

WEB DESIGN PROJECT

Persona With Interview Questions

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GROUP: MAYSIOGIL

To gather data for the design phase of the website interview questions were created to explore the user needs of the salon's target market. Below are the questions that the team developed and used during the interview process.

Guillotine interview Questions

1. What is your age?
2. What is your profession?
3. Where do you live?
4. How frequently do you visit a salon?
5. What treatment do you get at your local salon?
6. Do you think you receive value for money?
7. What makes you prefer a specific salon?
8. Do you use online tools to find new salons? If so what do you use?
9. What devices do you use to do this research?
10. What is the most frustrating thing about researching online for recommendations?
11. What do you look for while on a website?
12. If you were to design a website, how would you do it?
13. What social network applications do you use?

Four individuals were interviewed and the results are shown in the excel spreadsheet below. Using the information given we were able to generate a single persona that will represent our current customer and what they look for while searching for a hair salon.

Question	PERSON A	PERSON B	PERSON C	PERSON D
1. What is your age?	18	27	26	29
2.What is your profession?	Student	Employee at Ebay	Administrative assistant	Product Manager
3. Where do you live?	Phibsboro dublin	Phibsboro dublin	Drumcondra, Dublin	Kilmainham
4.How frequently do you visit a salon?	Twice a month	Not often	Every six weeks	Every two months
5.What treatment do you get at your local salon?	wash, cut and blowdry	hair cut	cut and colour	hair cut
6. Do you think you receive value for money?	no	yes	yes	yes
7.What makes you prefer a specific salon?	better pricing, good service, friendly staff	how quick they can provide their service	if they can make my vision a reality	prices, location, aesthetic
8.Do you use online tools to find new salons? If so what do you use?	google	google	google, facebook	google
9.What devices do you use to do this research?	laptop	smart phone	smartphone	smartphone, laptop
10.What is the most frustrating thing about researching online for recommendations?	too much to choose from and how accurate they are	accuracy, you never know what how the outcome will actually be	not enough information available around prices, styles and experience of staff	most barbershops have fairly poor websites
11.What do you look for while on a website?	its usability-how easy is it to navigate the site	product, contact information and opening hours	clean design, photographs of recent work, clear pricing, creative statement, opening hours	nice design, give a sense of the place itself, practical info like prices, hours, location etc
12.If you were to design a website, how would you do it?	its aesthetic appearance. Focus on pictures and reviews from existing customers	the appearance matters. With adapted programs such as photoshop and indesign	modern looking design, simple to navigate	strong visual element, practical info

13.What social network applications do you use?	facebook, instagram and twitter	instagram, facebook, snapchat and whatsapp	facebook and Instagram	instagram, facebook
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Guillotine Customer Persona

**Fictional name:**

Orla Farrelly

Job title / major responsibilities:

Works in an admin role at Armour Interactive in Galway

Demographics:

- Originally from Kilkenny
- 25 years old
- In a long-term relationship
- Has a BA in History and English
- Lives with boyfriend in (some area in Galway)

Goals and tasks:

- She's hardworking and ambitious but not overly invested in her current job.
- When thinking about a new purchase, she does some casual online research either on her phone or laptop. Often this research is conducted while commuting to work.
- Her main concerns when selecting a new salon are price and availability.
- She wants to feel confident that the salon she chooses is somewhere that shares her sense of style.
- She gets her hair cut and coloured every six weeks.

Environment:

She's comfortable using a computer or mobile device. She has a 4G connection on her smartphone and broadband at home. She uses computers extensively at work and is a compulsive smartphone checker outside of work.

Quote:

"Definitely going to Instagram this shit!"

