying online, I like choosing strains with weird names and just being surprise.

Behaviors & Attitudes

- She smokes daily, for medical reasons, but she also like socially.
- When shopping online she likes to refine her searches, but she likes a list of other options.
- She likes easy purchase, use her iPhone wallet to get her products.
- Cryptocurrency is something Jennifer believes she can benefit from since she loves to travel.

Goals & Needs

- Would like double verification whenever buying cannabis online.
- Wants to be guided when being asked to purchase with cryptocurrency.
- Needs reviews to know what product is best for her.

Device Usage



Frustrations

- I prefer caregivers, but they sometimes are too far.
- If being asked to use cryptocurrency, I would like to use the exact amount of money, no crypto hanging in my wallet.