WHAT IS A PERSONA AND HOW DOES IT HELP YOU?

Personas are created to represent the specific types of users that emerged during user research. A persona is an imaginary person that helps you build empathy while answering questions like "Does this feature solve our persona's problem?"
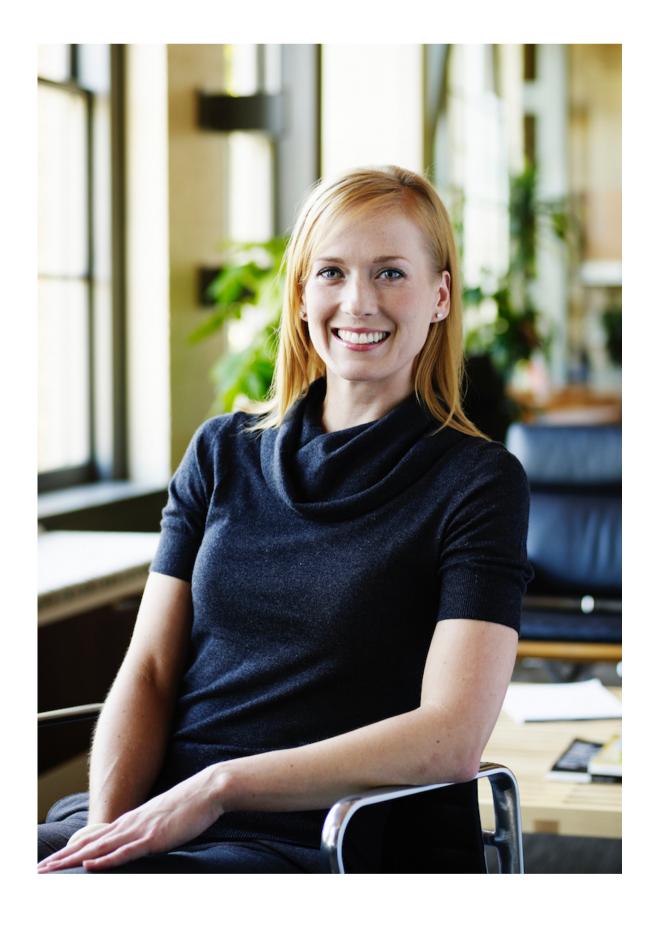
LET'S FOCUS ON HOW TO CREATE ONE:

1 After distilling your findings from user research, review the common user charateristics you identified.

2 Put the basic infomation categories on to a big poster or wall space (e.g. job title, responsibilities, needs, pain poins etc.).

3 Place the relevant user characteristics under respective categories (e.g. job title, responsibilities, needs, pain poins etc.).

4 Give your persona a name that has the same initial as their title. Also type up a quote that briefly describes their situation at work.

Then discuss and decide what user needs and pain points to address.

Don't forget to validate your persona with your users!

EXAMPLE PERSONA

SALLY
The Specialist

" I like get things done quickly since I am on the move all the time, dealing with million things. "

ABOUT SALLY

40, married, 7 years of facility specialist experience

Being the person who makes the energy consumption decisions, I have to keep the balance between improving the energy efficiency and our working comfort.

Very mobile, moving from building to building during the day

WORKS WITH

Chief Facility Engineer, Technicians, Admins

JOB RESPONSIBILITIES

- I am reponsible for office and data center buildings.
- I am responsible for multiple projects per week and each projects is tied to a specific building.
- I spend more than half of my time in the office, but I also do work in my office, on the computer.
- I enter time once a week on a project by project basis.

NEEDS

- I always need the project billing number to record time. It can become hard to locate.
- I need to know the amount of time spent on a project. Currently I take notes on paper.
- I need the ability to record time instantly since I am away from my desk most of the time.

MAIN GOALS

- Being the person who makes the energy consumption decisions, I have to keep the balance between improving the energy efficiency and our working comfort.
- Better management of actual time spent in each building.

PAIN POINTS

- Can't record time quickly on the go.
- The time sheet entry is very complex, and very time consuming.
- Need to see the weekly view of complete and incomplete entries.
- Need the ability to bulk enter.