

User Personas and User Journeys

Persona #1

Summary: Alice is an ambitious college student who has lots of academic classes, social commitments, and events to plan through leadership positions in extracurricular activities.

Age: 19 years old

Profession: Student

Location: large state college in USA

Interests: academics, social events, leadership

Goals: making the most out of her college experience, academic success

Frustrations: staying present in the moment, juggling a balanced lifestyle

User Journey:

1. Awareness - Alice starts to write down tasks periodically to be able to remember them for later planning
2. Consideration - Alice reaches a point in the semester where she has too many commitments and finds it helpful when she prioritizes to-do items for specific tasks
3. Decision - Alice decides to log all of her to-do items in a single place with prioritization to improve her task planning process
4. Loyalty - Alice diligently sets a routine to utilize the to-do list app to plan long-term tasks in her life
5. Advocacy - Alice shares the to-do list website app with her friends and they use it to plan events together

Lucas Pao

Persona #2

Summary: Bob is a working parent with two young children and has a lot of errands to keep up with for the family.

Age: Mid-40s

Profession: Parent

Location: American suburbia

Interests: shopping, cleaning, spending time with kids

Goals: work-life balance, providing for his family, taking care of the house

Frustrations: spending enough time with his family, prioritizing important family events

User Journey:

1. Awareness - Bob starts to write down errands he compiles throughout the week to be completed over the weekend
2. Consideration - Bob finds it difficult to keep track of his tasks at work and at home simultaneously and wants to make sure he doesn't forget any tasks
3. Decision - Bob decides to record all of his tasks at home in a centralized site so that he doesn't have to rummage through a mental checklist of chores in his head while he is busy at work or elsewhere
4. Loyalty - Bob sets aside some time at the beginning of each week to carefully plan out all of the errands he needs to run for the week to keep himself more accountable for the whole family
5. Advocacy - Bob shares his to-do list and schedule with his family who can also contribute to helping him complete errands and planning events around the house.

Lucas Pao

Persona #3

Summary: Charlie is an executive assistant to a C-suite executive at a multi-million dollar company.

Age: Mid-30s

Profession: Executive Assistant

Location: Large Metropolis

Interests: administration work, meeting new people

Goals: reach quarterly target quotas, get promoted, improve efficiency at company

Frustrations: finding compatibility amongst the various technological tools that different people use at work

User Journey:

1. Awareness - Charlie keeps a running tab of various meeting notes to make sure he stays on top of his assignments
2. Consideration - Charlie starts taking on work that involves multiple stakeholders around the company and needs to make sure that all the relevant information is aggregated within his digital ecosystem
3. Decision - Charlie decides to aggregate all information and tasks from different meetings in a centralized location that he can access from anywhere at any point
4. Loyalty - Charlie diligently sets aside a chunk of time before and after business hours to record all the tasks he has accumulated throughout the day to plan and prioritize the most important tasks he needs to ensure business operations run smoothly
5. Advocacy - Charlie is able to keep track of tasks online at any time that he can share with stakeholders involved with his current projects to provide more regular and comprehensive status updates

Lucas Pao

Persona #4

Summary: Eve is a Senior Software Engineer at an early-stage startup building customer-focused features critical to securing the support of her earliest clients.

Age: Late-20s

Profession: Software Engineer

Location: Silicon Valley

Interests: full-stack development, marketing, project leadership

Goals: secure more clients and angel investors, develop core usable product features

Frustrations: prioritizing project scope, periods of customer inactivity due to unfixed bugs

User Journey:

1. Awareness - Eve keeps a mental log of product features and bugs she wants her team to tackle next
2. Consideration - as the product scales according to its large customer base, the lack of critical features and the existence of critical bugs starts to delay app deployment update timelines and Eve tries to become more conscious of tracking these properly
3. Decision - Eve keeps official logs of the most critical features and bugs for the team to address to minimize app inactivity and improve customer satisfaction
4. Loyalty - Eve regularly checks in on the features/bugs task list every time she reaches a critical moment in the development process
5. Advocacy - Eve regularly refers to the list in standup and project meetings and requires her team to get actively involved in updating this list according to the entire team's needs in order to make sure her entire team stays on track