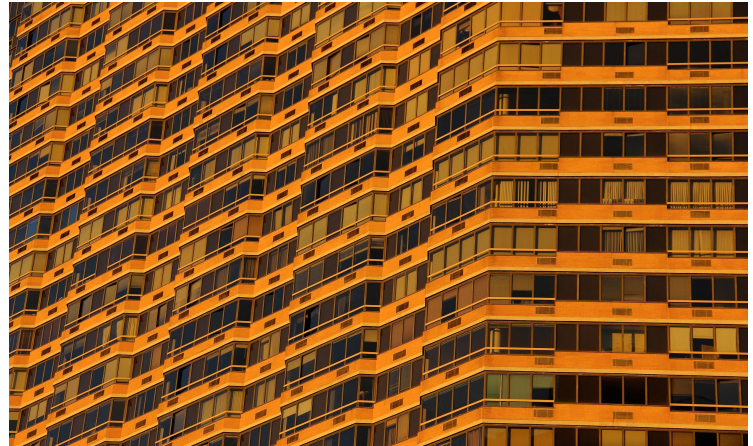CUBE Consultants

Agenda

- User Research
- Persona Development

Objectives

- Getting people to know more about CUBE
- Raising the traffic on the website
- Providing a unique website that can compete Domestically and globally.
- New Presence on the online platforms
- Simplified and modern design.

Deliverables

- Clients Persona
- Full understanding of our audience

Our Clients

- Women and men in the age between 40-60+ YO, their social class A+ & A
- Business Owners, Developers Contractors
- Mega Project Investors.
- Clients all over the global market

Communication Messages

- Unique visions for different world.
- We are able to change the current status quo.
- Always striving for new ideas and dreams.
- Architecture is a life.

Clients persona

The purpose of personas is to create reliable and realistic representations of your key audience segments for reference. These representations should be based on qualitative and some quantitative user research.

Our Clients Persona:

- Well educated people
- Business owners & Managers
- People aged from 40-60+
- Their social class is A+
- Always seeking the best
- Very picky and organized
- Straight and to the point
- Love to experience the unknown

Clients persona

what we need to focus on is the major needs and expectations for our clients like:

- Representing a major usability for our audience.
- Expressing their expectations and how they're likely to use the site.
- Giving a clear picture for what are they going to experience on the website.
- Covering all the features that differentiate CUBE than the other competitors and raising the clients satisfaction.
- Describing real projects with visions and a nice 360 degree images experience.
- The level of interactivity in our website should be very elegant, smooth and easy to understand.
- Exposure the audience to a different experience, something unique and outstanding.
- Clean and neat design concepts and projects display.

Clients persona

We will condense the research to look for themes, characteristics that are specific, relevant and universal to the website and its users. Then we will organize the elements into persona groups that represent our target audience. Then we will combine and prioritize the rough personas. Separate them into primary, secondary, and, if necessary, complementary categories. And we should have roughly 3-5 personas and their identified characteristics. And finally we shall make them realistic through developing the appropriate descriptions of each personas background, motivations, and expectations.

So we have a bunch of questions that we would love to ask our audience about during the persona development phase. This is why we created a list of questions that will help us to construct a snapshot of the visitors on our website.

Clients persona

Questions we need to know answers about:

Define the Purpose/ Vision for the website:

- **What is the purpose of the website?**
- **What are the goals of the site?**

Describe the user:

Personal

- **What is the age of your person?**
- **What is the gender of your person?**
- **What is the highest level of education this person has received?**

Clients persona

Questions we need to know answers about:

Describe the user:

Professional

- **How much wor experience does your person have?**
- **What is your person's professional background?**
- **Why will they come to the website? (User needs, interests, and goal)**
- **Where (or from whome) else is this person getting information about your issue or similar services?**
- **When and where will user access the website? (User environment and context)**

Technical

- **What technological devices does your person use on a regular basis?**
- **What software and/or applications does your person use on a regular basis?**
- **Through what technological device does your user primarily access the web for information?**
- **How much time does your person spend browsing the web everyday?**

Clients persona

Questions we need to know answers about:

User Motivation:

- **What is your person motivated by?**
- **What are they looking for?**
- **What is your person looking to do?**
- **What are his needs?**

THANKS