

## User personas and information architecture

### Prompt used for generating personas:

I'm working on a web page for a local business that repairs computers and similar electronics. Can you create three or more personas representing the target audience for the website? Do you need more information?

**ChatGPT requested additional information and asked a few questions.**

### Additional information provided:

The target audience should be from a single city, as the business will have only one location. Users should be able to ask questions and receive updates on the website, but repairs will only be done on-site. The business primarily focuses on repairs of computers and smartphones, but also handles smaller electronics like printers, etc.

### Prompt used for generating images:

Give a realistic profile picture for this person:

Linda Garcia

Age: 50

Occupation: Owner of a local bakery.

## Sarah Thompson



**Age:** 35

**Occupation:** Marketing Manager at a local company

**Tech Comfort Level:** High

**Location:** City center, close to the business

**Devices:** High-end laptop (used for work), smartphone (used for social media and email), wireless printer

### Pain Points:

- Needs quick turnaround for repairs as she relies on her laptop and phone for work.
- Frustrated by complicated booking systems or delays in getting updates.
- Prefers clear communication and regular updates via the website.

**Motivation for using the service:** Looking for a reliable, trustworthy, and fast service for urgent repairs to avoid downtime at work. She also values the ability to ask questions and get updates online.

### How she interacts with the website:

- Visits to inquire about repair times and cost estimates.
- Uses chat or email support to ask questions before booking an in-person visit.
- Likes the idea of getting notifications or status updates about her repair on the site.

# Mike Jenkins



**Age:** 42

**Occupation:** Elementary School Teacher

**Tech Comfort Level:** Medium

**Location:** Residential area, 15 minutes from the store

**Devices:** Family desktop PC, tablet (used by children), smartphone

**Pain Points:**

- Needs affordable, reliable repairs for family electronics that are often used heavily by kids.
- Concerned about convenience and wants a hassle-free, quick resolution.
- Needs clear, simple instructions and easy-to-follow processes.

**Motivation for using the service:** His children often break or damage their tablets, and the family PC occasionally runs into software problems. He's looking for a budget-friendly, local repair service that can fix these issues efficiently.

**How he interacts with the website:**

- Checks pricing and repair options on the website.
- Appreciates an easy way to book appointments or ask basic questions about common issues, like water damage or screen replacements.
- Would like SMS or email alerts for updates when repairs are complete.

# Linda Garcia



**Age:** 50

**Occupation:** Owner of a local bakery

**Tech Comfort Level:** Low to Medium

**Location:** Small business district, 10 minutes from the repair shop

**Devices:** Business computer (used for accounting), receipt printer, smartphone (used for business communication)

**Pain Points:**

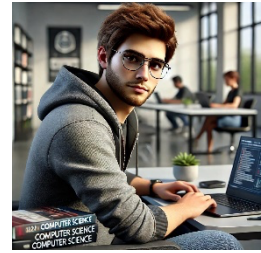
- She relies heavily on her devices to manage her bakery's orders, inventory, and accounting, so downtime can be costly.
- Needs dependable service without needing to understand technical jargon.
- Worried about long repair times that could affect her business.

**Motivation for using the service:** She values a local business she can trust to handle her devices professionally. She's looking for personalized service and fast repairs to minimize business disruptions.

**How she interacts with the website:**

- Uses the site to ask questions about potential issues with her printer or PC.
- May check for business account options or services tailored to small businesses.
- Relies on website chat support to get answers quickly without needing to call during business hours.

# Jason Miller



**Age:** 21

**Occupation:** University student studying computer science

**Tech Comfort Level:** High

**Location:** Lives in a shared apartment, near campus, 20 minutes from the store

**Devices:** Personal laptop (used for coding and schoolwork), smartphone, wireless mouse

**Pain Points:**

- Doesn't have the funds for expensive repairs or replacements, so he's looking for affordable options.
- May try to fix small issues himself but needs professional help for bigger repairs, like hardware or screen issues.
- Wants a quick and reliable service since he depends on his laptop for his studies.

**Motivation for using the service:** Jason wants to save money by repairing his devices instead of replacing them, and he needs a service that works fast since he's using his devices daily for school projects.

**How he interacts with the website:**

- Checks for the most affordable repair services for students.
- Uses the website to ask for advice about whether an issue is fixable or worth repairing.
- Appreciates transparency in pricing and quick service updates.

**Develop an information architecture for the project based on the card sorting method.**

