



Personas continued

MAD9034



Persona Creation

Persona research analysis: Share your experience

- Start with your primary persona
- Repeat for your secondary persona
- 5-10 attributes selected
- ALL your participants ranked for ALL attributes
- Groups of participants identified

[Details on the course website: Persona Creation](#)

Personas

Primary and Secondary Personas

The **primary persona** is the primary user of a product.

SERVICE CONSUMER

The **secondary persona** is another user of the product for whom we will make accommodations as long as the primary persona's experience is not compromised.

SERVICE PROVIDER

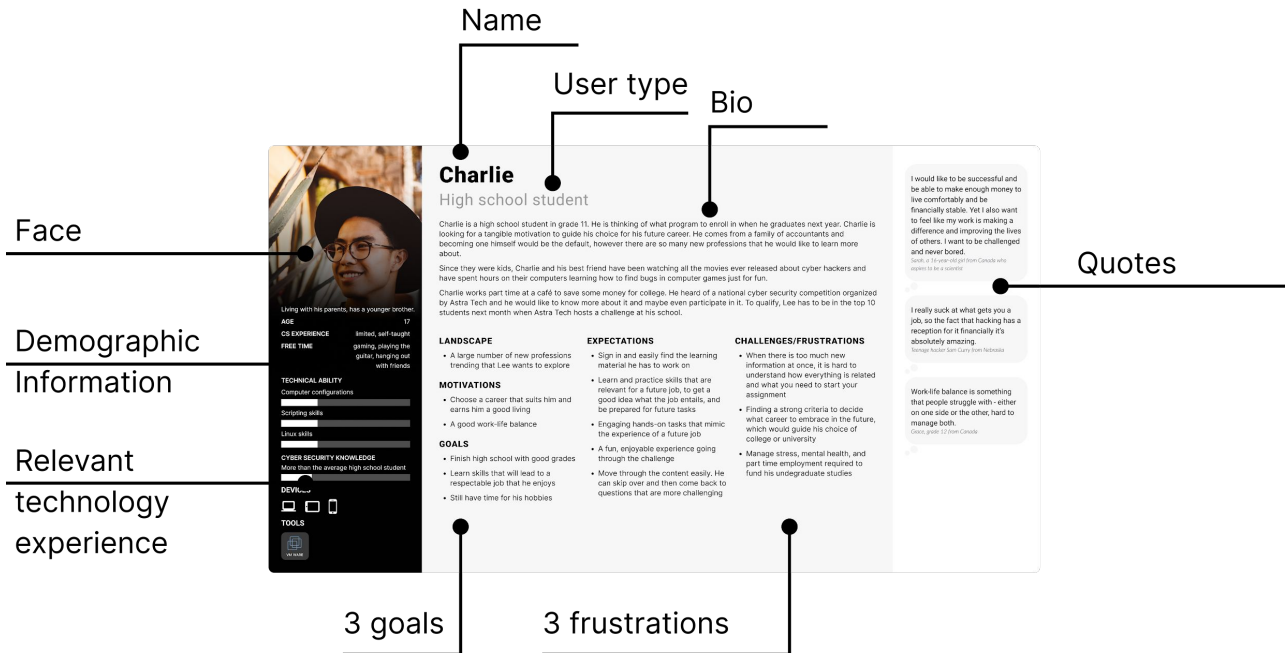
[Source](#)

Review with instructor for feedback

Persona Creation

The anatomy of a persona document

Remember that a persona is a tool for the entire product team to use. Make it relevant!



Name
(5 minutes)

Relevant personal information

(10-15 minutes)

- Age
- Gender
- Occupation
- Number of children
- Level of technical experience
- Devices/apps/software use
- Hobbies
- Other info that makes this person relatable

Relevant goals

(15-20 minutes)

- To cut down on unhealthy eating and drinking habits
- To carve out time daily for physical exercise
- To find a companion to go for walks with

Relevant frustrations

(15-20 minutes)

- Thinks he cannot find information because he doesn't use social media
- Manual tracking it is too time consuming
- Cannot find the motivation to walk by himself

Relevant bio

15 minutes

Aaron is a system software developer who recently moved into a new neighbourhood. He works from home and doesn't know anybody. He sits all day doing his work at the computer and he'd like to carve out time daily to go for walks and engage in other form of physical exercise. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol consumption and unhealthy snacks.

Relevant quote

15 minutes

"I feel like there is a smarter way for me to transition in a healthier lifestyle."

Profile photo

15 minutes

What might your user persona look like?

- uifaces.co
- unsplash.com
- placeit.net

Apply the same steps to create your
secondary persona

Deliverable

Primary and Secondary Personas

[Details on the course website: Persona Creation](#)

Coming up

Usage scenarios



Mandatory

Submit your personas (one primary, one secondary)