


## Application design: Persona

Date: \_\_\_\_\_



Name:

Age:

Job title:

Life Goals:

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Select ONE word from each row to determine his or her personality:

CONSERVATIVE	PROGRESSIVE
COLD	WARM
TRADITIONAL	INNOVATIVE
FUN	SERIOUS
ENERGETIC	LAID BACK
TRENDY	CLASSIC
SPONTANEOUS	ORDERLY
SOLITARY	POPULAR
UNIQUE	FAMILIAR
YOUNG	OLD

Motivations:

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Frustrations:

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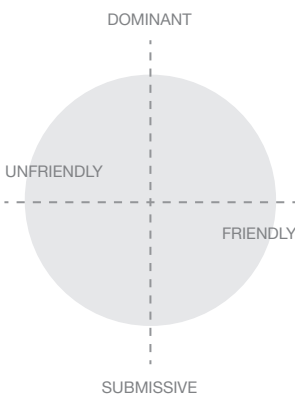
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Describe why, how and when he or she will be browsing your web site.

*Focus on behavior patterns relevant to your value proposition/product.*

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

## Personality Map



# Application design: Scenario

Date: \_\_\_\_\_

Persona assigned to this task: \_\_\_\_\_

Task description:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Write in order this task flow scenario

Think in terms of what RESULTS you are trying to obtain.

Position	Task flow
#1	
#2	
#3	
#4	
#5	
#6	
#7	
#8	

When:

Day of the week: \_\_\_\_\_

☐ early morning  
4:00 / 6:00

☐ morning  
6:00 / 9:00

☐ mid-morning  
9:00 / 11:59

☐ noon  
12:00 / 12:00

☐ afternoon  
12:00 / 17:00

☐ evening  
17:00 / 21:00

☐ night  
21:00 / 23:00

☐ midnight  
23:00 / 4:00

Where:

☐ at home

☐ at work

☐ public place

☐ on vacation

Assigned time to do the task:

☐ Less 1 minute

☐ between 1 and 5 minutes

☐ between 5 and 10 minutes

☐ between 15 and 30 minutes

☐ more than 30 minutes

Access limitations

☐ 3G

☐ Free Wifi

☐ ADSL

Frequency

☐ More than one a day

☐ Once a day

☐ Once a week

☐ More than one a week

☐ Just one time

What kind of experience is he or she waiting for:

☐ Adventure

☐ Freedom

☐ Security

☐ Sensual

☐ Confidence

☐ Power