Personas

Personas add the human touch to what otherwise would have been cold and emotionless data from the research.
(DAM, SIANG, 2020)

The interview responses were analyzed to create the following personas. They represent behaviors, attitudes, hobbies, education, and other personal characteristics that real users of the product will have and, thus, help to create a perspective through which the problem can be seen and experienced.

SOCIAL MEDIA & COMMUNITIES

- Board Games Geek
- MyAnimeList
- Meetup
- /r Marvelstudios (Reddit)
- LinkedIn
- Instagram
- Facebook

INTERESTS

- Harry Potter
- Board Games
- Anime
- Technological Advancements
- Artificial Intelligence
- Smart Home and IoT
- Food

"While I love computer science, pop culture and anime, I equally enjoy partying and doing sports with my friends"
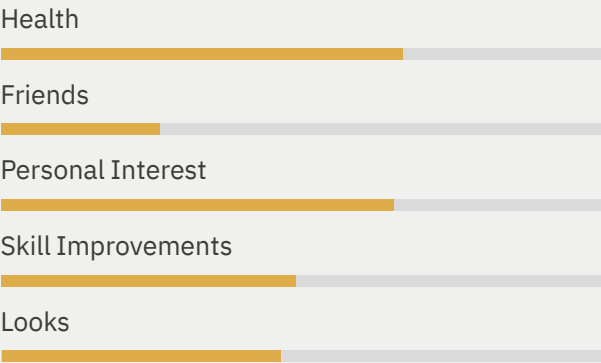
GOALS

- "I want to play volleyball"
- Wants an alternative to going to the gym
- Being spontaneous when doings sports
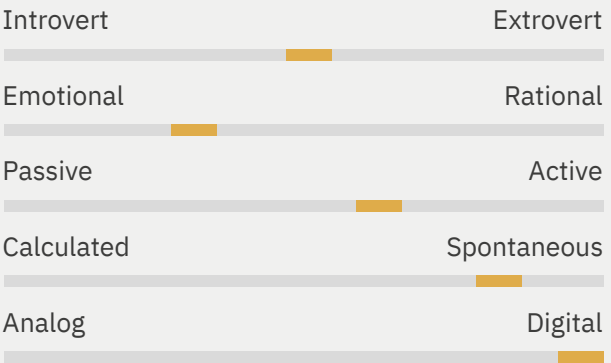- Easy way to find other players for volleyball

PAINS

- Not enough friends are interested in volleyball so she does not have enough players
- Does not know where to look for other players
- Gym being the only way to stay physically active is getting boring

Anna Smith, 24
The Anime Fan

Gender: Female
Status: Single
Education: Computer Science
Occupation: Graduate
Location: Berlin

BIO

Anna just graduated and is looking forward to her future. She is outgoing and bubbly and usually meets up with her friends after lectures. While she loves going out, she equally loves to stay at home and watch anime with pizza and popcorn. She regularly goes to the gym to balance her sedentary lifestyle when programming and watching anime. She recently discovered a series about volleyball, which made her interested in playing. Unfortunately, none of her friends are sports enthusiasts.

FIG. 18: PERSONA PROFILE OF ANNA
OWN ILLUSTRATION

MOTIVATIONS TO DO SPORTS

Health

Friends

Personal Interest

Skill Improvements

Looks

PERSONALITY

Introvert — Extrovert

Emotional — Rational

Passive — Active

Calculated — Spontaneous

Analog — Digital

Insights

Creating these personas helped to understand who the users of the product are, how they behave, and what their circumstances are. They helped to visualize the people for whom I was designing and thus kept close to the user's interest. Thinking about users' different personalities, traits, interests, and goals allowed me to identify with them and, thus, helped me to gain empathy for them.

"When I'm playing basketball, I forget everything around me. It's just me or me and the team. It's a liberating feeling"

James Isaac, 31
The Shy Basketball Lover

Gender: Male
Status: Married
Education: Dentistry
Occupation: Dentist
Location: Frankfurt

FIG. 20: PERSONA PROFILE OF JAMES
OWN ILLUSTRATION

BIO

James loves watching basketball matches. If a match is broadcasted, he rushes home after work to be there in time for the kickoff. He always looks forward to weekends since he and his friends take the time to meet up and play a couple of rounds of 3-on-3 street basketball. He would love to play more during the week, but unfortunately his friends are usually too tired in the evening. He considered joining his local basketball community, but joining most teams requires a membership, and he does not want to be the "new one".

SOCIAL MEDIA & COMMUNITIES

- Tipico Sportwetten (Facebook)
- /r NBA (Reddit)
- Instagram

INTERESTS

- Basketball
- NBA
- Health and Fitness
- Gaming
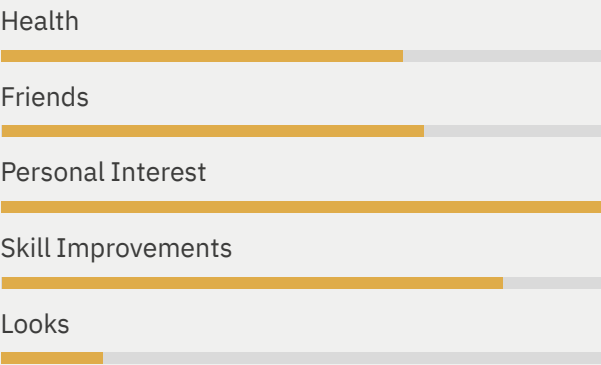- Food
- NBA2K
- Movies

GOALS

- More opportunities to play basketball
- Wants to improve his skills
- Wants to get to know strangers first before talking to them
- Wants to play normal 5v5 matches

PAINS

- His friends do not have time during the week
- Joining a group full of strangers without getting to know them first is intimidating
- Does not know enough people to play normal basketball matches

MOTIVATIONS TO DO SPORTS

Health

Friends

Personal Interest

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PERSONALITY

Introvert	Extrovert
Emotional	Rational
Passive	Active
Calculated	Spontaneous
Analog	Digital