



Personas - use one sheet for each persona

What do we already know about our personas? The proto-persona technique is a “just enough” approach to inform concept development and affords us the opportunity to explore incomplete information.

Name: Ryan Li

Age: 24

Occupation: Programmer

Income: About \$60,000 annually

Location: Brooklyn, New York

Behaviours	Needs and goals
<ul style="list-style-type: none">• Uses Siri daily for setting coding reminders, task management, and tracking development progress.• Prefers voice commands to quickly look up technical questions or set to-do items while coding.• Works in a multi-window environment with multiple programs running simultaneously.• Expects high accuracy in voice recognition.	<ul style="list-style-type: none">• Needs a tool that helps improve coding efficiency by managing tasks and debugging reminders automatically.• Aims to stay productive during development work, reducing manual interventions and distractions.• Expects Siri to provide accurate technical information to assist with coding issues and development-related queries.
Motivators	Demotivators
<ul style="list-style-type: none">• Efficiency: Ryan wants to optimize his workflow and reduce ineffective tasks.• Automation: As a programmer, Ryan prefers automating repetitive tasks rather than manually managing them.	<ul style="list-style-type: none">• Voice recognition errors: Frustration occurs when Siri doesn’t understand programming-related terms.• Inaccurate command responses: If Siri provides irrelevant or unhelpful information, it will waste time.
Emotions	Sphere of influence
<ul style="list-style-type: none">• Ryan feels confident using Siri for routines tasks and quickly executing commands.• When Siri fails to respond to technical queries accurately, Ryan feels frustrated.	<div>Are they influenced or are they influencers? Who do they directly impact?</div> <ul style="list-style-type: none">• Are they influenced or are they influencers?• As a programmer, Ryan has influence over the technical decisions and processes within his team. Ryan has the ability to mentor junior developers, helping shape their coding approaches and understanding of best practices.• Who do they directly impact?• Ryan directly impacts his colleagues in the development team, especially junior developers, by guiding their work, sharing technical knowledge, and influencing the choice of tools and technologies.