

Solution: Create a persona

Solution

In the Little Lemon scenario, the user persona is Tilly. This persona consists of an image of the persona, a quote about some of her personality traits, and her bio, which also tells you more about her social life and occupation. Tilly's core needs are also mentioned in this solution as typical frustrations she has when shopping online.

Check if your answer matches this solution.

Tilly



AGE	60
GENDER	FEMALE
OCCUPATION	SALES MANAGER
TECH LITERATE	MEDIUM

““ Loving aunt, great friend, bad gardener, somewhat impatient and avid, impulsive online shopper.”

Bio

She lives in Chicago and has recently been promoted to Sales Manager. She is currently single, likes to socialize with friends and go on exotic holidays.

Core needs

- Needs to find time to organize her life around her promotion.
- View all her expenditure in an overview.
- The time consumption of any service is very important

Frustrations

- Trying to find time to shop for basic items like food, clothes, etc.
- Speed at which items purchased online are delivered.
- Not much choice, if not prepared to wait.