



# Personas & User Flow

# UX MATURITY MODEL

**1 UNRECOGNIZED**  
No one thinks about UX

**2 INTERESTED**  
Some people start to think about UX

**3 INVESTED**  
UX is important and formalized programs emerge

**4 COMMITTED**  
UX is critical and leaders are actively involved

**5 ENGAGED**  
UX is at the core of the business strategy

**CULTURE**

UX is in the DNA of the company

**6**

DNA  
Strategy  
Processes  
Techniques  
Discourse



Strategy  
Processes  
Techniques  
Discourse



Processes  
Techniques  
Discourse



Techniques  
Discourse



Discourse



**YOU'VE GOT TO START WITH THE  
CUSTOMER EXPERIENCE (user)  
AND WORK BACKWARDS TO THE  
TECHNOLOGY.**

- Steve Jobs



# Let's make an app for the following demographic



King Charles III

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Wealthy & famous
- Lives in a castle
- Likes dogs



Ozzy Osbourne

**ÉRICK JACQUIN**



**FELIPE O'BRIEN**



**SALT BAE**



**JOSEPH YOON**





MARKETING

DESIGN

I.T.

SALES

BUSINESS

# PROJECT TEAM

# PERSONAS

Apple Developer Academy - POA  
Porto Alegre - 2025

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MARKETING



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I.T.



SALES



BUSINESS



# PERSONA

A **persona**, (also *user persona, customer persona*) in user-centered design is a research based **fictional, but realistic, character** created to represent a group of users that might use a site, app, or product in a similar way.

# PERSONA

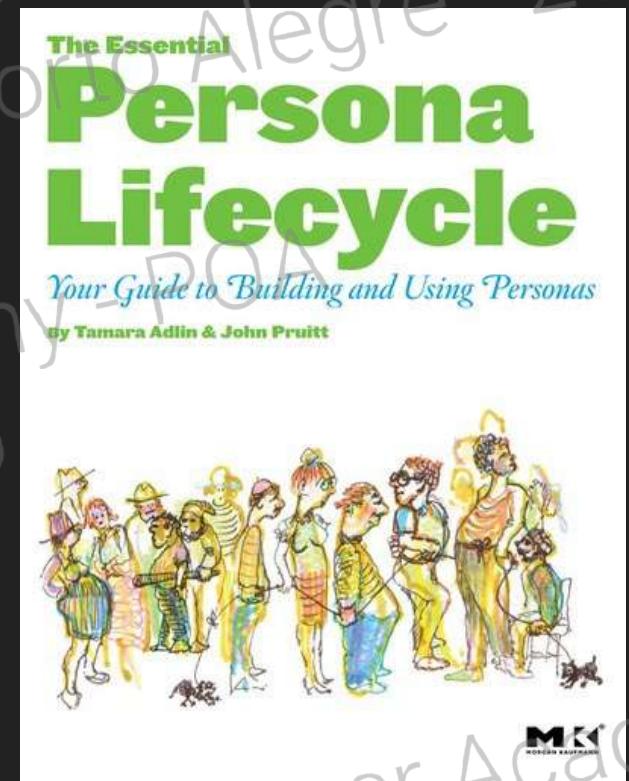
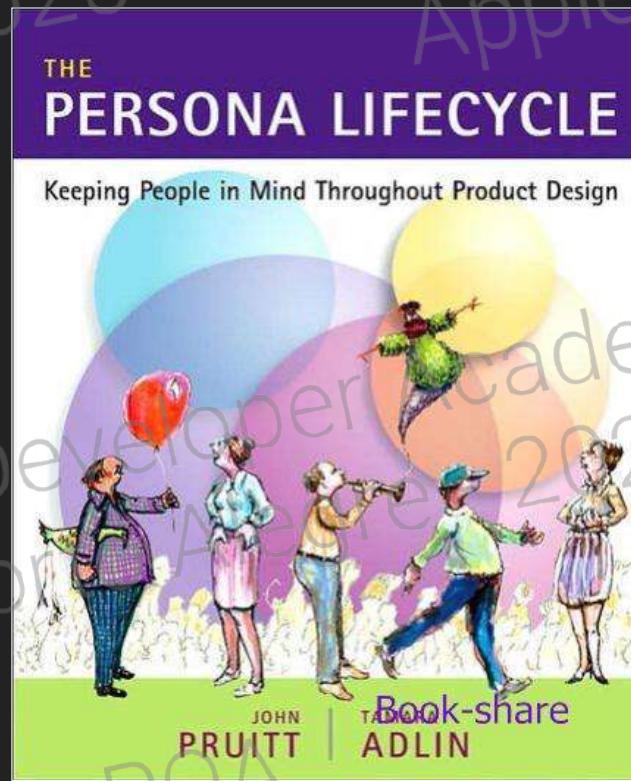
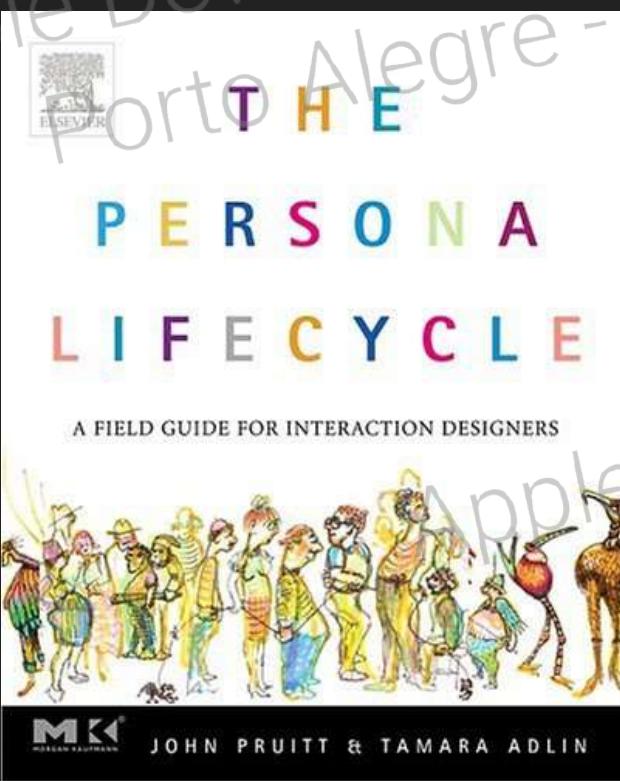
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## Kivio Users

The researcher



The Sysadmin



The OSS developer



The CS student



Name	Alexander Weiß	Donald M. Berry	Kristian Larsson	Eric Neville
Age	30	30	26	24
Location	Germany	US	Sweden	France
Social Life	Alexander lives with his girl-friend in a flat in Hamburg.	Donald lives with his wife and 1-year old daughter in a house in Portland.	Kristian shares an apartment with two friends in Stockholm. His girl-friend lives in Uppsala. They see each other every weekend.	Eric lives with his parents in a small city close to Lyon. He visits the university there. Often, he stays at his friend's apartment for playing PC games and programming.
Work Life	He works at centre for environmental systems research and designs plans for replacable energies in a EU-funded	He is a lead system administrator in a huge network solutions company in Portland.	A software developer with a dayjob in a medium-sized software company. Works on KDE in his spare time.	He is a student of computer science. Besides university, he performs small programming jobs for

# If you have time to develop only one feature, which user will you help?

TERTIARY - 3<sup>o</sup>

## Sasha

ASTUTE, CONFIDENT,  
SAVvy, KNOWLEDGEABLE

### SMART SHOPPER

**GOAL** Shopping smart to get more for her money

“ I don't have stacks of money so I need to make the most of what I have.

**FRUSTRATION** Struggling to believe she's found the best price

“ I often spend too long looking for the best price on something. I'm never satisfied that I've got the cheapest price.

**SATISFACTION** Getting one up on retailers  
“ I enjoy saving so much it's starting to feel like a game. I love beating the system.



Sasha is 34, married and has a two year old child. She currently works as a part-time office manager and lives in the suburbs of Bristol.

HER FAVOURITE BRANDS  
TESCO, DOROTHY PERKINS, Superdrug, heat, DEBENHAMS

PRIMARY - 1<sup>o</sup>

## Isobel

MATERIALISTIC, GENEROUS,  
SPONTANEOUS, IMPULSIVE

### IMPULSE SHOPPER

**GOAL** Getting a good deal on everything

“ I really like shopping and bargain hunting. I'm guilty of buying things I don't need because they're cheap.

**FRUSTRATION** Deal blindness  
“ I like shopping in-store to find a bargain. I often get lost working out the best deals online.

**SATISFACTION** The thrill of a bargain  
“ I love shopping, even if it's not for me. I've got two cupboards full of gifts to give.



Isobel is 36 and lives with her partner and 6 month old child in the suburbs of Newcastle. She works as a shop assistant.

HER FAVOURITE BRANDS  
NEXT, ASDA, Argos, Matalan, Take a Break

QUATERNARY - 4<sup>o</sup>

## Julia

RESERVED, CAUTIOUS,  
PLANNED, WARY

### CAREFULLY CONSIDERED SHOPPER

**GOAL** Being careful with the monthly budget

“ It's my responsibility to make sure everyone in my family has what they need and our money stretches.

**FRUSTRATION** A lack of trust in voucher and deal sites  
“ I don't really trust deal sites. I worry that the quality of what I buy will be compromised.

**SATISFACTION** Having money left over at the end of the month  
“ When I have money left over from the monthly budget I love putting some away for savings and gifts.



Julia is 47. She's married with three children and lives in the suburbs of Leamington Spa, where she works as a nurse at the local maternity hospital.

HER FAVOURITE BRANDS  
BH&G, Morrisons, Boots, George, Which

SECONDARY - 2<sup>o</sup>

## Rob

TIME-POOR, SAFE,  
IMPATIENT, HABITUAL

### COMFORTABLE CLASSIC SHOPPER

**GOAL** Shopping quickly at trusted brands

“ Saving money is too much hassle. I don't have time to hunt around for deals.

**FRUSTRATION** Too many irrelevant offers  
“ I don't browse. I find what I want and buy it. No point worrying about a few quid here and there.

**SATISFACTION** Shopping and saving quickly - on a needs-must basis  
“ I bought shoes online and 10% was taken off automatically. No hunting for the discount.



Rob is 44. He's married with two young children and lives in a large village on the outskirts of Basingstoke. He works as a primary school deputy head teacher.

HIS FAVOURITE BRANDS  
Sainsbury's, John Lewis, Marks & Spencer, Starbucks, BBC News

**FREE**



**PREMIUM**



**2**

**1**

**FREEMIUM**

**personal: media enthusiast**

# Derek

**Age:** 29  
**Family:** Single  
**Hobbies:** 2 badminton courts installed  
 - 1000+ books in his library  
**Occupations:** IT consultant, teacher  
**Influences:** Friends, fellow actors  
 (family and close friends, friends)

**Behavior**

Derek is a multi-pathfinder and digital life buff. Recently, he started to share his work more publicly on social media. He's also been known to express his desire to change the way he frames stories that normally "look right." Derek uses his 2nd job as a publicist because his projects are often where he can be most creative. He's currently working with an iMac and a Mac Pro. To prepare his lesson plan, he often uses the PowerPoint or the admirable learning formula: "For [new] stuff, go to the Internet, read it, then go to the library and borrow a book on it, then go to the store and buy the damn thing." The process takes quite some time but he's willing to do it since the pay-off is great: everyone loves him now!

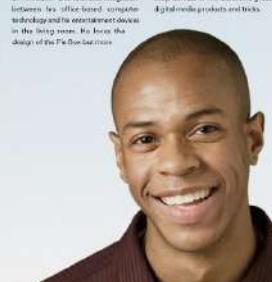
**Concerns**

- Backing up his media collection
- Having a reliable wireless connection
- Having a "Smart" high-speed web connection
- Distance and US compatibility
- His living room being overtaken by technology

**Derek and Pie**

Derek wants a television-oriented, hi-def media center and an online entertainment service. Since he views Pie as the management center for his integrated digital home that day-support and facilitate. He desires Pie to be a central hub for his media needs. Between his offer-based computing technology and his entertainment devices, he loves the design of the PiPhone feature.

But that's that's just in the future. Derek's consciousness is still media-aware as he has fast access to the features that interest him. Derek also joins Pie's digital media revolution, constantly fearing to miss out on the latest and greatest digital media products and trends.



**pie**digital

**persona:** late adopter

**persona:** small business owner

# Mark

Age: 51  
**Family:** Married; 2 children (20, 29)  
**Homes:** 2 houses/bonus home  
**Business:** Consulting  
**Occupation:** Business Consultant,  
 self-employed  
**Influences:** Family, friends, colleague and  
 staff, and his wife, Pie

**Behavior**

Mark likes his IT startup PC'n'Pie, working from his home office. He enjoys spending time with his wife, Pie, and their two sons. He likes to support staff who are at work during family time. He loves to travel and has visited many countries. On these travels, they all work hard, have a weekly update, and continue to work on the business. Pie is a huge fan of Mark's work ethic and quality of character. She is very supportive of him and his work. She has started supporting his company by helping him to connect to a wider network. She is helping me to access the internet when they are free, but they still can have a break. She is a great support to me as a consultant, and it is much appreciated. I only charge at least \$1000 less than what she paid me for \$2000. She approves of my suggestion to keep her involved and help my business.

**Concerns**

- Computer and network reliability
- Security and privacy of client data
- Cost controls: looking for the best value
- Optimizing business efficiency and workflow

**Goals**

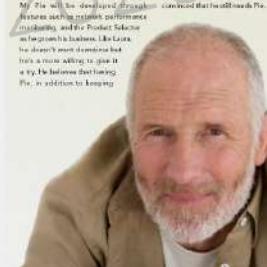
- Take network up an interesting
- Grow network business pricing, possibly raised
- Show Mark's success with colleagues
- Show success with clients

"**MY COMPANY IS TOO SMALL FOR ME TO HIRE AN IT GUY"**

Mark and Pie

Mark is a sales consultant and wants a cost-effective IT solution for his business. He chose the Pie's Acct Pro software. It fulfills all of his unique needs. It needs for a sales part, he needs to reach important targets. Mark has been using the software for 2 years. My Pie will be developed through future acting instant performance management. Product Selection and a large number of clients. He doesn't want downtime but there's more willing to give it a try because they know Pie, in addition to keeping

his office, IT and energy, reduces that risk exponentially. Since he doesn't need to hire an IT guy, he can afford to do other things, especially the cost factor of the Pie. Every year, Mark gathers his team to review all his goals. The business will be successful if he continues to hire Pie.



**pie**digital

## Haley Audrin

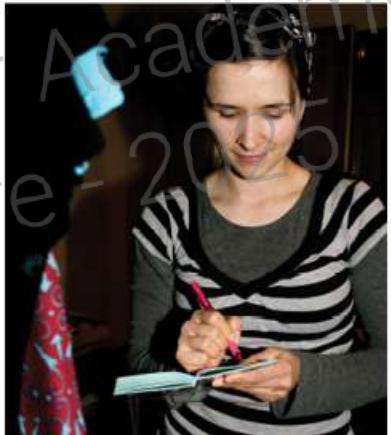
Job: Fashion Designer

Income: 27

Age: 27

City: New York

*"Gourmet desserts are like fashion design, every detail adds to the perfection of the whole work"*



### Technology Usage

Haley is not much of a fan of technology, but she has an ipad for recreational use. She likes to play games and read magazines on her ipad.

### Devices



### About Haley

Haley is passionate about her job, she has been working as a bartender for nearly 7 years. Apart from fashion design, Haley is a real fan of gourmet desserts, she would drive all the way across the city just to get some nice desserts. Haley also likes drinking wines, she even has her own little collection of wines.

## Paul Mancini

Job: Writer

Income: 240,000\$

Age: 42

City: San Francisco

*"I love writing and I've always been searching for inspiration. Desserts and Whiskey are my best companions when I work at night."*



### Technology Usage

Paul has an iphone, an ipad and a macbook pro, but he doesn't use them as much as normal people do. But Paul enjoys reading on his ipad because of its portability and the rich resource online.

### Devices



### About Paul

Paul likes to work at night. He always drinks half a glass of Jonny Walker when he works at night. Sometimes he gets hungry, and it takes too much time for a full meal. Paul so he prefers eating some desserts instead.

# Jill Anderson



"I'm looking for a site that will simplify the planning of my business trips."

AGE 29

OCCUPATION Regional Director

STATUS Single

LOCATION Portsmouth, NH

TIER Frequent Traveler

ARCHETYPE The Planner

Organized

Protective

Practical

Hardworking

## Bio

Jill is a Regional Director who travels 4-8 times each month for work. She has a specific region in which she travels, and she often visits the same cities and stays in the same hotel. She is frustrated by the fact that no matter how frequently she takes similar trips, she spends hours of her day booking travel. She expects her travel solutions to be as organized as she is.

## Personality

Extrovert

Sensing

Thinking

Judging

Introvert

Intuition

Feeling

Perceiving

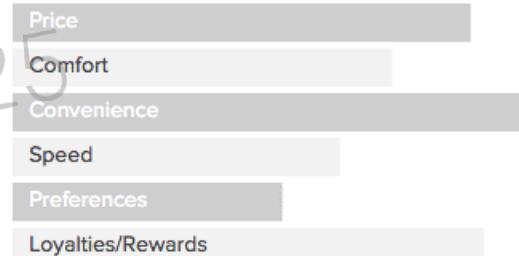
## Goals

- To spend less time booking travel
- To maximize her loyalty points and rewards
- To narrow her options when it comes to shop

## Frustrations

- Too much time spent booking - she's busy!
- Too many websites visited per trip
- Not terribly tech savvy - doesn't like the process

## Motivations



## Brands



## Technology

IT & Internet

Software

Mobile Apps

Social Networks

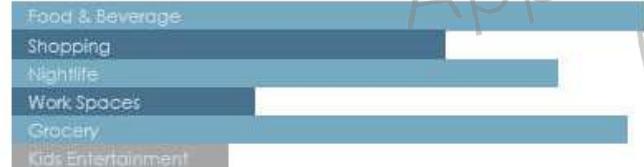
# Seth Carter

AGE	35
OCCUPATION	Bartender
STATUS	Single
LOCATION	Roosevelt Arts District
CHILDREN	0
EDUCATION	Bachelors Degree
HOUSING	Renting
HH INCOME	\$30,000



*"Being able to hang out at a coffee house or grab a casual beer with my friends close to our neighborhood is important so I don't have to venture out of the city for unique things to do."*

## MOTIVATIONS



## GOALS

- To have a couple of unique places with urban vibes to hang out with friends on the weekends
- To be able to have stores and grocery options within walking or light rail distance

## FRUSTRATIONS

- Having to take a rideshare to go grocery shopping
- Hanging out at touristy places like Old Town Scottsdale because friends don't think there's anything good to do downtown

**BIO**  
Seth enjoys hanging out with his roommates at the local coffee shop on weekend mornings, while also catching a beer late at night. A true phoenix hipster, he rarely likes to hang out at home and can often be seen riding his beach cruiser through many of the downtown neighborhoods.



hopdoddy  
AFTER BAR



POSTINO  
CAFFÈ



Sushi  
Roku

AMC  
THEATRES

**Arizona Center**  
PERSONA VERTICAL PRIMARY RESIDENT

## SOCIAL TECHNOGRAPHICS

Yelp, Reddit, Twitter, Snapchat

Push Notifications

Location Finders

Creator

Conversationalist

Critic

Collector

Joiner

Spectator

Inactive

HIGH

Participation

LOW

**Julia**

Age: 19 - Class: Sophomore; Journalism &amp; Communications

**Credits:** Get a "Big City College" education, cosmopolitan experience. Build resume with internship. Take new challenges. Make new influential friends. Experience different cultures.

**Pain Points:** Limited courses offered. Costs: Organization (too much or not enough). Advantages are hidden. Challenging to transfer credits.

My internship provided me with the opportunity to work in Times Square. I just love all of the lights, action, and excitement!

Julia has been taking Spanish since high school and is excited to study abroad in Buenos Aires next spring. She's traveled a little in the past—to Great Britain for a vacation with her family and to Mexico for a missions trip—but this is her first time going abroad alone. Though she has other friends who also plan to study abroad, she wanted to go at a different time so she would be forced to make friends with the locals and truly immerse herself in the culture. She's heard from friends that the maturity level of some of the students plummets the moment they step on the plane to study abroad. She hopes they don't make her look like a "stupid American."

She's also heard that the dorms in Buenos Aires aren't great, which solidified her decision to do a homestay. However, she's concerned about commuting to classes, which she hopes to take at the NYU campus as well as a local university—if the credits transfer. She doesn't have a lot of extra cash and is interested in a work study to pay for souvenirs and some travel around Argentina. Speaking Spanish on the job would also be great practice, but she isn't sure what sort of opportunities there are, or even if she's allowed to work.

**Knowledge****Lifecycle****Activities and Interest****Influencers**

**Michał Budziszynski**  
Inżynier oprogramowania,  
współzałożyciel firmy tworzącej aplikacje mobilne

**Motto życiowe:**  
*Co mnie nie zabię, to mnie wzmacnia.*

Wiek: 35  
Miejsce zamieszkania: Kraków  
Wykształcenie:  
Szkoła magisterska – informatyka, PW  
Staż pracy:  
10 lat – firma oprogramowania NZ, Bank PKO BP;  
od 6 lat – własna firma software'owa

**Hobby:**  
alpinizm, trekking, wspinaczka górska, downhill, kino, fantastyka

**Życie osobiste:**  
Urodził się w Bielsku-Białej, wykonał w żywiole. Odkąd pamięta, góry to jego pasja. Wyjechał na studia do Warszawy, ale nie pozuł wspinaczki, swoją przygodę zawodową rozpoczęł już na studiach, kiedy to weźmiał udział w stajni w firmie produkującej oprogramowanie w Nowej Zelandii. Po powrocie próbował pracy w banku, ale uznał, że to nie jego bająka. Ożenił się przed trzydziestką, nie udało mu się jednak pogodzić życia rodzinnego, zawodowego i wspinaczkę. Rozwiązał się, z żoną utrzymuje dobre kontakty, wspólnie wychowują 4-latkę Adasia.

**Michał jako profesjonalista:**

- zaawansowany w dziedzinie
- uparty
- bardzo aktywny
- konkretny
- przedsiębiorczy

**Cele końcowe:**

- chce wyróżnić swoje produkty na tle konkurencji
- poszukuje specjalistów od użytkownictwa
- szuka konkretnego osoby, której doświadczenie pozwala jest dobrym partnerem
- poszukuje specjalistów do dalszej współpracy
- zależy mu na czasie

**Czego oczekuje od witryny www:**

- bardziej zrozumiałe oferty
- szybkość odnajdywania informacji
- rozwijany szybko na miarę
- możliwości szybkiego kontaktu

**Co go drażni?**

- brak szczegółów oferty
- nieprecyzyjne stonowanie
- nieprzejrzyste strony, cienia

**Podsumowanie**

Michał jest bardzo wymagający wobec stron internetowych – jeśli nieznajduje czegoś szybko, najczęściej opuszcza witrynę. Jego zdaniem strona www firmy daje wskazówki na temat cech samego przedsiębiorstwa. Blatago często rezygnuje z usług na podstawie pierwszego wrażenia wywołanego przez stronę.

**Margareta**  
42 years old, lives with daughter and husband in a house nearby the sea. Has worked 16 years as a UX specialist  
based on interview and observations IRL.

**PERSONALITY**  
Idealistic Loyal Curious  
Quiet Reflective  
Idealistic Laid back

"Seeks understanding and is adaptable."  
based on Myers-Briggs Type Indicator (MBTI)

**In attention while working**

predictions

Is passionate about creating great user experiences and to share her knowledge. Work both with hardware and software products. Is not a morning person. Loves co-creation with others.  
based on interviews and observations in IRL

**Technology expertise level**  
based on interviews and observations IRL

Adobe Photoshop & Illustrator	High
OmniGraffle	Medium
Visio	Low
Using social networks	Medium

**User experience goals**  
From strategy management

Engagement	Usable	Purposeful
Simplicity	Reliable	Laughter
Helpful	Sharing	Logical
Sharing	Client focus	Caring
Client focus	Responsive	Responsive

**Devices used**  
based on interviews and observations in clinics

**Normal days**  
based on interviews and observations in IRL

**PERSONALITY TRAITS**

Spontaneous  
Outgoing  
Laidback  
Disorganized

**HELLO, I'M DAN JENSEN**  
THE RETIRED SENIOR

I love relaxed, peaceful walks. I love working with people who want to protect the creeks as much as I do even more. It gives my life a greater purpose that cannot be found anywhere else.

**PERSONALITY TRAITS**

Age: 65  
Gender: Male  
Location: Port Moody  
Occupation: Retired Senior  
(Used to be Logistics Coordinator)

**MY TYPICAL DAY**

**TASKS AT THE HATCHERY**

- Salmon Team: Feed the fish, monitor water temperature at the hatchery.
- Water Quality Team: Get field data and water samples.
- Event coordinator within the society: Plan for events like the Fingerling Festival.

**MY MOTIVATIONS**

60% I am a firm believer in protecting the environment in his local area.  
40% Over the years, I have seen how construction negatively affects the environment from working at my past company.

**FRUSTRATIONS**

- I am not comfortable with technology, and therefore I avoid conducting the analyses in the laboratory when I am helping the Water Quality Team.
- I also dislike coming to the hatchery at night to check on urgent issues, as it disrupts my relaxation time before sleeping at 10 PM.

**MY GOALS**

**END GOALS**

- Gather field data efficiently
- Take care of salmon fry

**LIFE GOALS**

- Live a restful lifestyle
- Raise public awareness on environmental issues
- Contribute to the things I value
- Feel a sense of satisfaction when working with members

**EXPERIENCE GOALS**

- Enjoy interacting with the other members
- Feel laidback and relaxed when gathering field data
- Go on as many different hikes as possible

**RELATIONSHIP WITH SOCIETY**

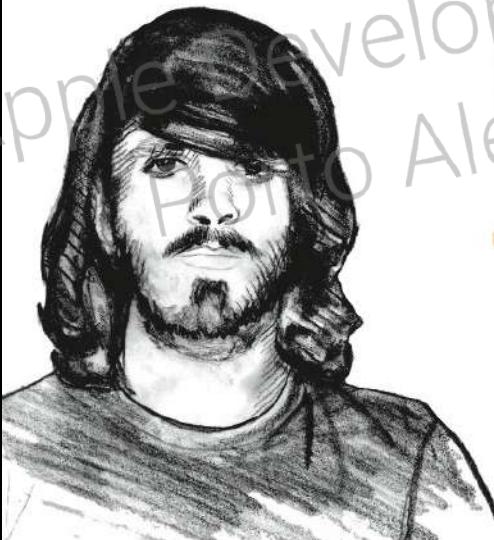
6 YEARS  
Being heavily involved with the Port Moody Ecological Society.

4-5 TIMES/WEEK  
Volunteering after I retired.



# DOLBY.COM CONSUMER PERSONAS

bolt|peters  
USER EXPERIENCE



## TIM the ESCAPIST

SKILLFUL SOLITARY IMMERSIVE

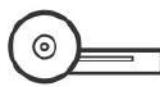
"Perfecting audio settings is a stress reliever."

### ► DEVICES TIM USES



#### GAMES

Tim plays immersive games online for a couple of hours to unwind.



#### MOVIES

Another immersive experience Tim loves is playing movie Blu-rays on his surround system.



#### AUDIO

He's looking for perfectly tuned settings and a clean sound.



#### MOBILE

Even his headphones sound awesome. He'll put these on when working.

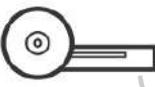


## MEGAN the ENTERTAINER

COMMUNITY ATMOSPHERE COMPATIBILITY

"I want to be in the middle of the action with my friends and neighbors."

### ► DEVICES MEGAN USES



#### TV & MOVIES

She hosts parties to watch the big game or the latest Blu-ray on her flatscreen and surrounds.



#### MOBILE

Occasionally she'll listen to music on-the-go.



#### GAMES

Sometimes she'll play casual games when groups of friends come over.



#### AUDIO

She uses her nice quality surround system to play the game on TV or for background music.

TO TIM, DOLBY MEANS **ALGORITHMS**.

## DOLBY SHOULD MEAN:

Perfectly calibrated sound for complete escape.

### ► CORE DIMENSIONS OF TIM'S PERSONALITY

TECH CAPABILITY EXPERT

SHOPPING EVALUATIVE

ENTERTAINMENT MOTIVATION SELF

TO MEGAN, DOLBY MEANS **THEATER STUFF**.

## DOLBY SHOULD MEAN:

A way to provide the next best thing to being there.

### ► CORE DIMENSIONS OF MORGAN'S PERSONALITY

EQUIPMENT DESIRES LATEST

ENTERTAINMENT MOTIVATION SOCIAL

TYPE OF QUALITY EXTREME

# PROTO PERSONA

A **persona**, (also *user persona, customer persona*) in user-centered design is a ~~research based~~ fictional, but realistic, character created to represent a group of users that might use a site, app, or product in a similar way.



# Kayla

Planner

## ABOUT

Age 25-34

\$ \$50K - \$75K or <\$20K

Medium - High Tech Proficiency

## EVENT ATTENDANCE ATTRIBUTES

Go to fewer events but plan them far in advance, more likely to travel nationally or regionally for an event.

## EVENT INFLUENCERS

- Friends
- Cultural
- Adventure
- Learning
- Networking
- Hype
- Credibility

## MOTIVATIONS

Buying and planning activities well in advance - right when an event is announced or tickets released. Care about the quality of an event and coordinating with social group.

## CORE NEEDS

Pre-sale options, notifications for ticket sales, planning event outings for groups with budgeting and scheduling tools.

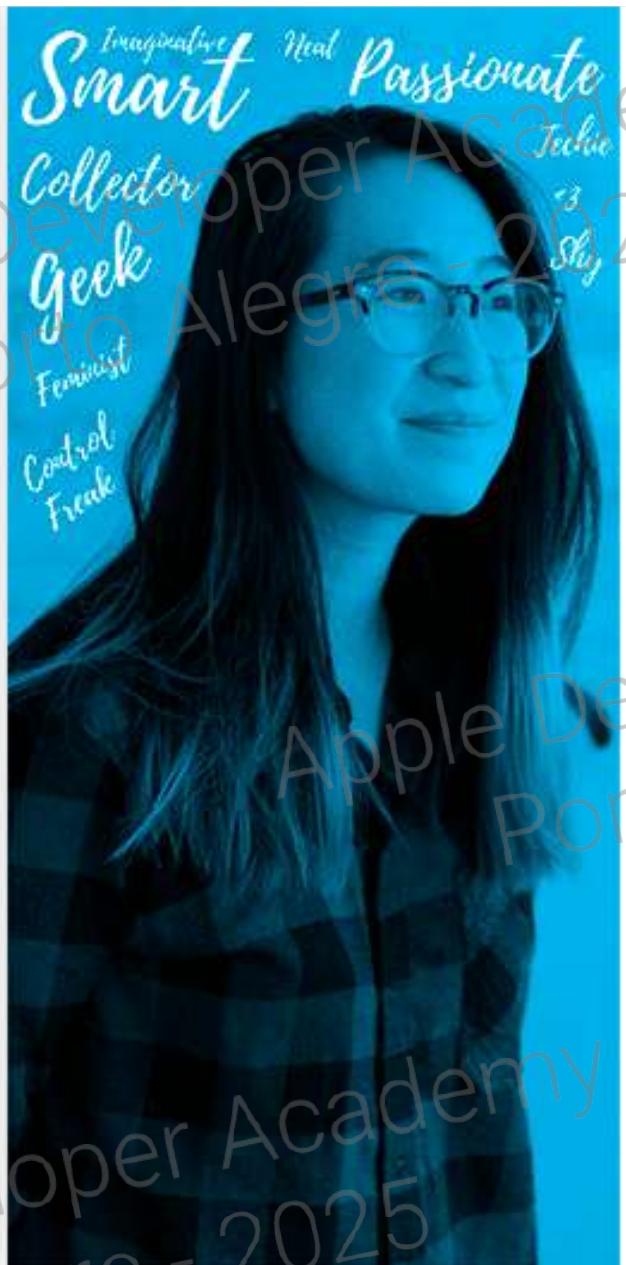
## PAIN POINTS

Events selling out quickly, finding events that fits everyone's budget and schedule when planning for a group.

**65%**  
Total Universe GTV

**4 - 6**  
Events per month

\*GTV Calculated based on # of Users x Frequency of Events.  
Based on a study conducted with 115 participants.



## Nerdy Nina

"The book is way better than the movie!"

### DEMOGRAPHICS

Age:	25
Location:	Sao Paulo, Brazil
Education:	Software Engineer
Job:	Q/A at Indie Game Company
Family:	Lives with her boyfriend

### GOALS

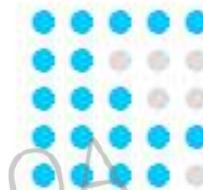
- Discovering new books / authors to read
- Finding unique stories
- Cataloging book collection

### READING HABITS

- Fast pace reader
- Never lends books
- Likes hardcovers and boxed collections
- Pre-order books to get them first
- Reads eBooks, but prefer physical copies
- Always finishes a book
- Loves binge reading and re-reading

### TECH

Internet
Social Networks
Messaging
Games
Online Shopping



### FRUSTRATIONS

- Keeping track of different series
- Forgetting a book launch date
- Finding space for more books

### FAVORITE BOOKS



American Gods  
Neil Gaiman



Harry Potter  
J.K. Rowling



Ready Player One  
Ernest Cline



## BIO

Eric Biden is freelance graphic designer in his early 20's and lives in a studio apartment in Toronto with his girlfriend. He loves to eat and plans vacations around hiking and backpacking. He strives/wants to live a life of a digital nomad. He and his girlfriend put everything in a self storage locker before leaving for their next month-long adventure. He loves beer and wears the same jeans for a month. He does not own a television as he believes there are better things to do with his free time.



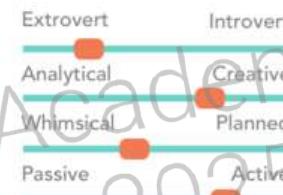
*You don't need a fortune to see the world. I am a collector of experiences*

## BRANDS INTERACTIONS



AGE	37
OCCUPATION	Freelance Designer
STATUS	Single/Dating
LOCATION	Toronto, Canada
INCOME	CAD 30,000/yr approx
TRAVEL STYLE	The Back Packer/ Weekend road-tripper

## PERSONALITY



## TRAVEL RESOURCES

YouTube
Lonely Planet
Kayak
Hostelbooker.com

## GOALS

- Finding low budget places to eat at.
- To find cultural places to which are local favourites.
- Catching the best sunrises.
- Ability to access important contacts/ addresses and travel info offline.
- Ability to cluster his activities and attractions that are close.

## FRUSTRATIONS

- Tight budgets
- Missing out on hidden gems known only to the locals
- Wifi- apps not having offline capabilities
- Getting along with 'typical' backpackers just to get important information.
- Cross-checking prices online.
- Wasting an entire day of travel because of dull suggestions.

## TRAVEL MOTIVATIONS:

- Experience everything he can and go on adventures.
- Meet new people globally and form connections.
- Learn about himself- 'find himself'
- Appreciate difference in cultures and perspectives.

## TRAVEL BEHAVIOUR

- Meeting locals, avoiding typical backpacker hangouts.
- Waking up early and going for a surf.
- Immersing himself in a different cultures.
- Carefree but time conscious as his schedule is sometimes packed.
- Packs a month worth of supplies & prefers to go with the flow .
- Make room for spontaneous detours.

**ERIC BIDEN**

# How to create a persona?

**RESEARCH**

Apple Developer Academy - POA  
Porto Alegre - 2025

**Research!!!**

Apple Developer Academy - POA  
Porto Alegre - 2025

**Research**

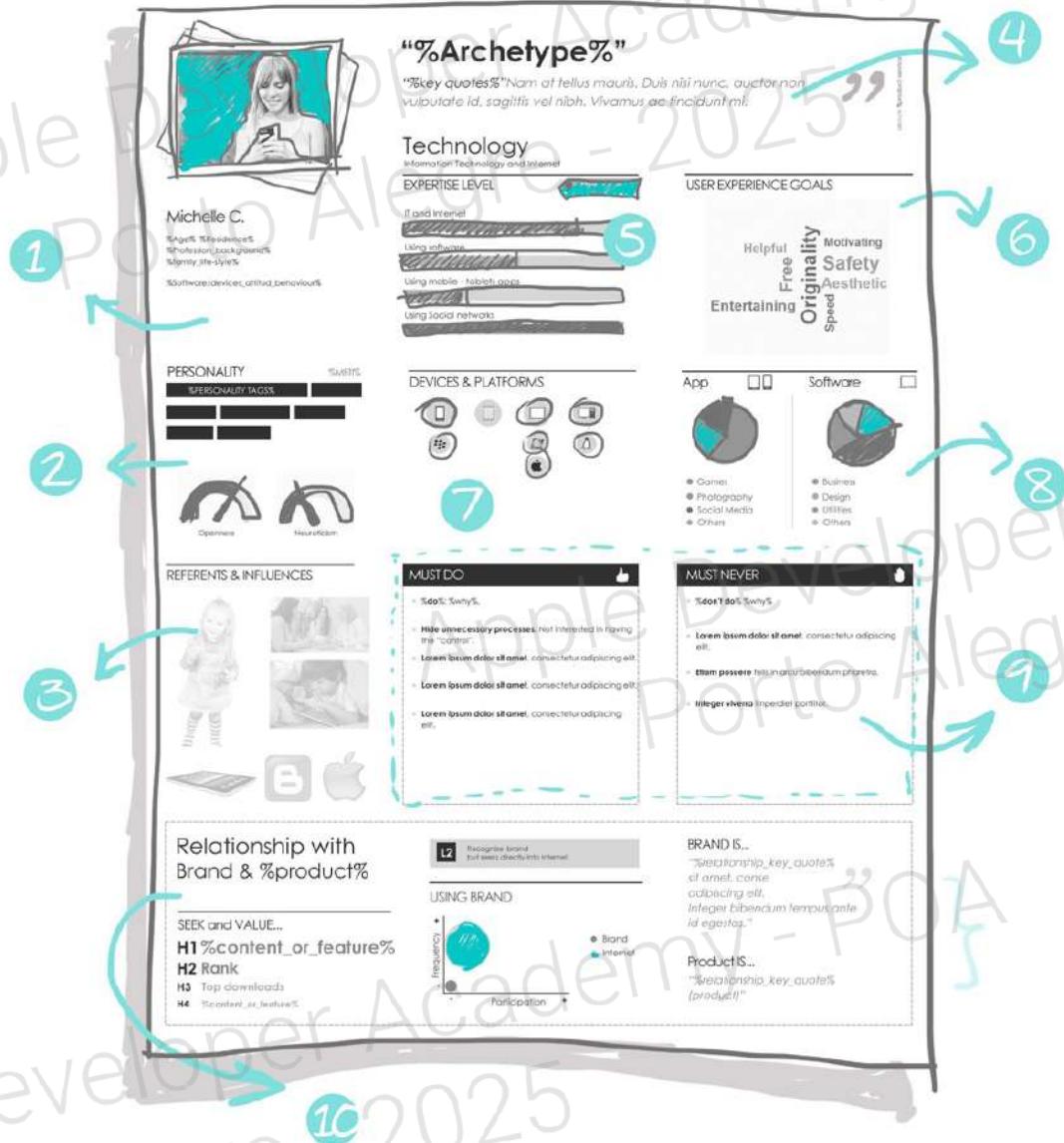
**Research!!!**

Apple Developer Academy - POA  
Porto Alegre - 2025

**Research!!!**

Apple Developer Academy - POA  
Porto Alegre - 2025

## 10 elements for User Persona



### 1 - PROFILE

### 2 - PERSONALITY / DEMOGRAPHICS

### 3 - REFERENCES & INFLUENCES

### 4 - ARCHETYPE & QUOTES

### 5 - TECHNOLOGY EXPERTISE

### 6 - USER EXPERIENCE GOALS

### 7 - DEVICES & PLATFORMS

### 8 - BEHAVIORS

### 9 - PAIN POINTS - MUST DO / NEVER DO

### 10 - BRAND & PRODUCTS

**Avoid making these mistakes...**

# PERSONA PROFILE



Name:  
Fictionalize it

Profession:  
Be very specific

Age:  
Choose a number,  
Not a range

Personal  
BG:  
Mini Life Story -  
Hometown, Family,  
Schooling, Work, etc

## INTERESTS:

What does she spend her time on?  
What enlivens her?  
What does she read, watch, listen to?

## POWERS:

What Resources does she control?  
What can she do, muster?  
Who does she have Influence over?

## NEEDS:

What does she NEED, in her life, in her work?  
What's ESSENTIAL for her, what does she require?  
WHAT'S MISSING?

## BEHAVIORS:

What ARE her ROUTINES →  
BUYING  
Free Time  
Rituals

## VALUES:

What carries MEANING for her?  
WHAT'S her MORAL COMPASS?  
What makes her INDIGNANT, SATISFIED, FRUSTRATED?  
What does she want for the world?

## ASPIRATIONS:

What KIND of person do they want to be?  
Brands?  
Spending Patterns?  
Life Dreams? Heroes?  
Role Models?



*'I do everything on my phone. Who needs to talk to actual people ??'*

## BIO

Fiona Geller is a career woman in her late-30s and works in the financial industry in NYC. She is a single mother and has a 5-year-old and a 7-year-old. Between work and family, she's always frazzled & tired. She strives hard to be an attentive mother and plans at least 3-4 long weekend getaways with her kids, in a year. She also plans one long vacation a year for her kids.

Fiona makes good money and has substantial disposable income but isn't a cash squanderer. She bases her trust on her close office colleague's recommendations and occasionally tries to source her list of 'must dos' and 'must sees' from the lifestyle blogger moms she follows. As much as she'd like, she does not have enough time pre-vacation to make detailed travel plans.

## BRANDS INTERACTIONS

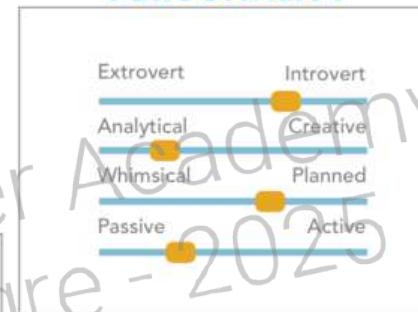


AGE	37
OCCUPATION	Accountant
STATUS	Single Mother
LOCATION	New York, New York
BACKGROUND	Upper Middle class
TRAVEL STYLE	The Tourist/ Weekend road-tripper

## GOALS

- Wants to be able to discover fun activities to do with the kids near her stay.
- Wants clear directions from point A to B , without the need to ask anyone.
- Wants easy access to information regarding airport transfers to and from the hotels she books for her family.
- Wants to discover the best restaurants in town without asking the locals or concierge.
- To figure the best rated shopping spots for picking souveniers.

## PERSONALITY



## CHANNELS PREFERRED



## FRUSTATIONS

- Figuring local transportation services of the destination is a struggle with her restless kids.
- Hates making too many decisions while on vacation.
- Does not have the patience to read long reviews on multiple platforms, (Trip Advisor, Foursquare, Yelp etc)
- Becomes overwhelmed with too many choices.
- She finds the information on Travel guides more transient, therefore unuseful.
- Feels awkward asking the hotel concierge for travel suggestions.

## TRAVEL BEHAVIOUR

- She consult friends to borrow a loose plan for her vacation
- Does not venture too far from the location of hotel/ stay.
- Expects a certain level of comfort during her stay.
- Introverted: Picks up a travel guide to avoid asking people for directions.
- Heavily reliant on the internet for suggestions on the go.

# FIONA GELLER

This image displays a collection of buyer persona templates from a software application, arranged in a grid. Each template provides a detailed profile of a specific individual, including their background, interests, and goals.

- Alyssa Wilson**: A blossoming interior designer from New York, NY, aged 26. She is single and works as a Planning Director with an Engineering Degree, MBA. Her motivations include Incentive, Fear, Achievement, and Growth. She is an Extrovert, Sensing, Thinking, and Judging personality type, using IT & Internet, Software, Mobile Apps, and Social Networks. Her goals involve improving her design skills and expanding her client base.
- Jack Rowland**: An operations support professional from Los Angeles, CA, aged 32. He is married and works as a Primary End User. His motivations are Incentive, Fear, Achievement, and Growth. He is an Extrovert, Sensing, Thinking, and Judging personality type, using IT & Internet, Software, Mobile Apps, and Social Networks. His goals focus on career advancement and work-life balance.
- Jill Anderson**: A regional director who travels frequently for work, aged 38. She is married and located in San Jose, CA. Her motivations are Incentive, Fear, Achievement, and Growth. She is an Extrovert, Sensing, Thinking, and Judging personality type, using IT & Internet, Software, Mobile Apps, and Social Networks. Her goals are centered around travel optimization and professional development.
- Andrews**: A software developer from San Jose, CA, aged 26. He is a single "Experiment Hacker" who loves The Computer Nerd. His motivations are Incentive, Fear, Achievement, Growth, Power, and Social. He is an Extrovert, Sensing, Thinking, and Judging personality type, using IT & Internet, Software, Mobile Apps, and Social Networks. His goals involve healthy living and scientific self-tracking.
- TAMARA CAVANDISH**: A planning director from New York, NY, aged 45. She has an Engineering Degree, MBA, and is a single mother. Her motivations are Incentive, Fear, Achievement, and Growth. She is an Extrovert, Sensing, Thinking, and Judging personality type, using IT & Internet, Software, Mobile Apps, and Social Networks. Her goals are related to work-life integration and personal growth.
- BUYER PERSONA TEMPLATE**: A general template for creating buyer personas, featuring sections for Motivations (Incentive, Fear, Achievement, Growth), Personality (Extrovert, Sensing, Thinking, Judging, Introvert, Intuition, Feeling, Perceiving), Technology (IT & Internet, Software, Mobile Apps, Social Networks), and Community (Websites, Journals). It includes placeholder fields for a bio and a photo.
- SUSAN JOHNSON**: A sales manager from Queens, NY, aged 34. She is female and works at Bloomberg. Her motivations are Incentive, Fear, Achievement, Growth, and Social. She is an Extrovert, Sensing, Thinking, and Judging personality type, using IT & Internet, Software, Mobile Apps, and Social Networks. Her goals are focused on professional success and networking.
- Julia Meier**: A narrow feet enthusiast from Queens, NY, aged 38. She is female and works at Bloomberg. Her motivations are Incentive, Fear, Achievement, and Growth. She is an Extrovert, Sensing, Thinking, and Judging personality type, using IT & Internet, Software, Mobile Apps, and Social Networks. Her goals are related to fitness and health.
- Andrea De Luca**: A sales manager from Queens, NY, aged 34. She is female and works at Bloomberg. Her motivations are Incentive, Fear, Achievement, and Growth. She is an Extrovert, Sensing, Thinking, and Judging personality type, using IT & Internet, Software, Mobile Apps, and Social Networks. Her goals are centered around professional growth and networking.
- Aron Davis**: A systems software developer from San Jose, CA, aged 31. He is a "data junkie" who loves tracking his health and performance. His motivations are Incentive, Fear, Achievement, and Growth. He is an Extrovert, Sensing, Thinking, and Judging personality type, using IT & Internet, Software, Mobile Apps, and Social Networks. His goals involve tracking his well-being and making healthy lifestyle choices.

# CHARLEY

AGE 34  
JOB FLOOR MANAGER  
SALARY 28K  
TIME ONLINE 1-2 HOURS PER DAY  
TIME BETTING LESS THAN 1 HOUR PER DAY

## CHARLEY'S BACKGROUND

Michael has a very methodical approach to betting and likes the intellectual challenge of finding a winner, as much as the extra income it provides.

He puts in a lot of hours studying form. He has created a spreadsheet which includes ratings of individual horses as well as data from a speed rating service that he is subscribed to.

He uses the spreadsheet to calculate the percentage chance of an given horse winning.

Michael will bet on a horse if there is a bigger price than his percentages suggest (or Lay when it is shorter).

## WHAT DOES CHARLEY DO?

### MOTIVATIONS

Intellectual challenge  
Love of horse racing  
Winning extra money

### FRUSTRATIONS

Tedious nature of data entry and placing bets  
Being distracted by markets he doesn't know anything about

1

#### BEFORE THE RACE

RACING POST  
  
Reads the Racing Post  
Adjusts the bets placed the night before

2

#### DURING THE RACE

Watches the race  
Does NOT bet in-running

3

#### AFTER EACH RACE

Moves on to adjusting the bets for the next race  
Reviews profit and loss  
Downloads data into a spreadsheet  
Adjusts data based on own experience

4

#### WHEN RACE FINISHES

Reviews profit and loss  
Downloads data into a spreadsheet  
Adjusts data based on own experience

### DESIGN IMPLICATIONS

# Michael

AGE 32  
STATUS SINGLE  
SALARY 27K

"You are either earning or learning in this game. If you loose, you have to ask 'What have I learnt?' if the answer is nothing, then you placed the wrong bet."

## Michael's background

Michael has a very methodical approach to betting and likes the intellectual challenge of finding a winner, as much as the extra income it provides.

He puts in a lot of hours studying form. He has created a spreadsheet which includes ratings of individual horses as well as data from a speed rating service that he is subscribed to.

He uses the spreadsheet to calculate the percentage chance of an given horse winning.

Michael will bet on a horse if there is a bigger price than his percentages suggest (or Lay when it is shorter).

## What does Michael do?

### Motivations

Intellectual challenge  
Love of horse racing  
Winning extra money

### Frustrations

Tedious nature of data entry and placing bets  
Being distracted by markets he doesn't know anything about

1

#### Before the race

RACING POST  
  
Reads the Racing Post  
Adjusts the bets placed the night before

2

#### During the race

Watches the race  
Does NOT bet in-running

4

#### When race finishes

Reviews profit and loss  
Downloads data into a spreadsheet  
Adjusts data based on own experience

3

#### After each race

Moves on to adjusting the bets for the next race  
Reviews profit and loss  
Downloads data into a spreadsheet  
Adjusts data based on own experience

### Design Implications



## Reasonably Subdued Allure

Los Niches. Nice. Clean. Lines.

### Karen

Age: 25, Young Professional , copywriter for InStyle Magazine

Reads: Jane, Vogue, Cosmo

Movies: Romantic Comedies

Listens to: NPR

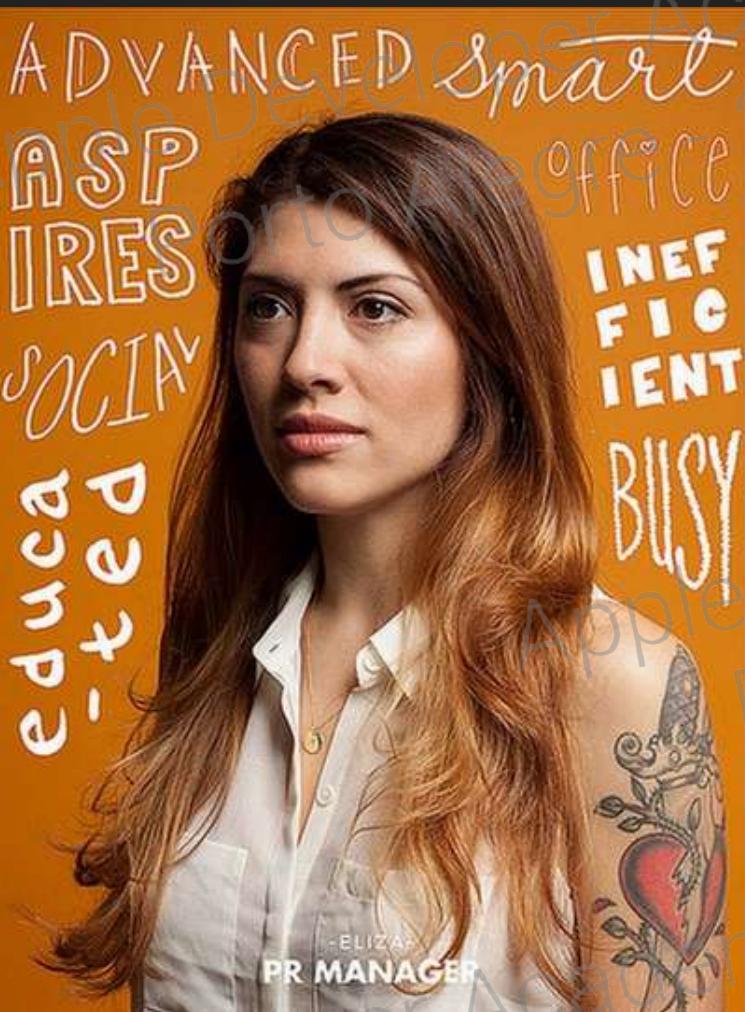
Subscribes to: DailyCandy

Uses IM to communicate with co-workers, friends and family



### The Communicator

She actively keeps up to date with existing connections through viewing and publishing information. She does not meet new people through online social networks, rather she uses online tools to strengthen her current connections. She may be a member of multiple social networking sites, but not so many that she feels overwhelmed.



## Marta Becker



"A tecnologia não deve ser um obstáculo, mas sim um facilitador da inclusão e independência."

Idade: **42**

Trabalho: **Empreendedora e professora universitária**

Família: **Casada com Leo, tem uma filha, Hadassa, de 4 anos.**

Cidade: **Porto Alegre**

Características: **Criativa, inovadora, orientada a achar soluções, prioriza recursos com acessibilidade**

### Objetivos

- Poder usar qualquer aplicativo sem barreiras de acessibilidade.
- Ensino eficiente e acessível para alunos, independentemente de limitações físicas.
- Facilidade na comunicação profissional e acadêmica.
- Eficiência no consumo de conteúdos, como notícias, e-mails e mídias sociais.
- Experiência digital fluida e produtiva sem frustrações.

### Dispositivos



### Frustações

- Ferramentas sem comandos de voz para navegar.
- Sites e apps sem **descrições de imagem adequadas** ou cores inadequadas.
- Navegação não intuitiva com elementos visuais complexos.
- Ausência **feedbacks sonoros e táteis (hápticos)** para ações no aplicativo.

### Bio

Marta Almeida é uma mulher confiante, independente e altamente capacitada. Como professora universitária na área de **Negócios e Empreendedorismo**, ela ensina inovação, modelos de negócios e estratégias empresariais.

Nasceu com *Daltonismo Protanopia* que reduz a percepção de alguns tons, dificultando a distinção de cores em interfaces digitais. Aos 25 anos foi diagnosticada com a *Doença de Devic* que pode causar surtos repentinos que a deixam quase cega em alguns dias e com visão parcial em outros, adaptou-se ao mundo digital utilizando tecnologia assistiva.

Marta é uma entusiasta do uso da tecnologia para promover inclusão no mundo corporativo e acadêmico. Seu **iPhone 15** é sua principal ferramenta de trabalho e comunicação, permitindo que ela gerencie cursos, participe de reuniões e interaja com alunos de forma eficiente. Além disso, utiliza diversas plataformas para ensino remoto e consultoria empresarial.

# USER FLOW

Apple Developer Academy - POA  
Porto Alegre - 2025

Apple Developer Academy  
Porto Alegre - 2025

Apple Developer Academy - POA  
Porto Alegre - 2025

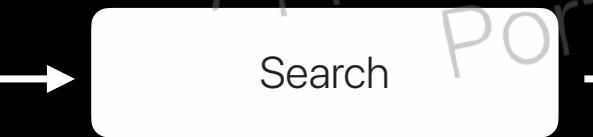
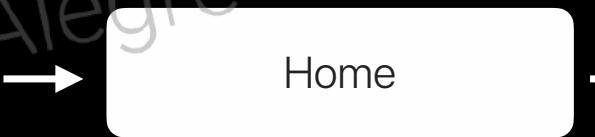
Developer Academy - POA  
Porto Alegre - 2025

Apple Developer Academy  
Porto Alegre - 2025

# USER FLOW

A **User flow** is a visual representation of the user's navigation through a website or app.

User flows are designed to map out the navigation path a user takes through a product's interface, illustrating the sequence of actions and choices made while interacting with a website or app.



Found  
Product?

No

Yes

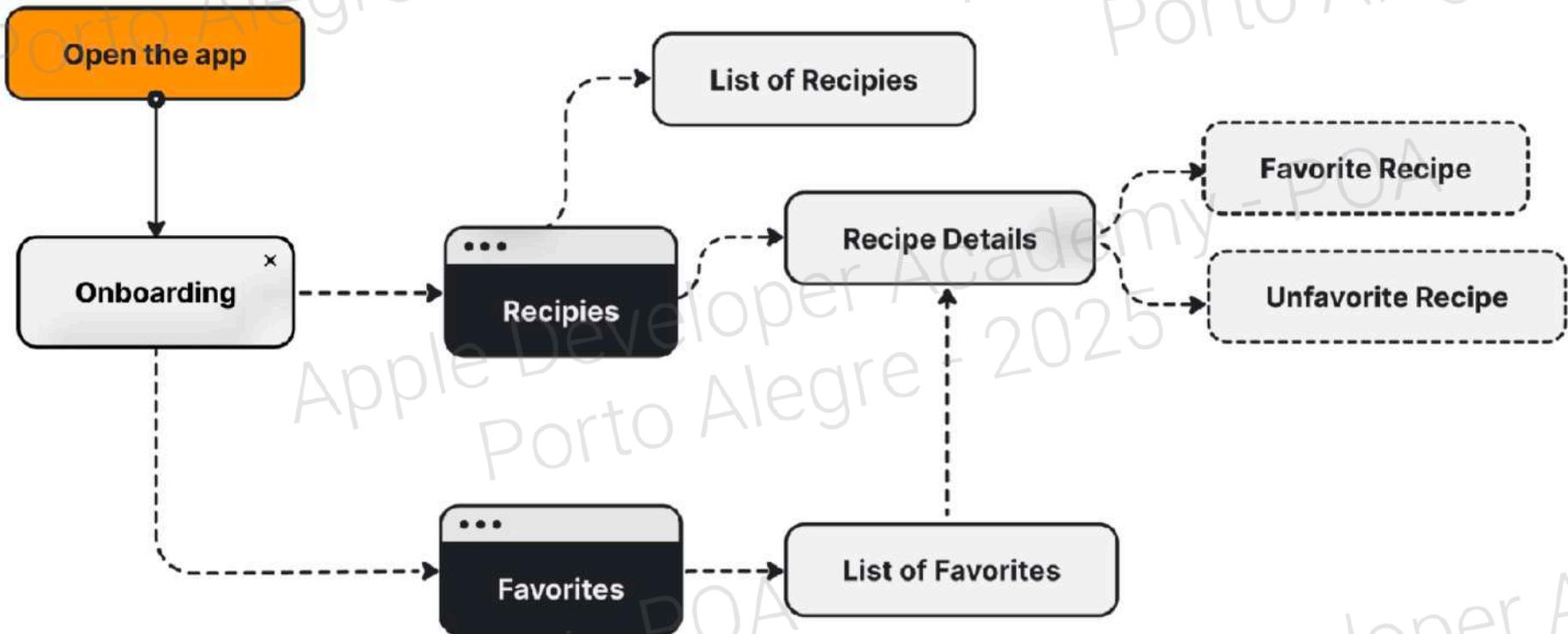
Shipping options

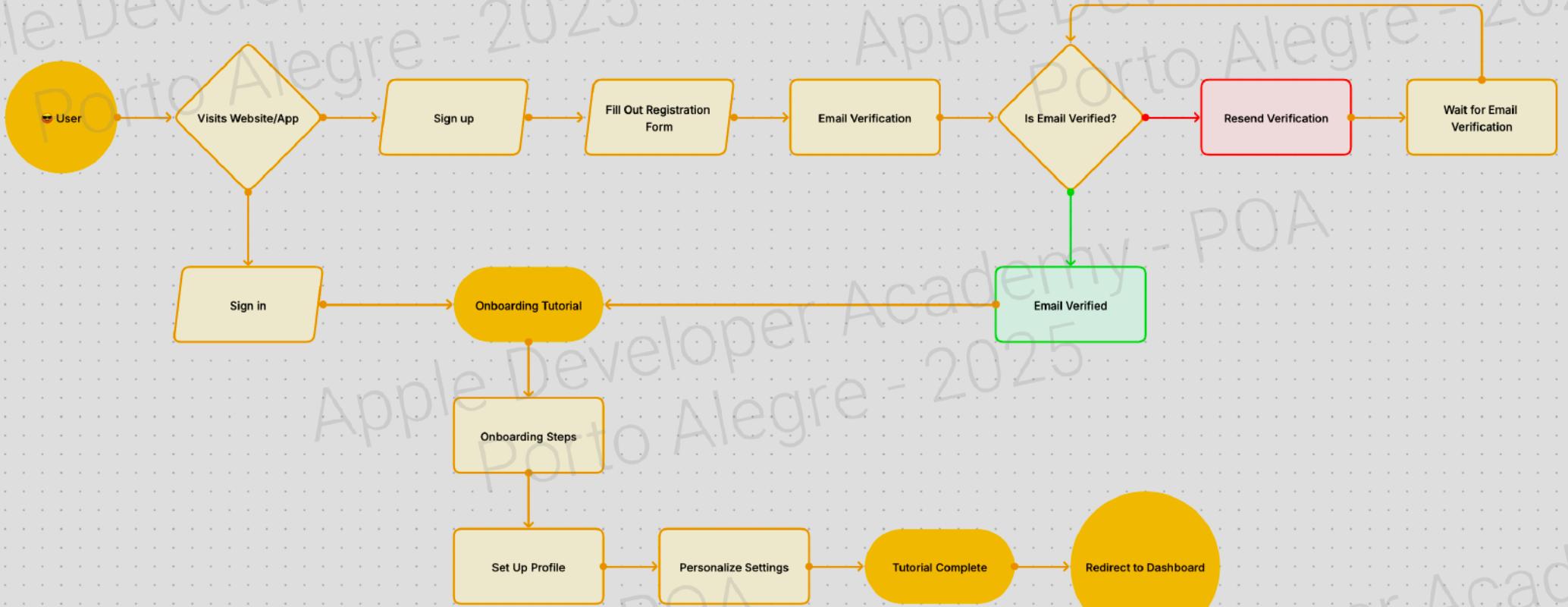
Cart summary

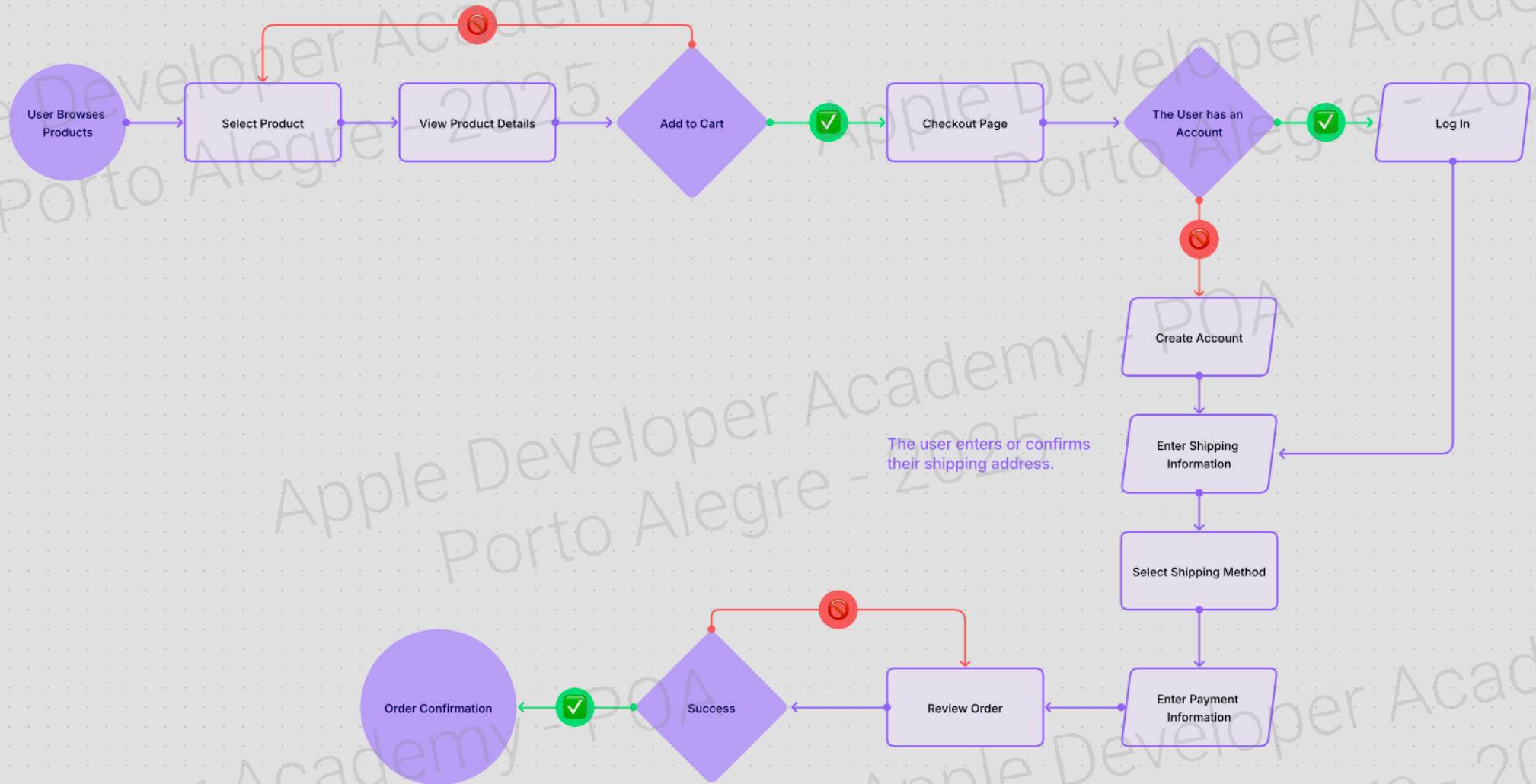
Billing options

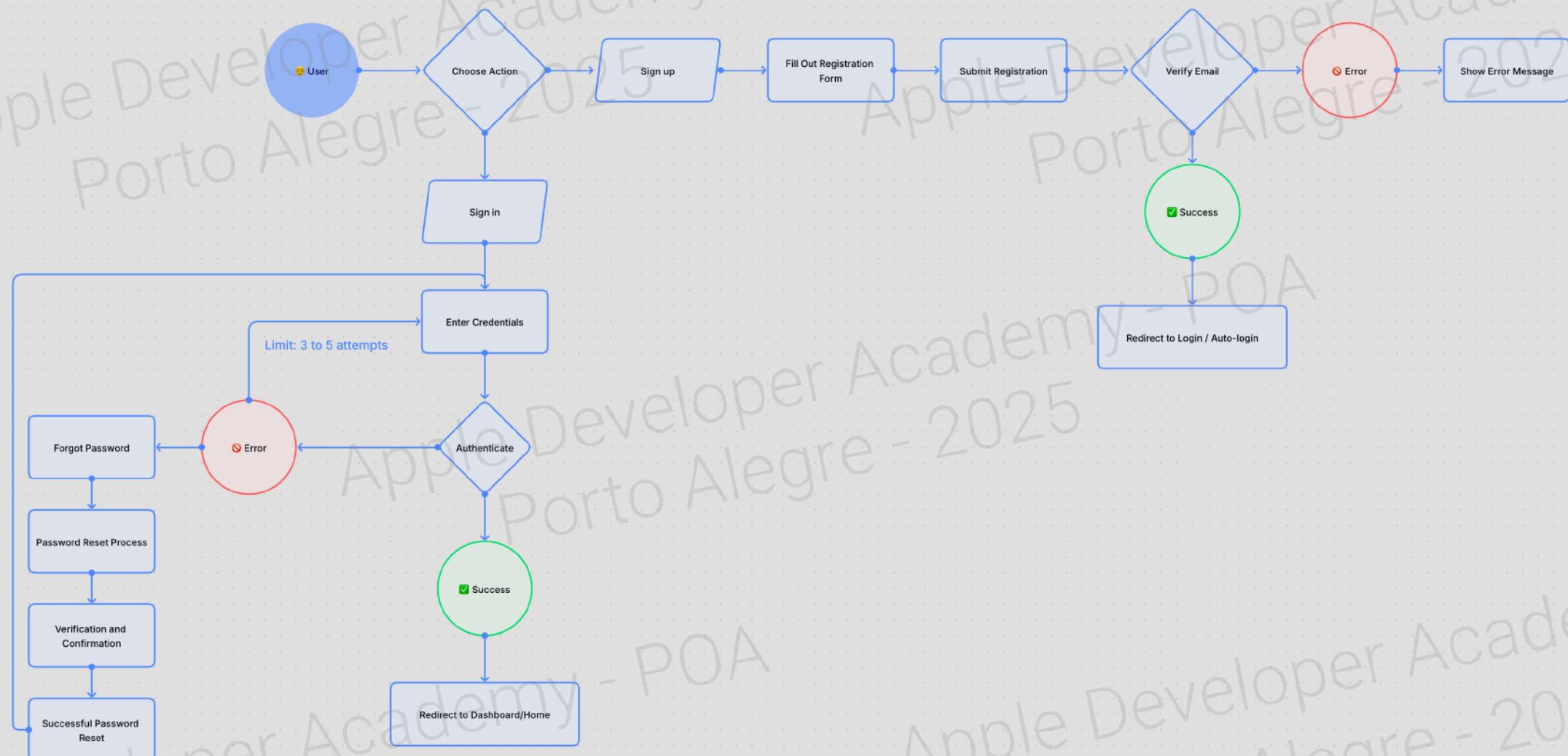
Order confirmation

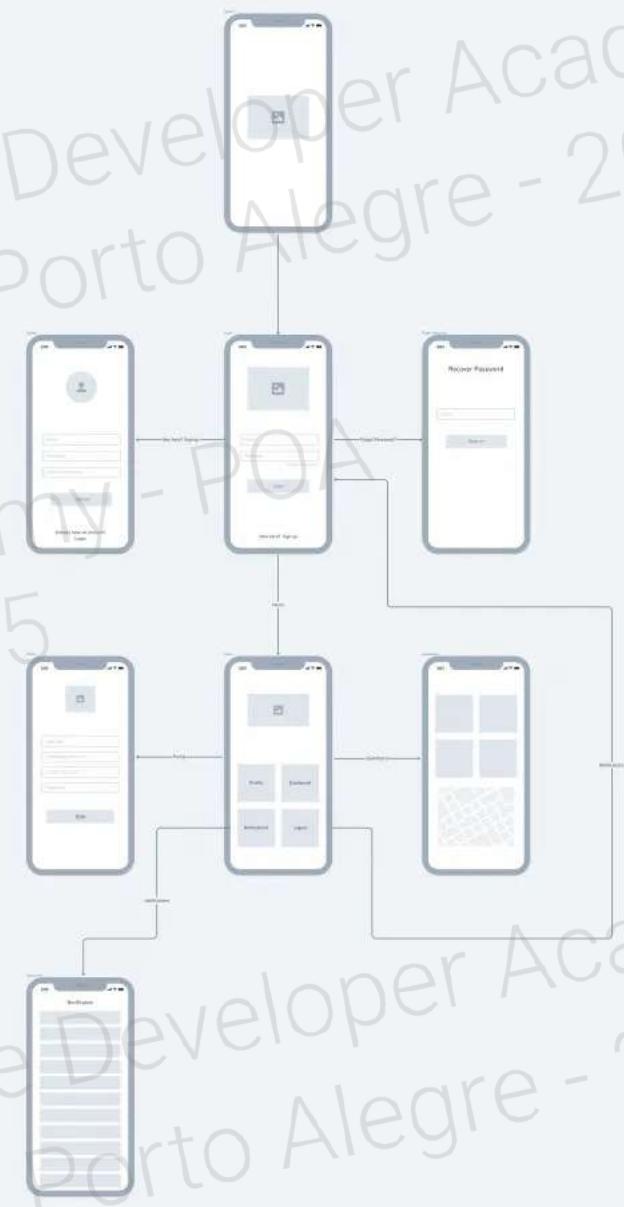
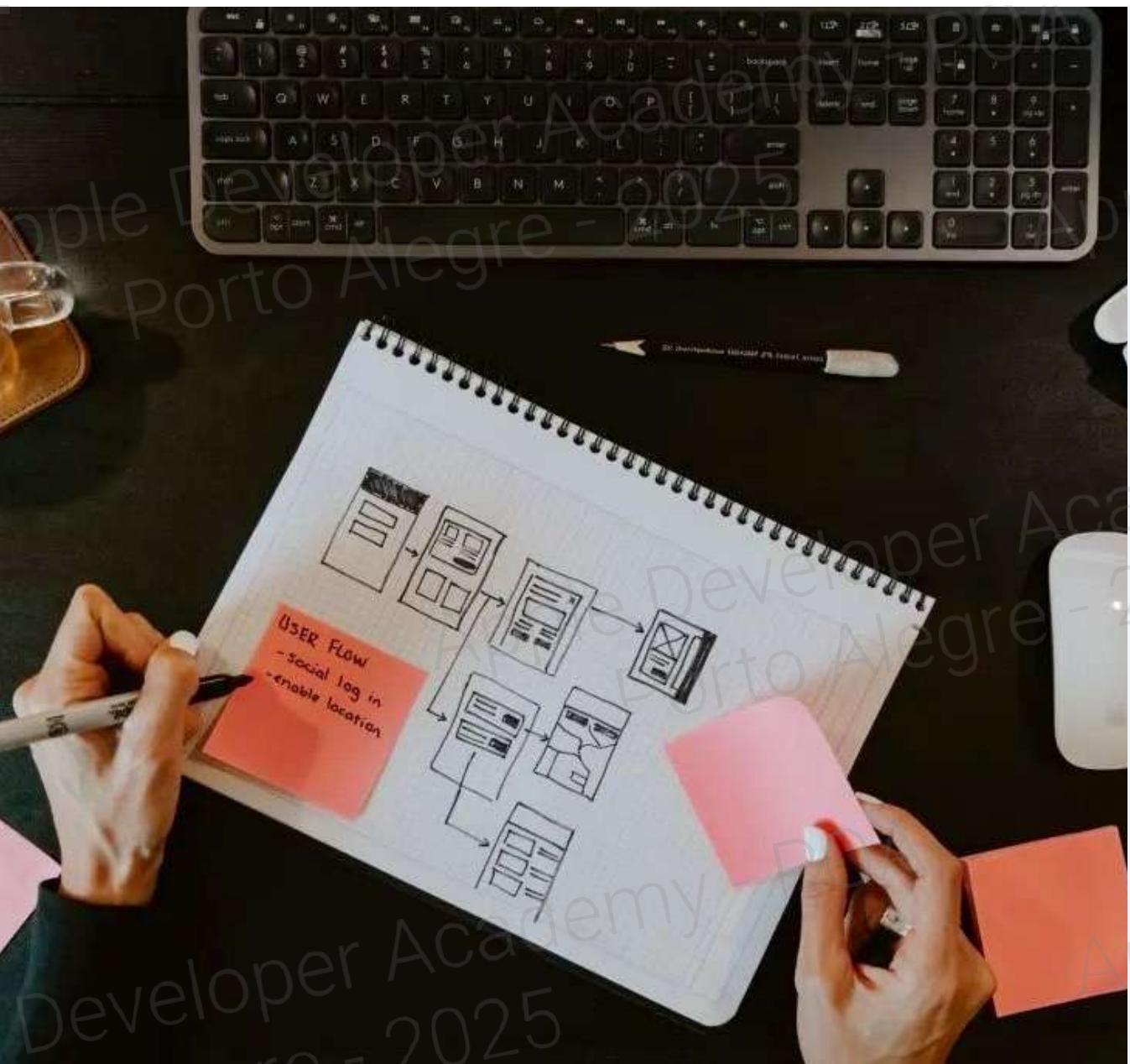




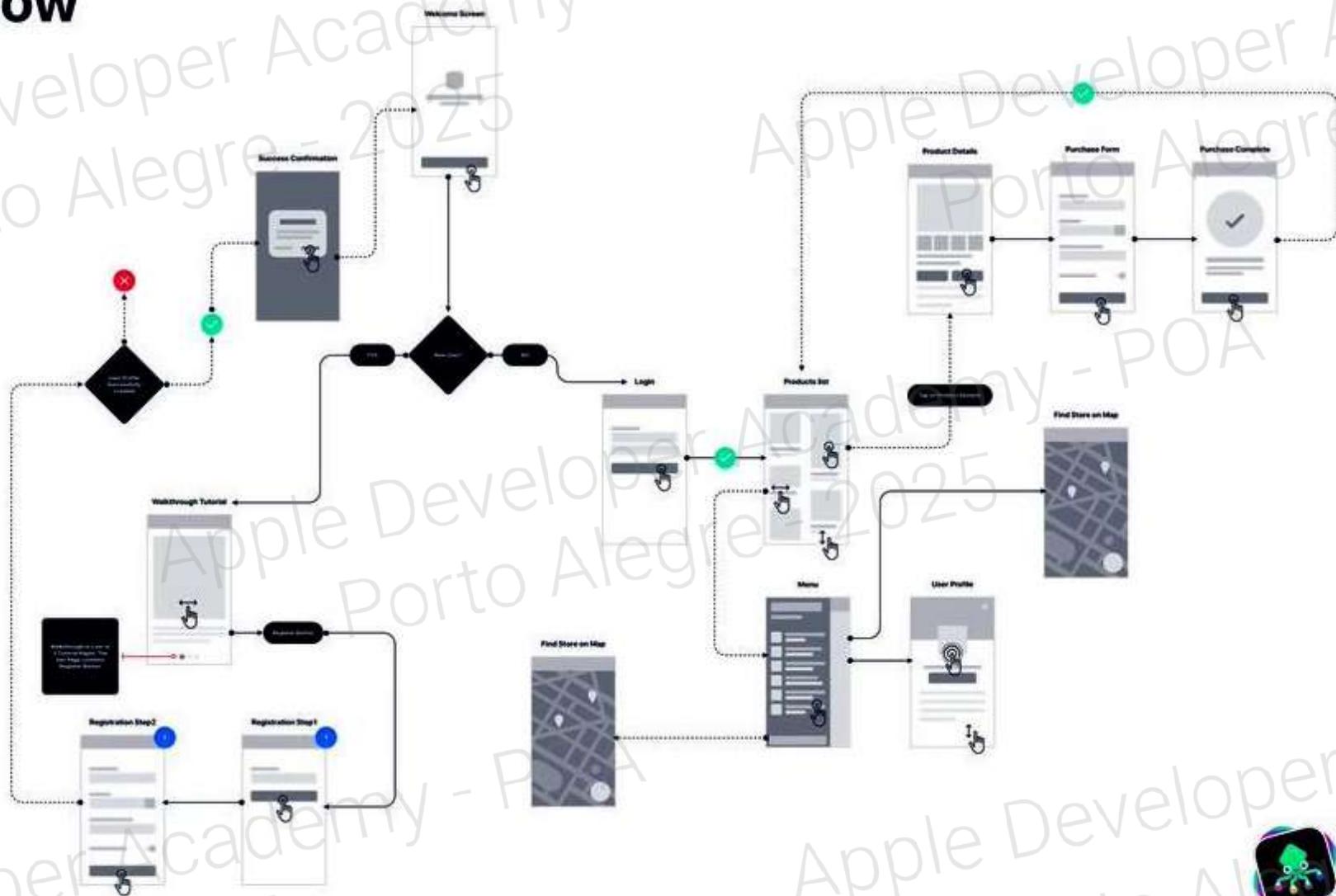








# User Flow



made with  
**SQUID**  
UI FLOW TEMPLATE



Brooke Clifton

## User flow template

FigJam board • 353 • 32.2k users

[Open in FigJam](#)



[About](#) [Comments 1](#)

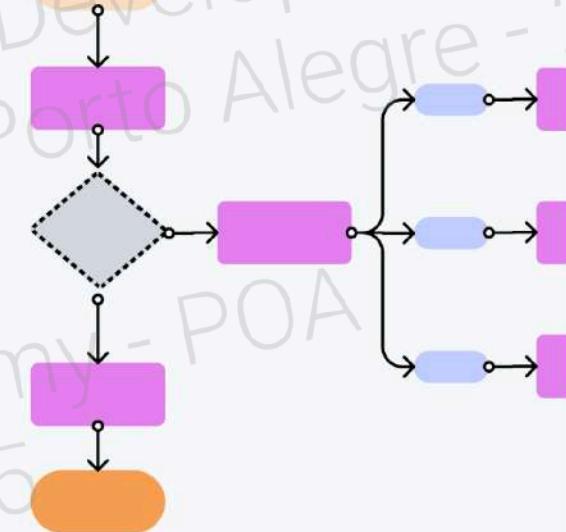
Basic flow diagram template

[Preview](#)

apple Developer Academy - POA  
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Template

# User Flow Diagrams



Tags

#figjam #template #user flow

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