Persona Template

How to Use This Guide: As a team, work together to follow these simple steps and fill out the template to create personas (fictionalized composites of your typical customers to help guide your team and keep your decisions customer-focused) for each of your user groups.

## Step 1: Perform User Research

User research methods include interviews, focus groups, and field visits.

## Step 2: Choose Personas

Review your users, and group them into similar categories. Then determine which user groups need to be represented with unique personas. Most commonly, one persona is created to represent each user group.

Example: If you are designing a health care application, you would create a persona for each type of individual using the application: nurses, doctors, administrative staff, and patients.

## Step 3: Assigns Traits to Personas

After conducting interviews with your key users, analyze the data, and for each user group identify the common frustrations, goals, and motivations. While you might be tempted to base your persona off of one standout interviewee, push your team to combine the traits of multiple interviewees when creating a Persona.

Fill out the template to build your Persona.

# Name: Jolean Lesscott

Previous Experience:

City population explorer, a software that allows users to explore population demographics of cities worldwide

City Population Dashboard: An application designed for tracking demographic trends in urban areas

City population dashboard: offers real time updates on city populations, providing dynamic displays of population statistics.

Motivations

* Access Comprehensive City Data: Users seek information, example of which being population figures, facilitating their understanding of urban population distribution.
* Sortable lists for compare: users desire the ability to sort the lists of countries by size
* To value features that allow the user to navigate through the lost without of alevel of cogantive overlaod

Background Description

Jolean Lesscott is a data analyst or urban planner with a keen interest in understanding global urban population dynamics and trends.

User Story: As a user, I want to view a list of all the cities in the world organized from the largest population to the smallest population so that I can understand urban population distribution.

[ … ]

Frustrations

Inconsistent population figures, many discrepancies within the population figures displayed for certain cities

Issue with how the data is organized in the software, due to lack of format

Difficulty locating sounds cities

Demographics

|  |  |
| --- | --- |
| **Gender:** | Male |
| **Age:** | 27 |
| **Location:** | Manchester |
| **Relationship Status:** | Married |
| **Title:** | MR |
| **Education:** | University of Manchester |

Acceptance Critera:

The list should display city names along with their respective populations.

- The list should be sortable from largest to smallest population.

- Pagination or infinite scrolling should be implemented for better user experience if there are many cities.

Goals

Analyze urban population trends globally

Identify major cities based on population size

Compare demographic data between different cities

Expectations:

Intuitive interface

Flexible filtering and sorting

Efficient performance

Seamless navigation